

Broadband Multimedia Marketing Association

An Overview for
Visitors and New Members



01/2012

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Who we are

- A nonprofit organization formed to enhance the business prospects of vendors and service providers in the Telco broadband services industry.
- Our goal is to advance the adoption and use of broadband services by identifying key industry success factors and sharing best practice marketing and other industry information.
- 27 members
 - 14 service providers
 - 13 vendors

2012 Membership and growing ...



Benefits

The main benefits of BMMA membership are the unique networking and sharing that take place in a friendly atmosphere where the members endeavor to help each other succeed.

You have to experience it first hand to understand since you have probably never experienced this before in an industry organization.

Key benefits for service providers

- Build relationships and share best practices with industry peers
 - Past marketing practices and historical sales results
 - Retention and churn reduction
 - Expense reduction
- Benchmark results through RF's "clearing house"
 - Penetration, churn, growth, etc.
- Tap on market research opportunities in customer satisfaction, usage, competition, etc.
- Learn about emerging technologies and applications
- Provide input to manufacturers' direction
 - Receive better products, more quickly
 - Receive the right products when you need them

Key benefits for vendors

- Develop network of contacts and build relationships
- Develop partnership opportunities with other vendors
- Explore new business opportunities
- Understand service provider direction, focus, roadblocks
- Receive service provider input to product development
 - Produce products that SPs want
 - Produce products that fit SPs' systems, product plan, etc.

Reports

- Our semi-annual benchmarking report, includes broadband penetration, churn, and growth.
 - Learn from others with better results.
- We perform impromptu surveys for our membership.
Examples:
 - Non-pay disconnects and churn survey
 - Tech support survey
 - Annual Meeting membership survey (speeds, optional services, enhanced services, self vs. professional install, primary competitors, primary vendors)
 - DSL modems survey

Sample benchmark report



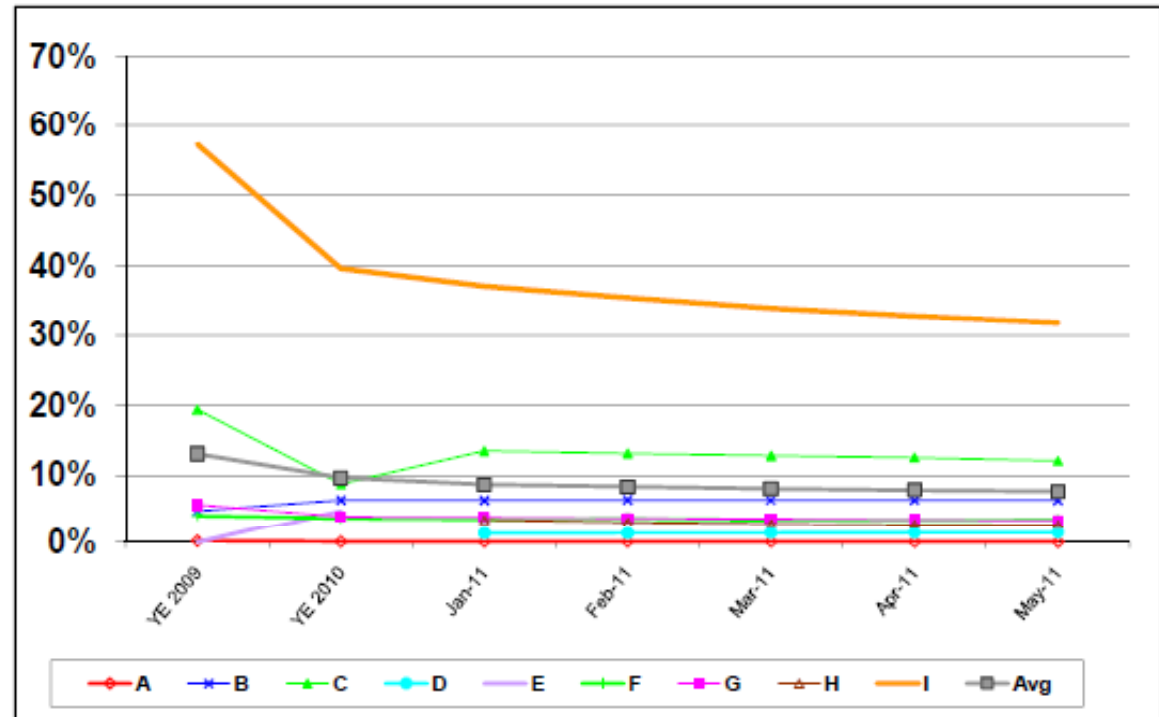
Low Speed Penetration

as a percent of Total Broadband Subscribers

Bell Aliant, Bell Canada, Cincinnati Bell, GVTC, MTS Allstream, North State, SaskTel, TBayTel, Telus
Not in Order

New Report

- “Up to less than 1.5 Mbps”
- Press around the need for higher speed limits the market
- Low speed has been mined in most companies
- Slow, steady decline demonstrates migration to higher speeds
- Average around 9%



Face to face meetings

Our members tell us that the discussions and networking at these events are extremely valuable.

The BMMA holds two in-person meetings, which include deep dive roundtable discussions on current issues relevant to broadband services marketing.

- BMMA Annual Meeting

- Co-located each spring with ResearchFirst's Broadband Services seminar, allowing members to save on travel expenses while continuing the learning and networking through out the week.

- Fall Workshop

- Typically hosted by one of our member companies and may include tours of the local facilities.

Best in Class marketing awards

Each year the BMMA recognizes our members with three “Best in Class” awards:

Innovation – Excellence – Partnership

Award benefits:

- Peer recognition (within the BMMA and one’s own organization)
- Ability to claim your product/service “Award winning” in the public domain
- Provide the opportunity to other members to learn more about industry best practices (award winners may present at the Annual Meeting)

Monthly hot topic calls

Each month we meet via conference bridge to discuss a current broadband marketing or product development issue.

