



**Finding profitable and efficient solutions in  
video, voice, data and wireless**

**Strategic advice requires real life experience, a broad depth of  
knowledge, collaborative relationships and creative thinking.**

That's why International Media Advisors, LLC was created. The wide-ranging work of the principals over the past twenty years within the evolving video, voice and data industries is impressive. Each principal has a specific area of specialization derived from his or her experience in mergers and acquisitions, operations, engineering, marketing and product development. When combined, their in-house knowledge is comprehensive in the sector and transitions to new media. International Media Advisors offers you tremendous value in strategic business development advice.

## **Sector Knowledge**

- **Cable and Satellite Delivery Systems**
- **Traditional Media/New Media business opportunities**
- **Content Negotiations and Distribution across multiple platforms including broadcast and cable television, VOD, broadband, etc.**
- **Broadband, DSL and Wireless Networks**
- **New Delivery Technologies (VoIP, IPTV, etc.)**
- **New Business strategy, pricing analysis, offering methods, packaging strategies, etc.**
- **Product Development**
- **Commercial Marketing Strategies**

**IMA**  
International Media Advisors

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## What We Do (Services)

**Retained Advice.** On an annual retainer, we are available to provide unbiased advice and analyze new opportunities under consideration by your company. We help you to diminish your liability, identify problems in currently funded operations that will add additional short-term and long-term costs, and identify opportunities to increase customer satisfaction, improve revenues, consolidate operations and create management efficiencies. International Media Advisors has the expertise to recognize technologies and products that will make the grade in today's environment.

**Due Diligence.** We provide due diligence and models on cable, telecom, satellite and media purchases. IMA principals have over twenty years of experience each in domestic and international acquisitions and we know the questions to ask. As senior executives in the sector, we have immediate credibility with both corporate and field management and we will often have a personal relationship that gets us the pertinent information required. Technical consultants, management consultants and financial consultants will claim that they can provide this service, but will almost always seek engineering, management/customer operations, marketing or financial experts to support them. Their education costs you in man-hours and the finished product is inconsistent. International Media Advisors provides a comprehensive unified solution.

**Project Specific Advice.** When you need advice on specific projects, we are your best resource. We have experience educating investment groups on sector history, parameters, players and prospects for vendors and service providers. We also provide analysis of the value of investments and holdings, operational efficiency recommendations, new business support, marketing and sales. Whatever your need, we will develop a customized solution.

**Pre-Investment / Post-Investment Analysis.** International Media Advisors does not tell you what to fund. We can, however, analyze the products, the environment, and the competition to suggest a company's likely potential market share and the probable success of a company that provides products and services to the cable television, telecom, satellite and media sector. We will also provide advice on the terms and conditions of an investment. Where you have made an investment, we can help you to determine if it is performing to its optimum level and succeeding in its sector. When requested, we can provide you with hands-on assistance or provide you with experts to assist you in turning around under-performing investments.

**Product and Service Review.** International Media Advisors can assist with the oversight and introduction of new products and services, including projected financial results, timelines, hands-on management of the process and analysis of results.

**Best Marketing Practices.** International Media Advisors has been involved with market research, packaging and pricing, advertising/promotion, service introduction and results analysis. We understand advanced marketing techniques, customer support and database management—and most importantly, campaign evaluation, pre- and post-implementation to ensure a positive return on investment. We can assist with analysis of a company's marketing effort or, upon request, implementation of marketing programs and campaigns.

**Transition Management.** When a new investment requires either corporate or senior field oversight or C-level, short-term assistance, we can help with interim management and the search for a new executive. We also can provide support on a contract basis when additional expertise is needed with a launch or in an expansion into a new sector.

**Field Efficiencies and Opportunities.** In decentralized companies, diplomacy is important in the relationship between corporate and the field. By being well versed in today's best practices, we can spend time in a corporate department, divisional/regional office or large system to advise senior management on efficiencies and unexplored opportunities. Some areas where we provide operational analysis and assistance and help you to lower your costs are: overall organizational structure, manpower organization and allocation, examination of repetitive costs, policies and procedures review, field management assessment, billing and back office.

**Capital Assessment.** International Media Advisors can analyze your true needs for capital expenditures, equipment and labor, while also providing you with advanced models for considering your options. We have reviewed best practice bartering and, through our extensive vendor relationships and presentations, we can review the equipment that you have selected and help you to decide if it is optimum for the application.

## Who We Are

# IMA

## International Media Advisors



**Jim Grillo**  
Mergers & Acquisitions  
Operations and  
Business Development

**J**im Grillo has diversified experience in communications and content, domestically and internationally. Jim has held multiple interim/contract C-Level positions in international and domestic companies in the wireless, data and video sectors. He has over twenty years of experience in mergers and acquisitions, new business development, program development and negotiations, commercial services, operations and market introduction of new consumer entertainment and information products. Jim has helped clients analyze their position in the new media space, where evolving providers like Google and Yahoo provide opportunities and challenges that traditional media companies must quickly address. Jim is well-known by both content providers and operators in the cable television industry having worked with Time Warner, Jones International and Continental Cablevision (now Comcast), High Speed Data Corp and the Cricket Group. His experience includes program content development and negotiations with ESPN, New England Sports Network, CBS, Viacom (MTV, Showtime) and Discovery. In addition, while at High Speed Access Corporation (HSA), Jim developed and implemented numerous programs that successfully increased cable's market share in the business sector. Jim is an industry expert and advisor to an independent research firm serving the investment community and has consulted with more than fifty investment company clients in the last year.



