

Experience proves that a clear vision and solid business strategy are vital to an organization's competitive success.

BIA Financial Network offers strategic consulting to help our clients understand the dynamics and structure of internal and external marketplace forces impacting their firms. The foundation of our practice is our information and intelligence assets which we use to make grounded assessments and recommendations for action. We are the leading choice for dependable, up-to-the-minute competitive and comparative data and analysis.

BIAfn provides a range of services in key functional areas of the digital media ecosystem, such as financial consulting, marketing and sales, business operations and strategy. We work with clients to develop and refine their corporate vision and map it to a specific strategy. This empowers clients to adapt, innovate, overcome challenges and achieve a competitive advantage.

### **BIAfn serves:**

- Broadcast
- Technology
- Telco Carriers/Operators/Providers
- Mobile/Wireless
- Investment & Lending Institutions,
- Law Firms
- Newspapers & Publishers
- Government Agencies
- Trade Associations

### **Our strategic consulting services include:**

- Digital Media and Internet Strategies
- Market Analysis & Entry Strategies
- Competitive Analysis & Intelligence
- Demand Forecasting
- Strategic Planning & Business Modeling
- ROI Assessments
- Technology Opportunity Assessments
- Operational Consulting
- Custom Studies on Regulatory Issues

### **Research Reports**

BIAfn offers the telecom industry comprehensive research and analysis on a range of subject matters critical to keeping informed and competitive in the global market. Our historical perspective and deep industry knowledge assists with competitive analysis, strategy, development, risk assessment, and product and business evaluations. A complete list of our reports can be found at <http://www.bia.com/telecomreports.htm>.

### **Benchmarking Studies**

BIAfn's strategic consulting solutions can assist senior government officials to manage tight budgets and limited resources. We understand the unique challenges the government faces in managing complex technological and transformational initiatives. Our services help to solve the most common challenges facing federal managers today: strategy development, budgeting, performance measurement, and program management.

**Call 800.331.5086, visit [www.bia.com](http://www.bia.com)**  
**or email: [info@bia.com](mailto:info@bia.com) for more information**  
**on BIAfn's full portfolio of services.**

## Examples of Our Thought Leadership

As part of our commitment to help our clients stay informed of the activities and issues impacting the media and communication industries, BIAfn publishes Perspectives, to provide an in-depth commentary and analysis of current news, trends and events. A complete list of our Perspectives can be found at [http://www.bia.com/data\\_perspective.html](http://www.bia.com/data_perspective.html).

Some recent topics include:

- “I Know Half the Money I Spend on Advertising is Wasted, the Trouble is Which Half?” AOL, Nielsen Address the Wanamaker Challenge
- CBS Selling Smaller Market Radio Stations: Harbinger of More Things to Come?
- Maximizing Local Media Market Opportunities: Avoiding Commoditized Content
- So AT&T and BellSouth Get Together? Does it Really Matter?
- The Networks are Seizing New Platforms to Reinforce their Brands and Capture AD Dollars
- Hispanic Television and Radio Revenues Grow 80% over Last Five Years
- Section 409A and its Impact on Nonqualified Deferred Compensation Plans
- Mobile TV - iPod or Mobile Phone, Where’s the Scale Advantage?
- Maximizing Television’s Key Assets - Do These “New” Revenue Streams Show Promise?
- Will Municipal Wi-Fi Destroy the Value of Licensed Spectrum?
- Cisco Pursues Evolving Digital Home Market

## Business Plans

BIAfn develops business plans that attract equity and debt funding. We have proven expertise in analyzing and advising on business and financial operations, financial conditions and prospects, and reviewing and recommending strategic alternatives. BIAfn experts work closely with you to develop a plan that reflects both short- and long-term goals and objectives. We have a network of equity sources and lenders who recognize the diligence with which BIAfn prepares a business plan and the industry insight behind that plan.

## Economic Studies

BIAfn has presented numerous economic studies before the Federal Communications Commission, Department of Justice and various courts to support our clients in a variety of positions. We have also worked directly with clients to examine the feasibility or cost/benefit analysis of specific strategies. Special, creative approaches to non-conventional studies are common for our team and the benefits to our clients can be substantial.

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