



Broadband Wireless Exchange  
[www.bbwxchange.com](http://www.bbwxchange.com)

## Broadband Wireless Exchange 'Builds Publications Overnight' with mBLAST

*mBLAST CASE STUDY*

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Using mBLAST, Broadband Wireless Exchange Editor and Publisher Robert Hoskins has coverage of the broadband market completely covered. Beginning as the publisher of one online magazine, Hoskins has used mBLAST to parlay that one Web site into 18 unique sites, creating the broadband wireless community's most thorough source of news and information in the process. Because of mBLAST, "I don't miss a thing that happens in this space," Hoskins says.

Hoskins, a veteran PR representative in the telecommunications services field, was working for Sprint and its fixed wireless service when he decided to compile a list of other broadband wireless companies to prove Sprint was not alone in the field. That list led to other lists, then to a newsgroup and ultimately to the Website that became Broadband Wireless Exchange.

Today that site is the mother ship for 18 highly-focused online pubs and associated newsletters specializing in broadband technologies, a success Hoskins directly attributes to mBLAST. His sites are devoted to topics such as 802.11a, 802.11b, 802.11g, OFDM, FSO, satellite broadband, cable, and DSL. Hoskins uses mBLAST's content retrievers to automatically gather articles from more than 100 industry publications, news releases from hundreds of vendors and service providers, white papers, broadband-related events, analyst reports and more that are related to the specific topics covered by his 18 publications.

He simply sets up his keywords and preferences within mBLAST, and mBLAST immediately and continually returns targeted results to an easy-to-use editorial portal. He can set his preferences to automatically approve content directly to his site via an electronic feed, or edit results as appropriate – approving accepted content via a single mouse click – before pushing them live to his sites.

Thanks to mBLAST, the Broadband Wireless Exchange sites are so content-rich that they have been propelled to the top of popular search engines like Google and Yahoo! When Hoskins started, Broadband Wireless Exchange received an average of 400,000 hits per month. The sites now average a total of more than 7 million hits per month, with an average of 125,000 unique readers per month from 71 countries. "There's no way to even fathom how I would have done this without mBLAST," Hoskins says.

mBLAST makes it easy for people with content to get it onto his site. As a marketing veteran, Hoskins also appreciates the mBLAST tools that allow anyone to update their profile, logo, or other information

and publish it once to mBLAST, knowing it will then flow through automatically to anyone using the service.

Hoskins has truly created a business – what he dubs “The World's Largest News Source of Broadband Wireless Internet Services and New Products” -- from his mBLASTpowered web sites. He sells banner advertising to the site and also has created a solid business from click-through of Google AdWords. “Anyone using mBLAST can build a publication overnight,” he says.