

global telecoms BUSINESS

Media information 2008-09

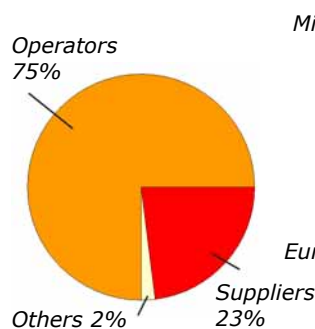
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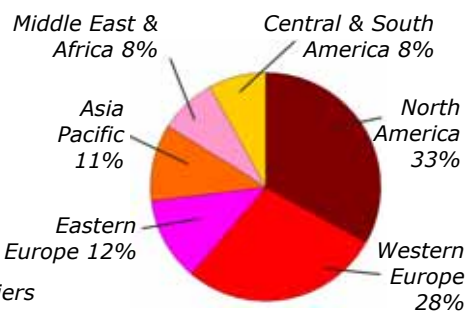
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Readership breakdown: Controlled circulation 4,518 (September-October 2008)

By business activity



By geographical area



Industry leaders on GTB covers, left to right: Akil Beshir, Telecom Egypt; Cynthia Gordon, MTS; Dick Lynch, Verizon; Kathie Morrissey, AT&T; Sol Trujillo, Telstra; and Masayuki Hirata, NTT DoCoMo

We get the CEOs that other publications can't

In today's climate *Global Telecoms Business's* strategic focus and C-suite readership offers vendors the best platform for addressing carriers and service providers.

The telecoms sector has changed dramatically over the past few years. Vendors are no longer using technology to promote their products: they are using the business case, focussing on the new revenue streams and positive bottom line impact offered by their products. This message needs to reach the senior managers of service providers most concerned with return on investment.

For 15 years *Global Telecoms Business* has published a business magazine for the executives who run the carriers, service providers and operators around the world. The aim of the publication is to educate senior managers to the business benefits and possible applications of different technologies.

If you have a business message for these industry leaders, then *Global Telecoms Business* delivers.

GTB readers have read interviews with hundreds of the world's telecom leaders, including:

- Sergey Pridantsev, CEO of Comstar-UTS
- Anil Ambani, chairman of Reliance Communications
- Masayuki Hirata, CEO of NTT DoCoMo
- Barry West, CTO of Sprint and president of Xohm
- Kuldeep Goyal, chairman of BSNL
- Paul Berriman, CTO of PCCW
- Saad Al Barrak, CEO of Zain
- Jean-Pierre Vandromme, CEO of Golden Telecom
- Akil Beshir, CEO of Telecom Egypt
- Ibrahim Gedeon, CTO of Telus
- Hamadoun Touré, secretary general of the ITU
- Srinath Narasimhan, CEO of VSNL
- Dick Lynch, CTO of Verizon
- Manoj Kohli, CEO of Bharti Airtel
- Stefano Parisi, CEO of Fastweb
- Viviane Reding, European Commissioner
- David Rowe, CEO of Easynet
- Paul Reynolds, CEO of Telecom New Zealand
- Matt Desch, CEO of Iridium
- Leonid Melamed, CEO of Sistema
- Julio Linares, CEO of Telefonía
- Giuliano Berretta, CEO of Eutelsat
- Cynthia Gordon, CMO of MTS
- Ruggero Gramatica, CEO of On Telecoms
- Eduardo Diaz Corona, CEO of Telmex Chile
- Rohit Adya, CEO of Vodafone Essar, Uttar Pradesh
- Martin Varsavsky, CEO of Fon
- Ben Verwaayen, CEO of BT
- Chris Fonteijn, chairman of Opta
- Valerio Zingarelli, CEO of Babelgum
- Olaf Swantee, head of global mobile at Orange
- Eli Katz, CEO of Xconnect
- Carl-Henric Svanberg, CEO of Ericsson
- Maxime Lombardini, CEO of Iliad
- Simon Beresford-Wylie, CEO of NSN
- Stefano Pileri, CTO of Telecom Italia
- Sanjiv Ahuja, CEO of Orange
- Peter Erskine, CEO of O2
- Jim Crowe, CEO of Level 3
- Richard Branson, chairman of Virgin
- John Legere, CEO of Global Crossing
- Muzaffer Akpinar, CEO of Turkcell
- Scott McNealy, chairman of Sun Microsystems
- Ricky Wong, chairman and CEO of Hong Kong Broadband
- Maria Martinez, VP for comms, Microsoft
- Wei Zaisheng, CFO of ZTE
- Yoshinori Uda, COO of NTT DoCoMo
- Niklas Zennström, CEO of Skype
- Dave Schaeffer, CEO of Cogent
- Dick Simpson, CEO of Reach International
- Kamran Sistanizadeh, CTO of Yipes
- René Obermann, CEO of T-Mobile
- Thierry Bonhomme, R&D head at Orange Labs
- Jeffrey Citron, CEO of Vonage
- Sunil Bharti, chairman of Bharti TeleVentures
- Eelco Blok, CEO of KPN Fixed Networks
- Li Zhengmao, VP of China Unicom
- John Killian, CEO of Verizon Business
- José Collazo, CEO of BT Infonet
- Takeshi Natsuno, MD of NTT DoCoMo
- Myung Sung Lee, CTO of SK Telecom
- Vinod Kumar, president of VSNL International
- Mulla Tambunan, president director of Telkomsel
- Elek Straub, CEO of Magyar Telekom
- Neil Montefiore, CEO of MobileOne
- Boris Nemsic, CEO of Telekom Austria
- Matt Bross, CTO of BT Group
- Andrew Sukawaty, CEO of Inmarsat
- Arman Hazairin, VP of Telkomsel
- Mario Rosetti, CFO of FastWeb
- James Kinsella, chairman of Interoute
- Bill Archer, CMO of AT&T Business
- Muhammad Itaf, CTO of Warid Telecom
- Steve Robertson, CEO of Openreach

