broadband forum

Month 2011	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Overall coverage	339	49	552	117	451	612	7	2	462	295	46	800
Coverage - BBF/Proactive PR driven	331	4	541	2	374	612	1	1	460	277	8	793
News releases issued	1		3		2	3			3	2		3
Media alert		2	2		2	3			1			
Media interviews		1	25		4	40			16	16		2
Video/broadcast interviews	1		1			2			6	4		
Analyst interviews			1		1	2			3			
Articles / Features placed	1	2	2	2	1	1			2	2		
Coverage - General industry mentions	8	39	10	115	77		6			6		1
Coverage - Member reference		6	1					1	2	12	38	6
Press conferences			2			2			1	1		
Whitepaper placements										5		

	YTD Total
Overall coverage	3732
Coverage - BBF/Proactive PR driven	3404
News releases issued	17
Media alerts issued	10
Media interviews	104
Video/broadcast interviews	14
Analyst interviews	7
Articles / Features	13
Coverage - General industry mentions	262
Coverage - Member reference	66
Press conferences	6
Whitepaper placements	5