



QUESTEX

EDITORIAL CALENDAR 2018

telecomasia

CFC INNOVATION

COMPUTERWORLDHK

Enterprise INNOVATION

NETWORKWORLDASIA



eREPORTS

Telecom Asia's eReports and magazines follow the hottest topics and events in the telecoms industry. The tie-in with key events gets the publications in front of telco professionals when they are seeking new ideas and information. In addition to being distributed to 30,000+ Telecom Asia readers, printed copies are dispatched at key industry events.

01

5G Insights - The first 5G Olympics

5G is getting ready to make the transition from proof-of-concept to actual use, and the catalyst is the 2018 Winter Olympic Games in South Korea.

Korean telcos and other stakeholders will be in the media spotlight, and are widely expected to demonstrate some aspect of 5G technology during the games. Whether it's self-driving cars or VR goggles for immersive ski-jump experiences, 5G will be receiving coverage from mainstream media during this brief period of time.

02

Broadband Insights - The need for speed

Whether mobile or fixed, broadband connectivity has become an expectation for consumers. Increasingly high-definition video drives demand more than anything, but bandwidth-intensive apps are becoming commonplace for consumers and enterprises alike.

What can operators do to ensure good consumer experiences, and maintain the high quality of service (and massive bandwidth) users have come to expect?

03

SD-WAN Insights - The rise of SD-WAN

Virtualization is becoming commonplace and enables powerful tools like NFV (Network Function Virtualization). This in turn allows Software-Defined Networking: SDN, a method to streamline and amplify the power of a virtualized network through software control.

An SD-WAN (software-defined networking in a WAN) simplifies management operation of the WAN by separating the networking hardware from its control mechanism. Like how SDN implements virtualization technology to improve data center management and operation.

We'll examine the advantages of this technology, and ways that operators can use it to improve their operations and keep their customers happy.

04

MAGAZINE & EVENTS

FEBRUARY

eREPORT DISTRIBUTION
**Mobile World Congress
Barcelona**

Booking deadline: Jan 22
Material deadline: Jan 29

MARCH

ROUNDTABLE
**Monetizing 4G before 5G
comes**

eREPORTS

05

M-Commerce Insights - Will your smartphone replace your wallet?

Mobile commerce (m-commerce) is the science of transforming that app-driven phone into a trusted payment gateway for all sorts of transactions. In developing economies, it's a game changer, while in places like Hong Kong, pre-existing cashless payment systems act as a barrier to m-commerce solutions.

We'll examine the mechanics of m-commerce in places like China and India, and discuss the different technologies involved, from NFC-enabled apps to the "red envelopes" of WeChat Wallet.

06

Big Data Analytics Insights - Data is golden

Data is the new oil and it's no secret that telcos are sitting on a gold mine. Telcos are well aware of the huge potential benefits that big data and analytics bring to their business. While there are signs that telcos are making progress in using big data and analytics in key areas such as reducing churn rate, enhancing customer experience improve operational efficiency. Yet there are still obstacles and challenges that avoid them to fully leverage big data and analytics.

This report will examine how effective telcos are using data and analytics to run their businesses better and the key challenges they are facing.

07

IoT Insights - The IoT sprawl continues

The IoT is being built and re-built every day. But who's in charge of overall design, and ensuring security. Pending legislation in the USA will mandate basic security for IoT devices, but is it too little/too late?

08

Smart Cities Insights - The brains of the city

The "Smart Cities" concept involves public and private sector stakeholders. There are different playing fields in this game (greenfields environments with little or no infrastructure, brownfields environments with built-up cityscapes), and different parameters for each stakeholder. Do clever rubbish bins make a city "smart" or do you need an overarching structure that covers utilities, emergency services, and education?

There are as many questions as answers, but we'll try to answer as many as we can in our Smart Cities Insights supplement.

MAGAZINE & EVENTS

MAY
ROUNDTABLE**AI in telcos: answering the business case**

EVENT

21st Telecom Asia Awards

JUNE

PRINT MAGAZINE

AI in telcos – state of play 2018

JULY

eREPORT DISTRIBUTION

Commun/Connect Asia

Booking deadline: May 28

Material deadline: June 4

AUGUST

ROUNDTABLE

Commercializing SD-WANS in telco or Secure IoT applications for telcos

eREPORTS

Security Insights - Lock your telcos

Security is an ongoing concern, and online services (including mobile) have been hit with so many attacks recently that many users have “security-burnout.” But there are still steps that mobile users and telecom operators can take, and MUST take, to enhance their security profiles.

Among them are new built-in features for handsets, but how to educate users? How to develop a security-oriented mindset among telco operators and all stakeholders?

5G Insights - The state of 5G

A roundup of the 5G developments by mobile operators in Asia as well as industry progress on technology trends, devices and applications that will benefit from the increased bandwidth and the business opportunities that will emerge.

AR/V Insights - AR and VR: how ready are we?

AR and VR are touted as the Next Big Thing in consumer telecoms. But while they are very different from each other, both require savvy users and heavy bandwidth.