What the industry's leaders think of *Global Telecoms Business* ...

You've got a great magazine
Sol Trujillo, CEO, Telstra

A highly valued reference tool for the telecommunications industry

John Killian, President, Verizon Business

GTB is the only telecoms publication I read cover to cover
Jim Kinsella, Chairman, Interoute

GTB has provided excellent, well informed coverage of KPN's transformation to an All-IP network
Eelco Blok, Management board, KPN

Provides a useful window on our industry and a much needed global perspective
Muhammad Itaf, CTO, Warid Telecom Pakistan

I regularly look to GTB for an objective and insightful view of the key issues concerning our industry
Paul Berriman, CTO, PCCW

GTB addresses topical issues and provides up to date information ... an important point of reference for Telekom Austria
Helmut Leopold, CTO, Telekom Austria

GTB's top-level industry insight and well-researched features make it a leading publication in the telecommunications sector
Andy Green, former CEO, BT Global Services

GTB covers the strategies, innovations and personalities that are driving telecoms business today
Gary Smith, President and CEO, Ciena

Invaluable insight into the telecoms sector and is key to communicating with top-level executives in African telecoms
Peter Gbedemah, CEO, Gateway Communications

A valuable point of reference ... provides its readers with an informed view
Paolo Susnik, CEO, Tiscali International Network

Our relationship with GTB has been instrumental in reaching top industry leaders
Keith Willelts, Chairman, TeleManagement Forum

Global Telecoms Business is one of my favourite magazines
Wang Jianzhou, Chairman, China Mobile

Each issue of Global Telecoms Business contains:

- **Interviews** with C-level executives — CEOs, CFOs, CTOs, COOs and other senior executives — of leading fixed, mobile and wholesale telecoms operators worldwide
- An **interview** with a C-level executive of a key vendor
- Analysis of **main news events** in the worldwide industry
- **Analytical features** on significant trends in the industry, directed at CEOs, CFOs, CTOs, CIOs and CMOs

- Current **financial and market data** from the industry, delivered by international experts
- **View from the Top:** a one-page viewpoint written by an industry leader
- Reports from the latest GTB **roundtables** and **conferences**
- **CEO and CFO Guides:** a number of **advertising supplements** that are bound into each issue — see page 3 for our plans for 2008-09.

The GTB Executive Review 2009

The GTB Executive Review will contain essential information on the state of the industry around the globe in both established and emerging countries.

An online version will be delivered to over 36,000 executives on the Analysys Mason and GTB databases. These will be enterprise as well as telecoms executives.

The change from legacy to next generation networks means that carrier executives need more help and information than ever before. One of the aims of this book is to provide the information the executives need, with country overviews, technology reviews, world telecoms data and facts, and thought leadership.

This book will provide an excellent platform for suppliers wishing to address carrier management, enabling them to use the publication to talk about their company as a whole and bring together all the areas in which they work. It will also provide a platform for carriers around the world needing to make contact with potential partners at other carriers.



Keep up to date with our plans

As the industry changes so quickly, all of our CEO-level interviews and many of our features are planned at short notice.

