



**InterComms**  
INTERNATIONAL COMMUNICATIONS PROJECT



### **What is Intercomms?**

International Communications (InterComms) is an authoritative policy, strategy and reference publication for the international telecommunications industry. It is designed to help the key decision makers within the industry to transform their existing business, in terms of regulation, standardisation, optimisation and cost effective mature technology.

InterComms is a co-operative project involving key industry organisations, alliances and forums, providing readers with concise business cases of current technologies that can enhance and strengthen their revenue streams.

InterComms is creating channels between the leading user groups and operators to allow industry to influence the development of global communications, and combined with vendor support provides the readers with the clearest picture of the way to advance within the industry today.

InterComms will be distributed in many formats which will include a 200 page journal, interactive CDs and via this website.

***"This is an excellent publication and meets this market's need"***

*Tim Eyre, Director, Business Development, Commonwealth Telecommunications Organisation*

***"This is a great Journal and is exactly the type of information we were looking for"***

*Beth Mackenzie, Network Business Development Manager, ATUG (Australian Telecommunications User Group)*

***"WITSA recently established a partnership with InterComms an authoritative policy, strategy and reference publication for the global communications industry professionals, to provide up-to-date and accurate information to support the growth of the ICT industry worldwide"***

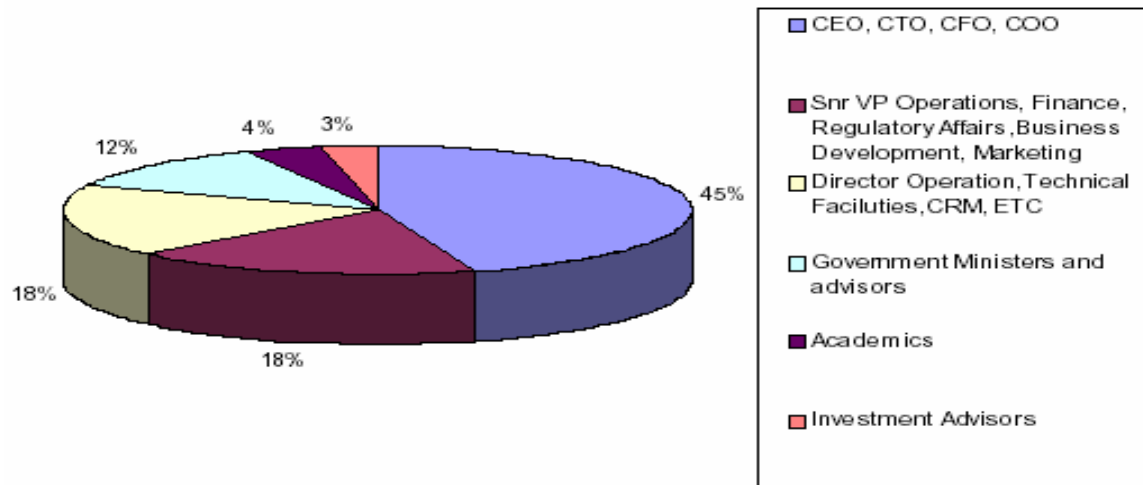
*Anders Halvorsen, Programme Manager, WITSA (World Information Technology and Services Alliance)*



