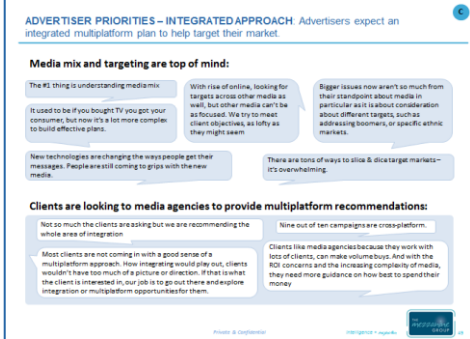
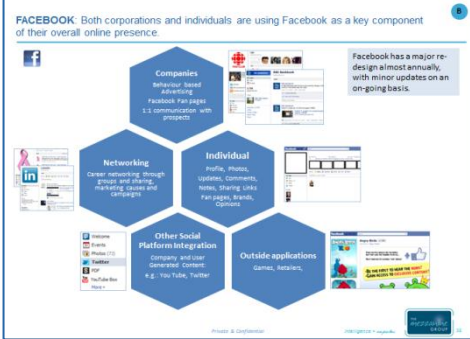
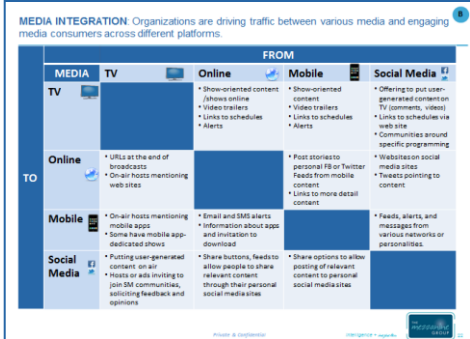
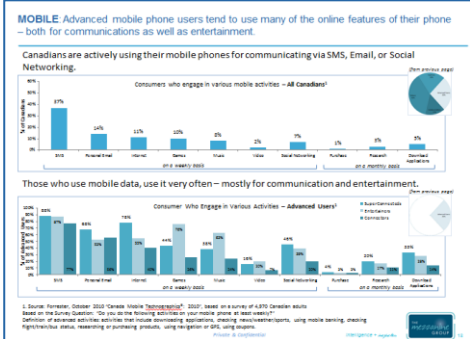
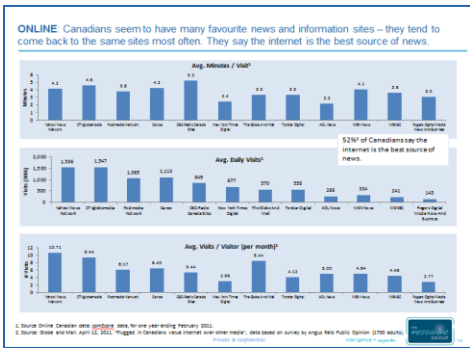
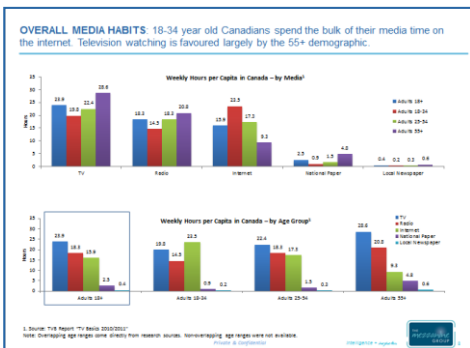


# Mezzanine helped a media provider understand its competitive landscape to help in their strategic planning and to better evolve their multi-channel offers to customers and businesses.



## Challenge

- The client is a national Canadian media provider, with both consumer and business clients. The company saw a decline in audiences through particular channels. They wanted to understand