

Bloomberg BNA

BROADBAND ADVISORY SERVICES™

How-To Card

1 News
Click the **'Broadband Daily Report'** tab for the current and archived issues of *Broadband Daily*®.

2 Research Reports
Analysis of special topics or trends.

3 Subscriber Feedback
Please send us your comments, suggestions etc. Click **'Submit.'**

4 Market Trackers & Projections
Spreadsheets of historic and projected data on various industry metrics.

5 Company, Industry Comparisons
Industry-specific quarterly comparison reports of various technologies and companies.

6 Financial Analysis
Compiled financial analysis for the major broadband and advanced entertainment providers.

7 Additional News
Click the linked text in either **'From the Editors'** or **'Latest News from Broadband Daily'** for the most up-to-date information on broadband competition, regulations, service, deployment, and technologies.

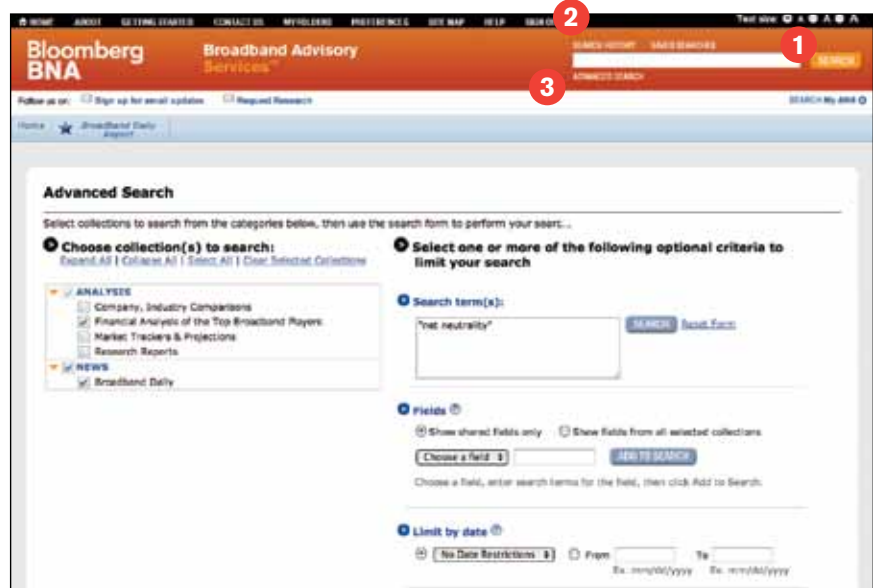
The screenshot shows the Bloomberg BNA Broadband Advisory Services website interface. The page is divided into several sections, each highlighted with a red circle and a number corresponding to the instructions on the left:

- 1**: A navigation bar at the top with a 'Broadband Daily Report' tab highlighted.
- 2**: A large banner for 'Contact Us to get Customized Research' with a 'REQUEST RESEARCH' button.
- 3**: A 'SUBSCRIBER FEEDBACK' form with a 'SUBMIT' button.
- 4**: A 'MARKET TRACKERS & PROJECTIONS' section listing categories like Cable, DSL, Wireless, VoIP, Telco, and 'Over-the-Top Providers'.
- 5**: A 'COMPANY, INDUSTRY COMPARISONS' section listing categories like Bell Companies, Cable & DSL Operators, Cable Companies, DSL Providers, Telco Broadband & Cable Modems, etc.
- 6**: A 'FINANCIAL ANALYSIS OF THE TOP BROADBAND PLAYERS' section listing categories like AT&T, CenturyLink, Comcast, DirectTV, Mediacom, Time Warner Cable, Cablevision, Charter, Cox, DISH, Qwest, and Verizon.
- 7**: A 'LATEST NEWS FROM BROADBAND DAILY' section with a list of news items and a 'FROM THE EDITORS' section with a list of editorials.

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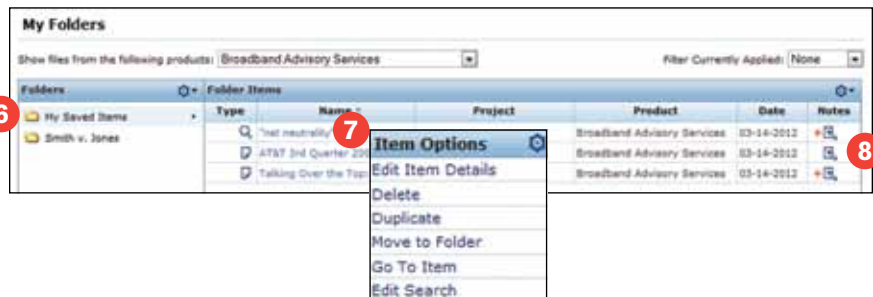
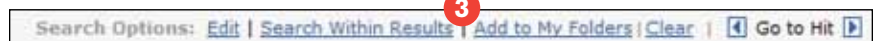
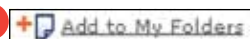
SEARCH TOOLS

- 1 **Quick Search**
Search all content included in your subscription.
- 2 **Search History**
Retains a list of searches launched during a session. Each listing includes a date and time stamp. Unsaved searches are discarded at the end of a session.
- 3 **Advanced Search**
Use to obtain maximum flexibility when formulating a search. Limit the search to a specific collection and then use the optional search fields, Boolean logic, and date restrictions to structure the search.



MY FOLDERS

- 1 To use this feature, click the **'Preferences'** link on the menu bar and log into the product.
- 2 To save a document, click in the document window and click **'Add to My Folders.'**
- 3 To save a search string, click **'Add to My Folders'** on the **'Search Options'** toolbar.
- 4 Select whether to add the document or search to an existing folder or create a new one. Items are saved to the default **'My Saved Items'** folder. Click **'Submit.'**
- 5 Access the saved documents or searches with the **'My Folders'** link on the toolbar (see Menu Bar image above).
- 6 Click the name of the folder to open the item list.
- 7 Right-click on the **'Name'** to display the **'Item Options'** menu.
- 8 If the **'Notepad'** icon displays without the **'+' sign**, it indicates a note has been added.



To learn more, contact your Bloomberg BNA Representative at 800.372.1033 or visit bna.com