

BIIA Membership Information and Fee Structure

Join BIIA today!

Join a group of prestigious business information and b2b digital media companies to network with more than 200 information professionals throughout Asia and the Middle East. For information for executives, investors, users of information, regulators, government officials and members of academia from outside the region, BIIA serves as a vital source for information on Asian business information and b2b digital media developments.

How to become a BIIA Member?

Access <http://www.biiia.com/joinBIIA.php> and complete the application. Applicable membership fees are contained on page x of this brochure. Need more information: Contact us at <http://www.biiia.com/contactUs.php> or by email: info@biiia.com

Who We Are:

BIIA - Business Information Industry Association Asia Pacific – Middle East is a trade association for the information content industry. Information content can be defined broadly as suppliers of paid-for (by users or advertisers) proprietary digital information to businesses or about businesses. BIIA was founded in 2005 and is registered in Hong Kong.

Member Services:

BIIA serves as an important networking tool for executives and professionals of the information content industry throughout Asia and the Middle East. BIIA is linked to a worldwide network of affiliated information industry associations to be able to work on common issues which are of a global nature. BIIA is also affiliated with a number of associations representing communities of business information users.

BIIA communicates with its members, the community of information users, regulators, government institutions and members of academia through its website: <http://www.biiia.com> and through newsletters. The BIIA newsletter carries important member news and a wide range of important industry developments. BIIA maintains on its website an 'Industry Library' <http://www.biiia.com/ourIndustry.php> containing relevant information on industry standards, best demonstrated practices and industry definitions.

BIIA members subscribe to a common code of conduct that governs operational aspects, quality standards as well as the interests of data subjects and recipients: http://www.biiia.com/code_of_conduct.php

Our Mission:

The principal objectives and mission of BIIA are:

1. Provide a neutral open forum for its members to debate and resolve common issues with users, regulators, government institutions, public sector information organizations and academia. BIIA credit information and rating services division is currently providing the only neutral platform where users and suppliers can meet and discuss common issues
2. Promote the industry by demonstrating the value of information for users and national economies as a whole. The use of business information is currently not as intensive in Asian markets as accustomed in market economies. BIIA is active in eliminating information asymmetries
3. Inform the industry, users and the general public by serving as a resource on standards, trends, technological developments, and policies
4. Protect the industry by advocating a legal regulatory environment that benefits the industry. Regulators are beginning to regulate without the intensive knowledge of our industry
5. Provide a platform for networking for industry members – Currently over 200 member executives and professionals are linked through the BIIA network. The network extends to other important industry associations BIIA is affiliated with (see member directory)

The BIIA Forum:

BIIA conducts, from time to time, neutral user oriented Forums in which information industry executives meet with major users to discuss trends in business practices and decision making which are likely to have implications on information services.

The BIIA Forum template symbolizes information issues and relevant parties which influence the availability of accurate, reliable and timely information.

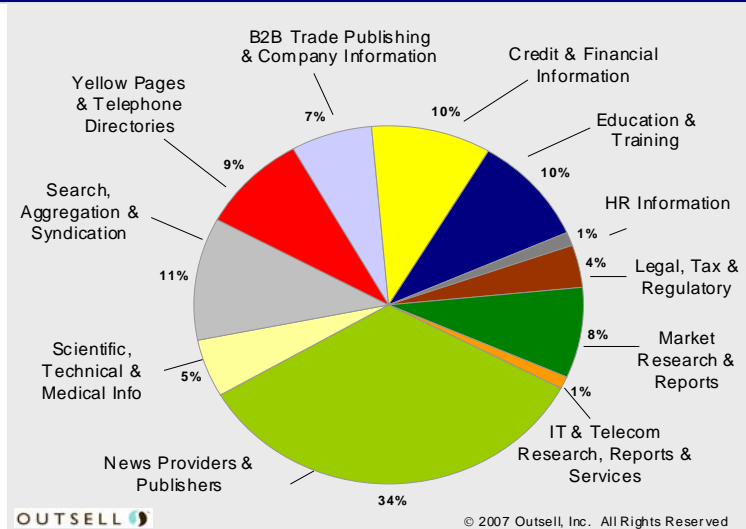
BIIA held Business Information Forums in 2005, 2006 and 2008.



