

Leichtman Research Group

Actionable Research on the Broadband, Media & Entertainment Services



LRG

Leichtman Research Group

Leichtman Research Group, Inc.

(603) 397-5400

www.LeichtmanResearch.com



About Us

Leichtman Research Group, Inc. (LRG) specializes in research and consulting on the impact and adoption of broadband, media and entertainment products and services.

LRG combines on-going surveys and analysis with years of hands-on industry experience to provide companies with a richer understanding of the opportunities and challenges in today's broadband market.

Our experts consult with organizations throughout the industry, helping companies understand the market potential and obstacles for delivering various products and services. Our expertise is often presented at industry conferences and

events, and our expertise and insights frequently appear in both industry and general business media, including *The Wall Street Journal*, *The New York Times*, *Business Week*, *The NewsHour with Jim Lehrer*, *NPR* and *CNN*.

Areas of Expertise

Our analysis brings together a broad base of industry experience as well as our own ongoing research to provide our clients with actionable research and insights into a variety of key areas, including:

- ❖ Cable and Satellite TV
- ❖ Broadband Internet Access and Services
- ❖ High-Definition Television (HDTV)
- ❖ On-Demand TV (VOD and DVR)
- ❖ Convergence, bundling and packaging of services



What We Offer

L

RG serves our clients by providing:

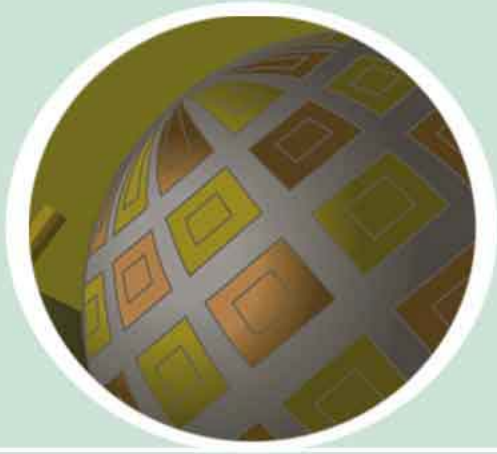
- ❖ **Strategic Advisory Service** – A customizable program to meet individual client needs with multiple ways for clients to benefit from direct interaction with LRG experts
- ❖ **Customer-Focused Surveys** – Five syndicated studies on key industry topics conducted annually
- ❖ **Customized Research** – based on LRG’s industry insights and knowledge
- ❖ **Industry Analysis** – Following industry-wide issues and trends in the broadband, media and entertainment industries
- ❖ **Speaking Engagements** – In-person expert presentations for corporate meetings and industry conferences

Research

O

ur expert analysis is backed by an ongoing research program designed to offer our clients unique insights into the broadband marketplace.

By conducting ongoing primary consumer surveys, we are able to help clients to identify specific market trends and develop strategies to meet changing consumer attitudes towards current and emerging technologies.



LRG

Leichtman Research Group

Leichtman Research Group, Inc.

(603) 397-5400

www.LeichtmanResearch.com

Copyright© 2003 – 2012, Leichtman Research Group, Inc.
All Rights Reserved