

# CAS: Interactive Local Media

*Authoritative Source of Market Intelligence on Local Search, Mobile Search, ERPM and Video*

**Interactive Local Media (ILM)** is a continuous advisory service (CAS) for companies with a stake in local search-based advertising. ILM CAS clients have ongoing direct access to research, expert analysis and evaluation of quantitative and qualitative data as it relates to the locally focused digital media and advertising marketplace.

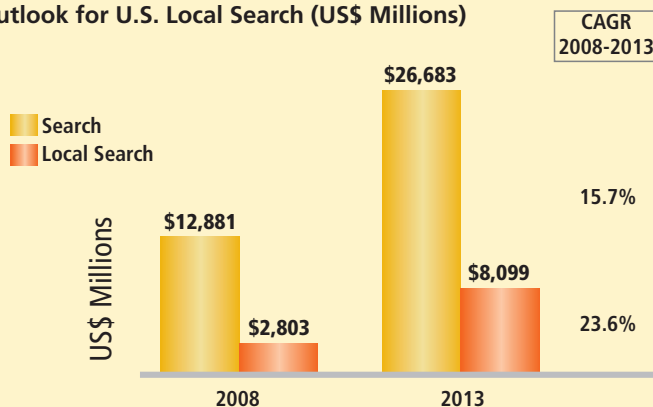
## The Original Experts in Local Search

BIA/Kelsey was the first to recognize the local online opportunity, launching its Local Online Commerce advisory service in 1998. LOC was rebranded as Interactive Local Media in 2003. At that time, BIA/Kelsey released its first comprehensive white paper on local search, "A Closer Look at Local Search," which estimated 10 percent of local searches resulted in a buying decision.

Flash forward to today, when BIA/Kelsey's Interactive Local Media practice is the authoritative source for research and analysis on business models, technology, advertising models and trends in the interactive local search and media space, offering a global view of local search, mobile search, Internet video, small-business SEM/SEO, e-mail and reputation management, directory assistance and free DA.

BIA/Kelsey was the first to focus on the local search industry, and we are now the leading provider of intelligence and analysis about this important space.

**Outlook for U.S. Local Search (US\$ Millions)**



With ties to the leading Internet portals and search engines, Interactive Local Media provides site owners, investors and suppliers essential guidance, research and strategic insights into emerging trends and the impact of new technology and online products on local advertisers and consumers.

Our longevity in tracking local search trends and business practices means we have a deep understanding of this space — from what's driving revenue to how smart companies are winning — which translates into a clear advantage for our clients. A long-range view of the direction for this industry and expert analysis of M&A opportunities help clients determine resource allocation and make smart investment decisions.



## Who Subscribes to ILM?

Interactive Local Media clients include local media companies, shopping, search, advertising agencies, directory marketing, print and Internet Yellow Pages, newspaper and classified advertising publishers and companies with a stake in local search-based advertising, such as:

- Portals and search engines
- Advertising and SEM/SEO agencies
- Yellow Pages publishers (print and Internet)
- Technology suppliers
- Mobile/wireless product and service providers
- Directory assistance and free DA companies and suppliers
- Investors

## Learn More

<http://www.biakelsey.com/Advisory-Services/>

# Inside the BIA/Kelsey CAS Client Experience

## Advantages of Being a BIA/Kelsey CAS Client

Being a Continuous Advisory Services client is not just about access to BIA/Kelsey's vast library of important data and reports. You'll discover the real value is derived through your access to our analysts—a team of knowledgeable, globally recognized and trusted subject matter experts, who will:

- Guide you in applying relevant data to your business
- Offer insights regarding your specific business strategy
- Provide you with introductions to key players that align with your business strategy
- Offer financial expertise and identify or facilitate funding opportunities

### ILM CLIENT BENEFITS

<b>Analyst Access</b>	Access to the top local search analysts helps drive successful product and investment decisions. Our clients leverage analysts' perspectives on how industry events may affect profitability, R&D investments and business success. Peer-to-peer discussion provides a grounded view of how to maintain or build on current success.
<b>Local Search Community</b>	Access to top portals and local media companies in the ILM community enable you to gain advice and insight from those who are driving and thriving in the industry.
<b>Broad Local Search Viewpoint</b>	Comprehensive local search viewpoint of online, mobile, video, SEM/SEO, e-mail marketing, reputation management, DA and social media from the most experienced source.
<b>Local Search and SMB Research</b>	Quantitative overview of SMB and local search markets, tracking the migration of offline advertisers to online. Unique understanding of how to increase SMB penetration for greater revenue production based on historical and current best practices
<b>Financial Analysis and Local Search Forecasts</b>	Insiders' view of what makes a smart local search property acquisition or investment. Provides a guidepost on how similar local media properties are performing for smart decision making.
<b>Trend Watch</b>	Broad view of converging media — YP, local search, mobile, video, social and DA provides clients with more creative insights on profitable trends and business, investment and product/service opportunities.

## ILM Coverage

ILM covers the subjects that are pertinent to companies competing in the local online media space, from business model economics and new ad models and platforms, to the impact of new technology and online products on local advertisers and consumers, and global online trends in local search, SEM/SEO, social media, directory assistance and emerging local online media vehicles. A sampling of the topics covered in recent ILM reports includes:

- **Open APIs: An Emerging Win-Win for Publishers, Developers**
- **Google's Hotpot Bakes More Social Into Local Search**
- **CityGrid Media: A Scaled Alternative to Google?**
- **Call Tracking U.S. Market Forecast**
- **Local Search Frequency Metrics Show Stubborn Consistency**
- **Online Ad Spending Reaches Critical Milestone**
- **ReachLocal's Smart Play With SMLive**

To learn more, please visit  
<http://www.biakelsey.com/Advisory-Services/>  
e-mail us at [info@bia.com](mailto:info@bia.com), or call (800) 331-5086.