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Our Industry:

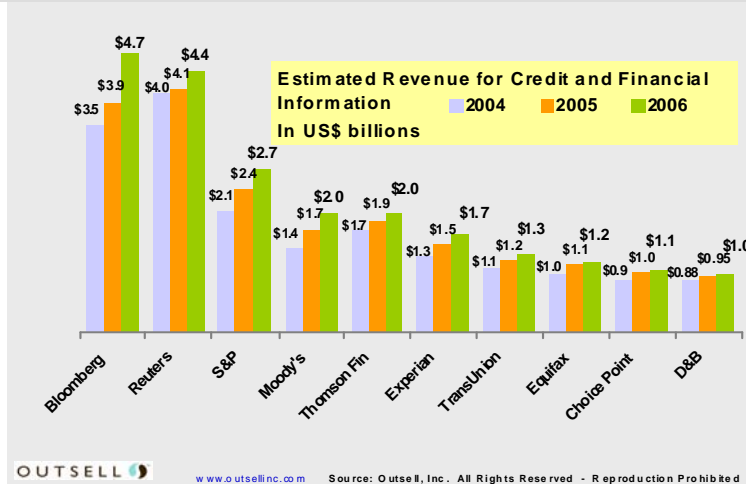
Information Industry Outlook: A US\$ 448 BILLION INDUSTRY BY 2010



BIIA member **Outsell Inc.** predicts that the information content industry will reach US\$ 448 billion by 2010, accounting for a compound annual growth rate (CAGR) of 5.4% from 2007 to 2010. The third largest segment, **Credit & Financial Information (C&F)** is expected to outpace the industry average with a compound annual growth rate (CAGR) of 8.4%.

Outsell expects the information industry to continue to grow steadily throughout 2010. However, the growth rate will be somewhat slower than the 6.2% CAGR generated between 2002 and 2006.

Information Industry US\$ 380 Billion in 2007



Fast Track Segments:

Lead by Google, Outsell predicts that Search will continue to drive industry growth, generating a 21.8% CAGR from 2007 to 2010 and US\$ 75 billion in revenue by 2010. HR Information, IT Research, **Credit & Financial Information** and Market Research segments are also expected to grow strongly from 2007 to 2010, CAGRs of 15.4%, 9.5%, 8.4% and 8.2% respectively.

Source: The data was provided courtesy of BIIA member Outsell Inc., who is the only worldwide market research company and consulting company who delivers must-have intelligence and advice to publishers and information providers.

<http://www.outsellinc.com/>

Credit & Financial Information: The top 10 companies represent US\$ 22.1 billion, or 62.3%, of the US\$ 35.5 billion C&F segment. This is up from 61% in 2005. Growth of the top ten companies in this segment was 11.7% (11% in 2005), easily exceeding the overall segment rate of 9% and the industry average of 6%.

BIIA Fee Structure:

Fee Structure is Based on Annual Company Revenue		
Revenue Ranges in US\$ for Full Voting Rights Membership ⁽¹⁾	Corporate Membership (US\$) ⁽²⁾	Single Entity Membership (US\$) ⁽³⁾
Over 1 billion	15,000	15,000
Over 500 million	10,000	10,000
Over 100 million	7,500	7,500
Over 50 million	6,000	6,000
Over 30 million	5,000	5,000
Over 10 million	4,500	4,500
Over 5 million	3,500	3,500
Over 3 million	3,000	3,000
Over 2 million	2,500	2,500
Over 1 million	2,000	2,000
Up to 1 million	1,500	1,500
Associate Memberships ⁽⁴⁾	950	950
Individual Memberships ⁽⁵⁾		190

¹ Full Membership with Voting Rights in Annual General Meeting. A member delegate can nominate (him/herself) to become a director of BIIA and can serve on the Board of BIIA once confirmed by majority vote by the membership. Full access to member services – password protected website – BIIA newsletters. Passwords will be assigned to as many company employees a member company wishes to assign (unlimited)

² Multi Divisional Corporations (Global Aggregated Revenues)

³ Single Entities (Stand Alone Business or Division of a Corporate Entity)

⁴ Associate Memberships (No Voting Rights) – Access to member services and newsletters

⁵ Individual Memberships for Professionals from ICT / Publishing / Media / Credit / Investment Banking etc. (No Voting Rights)

Membership will be automatically renewed unless cancelled. Membership can be cancelled by giving 6 months notice prior to end of membership period. Notification of cancellation should be in writing by registered mail.