Go to our website and click on **Editorial plans** for the latest information. If you're in PR or marketing, email the editor to be put on the list for regular updates:
aburkitt@euromoneyplc.com



GTB/Analysys Mason Research Executive Briefings in 2009

GTB and Analysys Mason Research have a new service aimed at executives planning to invest in specific technologies.

Briefings, based on research and roundtables held with sponsors, will reach GTB readers and Analysys Mason Research clients in print and will be distributed online to 36,000 executives.

Planned for 2009:

The GTB/Analysys Research Executive Briefing: IP Transformation — Jan/Feb 2009

The GTB/Analysys Research Executive Briefing: WiMax — March/April 2009

The GTB/Analysys Research Executive Briefing: Outsourcing and Managed Services — May/June 2009

**Global Telecoms Business Innovation Awards
Tuesday June 16 2009**



Industry leaders from across the world will be in London on June 16 2009 for the presentation of the annual GTB Innovation Awards at a glittering black-tie dinner.

The Awards honour some of the most innovative work that is going on around the world.

Awards will go to projects, involving operators and vendors, honouring innovation in five separate categories.

The deadline for nominations is Monday March 2. See our website for full details of the categories and the online entry form.

Left: some of the many 2008 winners pick up their trophies at the black-tie dinner in London, attended by 260 industry executives



Global Telecoms Business CEO and CFO Guides 2008-09

All CEO and CFO Guides listed here are advertising supplements to the magazine, bound into the regular issue. Each supplement will additionally carry a number of editorial features which will be written in-house or by writers commissioned directly by GTB.

The topics listed here are a guide only to the content of each supplement: they are *not* the titles of specific features. We do *not* issue detailed synopses of these supplements or of the individual features.

If you have suggestions of areas to cover, please email the editor, Alan Burkitt-Gray, on aburkitt@euromoneyplc.com. All information here is subject to change.

To advertise in these supplements, contact the publisher, Laurence Mackintosh, on lmackintosh@euromoneyplc.com, tel +44 20 7779 8589

November/December 2008

Supplement: CEO and CFO Guide to IP Transformation

- Review of leading operators worldwide moving to all-IP networks, including BT, KPN, Telstra; plus leading companies' strategies
- Look at new national IP overlay networks — Singapore's plans is the most advanced, plus Australia's
- Managed services — impact of all-IP strategy: providing new opportunities for managed service providers
- What services will become available on all-IP networks
- New opportunities for telcos and vendors with all-IP networks

Supplement: CEO and CFO Guide to Interconnect

- Which are the significant companies in the interconnect business?
- How is the interconnect business changing?
- Revenue assurance challenges for interconnect operators
- Impact of bill-and-keep versus conventional economics
- New interconnect markets and influences, especially role of GSM Association in 3G market

January/February 2009

Supplement: CEO and CFO Guide to Wireless

- China's 3G strategy: analysis of the three operators' plans
- State of the 3G industry worldwide, including licensing and roll-outs, handsets, terminals, revenues, vendors' market share and growth
- Wireless broadband: is there an ROI from faster speeds?
- Are emerging markets still the engine of growth? What effect do they have on the rest of the industry?
- Who's leading the 4G battle? LTE versus WiMax

Supplement: CEO and CFO Guide to Wholesale

- Investment strategy for leading operators, including capacity expansion and new routes
- Profile of main wholesale operators in leading markets
- Main challenges for the wholesale market including IP MPLS
- Services and specialisation — which wholesale operators offer something different
- Outlook for prices and markets, customers and sectors

Supplement: CEO and CFO Guide to Energy Efficiency

- Analysis of the cost of energy on profitability of telecoms networks
- Future demands on energy from new services based in data centres
- How operators can minimise effect of energy cost — including by choosing right locations for data centres and other systems
- Energy reliability: how vulnerable are networks, services and customers to outages
- Windpower, solar power and other sources of power for telecoms

March/April 2009

Supplement: CEO and CFO Guide to Broadband

- Top end demand to the home will be 300 megs in five years: what is the investment needed and what are the returns?
- Technology choices: FTTH versus DSL versus wireless broadband
- Rollout programmes for fibre to the home and other systems
- Politics of broadband: what public support is available in different countries?
- Quality of service challenges for operators in providing new services to consumers and business

Supplement: CEO and CFO Guide to OSS/BSS

- Priorities for operators as OSS/BSS drives efficiencies
- OSS/BSS transformation for the all-IP network
- Requirements for OSS/BSS in the era of content and convergence

