

Advisory and research services in the
**Media, Telecommunications and
Technology** industries

Building your strategic advantage

We work with organisations to help them better understand their existing markets and identify new growth opportunities. Our clients benefit from access to a team of experienced industry analysts and our market leading proprietary databases of industry and company data (G2Mi.com).

Deep industry expertise

Our sole focus on the media, telecommunications and technology industries ensures that our clients benefit from deep industry knowledge. We monitor industry developments in these sectors in both developed and emerging markets on a daily basis and are experienced in tackling challenging assignments where access to reliable data is difficult.

Efficient research model

Our unique approach bringing together experienced industry analysts with our proprietary G2Mi database ensures that we can meet client objectives efficiently and often at lower cost without compromising on quality. The G2Mi database contains extensive analysis on companies, industries and corporate activity (acquisitions, private equity investments and rights deals). We publish over 200 in-depth industry reports each year and track over 500 deals each month.

Comprehensive service offering

We can assist with a wide range of projects from providing basic analysis on specific sectors and companies to detailed assignments in areas such as market size and structure analysis, acquisition/partner search, company valuation and peer group/competitor analysis.

Key service offering

Assignment type	Details
Market sizing and analysis	Analysis of market size; structure and segmentation; industry trends; competitive environment; regulatory regime; and future outlook and prospects.
Growth strategy	Assist with the development of an effective growth strategy (for example, digital strategy for traditional media; growth in emerging markets; content services for telecom operators).
Acquisition / Partner search	Undertake acquisition search assignments; assist with due diligence in areas such as industry prospects, product and pricing analysis and valuation.
Competitor / Peer group analysis	Analysis in areas such as : corporate strategy and market positioning; product strategy and pricing; financial performance (growth, profitability, capital expenditure, return on investment).
Capital raising and Investments	Assist with preparation of information memoranda, identification of potential investors and advice on valuation.

Our experience

We have worked on a wide range of assignments for leading organisations in Europe, Asia, the Americas and North Africa. Our key clients include large companies, investment banks and consulting firms.

Our approach is based on combining in-depth and rigorous analysis with real world experience ensuring that our clients receive analysis and recommendations that are evidence-based and actionable. This is vital in the industries we cover, due to the rapid pace of technological change and the need for companies to assess threats and opportunities from outside their traditional markets.

Example assignments

Assignment type	Industry	Example assignment
Market sizing and analysis	Telecoms and Technology	Opportunities in the handsets market
	Telecoms services	3G services in Bangladesh
	Advertising	Recruitment media and services
	Education	Education publishing in India
Acquisition / Partner search	Business media	Acquisition search in emerging markets
	Consumer publishing	Online classifieds in emerging markets
Growth strategy	Publishing	Opportunities in Shanghai and Beijing
	Consumer publishing	Online strategy in the yellow pages sector
Industry data	Broadcasting	Audience analysis in Latin America TV
	Classified advertising	Analysis of five sectors in six countries
Competitor / Peer group analysis	Directories and search	Product and pricing strategy
	Television	Financial analysis of FTA broadcasters

About Us

G2Mi Research is part of the UK based advisory and research firm, Heernet Ventures Ltd. The company was established in 2004 and has offices in London (UK) and Gurgaon (India). Our India presence ensures that we have on the ground experience of the challenges and opportunities presented by emerging markets.



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