

“As a provider of telecommunications equipment and services it is vital Alcatel-Lucent understand the needs, challenges, and concerns of our service provider customers. The BMMA provides a forum where vendors and service providers can come together to discuss common issues, share best practices, and forge relationships that result in close working relationships.”

Greg Owens

*Senior Director, Solutions Marketing
~ Alcatel-Lucent ~*



“The benefits far outweigh the costs of being a member of this group. I know of no better peer group to discuss issues that are important to all of us. We have leveraged knowledge and information from this group into new product launches or existing product enhancements.”

Josh Pettiette

*Vice President Product Management
~ GVTC ~*

Our Mission

The BMMA is an organization whose charter is to advance the adoption and use of telco broadband services in all market segments including consumer, business, and government, with the goal of increasing the profitability of all industry participants.



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**BROADBAND MULTIMEDIA
MARKETING ASSOCIATION**



A professional association
for companies and individuals
involved in the telco broadband
services industry

What is BMMA?

The Broadband Multimedia Marketing Association (BMMA) is an international industry organization comprised of leading Telco broadband service providers and vendors. Our goal is to advance the adoption and use of broadband services with a focus on the aspects pertaining to marketing and business.

Membership Benefits

- Develop leading telco industry contacts through networking opportunities in a unique, friendly atmosphere.
- Interact with premier broadband providers and vendors in discussions related to emerging technologies, applications, product releases, best practices, and marketing collateral.
- Participate in two annual face to face meetings, which offer exciting presentations by industry leaders and in depth round-table discussions.
- Join monthly “Hot Topic” calls that provide insight on current broadband marketing and product development initiatives.
- Benefit from market research including our Broadband Benchmarking Report that features churn, penetration and growth – estimated value of which is more than the price of annual BMMA membership.

- Gain learning and recognition through our Best in Class Marketing Awards .
- Access our members-only section of the website, which includes industry papers, member profiles and more.
- Lead the organization and network with other members by joining one or more committees (benchmarking, membership, marketing).
- Extend your professional networking through our LinkedIn “Friends of the BMMA”
- Enjoy significant discounts on registrations and sponsorships for ResearchFirst’s Broadband Services seminar, which is held in conjunction with the BMMA Annual Meeting.



Membership Eligibility

Membership is available to those who demonstrate interest in promoting the goals of the BMMA which include:

- Telco broadband providers
- Network equipment & software vendors
- Content providers
- CPE vendors



BMMA
ADVANCING BROADBAND TOGETHER

Become A Member!

To preview the value of the BMMA, guests are invited to attend one of our “open calls”.

Visit www.bmma.us/events for scheduling information.