Topics this past year include:

- Broadband usage
- Wi-Fi strategies
- Home networking
- Future customer experience
- Video services
- Premium tech support
- Technologies update
- Cloud computing
- Marketing to SMB

Testimonials

Our membership has great things to say about the value that the BMMA brings to both to their organizations and to them as individuals.

"The BMMA continues to be one of the most relevant associations we're involved in."

"I believe this meeting and association in general is extremely beneficial. We consider ourselves fortunate to have such a great association."

*"Great group of people with similar interests.
Relevant topics."*

"Speed and usage based topics were extremely valuable to our company and interest."



Testimonials

"I attended my first meeting in March 2010 and participated on a few calls prior to the annual meeting. As a new executive at GVTC over our product division, I wanted to see firsthand what this group was all about, as we are one of the smaller companies in the BMMA. It did not take me long to realize that the benefits far outweigh the costs of being a member of this group. I know of no better peer group to discuss issues that are important to all of us. I believe that it is organizations like the BMMA with a mix of industry leading vendors and service providers that truly help shape our industry going forward. The topics covered and interaction of all members and the relationships established provide value far beyond many of the conferences or trade show. Like some of the other members, we have leveraged knowledge and information from this group into new product launches or existing product enhancements.

-- Josh Pettiette – Vice President Product Management – GVTC



Testimonials

"SaskTel has been a member of the Broadband Multimedia Marketing Association (BMMA) for many years now. I recently joined the group in early 2009 and immediately experienced the benefits that the BMMA provides to it's members. The Annual & Fall Meetings in addition to the Monthly "Hot Topic" calls have enabled my group to gain insight into key issues pertaining to the broadband industry. My opinion is that the Annual meeting alone is worth the price of membership. I have determined that no amount of primary and secondary research can come close to the information that is shared during the Annual meeting.

In addition to the benefits outlined above, BMMA members have the opportunity to develop amazing relationships with like minded people from ISP's and vendors throughout North America. Of these relationships, many will last for years to come."

-- Brett Cousins, Marketing Manager, Internet Operations – SaskTel



Testimonials

"Although TDS has been a member of the BMMA for some time, it wasn't until I attended a fall meeting that I really understood the value that this organization brought to me in my current role. The interaction and thoughtful discussion you have with someone with almost the identical job as you is invaluable. After two intense days, I had pages of notes with ideas and plans for projects when I returned.

Looking back 2 years to the first time I attended, we now have a number of products and projects that were incubated and designed based on discussions from the meeting. It's a great way to meet your peers and an effective forum to bounce ideas, share insights and work closely with current and potential vendors. The amount of time and money saved is easily measurable. This group of people is also quite enjoyable to work with--I'd highly recommend it!"

-- Matt Apps, Consumer Internet Product Manager, TDS Telecom



Testimonials

"After 35 years yesterday was my last day there (January 2011) and I have officially retired from Bell. It was my great pleasure to be associated with such a wonderful group of individuals in the BMMA. I know it has been said before, but worth repeating, the BMMA has been the best organization I have been involved with throughout my years."

-- Allan Hewett – GM Sympatico Broadband Network Product Management – Bell Canada

"I wanted to personally thank all of you for your insight, leadership and contribution to the BMMA board this past year. This year has demonstrated the continued momentum and evolution of the BMMA in many ways because of the effort of the board but mostly because of the management and leadership of Ellis and Lisa.....a job very well done. I will continue to support and promote the BMMA at every opportunity. This forum is unique and industry leading."

-- John Walsh – Team Lead ISP Product Management – Bell Aliant



Testimonials

“Alcatel-Lucent has been involved with the Broadband Multimedia Marketing Association (BMMA) since its inception and continues to derive incomparable value from our membership. As a provider of telecommunications equipment and services it is vital that Alcatel-Lucent understand the needs, challenges and concerns of our service provider customers. The BMMA provides a forum where vendors and service providers can come together to discuss common issues, share best practices, and forge relationships that result in close working relationships.

Personally, I have been involved with the BMMA since 2008 and currently serve on the Board of Directors. I find the monthly hot topic calls and twice-yearly face-to-face meetings to be invaluable in my business development and marketing role at Alcatel-Lucent. In addition, the contacts that I have established and the knowledge that I have gained through my involvement with this group have provided me with invaluable insight and understanding of the broadband industry.”

-- Greg Owens, Director – Solutions Marketing, Alcatel-Lucent



2011-2012 Board of Directors

Our Board of Directors provides outstanding leadership and direction to this organization. They will candidly share their thoughts with you about joining the BMMA.

- Executive Director – Ellis Hill, Research First
- Co-Chair – Kate Baillie, TELUS
- Co-Chair – Matt Apps, TDS Telecom
- Treasurer – Jack Yovanovich, Frontier Communications
- Secretary – Andres Tovar, Cincinnati Bell
- Director – Michael Gondar, Actiontec
- Director – Janet Sczech, GVTC
- Director – Brett Cousins, SaskTel

Put a face to the names



Matt Apps, TDS

The 2011-2012 Board of Directors and Executive Directors at the Annual Meeting in Atlantic Beach. Left to right: Andres Tovar, Cincinnati Bell; Jack Yovanovich, Frontier Communications; Kate Baillie, TELUS; Brett Cousins, SaskTel; Michael Gondar, Actiontec; Shane Kaatz, TDS Telecom (replaced by Matt Apps); Ellis Hill, BMMA; Janet Sczech, GVTC



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We invite you to participate in this
outstanding organization!

