

**N**etworks and cable operators no longer are exclusive gatekeepers to couch potatoes. Broadcasting is within any budget's means. Technical expertise and political influence no longer are requisites for broadcasting. Content, innovation, and marketing rule.

Today, anyone can own and operate a "TV station."

With Internet-TV, however, a station can do much more than broadcast to passive audiences.

Teton's Internet-TV Practice group helps clients exploit the medium's full potential.

It helps clients envision new ways to compete... to transform passive audiences into engaged participants by integrating Internet-TV with demand video and interactive websites.

Teton's practice partner, *Broadband MD*, pioneered numerous practice innovations now emerging from China. Western clients benefit from our experience as we adapt best global practices to their specific media needs.

