

The logo for X-Media STRATEGIES is centered within a circular network diagram. The text 'X-Media' is in a large, bold, black serif font, and 'STRATEGIES' is in a smaller, bold, black sans-serif font below it. The network diagram consists of a grid of small dots connected by thin lines, with several larger dots in various colors (blue, red, green, pink) acting as nodes.

X-Media STRATEGIES

A large, semi-circular network diagram at the top of the page, featuring a grid of dots connected by lines, with several larger dots in various colors (blue, red, green, pink) acting as nodes.

Providing Intellectual Capital to the Media and Electronic Communications Business

X-Media Strategies believes in the power of focus. Therefore, we focus on three issues which are at the core of our services:

- Access
- The control over and use of personal data
- Copyright clearance and rights management

X-Media Strategies assists in developing new strategies which allow our clients to adapt their operations to new realities while, at the same time, safeguarding and improving the profitability of their business.

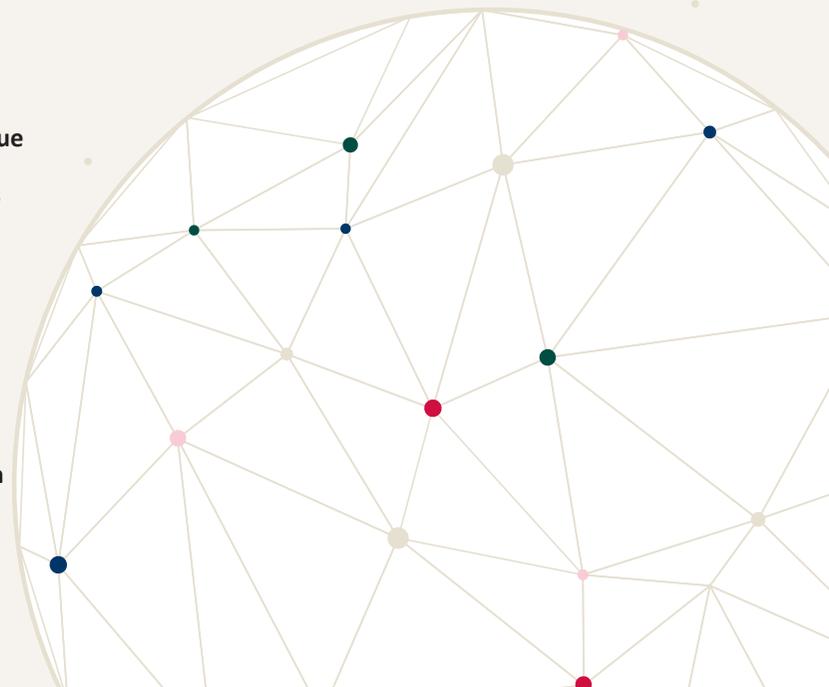
We maintain close contacts with public and regulatory authorities, lawmakers, academics and industry professionals.

We look at the joint interests of the parties in the value chain, rather than at the isolated interests of parties at one of the horizontal levels of the value chain. Our strength lies in building coalitions around certain issues (Cross-Sectoral Issue Management).

X-Media Strategies is in the business of value chain transformation management. As such, X-Media Strategies acts as a sparring partner of board members of companies which are confronted with new challenges that are likely to have an impact on their existing business models. And there are many of such challenges.

Current Issues

The issues which will trigger the attention of lawmakers and policymakers in the near future are the following:

- Access to electronic communications networks and services;
 - Cross-border portability of content;
 - Net neutrality;
 - Hybrid Broadcast Broadband TV (HbbTV);
 - Over The Top (OTT) delivery of services;
 - Regulation of bundled offers;
 - Control over and use of personal data;
 - Convergence related copyright and rights management issues.
- 
- A large, semi-circular network diagram at the bottom of the page, featuring a grid of dots connected by lines, with several larger dots in various colors (blue, red, green, pink) acting as nodes.

X-Media Strategies

EU Liaison Office
Bastion Tower, Lvl 20 & 21
5, Place du Champ de Mars
B-1050 Brussels (Belgium)
T +32 (0)2 550 3475
info@xmediastrategies.eu
www.xmediastrategies.eu

Services

Regarding access, personal data and rights clearance, we provide expert knowledge and the following services:

- Identification of potentially disruptive changes in the market.
- Analysing the possible impact of changes on the client's business and on the different parties in the value chain.
- Preparation of strategies and assistance in the implementation of complex lobby projects at different policy levels (national, European, international) for cable operators, telco's, ISP's and/or content providers (broadcasters, producers):
 - assistance in clearly formulating interests and lobby objectives;
 - identification of stakeholders;
 - stakeholder analysis;
 - roundtable sessions with different stakeholders and meetings with individual stakeholders;
- analysis of opportunities and threats;
- drafting action plans;
- development of communication strategies;
- implementation support.
- Relevant research and studies to support the implementation of lobby plans (or managing the preparation thereof).
- Development and implementation of negotiation strategies for content rights clearance and content rights management.