- Changing face of OSS/BSS industry as vendors consolidate
- OSS/BSS requirements for content-based industries
- **Supplement: CEO and CFO guide to Monetizing Content**
- Strategy of leading content companies in the industry
- Revenue from mobile and fixed advertising
- Billing and revenue share services for content
- Outsourcing content services and independent suppliers
- High definition TV and other emerging content formats

May/June 2009

Supplement: CEO and CFO Guide to IP Transformation

- Relationships with Facebook, MySpace, Google, Yahoo! and others
- Service evolution from legacy networks to new IP networks
- IP operations and competition at the local, metro, national and international level
- IP-based wireless services and IP services for wireless operators

Supplement: CEO and CFO Guide to Emerging Markets

- Guide to financial institutions active in emerging markets
- Vendor strategies to compete for business in emerging markets, including pricing and finance initiatives
- New opportunities in emerging markets, including money transfer and content delivery
- Impact of price and technology strategies for emerging markets on established markets

Supplement: CEO and CFO Guide to Professional Services

- Managed services: benefits to telecom service providers in outsourcing network operations
- Key sectors of outsourcing, including billing, call centres and IT
- Survey of major professional services firms working with the telecoms industry, including accountancy, network design and business services
- Role of operators in offering outsourced services to other operators

July/August 2009

Supplement: CEO and CFO Guide to IPTV

- Critical factors in ensuring return on investment in IPTV
- High definition TV and investment implications
- Operators versus content providers — who pays, who makes money?
- Update from leading operators rolling out IPTV and VoD services

Supplement: CEO and CFO Guide to Wholesale

- Wholesale market outlook — forecast in terms of prices and markets, customers and sectors
- Specialist product and service offerings from wholesale operators in fixed and mobile
- Wholesale offerings in key developed national markets, including North American and European markets
- Services in emerging markets, including international connectivity

September/October 2009

Supplement: CEO and CFO Guide to OSS/BSS

- Emerging leaders following consolidation in the OSS/BSS industry
- OSS and billing for converged services with broadband rollout
- Effect of revenue assurance and other OSS/BSS on efficiency
- MVNOs and fixed virtual operators: OSS/BSS requirements

Supplement: CEO and CFO Guide to Broadband

- Future speed demands and expectations for wired and wireless services
- Importance of ethernet in local, metro and long-distance networks
- Terminals and devices for new broadband services
- Competition between fixed and wireless broadband

Supplement: CEO and CFO Guide to Outsourcing and Managed Services

- When is it right to outsource, and when is it wrong: and what services can be outsourced effectively?
- Billing and OSS: what are the benefits of outsourcing?
- New market sectors for outsourcing, including content provision and hosting
- Providing managed services to shared infrastructure and MVNOs

November/December 2009

Details to be advised in early 2009



www.globaltelecomsbusiness.com

Subscribers can read all current *Global Telecoms Business* articles, including our special CEO and CFO Guide supplements, on www.globaltelecomsbusiness.com, as well as our archive of interviews and other articles dating back to 1999.

In addition the website has superb analysis of the latest news affecting the industry worldwide, and you can sign up for our newsletters.

This is a superb information resource for everyone doing business in the telecommunications industry anywhere in the world.

For details about advertising on our website contact any member of the sales team.

Global Telecoms Business contacts

Laurence Mackintosh, Publisher
lmackintosh@euromoneyplc.com
tel +44 20 7779 8589 or +1 212 224 3881

Sam Baird, International Sales Manager
sam@whitehillmedia.com
tel +44 1883 715697; Skype sambaird

Alan Burkitt-Gray, Editor
aburkitt@euromoneyplc.com
tel +44 20 7779 8518 or +1 212 224 3880
email for press releases only gtb@euromoneyplc.com
fax (for all contacts) +44 20 7779 8960

Registered office and delivery address
Euromoney Institutional Investor PLC, Nestor House, Playhouse Yard, London EC4V 5EX, UK

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Full page 4 colour	€	€6,435	€6,200	€6,070
Half page 4 colour	€	€3,469	€3,407	€3,337
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Co-sponsored features: Text for co-sponsored features should be emailed as Microsoft Word or compatible files. Each illustration and photograph should be sent as a *separate* graphics file, in JPEG or TIF format, with a resolution of 300dpi. Pictures should *never* be embedded into the text file or sent as PowerPoint files. Text will be edited to conform with Euromoney Institutional Investor house style.

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Bleed full page	216 x 303 mm
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Bleed double page	426 x 303 mm
Type area double page	400 x 267 mm

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