

Media Pack



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 journal, interactive CDs and 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 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)

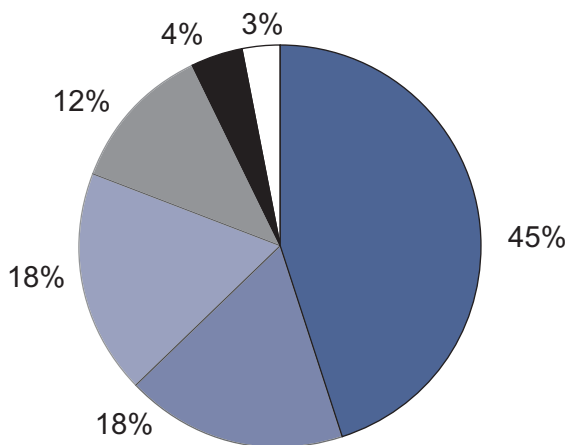
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DISTRIBUTION & CIRCULATION

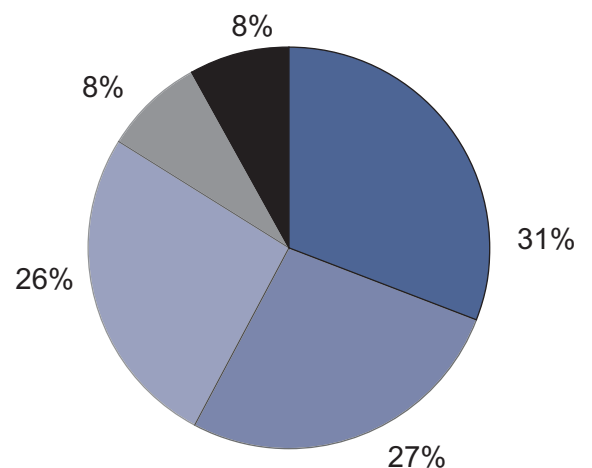
Intercomms has a primary direct distribution to 40,000: 15,000 paper delivery and 25,000 electronic delivery, in industry sectors ranging from Telecoms, Banking, Broadcast, Transport & Logistics, Mining & Exploration, Government and Regulatory, General Utility and Academic institutions.

**Intercomms Demographic Distribution
(by equivalent job title)**



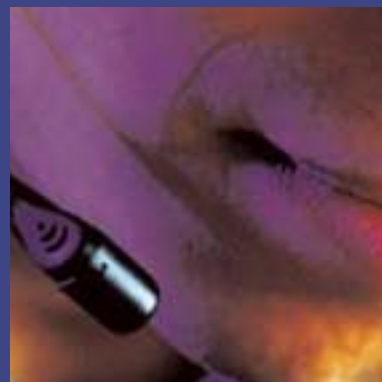
- CEO, CTO, CFO, COO
- Snr VP Operations, Finance, Regulatory Affairs, Business Development, Marketing
- Director Operation, Technical Facilities, CRM, etc
- Government Ministers and Advisors
- Academics
- Investment Advisors

Intercomms Geographic Distribution




- North America and Canada
- Asia and Australasia
- Europe
- South and Central America
- Africa and Middle East

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SECONDARY DISTRIBUTION

 ITU World Telecom


 TIA events including NXTComm

 3GSM events

 Forum Telemanagement
World and Regional
Meetings

 WiMAX ForumConferences

 ECTA conferences

 Broadband World Events

Please see our events section on website for further information.

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 standardisation.

Intercomms Content is structured to include information on the following topics:

- * Regional and Global Regulation & Standardisation in association with the ITU, ETSI, FCC, TIA etc.
- * New service delivery (content driven) including OSS/BSS deployment, Revenue Assurance, Content Security and eTOMs in association with Telemanagement forum, DSL forum
- * Carrier Services in association with ECTA
- * Wireless and Mobility Solutions with WiMax Forum, OMA and MEA
- * Regional Focus looks at different geographic regions and infrastructural development with the ITU

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

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VENDOR PARTICIPATION

Within the project we will be inviting a limited commercial participation. 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. Business cases will be limited to 15 commercial companies 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 15 and would be supported by advertising or corporate at cost of:

Half Page 4 Colour - € 8,000

Full Page 4 Colour - € 11,000

DbI. Page 4 Colour - € 13,500

Prime Positions – Price on Application

For any further or previous copy information please review our website www.intercomms.net

CONTACT INFORMATION

For more information on how to participate in InterComms (The International Communications Project)

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