**Lee Clayton Roper**  
Marketing, Programming  
and Customer Operations

**L**ee Clayton Roper has over twenty years of industry experience and expertise in the areas of strategic planning, general management/operations, programming, marketing and new business development. Working with both cable system operators and program providers, she specializes in maximizing revenue growth through new product assessment, development and launch, marketing and sales strategies, creative packaging and pricing, brand development and product positioning. Lee has created and successfully implemented a methodology for enhancing the customer experience that strategically integrates the management of marketing and customer care end-to-end leading to increased sales, customer retention and overall revenues. She has a return-on-investment model that she uses to evaluate all marketing and customer care activities both pre and post implementation. She is currently consulting to the CTAM Business Services Council, developing strategies for increasing cable market share and revenues among key market segments, or "verticals". Lee also has assisted new programming ventures on how to profitably provide content in today's changing marketplace. Sorting through the myriad of distribution alternatives available, she has created plans that maximize brand awareness and distribution. She also has assisted in developing new revenue models that

lessen reliance on traditional sources (advertising sales and affiliate fees) and seek to exploit novel revenue opportunities that present themselves in this new environment. Lee's experience has been both domestic and international having worked for Charter Communications, United Pan-Europe Communications, United Cable Television and Rifkin & Associates. Well known throughout the industry, Lee has served as a past member of the CTAM Board of Directors. Most recently, Lee was selected by Multichannel News as a "Woman to Watch" and also was inducted into the prestigious Women in Cable Telecommunications' Walk of Fame.



**Pete Smith**  
Engineering and  
Technical Operations

**P**ete Smith has over thirty years of engineering and operations experience in the cable television industry both domestically and internationally. Pete's past experience includes construction of cable systems, upgrades, rebuilds and implementation of new business opportunities including digital video, video on demand, voice services, cable modem service and commercial services.. He has extensive knowledge in due diligence, capital budgeting and long term financial planning. Pete also serves as a partner in a venture capital fund specializing in mid-stage investments in new technology companies. He previously has worked for Rifkin & Associates and ATC/Time Warner with responsibility for construction of cable systems in major cities across the country including Denver, Kansas City, Jacksonville, Indianapolis, Memphis, Birmingham and Green Bay, as well as, many other smaller systems. Pete is well recognized by equipment providers and developers within the industry for his ability to communicate with senior executives on complex engineering matters.

**Affiliated Experts and Relationships** – International Media Advisors has an extensive network of sub-contractors covering all aspects of the business that can be drawn upon when additional expertise is needed such as:

- IT
- Billing and Back Office
- Finance and Accounting
- Legal
- Human Resources
- Ad Sales & Sponsorships

### Sample List of Principal's Clients

- Adelphia Communications
- CTAM
- BlueHighways TV
- Intercomm Holdings
- Lehman Brothers Private Equity
- The Management Network Group /TMNG
- Ramius Capital
- Telewest
- Town of Mountain Village (Colorado)
- UGC/LibertyGlobal

*Full list available on request*

## Areas of Expertise

**Mergers & Acquisitions** - Due diligence, modeling and investment performance analysis with sensitivity analysis

**Operations** - Corporate and field level efficiencies and opportunities. Advanced interim management.

**Engineering and IT** - Technologies for both hardware and software

**New Media Analysis and Positioning** - Assistance with analysis, meetings, the consumer value proposition and your company's position in new media.

**New Business Development** - Market research, pro forma financial projections, pre-launch analysis and planning, launch and post-launch performance evaluation

**Marketing and Sales** - Market research, brand development, packaging and pricing, advertising/promotion, customer satisfaction and retention strategies, service introduction and results analysis

**Product Development** - Strategic plans, product roadmaps, service introduction, results analysis and organizational integration

**Finance and Accounting** - Proper performance tracking and reporting

**Programming and Content** - Contract negotiations and marketing

**Human Resources** - Proper candidate identification, policies and procedures

**Billing and Back Office** - Proper integration and operation

**Legal** - Negotiating the best terms, compliance and contract issues

**Regulatory** - Current requirements and trends in the sector

**Business Services** - Operations, Marketing, Sales and HR strategies to maximize revenue, cash flow and overall ROI

**Ad Sales** - Sales Training, Organization, Compensation, Collections



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### How We Work

- **Efficient** - We can provide expertise across all aspects of the communications business. There is no need to outsource to other consultants.
- **Effective** - We have experience that allows us to identify and analyze the areas that need to be improved and implement best practices.
- **Flexible Relationship** - We work at your discretion on annual retainer, on a project basis, in-house, in the field or remotely.
- **Customized** - We develop a solution for your unique situation.
- **Versatile** - We provide a comprehensive solution to the problem utilizing the experts needed.
- **Experienced** - We are experienced in all aspects of the industry. We have credibility with both corporate and field level employees.
- **International** - We have both domestic and international experience in operations, engineering and marketing.