



## Media Contact Information:

P. Andrews-Keenan - 312.206.2821 or [PKeean1@comcast.net](mailto:PKeean1@comcast.net)  
Jamie Grande - 847.716.7000 or [jamie.grande@mediafinance.org](mailto:jamie.grande@mediafinance.org)

## MFM-BCCA to Host October Lunch & Learn *Mining Data for Hidden Revenue in 2020*

*Webinar Scheduled for Thursday, October 15, 1 p.m. ET*

NORTHFIELD, IL. – October 13, 2020 – [Media Financial Management Association \(MFM\)](#) announces its October Distance Learning Seminar, *Mining Data for Hidden Revenue*. The hour-long session will focus on ways to analyze existing data to find new revenue sources along with other strategies to close the gap between traditional and budgeted revenue streams. Speakers for the session are [Karin Bleiler](#), Senior Vice President, Revenue Management and [Andrew Thompson](#), Senior Vice President, Business Development, Symphony MediaAI. These speakers will be joined by representatives from media industry companies. The session will be held Thursday, October 15, at 1:00 p.m. ET.

As the coronavirus pandemic and economic conditions of 2020 impact industry revenue, media and entertainment organizations are seeking innovative strategies to adapt. During this session, attendees will learn how to leverage existing data to optimize their revenue strategy, allowing them to close out 2020 in a stronger financial position.

“Media entities have had to stretch, to embrace new strategies for revenue generation during this extraordinary year,” said **Mary M. Collins**, president and CEO of MFM and its BCCA subsidiary, the media industry’s credit association. “We are looking forward to hearing successful, real world approaches to this challenge from our panel of experts.”

Registered participants in the Distance Learning Seminar will be eligible to receive up to one (1) CPE credit toward their certified public accounting (CPA) license. MFM is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

The registration fee for the virtual seminar is \$25 for individual members of either MFM or BCCA, (a \$25 discount from the normal \$50 rate, courtesy of Symphony MediaAI), \$75 for non-members and free of charge to MFM corporate members. An additional \$20 late fee will be

## **MFM-BCCA: October 2020 Virtual Learning Series**

charged for registrations made after Wednesday, October 14. More information on CPE prerequisites and an [online registration](#) form may be found on MFM's [website](#).

### **About MFM and BCCA**

Media Financial Management Association (MFM) is the premiere resource for financial professionals for media industry education, networking, and information sharing throughout the U.S., Canada, UK, and Europe. More information about MFM is available on its website, <https://www.mediafinance.org>, and via its updates on [LinkedIn](#), [Facebook](#), [Instagram](#), and [Twitter](#). Its BCCA subsidiary serves as the media industry's credit association. BCCA's revenue management services encompass a variety of credit reports on national and local media advertisers and agencies, including Media Whys, a credit report for media businesses that offers a credit score based on industry-specific aging combined with trade data from Experian or D+B. More information about BCCA is available at <https://www.bccacredit.com> as well as its updates on [LinkedIn](#), [Facebook](#), and [Twitter](#).

### **About Symphony MediaAI**

Symphony MediaAI is the leading provider of financial management services and is rapidly emerging as a leading provider of AI-powered technology solutions that help accelerate revenue growth for the global media industry. Symphony MediaAI experts develop proven software solutions for revenue integrity and strategic revenue management across all distribution channels and deliver financial and audit insights to more than 90% of the U.S. media industry.

Website: <http://www.symphonymedia.com>

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