

ON-TOPIC eREPORTS



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Align with Relevant Content and Generate Targeted Leads

On-Topic eReports are a compilation of 2-4 articles, written by technology experts and focused on one specific topic. MSOs trust *BTR* On-Topic eReports to help them strategize and overcome network challenges. Sponsorship is limited to a maximum of four sponsors.

On-Topic eReports are posted at BroadbandTechReport.com to generate leads not only from our audience but from online search as well. To increase exposure and maximize performance, an exclusive email is sent to *BTR*'s audience of MSO professionals

SPONSORSHIP BENEFITS

BRAND AWARENESS

Strengthens your company image, helps define how purchase influencers perceive your company and products.

LEAD GENERATION

You receive detailed contact information (name, title, company, email, phone, address) from relevant professionals who download the On-Topic eReport.

THOUGHT LEADERSHIP

On-Topic eReports authenticate your position as an industry leader in the broadband industry.

As a sponsor, your company is invited to contribute an article to the On-Topic eReport. It must meet with Stephen Hardy's editorial criteria.

SPONSORSHIP INCLUDES:

- Access to all of the leads generated
- One full-page ad supplied by sponsor
- Exclusive resource page at the end of the guide that includes your company overview and links to related content and offers on your website (5 links max.)
- One exclusive e-mail promoting the guide and sponsor
- Sponsor logo on front cover of the guide

	ON-TOPIC eREPORT
JANUARY	Better Home Network Performance
FEBRUARY	FTTH Deployment Strategies
MARCH	Distributed Access Architectures
APRIL	Network Test Advances
MAY	5G and Cable Operators
JUNE	Next-Gen DOCSIS Update
JULY	WiFi Support Strategies
AUGUST	Automating Cable Networks
SEPTEMBER	How Will You Get to 10G?
OCTOBER	Reexamining Fiber Deep
NOVEMBER	PON and the 10G Network
DECEMBER	Improving Business Services Delivery

SPONSORED WEBINARS



	EDITORIAL SHARED WEBINARS
JANUARY	Serving Business Customers from the Cloud
FEBRUARY	Network Testing & Analytics
MARCH	Network Automation for Cable Operators
APRIL	10G PON: When and Where?
MAY	Technologies for 10G Networks
JUNE	Distributed Access Architecture Update
JULY	Improve Your Fiber Deployments
AUGUST	Moving toward Converged Networks
SEPTEMBER	Preparing for 5G
OCTOBER	Making Mid-Split/High-Split Choices
NOVEMBER	Improving WiFi Performance
DECEMBER	DOCSIS 4.0 Status Check

GENERATE HIGH-QUALITY LEADS

BTR webinar sponsorships generate high-quality leads for your sales team. They are a highly effective way to align your brand with a technology-rich presentation, communicate technology advancements, build awareness of your company's technical expertise, showcase customer testimonials and explain product differentiators.

Our turnkey webinar programs include project management, production services and multi-channel promotions for generating leads.

EDITORIAL MULTI-SPONSORED WEBINARS

- Multi-sponsor, up to four sponsoring companies
- Sponsors may present during webinar, moderated by Stephen Hardy
- Q&A moderated by Stephen Hardy

EXCLUSIVE CUSTOM WEBINARS

- Sponsor selects the date and topic of their choice
- Stephen Hardy will moderate