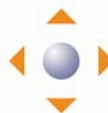


Broadband Video FocusSM

Service Description



**BROADBAND
DIRECTIONSSM**

Broadband Video FocusSM
Market Intelligence and Best Practices
for Broadband Video

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▶ **Broadband Video FocusSM Summary**

Broadband Directions LLC is pleased to provide **Broadband Video Focus**, a unique market intelligence service targeted to decision-makers who are responsible for their company's broadband video initiatives.

We believe that broadband video is the single most disruptive influence on the video distribution value chain. This is due to the fact that broadband is the first open delivery platform, allowing video producers to reach their intended audiences without the involvement of any third-party intermediary.

So while the video business has depended on traditional, well-understood formulas, broadband has the power to disrupt all the key players' market positions and strengths. The result is significant new opportunities and challenges for all market participants.

To help companies succeed in this time of uncertainty, **Broadband Video Focus** has been developed to provide critical competitive insights and actionable data to support decision-makers in developing their broadband video product strategies and implementation plans.

Broadband Video Focus is the most valuable competitive resource for decision-makers driving the growth of the broadband video industry.

Decision-makers in the following functional areas benefit from the service: marketing/sales, business development/strategy, product management, content development, production/user design and executive management.

Broadband Video Focus is valuable for all industries impacted by the rise of broadband video: cable TV operators and networks, telephone companies, software/hardware vendors, video content creators, online media, print media, major consumer brands and advertising agencies.

The service consists of the deliverables below, which are described in greater detail on the following pages:

1. Market intelligence reports on specific segments of the media industry
2. Best practices case studies on leading broadband video initiatives
3. Topical briefs on significant industry subjects
4. Executive interviews with broadband video thought leaders
5. Dedicated consulting time with Will Richmond, President, Broadband Directions LLC

Our focus is on analyzing the activity and best practices in the broadband video market today, deriving insights about this activity and forecasting what is likely to follow in the near term.

Because **Broadband Video Focus** is laser-targeted, we offer extremely rich competitive information that is differentiated from what is available from other firms and for free online. Our approach allows subscribers to immediately accelerate their learning curves and succeed with their broadband video initiatives.

► **Broadband Video FocusSM Deliverables**

Broadband Video Focus is the most valuable competitive resource for broadband video decision-makers driving the growth of this exciting new industry.

The service, which is available as an annual subscription, consists of the following deliverables:

1. Quarterly market intelligence reports

Competitors have traditionally been easy to identify and prioritize. Broadband changes all of this. Overnight, companies that had never before hit the competitive radar need to be understood.

Each **Broadband Video Focus** market intelligence report analyzes the broadband video initiatives of a particular segment of the media industry. These in-depth reports include:

- Quantitative analyses of current initiatives and historical trend data
- Examples of best practices (screen shots, highlights, etc.)
- Assessments of participants' competitive positioning, strengths and weaknesses
- Insights on participants' future activities and strategies gained from exclusive briefings with key industry executives

There is one market intelligence report per quarter. The data for our reports is drawn from exclusive briefings and surveys we conduct with executives in the media segment being analyzed, our own observational analysis of market participants' initiatives and relevant third-party research. These reports uniquely balance quantitative data and strategic insights, delivering unparalleled value to subscribers.

Each quarterly market intelligence report is approximately 40-60 pages. These reports aggregate and present data collected over time for each particular media segment, so that market trends can be understood in their historical context. We are constantly looking across the media landscape to consider segments for future reports.

Recent reports have included:

- "The Broadcast TV Industry and Broadband Video: *Confronting New Challenges, Embracing New Opportunities*"
- "The Top 75 Cable TV Networks: *A New Revenue Engine Takes Shape*"
- "The Top 40 U.S. Newspapers and Broadband Video: *Read All About It!*"
- "How Broadband is Creating a New Generation of Video Distributors: *The Market Opportunity for Google, Yahoo, Microsoft, AOL, Apple and Others*"

(Full descriptions of recent reports are available at www.broadbanddirections.com.)

2. Best practices case studies with early broadband video leaders

Broadband Video Focus case studies provide concrete examples of how select companies are already pursuing successful broadband video initiatives.

By definition, these early leaders have already progressed down the broadband video learning curve. They share the lessons they have learned with **Broadband Video Focus** subscribers.

These case studies, as well as the Executive Interviews described below, epitomize Broadband Directions' broader mission to make **Broadband Video Focus** a forum for cooperative learning among broadband video participants. Case studies are typically 5-10 pages.

Many early market leaders have told us that their willingness to share insights is motivated by a determination to help grow the overall broadband video industry. They understand that "a rising tide lifts all ships," and are confident that as leaders, they benefit as well.

Two recent examples of best practices case studies have included:

- Scripps Networks Interactive – how an established operator of cable TV networks is creating a portfolio of successful broadband video channels.
- CNET and CNET TV – how a large online publisher is entering the video business by creating a new brand and striking partnership deals with big video distributors.

Case study topics are also drawn from subscriber suggestions to ensure that the most relevant areas are being covered.

