

# Broadcast Media Benchmarking & Executive Roundtable Series

Impact your IT strategy with monthly roundtables built on deep industry research and diagnostic data.

Month & Track		Research & Analyst Perspective	Executive Roundtable	Impact & Action Plan	Broadcast Media IT Strategic Plan Updates
1	Business-Aligned IT Strategy	Broadcast Media Business-Aligned IT Strategy Report and Review	Broadcast Media IT Strategy & Value Creation Assessment Roundtable	Broadcast Media IT Strategy Peer Review Service	
2	Platform Proliferation Trend	Broadcast Media Platform Proliferation Report and Review	Broadcast Media Platform Proliferation Roundtable	Broadcast Media Platform Proliferation Impact Assessment	
3	Content Delivery Network Technology	Content Delivery Networks Report and Review	Content Delivery Networks Technology Roundtable	Content Delivery Networks Impact Assessment	
4	IT Stakeholder Satisfaction Benchmarking	Broadcast Media IT Stakeholder Satisfaction Benchmarking Report	Broadcast Media IT Stakeholder Satisfaction Roundtable	Broadcast Media IT Stakeholder Satisfaction Impact Assessment	
5	Drive to Personalization Trend	Broadcast Media Drive to Personalization Report and Review	Broadcast Media Drive to Personalization Roundtable	Broadcast Media Drive to Personalization Impact Assessment	
6	Business Intelligence Technology	Business Intelligence Report and Review	Business Intelligence Roundtable	Business Intelligence Impact Assessment	
7	IT Staffing & Spending Benchmarking	Broadcast Media IT Staffing and IT Spending Benchmarking Reports	Broadcast Media IT Staffing and IT Spending Roundtable	Broadcast Media IT Staffing and IT Spending Impact Assessment	
8	Centralization of Operations Trend	Broadcast Media Centralization of Operations Report and Review	Broadcast Media Centralization of Operations Roundtable	Broadcast Media Centralization of Operations Impact Assessment	
9	Broadcast Management System Technology	Broadcast Management Systems Report and Review	Broadcast Management Systems Roundtable	Broadcast Management Systems Impact Assessment	
10	Contract Benchmarking	Top Broadcast Media Technology Contract Benchmarking Service	Top Broadcast Media Technologies Contracts Benchmarking Roundtable	Rapid Application Selection Framework Service, Contract Review, or RFP Service	
11	IT Management & Governance Benchmarking	Broadcast Media IT Management & Governance Benchmarking Report	Broadcast Media IT Management & Governance Roundtable	Broadcast Media IT Management & Governance Impact Assessment	
12	Custom IT Research	Broadcast Media Peer-Selected Research Report & Review: Topic TBD	Broadcast Media Custom Research Roundtable	Broadcast Media Custom Research Impact Assessment	