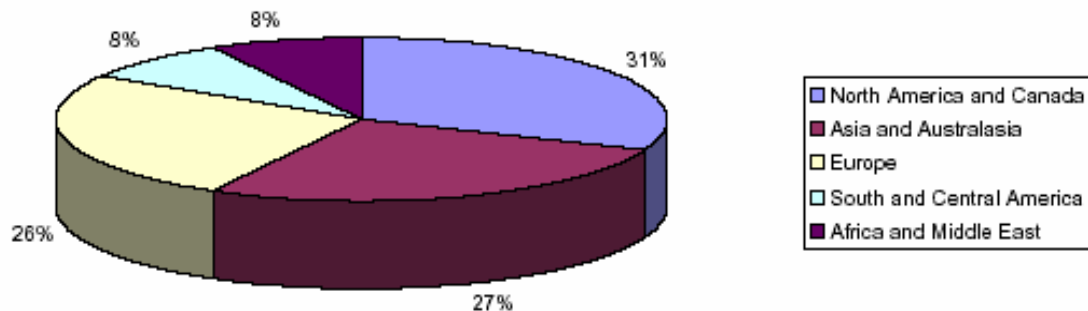
### Distribution & Circulation

Intercomms has a primary direct distribution to 15,000 named individuals who are senior ICT professionals. These include - CEO's, CTO's, CFO's, VP's of business development, sales, and engineering at the Carriers, Operators, Service Providers, Broadcasting, Transportation and Utility Companies as well as Ministries of Communication, Education, Transportation and Defence. It is also targeted at Industry sectors ranging from Telecoms, Banking, Broadcast, Transport & Logistics, Mining & exploration, Government and regulatory, General Utility and Academic institutions throughout the 189 countries that make up the membership of the ITU. InterComms will also be distributed at most telecommunications exhibitions and events globally throughout the year.

Intercomms Demographic Distribution (by equivalent job title)



Intercomms Geographic Distribution



### Secondary Distribution

InterComms will be 'The Official Supporting International Publication' at 'Telecom 04' in Las Vegas, October 9<sup>th</sup> to 13<sup>th</sup>. The publication will be distributed to all delegates via their delegate packs.

[www.ustelecom04.com](http://www.ustelecom04.com)

Intercomms will also be distributed at 'Asia Telecom' Busan, South Korea, 7<sup>th</sup> - 11<sup>th</sup> September 2004.

<http://www.itu.int/ASIA2004/index.html>

In addition all content will be published online and will be available via a dedicated website see [www.intercomms.net](http://www.intercomms.net) for further info.



### **Content**

By partnering with the with the leading lights of the ICT Industry Intercomms deals with specific issues relevant to the development of competitive strategy for Telcos and large corporate end users of ICT technology, by setting out clear and defined business models and exploring the effect of continued de-regulation and standardization.

For list of all participating organizations please see [www.intercomms.org](http://www.intercomms.org)

### **Intercomms is structured to include the following topics**

**Regional and Global Regulation & Standardisation.**  
**Revenue Stream Development and Protection**  
**OSS (Operational Support System) Development**  
**Connectivity Solutions**  
**Carrier services**  
**Mobility Solutions**  
**Billing Mediation & Revenue Assurance.**  
**Security and Storage Issues**

Further detailed information on content and participants is available upon request.

### ***Vendor Participation***

Within the project we will be inviting a limited participation from commercial companies, Intercomms provides the ideal platform to promote the business case for the deployment of selected products and solutions relevant to the wider content of the publication.

Opportunities exist for a limited number of vendors to participate within the advertising and editorial schedule.

By way of a 1500 word case study, white paper or interview including diagrams, photographs etc.

These business cases will be limited to a total of 45 participating companies and would be supported by advertising at cost of:

**Half Page 4 Colour - € 8,000**

**Full Page 4 Colour - € 11,000**

**Dbf. Page 4 Colour - € 13,500**

**Prime Positions – Price on Application**

For any further or previous copy information please review our website [www.intercomms.net](http://www.intercomms.net)



### About Entico

Entico Corporation Ltd publishes information products and secures sponsorship for high-level International organisations, meetings and events. From our offices in the UK and Ireland our Global reach encompasses:

- Environment and Sustainable Development Programmes
- Information and Communications Technology
- Corporate Responsibility
- Governmental Policy

### Recent Projects include:

*Responding to Climate Change* with the World Business Council for Sustainable Development

*United Nations Framework Convention on Climate Change* award winning calendar 2002

*Synergy for Sustainable Development* promotion with the UNFCCC, the Convention on Biodiversity and the United Nations Convention to Combat Desertification for the World Summit for Sustainable Development

*Corporate Responsibility: Responding to Global Governance* G8 Summit and IMF meetings throughout, 2003.

InterComms International Communications Project:

For further information about the scope of our activities please refer to [www.entico.com](http://www.entico.com)



