

bayoo:



media consulting

Are you launching a National, Multinational,
Target Market, or Local TV station,
via Satellite, ADSL, Internet or Mobile ?
Do you need to optimize your viewership ?

WE HAVE THE SOLUTION

create

develop

make profit

new station

local tv

target market tv

corporate tv

adsl tv

digital terrestrial tv

mobile tv

video on demand

Bayoo has the ability to **integrate** a team of consultants onto your operational stream that can help with the entire range of questions posed by a modern TV station.

Bayoo's ability to deal with all of the problems having to do with creating and running a station is what makes it so **effective**.

Our vast **experience** allows us to deal with any kind of project : national, multinational, target market, corporate, or local TV station. Given market specifics and new consumer behaviors and habits, we can help you find your most **profitable** market.

Bayoo's reach is **Global**.

Bayoo's experience in different TV markets will help you establish the most appropriate solutions for a given market.

→ If you need to **optimize** your programs, your audience or your advertising revenue, Bayoo is your best solution.

As all station Managers, Operators, and Owners are aware, finding **programming** is vital. Take advantage of our experience and knowledge of recorded and live content. Bayoo can also assist you in establishing a network of correspondents or a partnership.

Bayoo can help you with the **growth** and development of your station. A literal control panel for your project, our studies and marketing expertise will keep you **on target**. Bayoo helps you with setting up your station. From study analysis to product definition: qualitative studies, audience marketing, program scheduling, growth and diversification.

From media planning to **yield management** and profitability. Bayoo can help you with your **bottom line** and enhance your groups relations with the advertising agencies that provide your revenue.

content

audience analysis

broadcasting systems

telcos



Broadcasting avenues are changing. It has become increasingly difficult to limit broadcasting to the traditional small screen. Bayoo helps you find new revenue by extending the reach of your brand via the Internet and mobile phones.

1

editorial
definition and
branding



2

filing with
regulation
authorities



3

content
acquisition



4

technical
architecture



5

project
management



If you are preparing a new media project, Bayoo can help you at every step, from **concept** definition up to the moment your station hits the air.

Defining the format and the target audience is an essential step when creating a station. One must combine the **branding**, programming, and scheduling that best suits your viewers and advertisers needs.

Bayoo's **assistance** even extends to ironing out legal tangles in the operational start-up. Since a project begins by **analyzing** the legal situation and the competition Bayoo will work out your **business plan** in accordance with the constraints imposed by local laws.

Because a TV station must aggregate programming around a strong **identity**, the **broadcast design** must allow for instant recognition and distinction from the competition, and help with promotion. Bayoo helps you define and implement your corporate identity.

From a technical standpoint, Bayoo is also there to define or validate your plan for ultimate **performance** and future evolution.

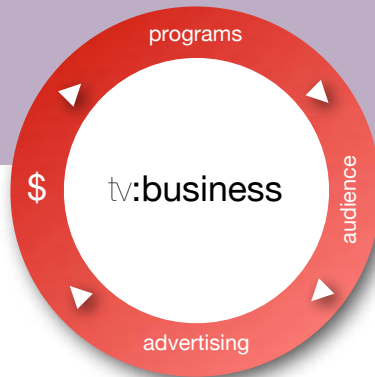
Thanks to its **knowledge** of the industry and its players and to constant technological updates, Bayoo helps you select and negotiate in complete **confidence** with the most appropriate partners.

A TV or a radio station must be received before it can be heard. We study the best transmission method to reach a target audience. During the construction of the broadcasting facility, Bayoo assists you with the **project management** and remains by your side until your station is on the air.

A station is a complex organisation of different skills and abilities. Bayoo helps you organise services and **optimize workflow**.

For certain customers, Bayoo can handle personnel **recruitment** of the station's operational team as well as **training**.

Bayoo offers a turnkey project with ongoing consultation. Bayoo stays **involved** with its clients.



join the tv:business circle

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