

CAS: Video Local Media

Authoritative Market Intelligence on the Local Cross-Platform Video Media Ecosystem

Video Local Media (VSB) is a Continuous Advisory Service (CAS) for cross-platform media and technology companies leveraging video media assets and inventory in local markets. VSB CAS clients have ongoing direct access to research, expert analysis, market intelligence, and networking as it relates to the local video media ecosystem.

Transforming Local Video Media

Radio and television broadcasting established the unique value of audio and video media in the local market with proven success metrics showing that audiences and advertisers earn large slices of the media consumption and spending pies. However, video services that complement the services of local broadcasters have made dramatic inroads into local markets.

Video now includes:

- Live television from local stations
- Digital out-of-home video signage
- Over-the-top video on Internet-connected sets
- Video publishing sites featuring professional and user-generated content.

Broadcast, broadband cable and fiber, Wi-Fi, and 3G/4G mobile services provide connection paths for devices including:

- TV and radio receivers
- Mobile handsets
- Game consoles
- Media connectors that bridge TV and radio receivers to the Internet

VSB helps companies understand and participate intelligently in this space.

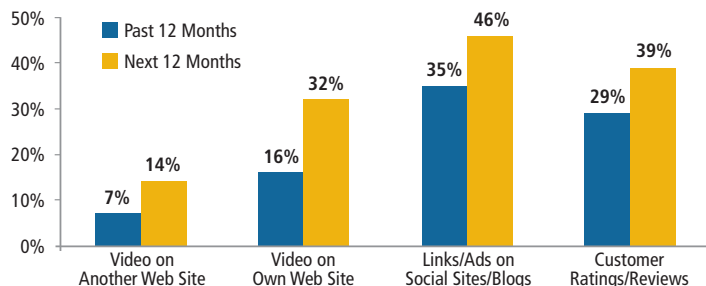
Helping You Make Confident Strategic Decisions

BIA/Kelsey's research shows that local video advertising is a disruptive force in the local media space. Our Local Commerce Monitor: SMB Plus Spenders Study indicates small and medium-sized businesses spending at least \$25,000 annually on advertising are on track to double usage of local video advertising by 2015. The firm's research also reveals 54 percent of this group intends to purchase video advertising from one source and run it across multiple platforms.

With VLM, clients have access to BIA/Kelsey's research and analysis on the business models, technology, advertising models, trends, and partnership opportunities in order to better understand and operate in the local video cross-platform marketplace.

Advertisers Intend to Use New Capabilities Aggressively

Web video on track to double in it usage by SMBs



Source: BIA/Kelsey LCM SMB Plus Spenders survey



Who Subscribes to VSB?

Clients of Video Local Media are companies with a stake in the future of the local video media business, including:

- Broadcast groups
- Streaming media companies
- Digital out-of-home signage firms
- Over-the-top video service providers
- Cable operators
- Telephone service providers offering video programming packages
- Financial institutions and investment firms focused on the broadcast industry
- Professional services firms such as attorneys, engineers, equipment suppliers and software vendors
- Studios and content owners
- Advertising agencies
- Trade associations

Learn More

www.biakelsey.com/VLM

Inside the BIA/Kelsey CAS Client Experience

Advantages of Being a BIA/Kelsey VSB CAS Client

Being a Continuous Advisory Services (CAS) client of Video Local Media (VSB) 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 who align with your business strategy**
- **Offer financial expertise and identify or facilitate funding opportunities**

VSB Client Benefits

Analyst Access	Analyst access to the top broadcast and digital media analysts covering areas such as media business models, revenue development, strategy, financial trends, technology trends, regulatory and policy, and valuation helps drive successful product and investment decisions.
Local Media Community	We provide access to the top digital media executives who constitute the VLM community. This enables you to gain advice and insight from those who are driving, innovating and thriving in the local media industry.
Broad Local Media Viewpoint	While our home base is in local radio and television, we provide a comprehensive viewpoint across 12 local media advertising platforms, including broadcast, online, search, mobile, directories and social media, from the most experienced source.
Cross-Platform Video Media Advertiser Research	Quantitative overview tracking the migration of offline advertising spending by local advertisers to cross-platform video. Unique understanding of how to increase penetration into advertising and marketing budgets for greater revenue production based on historical and current best practices.
Financial Analysis and Local Media Forecasts	Insiders' views of what makes a smart local media property acquisition or investment. Provides a guidepost on how similar local media properties are performing for smart decision making.
Trend Watch	Broad view of converging media—directory (print and interactive Yellow Pages), local search, mobile, video and social—provides clients with more creative insights on profitable trends and business, investment and product/service opportunities.

VLM Reports: Covered and Planned Topics

- **Cross-platform metrics—making and evaluating buys**
- **What's the impact of streaming audio services in the local market?**
- **Mobile vendors—assessment and outlook**
- **Deal a day**
- **Digital out-of-home update and trends**
- **Local media stock values: How are they faring?**
- **FM on cell: Is it worth it?**
- **Media Ad View: Category Report—a national overview**
- **Local TV stations and Internet video: Are they players in the 'OTT' market?**
- **Is cross-platform advertising additive, subtractive or multiplicative across platforms?**
- **Exploring the user experience and engagement cross platform**
- **User consumption patterns cross platform—cannibalistic or additive?**
- **Evaluating the impact of cross-platform advertising**
- **Which rules—brand or platform? Is there a risk or benefit to extending media and advertiser brands cross platform?**
- **Case studies of SMBs getting into cross-platform buying—how they did it, success/failure analyses**

To learn more, please visit www.biakelsey.com/VLM
e-mail us at sales@biakelsey.com, or call (800) 331-5086.

