



Ten Ways BIA Can Help You in Advanced TV

1. **Local market insights:** key trends in your market, predictive analytics including advertiser surveys, 5-year ad forecasts for every 16 media and 94 business categories in each local market.
2. **Competitive intelligence:** assessing major players, competitor SWOTs and your market positioning.
3. **Sales enablement:** setting realistic revenue goals, briefings on key local market trends for sales leaders and their teams, developing competitive differentiation and value propositions.
4. **Strategy:** developing or reassessing goals, ideation, action plans to drive positive outcomes at company, business unit or departmental levels.
5. **Business models:** planning for complementary and new lines of business to grow and diversity revenue bases.
6. **Product roadmaps:** evaluating competitiveness and contribution margins of product sets, strategize evolution of current products, introducing new products.
7. **Partnerships and alliances:** assisting with relationship building, due diligence, vendor selection and management.
8. **M&A:** performing due diligence and buy/sell side investment banking services with our affiliated entity BIA Capital Strategies.
9. **Quarterly briefings:** Leading a regular series of briefings for your Board, C-suite, or functional teams to highlight insights from our market research and consulting programs and discuss how they can impact your team.
10. **Thought leadership:** Helping your company solidify its position as a thought leader by developing white papers, webinars, client briefings, industry panels based on our independent work and reputation in the market as a leading advisory firm.

Want to talk? Email us at advantage@bia.com to discuss your interest and how we can help you seize opportunity advanced TV initiatives.