Augmented Reality (AR) is the art of adding elements to a mobile feed: for example, a stroll down a store aisle might highlight special items based on user-preferences. Virtual Reality (VR) is an immersive experience where the user wears googles and/or a headset for a totally different experience, often in 360-degree view.

We'll examine these technologies, what makes them tick, and how telcos can position themselves to take advantage now and in the future.

OTT Insights - Winning the OTT video war

Telecoms operators worldwide are turning to digital content like TV and media streaming services as a new way to attract new subscribers, retain existing ones, and grow their revenues. In response to the rise of OTT competitors, operators are investing in and acquiring media companies/content providers to win and monetize the content.

This report will look at telcos' strategies in digital content - how well they are doing, why they work and why they don't.

MAGAZINE & EVENTS

OCTOBER

ROUNDTABLE

Winning the OTT video wars

NOVEMBER

EVENT

Smart City Strategies Conference

11th Telecom Asia

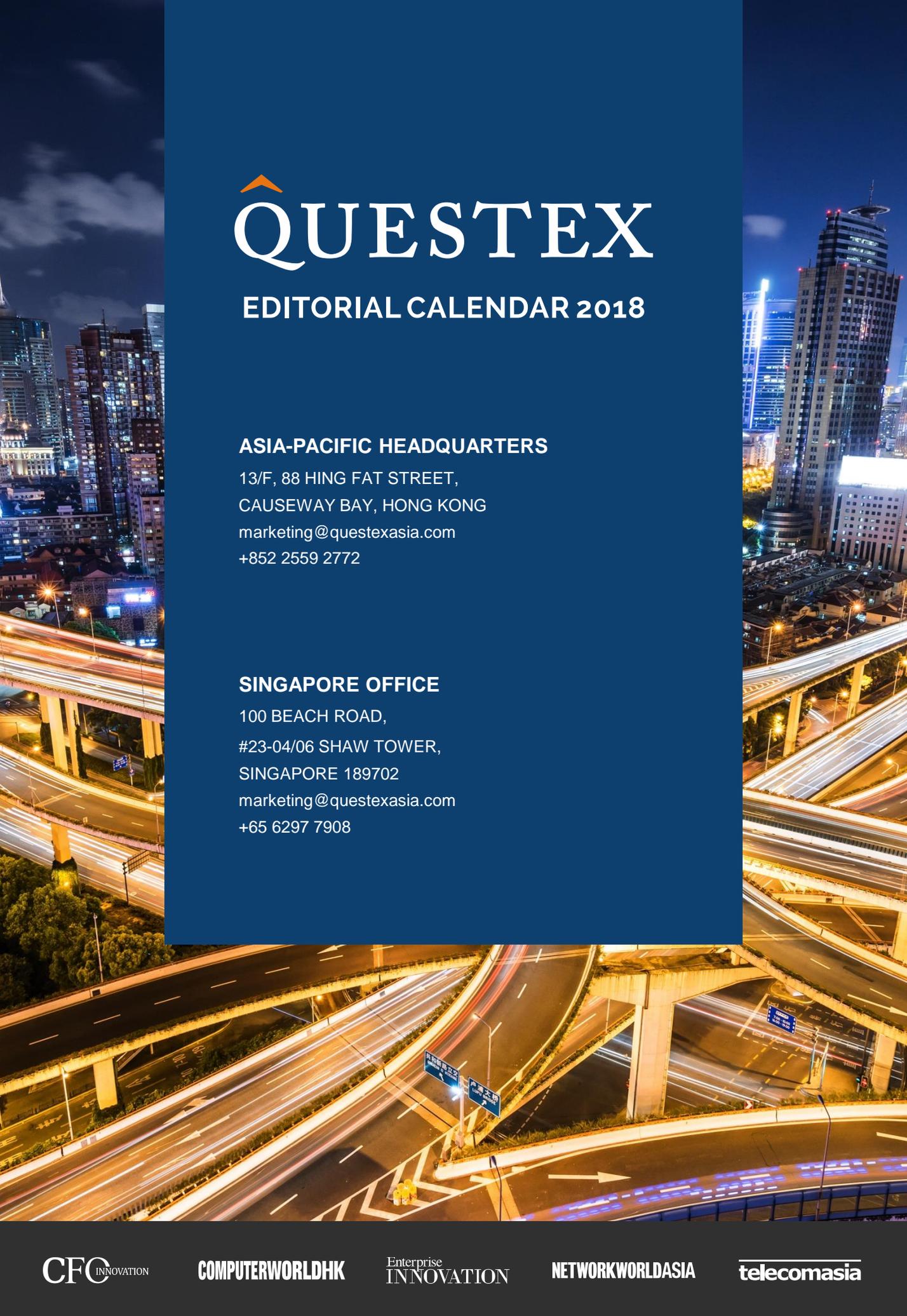
Readers' Choice & Innovation Awards

DECEMBER

PRINT MAGAZINE

2018 review and outlook for 2019





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EDITORIAL CALENDAR 2018

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