

## Experience – Industry Research & Analysis – Key Categories

### BioScience

BioPharmaceutical Lab Materials & Supplies  
Cosmeceuticals  
Drug Discovery Services  
Medical Devices

### Communications – Wireless & Wireline

Cable  
Satellite  
Fiber Optic  
Terrestrial Broadcast

### Consumer Products

Bath & Body Care  
Cosmetics  
Electronic Devices -- Audio, Communications,  
Entertainment, Medical, Measurement  
Juvenile Goods/Prams & Strollers  
Recreational Equipment

### Consumer Services

Fitness  
Healthcare Services  
Online Dating  
Travel  
Yoga

### Entertainment

Cable & Broadcast Distribution  
Digital Music  
Interactive Games  
Interactive Television  
Motion Picture Production  
Motion Picture Services  
Television Production  
Theatrical Distribution  
Video-On-Demand  
Webisodes

### Financial Services

Asset Management  
Commercial Banking  
Money Transmitters  
Procurement Cards  
Sub-Prime Lending

### Industrial Products

Aerospace  
Agricultural  
Chemicals  
Construction Materials  
Office Equipment  
Office Furniture  
Office Supplies  
Paperboard

### Industrial Services

Customer Call Centers  
Customer Loyalty Programs  
Electronic Engineering Services  
Electronic Manufacturing Services  
Executive & Management Training / Workforce Education  
Food Ingredients Processing  
Food Manufacturing  
Hazardous Materials & Waste Management  
Industrial Transportation  
Overnight Courier Services  
Semi-Conductor Manufacturing

### Internet

eCommerce  
Electronic Bill Presentment & Payment  
IP Multicasting  
Internet Services -- Gaming, Education, Music, News,  
Photo Sharing, Social Networks, Video  
Internet Use  
Networking Infrastructure  
Online Content

### Media

Advertising Sales  
Advertising Serving

### Professional Services

Business Strategy Consulting  
Technology Consulting

### Retail

Big Box Retailers  
Drug Chain Retailers  
General Merchandise Retailers  
Natural Foods & Health Care Retailers  
Restaurants and Food Service  
Specialty Retailers  
Supermarket Chain Retailers

### Technology – Hardware & Software

Customer Relationship Management Software  
Data Security – Authentication, Encryption  
Data Storage  
Enterprise Resource Planning Software  
Multi-device Interoperability  
Online Ad Serving  
Personal Computers (PCs)  
Personal Digital Assistants (PDAs)  
Personal Video Recorders (PVRs)  
Photography & Digital Imaging  
Set-Top-Boxes (STBs)

### Other Industries

Healthcare Management  
Utilities