3. Topical Briefs

Topical briefs are in-depth analyses of specific subjects that are of interest to all broadband video market participants and are typically 5-10 pages. Topical briefs may focus on business models, distribution, content, new technologies and other areas that impact the broadband video market. By listening closely to our subscribers and monitoring emerging trends, we are able to isolate topics of significant interest.

One example of a topical brief is an analysis of the business opportunity for providing TV program downloads through iTunes. Another example is an analysis of what role peer-to-peer (P2P) distribution will play in fueling long-form content consumption. Another example is an analysis of how video-oriented community-building can be leveraged by major brands.

4. Executive Interviews

Just as our case studies provide tangible success stories, our executive interviews provide a window into early leaders' thinking on the specifics of their broadband video products as well as the larger trends affecting the industry.

Broadband Directions seeks out leaders at established and emerging companies to share their insights. In some cases, these individuals may be **Broadband Video Focus** subscribers. In other cases, Broadband Directions taps into its extensive network of industry contacts.

Examples of recent executive interviews include:

- David Eun, Vice President of Content Partnerships, Google
- Lance Podell, CEO, Seevast Corp.
- Christine Peterson, Associate Media Director, Carat Fusion
- Dmitry Shapiro, CEO, Veoh

For all interviews, Broadband Directions uses its expertise to elicit answers to key questions that subscribers want to learn about. We use our deep industry knowledge to dig far deeper into the relevant issues than typical media interviews do. The result is that subscribers gain a clear understanding of what drives these leaders' broadband video decision-making.

5. Dedicated consulting time with Will Richmond

Broadband Video Focus subscribers also receive dedicated consulting time (up to one day per year) with Broadband Directions' president and founder Will Richmond. The firm also offers more extensive consulting services for interested subscribers.

Subscribers choose how best to use this dedicated time. Typical uses have included:

- Presenting details of market intelligence reports to executive management
- Conducting competitive positioning reviews with product teams
- Training sales teams regarding customers' broadband video product needs

► **Broadband Video FocusSM Pricing**

Broadband Video Focus is offered as an annual subscription service.

A single user license, which provides *one* user name and password to access the online library of **Broadband Video Focus** deliverables, is \$10,000 per year. An enterprise-wide license, which provides an *unlimited* number of user names and passwords, is \$16,000 per year.

Both licenses include access to all of the deliverables previously described:

1. Market intelligence reports on specific segments of the media industry
2. Best practices case studies on leading broadband video initiatives
3. Topical briefs on significant industry subjects
4. Executive interviews with broadband video thought leaders
5. Dedicated consulting time with Will Richmond, President, Broadband Directions LLC

▶ About Broadband Directions LLC

Broadband Directions LLC is a unique market intelligence and consulting firm, due to our:

- ✓ **Exclusive, targeted focus** - we are the only firm focused exclusively on broadband-delivered video. **Broadband Video Focus** is an outstanding value for companies seeking the best competitive insights and actionable data on the broadband video market.
- ✓ **Practitioner-orientation** – we are businesspeople first, and analysts second. We have held senior level marketing and business development roles, so we are able to “walk in our subscribers’ shoes”. This provides us with a deep awareness of the issues that subscribers face, and how to address them.
- ✓ **Subject matter expertise** – we have deep subject matter expertise in the broadband, cable TV, content and technology industries and understand what the opportunities and challenges of broadband video mean to all participants in the video distribution value chain.
- ✓ **Entrepreneurial approach** – we have been involved in numerous successful entrepreneurial and start-up ventures. This perspective guides how we analyze broadband video’s potential and how we advise subscribers to develop their strategies. We think like entrepreneurs about our own services, driving us to provide the most value to our subscribers.
- ✓ **Personal emphasis** – bundled with the annual **Broadband Video Focus** subscription is dedicated time with Will Richmond, Broadband Directions LLC’s president and founder. We believe strongly that personal interaction enriches subscribers’ understanding of our market intelligence deliverables.

Will Richmond is president and founder of Broadband Directions LLC, a market intelligence and consulting firm specializing in broadband-delivered video. Will founded the firm in 2003 with a vision to assist broadband video decision-makers succeed in this dynamic new market.

Will has worked in the broadband, cable TV, content and technology industries for almost 20 years. Since 2003, Will has consulted to many early-stage and established companies in the broadband video industry. Will is an acknowledged thought-leader and is frequently called on by industry executives, venture capitalists, journalists and others to provide his insights.

Will worked at Continental Cablevision (then the 3rd largest cable TV operator) from 1990-1998, initially managing large operations in the Boston area, and then as VP Business Development and part of the founding team of Continental’s pioneering broadband Internet access service “Highway1”. He served as VP Business Development for CMGI’s iCast and for Narad Networks. He was also the founder of PoliticalWag.com, a popular political discussion/community site. Will is a sought-after speaker and moderator for executive-level industry conferences. Will received a BS from Cornell University and an MBA from Harvard Business School.

Broadband Directions also includes a team of experts who assist with the research, analysis, writing and editing of all deliverables.