

tmforum

RESEARCH & CONTENT

MEDIA PACK



www.tmforum.org/research



About TM Forum

TM Forum is the global industry association for digital business, connecting talented individuals, leading companies and diverse ecosystems to accelerate our members' successful digital business transformation. The collective experience and interests of our member community comprising, tens of thousands of professionals within 900+ market-leading organizations, drives everything we do. This ranges from thought-provoking, pragmatic research and publications, to practical guidance, collaboration programs, tools and best practices, hands-on events, and training for business and IT leaders.

In February 2015, analyst firm Stratecast (Frost & Sullivan) named TM Forum as one of its Ten to Watch in 2015 because "the industry is about to be turned upside-down and inside-out by new open architectures such as NFV, SDN and public cloud", and "that as a long-time industry cornerstone" the Forum "recognizes the scope of change" and is developing "practical guidance for transitioning to the future."

TM Forum members:

- TM Forum members represent more than 85% of global communications revenue (currently estimated at \$2.1 trillion)
- Hundreds of member companies, including more than 230 of the world's leading service providers
- Thousands-strong online collaboration community
- 195 countries
- Include service providers, enterprise, hardware and software suppliers and more.

About TM Forum Research & Content

TM Forum publications aim to help our members:

- Understand what's coming next and the issues that affect them
- Get practical help and see real-life examples of how other organizations are tackling the same challenges
- Solve three common challenges, through our core programs:

Agile Business & IT: How to transform IT operations to reduce costs, minimize risks and reduce time-to-market

Customer Centricity: How to maximize market share, growth and customer loyalty

Open Digital: How to deliver new services quickly, easily and securely with partners.

Through sponsorship, members can boost their profile as thought leaders, grow awareness of products and services, target customers with precision, and generate leads.



NAVIGATION... ▼

ABOUT TM FORUM

PROMOTE YOUR BRAND

OUR READERS

INSIGHT RESEARCH REPORTS

QUICK INSIGHTS AND EXTRA INSIGHTS

PERSPECTIVES

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Our readers

Audience

- Opt-in subscriber database of 65,000 unique users.
- Over 35,000 subscribers are involved in purchasing.
- Over 5,000 subscribers are C-level executives.



SUBSCRIBERS COME FROM A VARIETY OF KEY SECTORS:

- Service provider **34%**
- Software supplier **20%**
- System integrator **20%**
- Network equipment supplier **12%**
- Media/entertainment **1%**
- Academic/universities **2%**
- Other **11%**

Distribution

- Three ways to read:
 - High-resolution online PDF
 - TM Forum's IT team are currently developing a new App to enhance the experience for those who prefer to read our reports and publications on their mobile devices
 - Print and digital formats at TM Forum and third party events
- Each title hosted on TMForum.org with 450,000 page impressions / 53,000 unique visitors per month
- Dedicated email distribution to members and non-members – including 65,000 subscribers from our *Insights Research* database
- All of our publications are free for TM Forum member companies and their employees to download
- Selected titles including *Perspectives*, *Quick Insights* and *Extra Insights* are also free for non-members.

Marketing

- Promotion through three TM Forum newsletters – combined circulation of 300,000+
- Social media – including LinkedIn, Twitter and Facebook
- Executive summary of each report promoted to senior-level executives
- Report previews delivered to non-members with option to purchase reports
- Targeted promotion to TM Forum online community groups and collaboration initiatives, comprising more than 85,000 members around the world
- Quarterly direct mail to exclusive CxO list
- Live webinar with Q&A for each *Insights Research* Report



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Insights Research reports

TM Forum *Insights Research* reports offer a deep-dive into some of the important issues facing organizations operating in the digital ecosystem. Quantitative and qualitative analysis is drawn from comprehensive surveys and extensive one-to-one interviews with senior figures from the global service provider community, and advice and recommendations from leading industry analysts.

Insights Research reports exist to educate the market on a specific topic, discuss some of the capabilities available and make recommendations as to how, where and why service providers might take advantage of them.

“*Insights Research* reports are high-quality publications, and represent an excellent source of information about trends in the industry, hence our willingness to sponsor them.”

Ben Bannister, Product and Solutions Marketing,
Syniverse

“Just wanted to say that we are very pleased with all aspects of this project [Insights sponsorship]. Good communications, reasonable fee structure, quality editing and production, and good distribution.”

Thomas Russo, Spirent

COMING SOON

- Delivering end-to-end services in a virtual world
- Network virtualization deployment – progress and prospects



RECENT TOPICS

- Customer experience and analytics in a digital world
- Policy & RTCC
- Virtualization
- Big data analytics



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Insights Research reports

Sponsorship package

Sponsorship entitles you to four, three or two full-color pages of dedicated sponsor content in the report. This is ideal for showcasing your solutions and leveraging thought leadership collateral, e.g. whitepapers, case studies, articles, etc.

- Sponsor content also appears on *Inform* (our online features and opinions site)
- Option to embed video in your content
- If sponsor content in a TM Forum *Insights Research* report references a document-based asset (such as a whitepaper, case study, data sheet or interview) TM Forum offers a gated access/registration service via our *Inform* channel to enhance lead generation.
- Complimentary design and layout of sponsored features
- Logo branding
 - on the report cover
 - on the report web page
 - in email marketing

- Brainstorming opportunity with the analyst, to delve more deeply into the key issues
- PDF of the report to share with your own customers, prospects and contacts
- 50 printed copies for your own use
- Branding in analyst-led webinar to further promote report
- 100-word sponsor profile on *Our sponsors* page

Upgrade options:

- Ghostwriting service
- Webinar leads and report download leads service

RATE CARD

\$17,500

FOUR-PAGE SPONSORSHIP

\$13,950

THREE-PAGE SPONSORSHIP

\$9,950

TWO-PAGE SPONSORSHIP

\$4,950

LEADS UPGRADE OPTION

For further information, including costs for alternative packages, please contact Mark Bradbury at mbradbury@tmforum.org

- Up to two sponsors of each TM Forum *Insights Research* report can upgrade sponsorship packages to receive the contact details of webinar registrations. This upgrade option now also includes the provision of full contact details on report downloads except where registrants opt-out.



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Quick Insights and Extra Insights

Quick Insights and *Extra Insights* are short, easy-to-digest research reports that take on emerging topics, or take a new angle on an established topic and offer preliminary research, analysis and opinion.

Each report is sponsored exclusively by one company, ensuring a high level of brand presence.

Book early to avoid disappointment.

- Collaborate to Innovate – A universal approach to winning in the digital world – **SOLD**
- Omnichannel implementation and analytics - **SOLD**
- Omnichannel – getting the mobile channel right - **SOLD**
- Smart cities in action - **SOLD**
- Operations center of the future - **SOLD**
- Virtualized networks: How to manage performance - **SOLD**
- OSS federation - **SOLD**
- Product catalog – A rising force in the virtualized world
- Charging & policy control – Analytics unlock the value
- Streaming analytics
- VNF procurement
- NFV – Can it be managed?
- Analytics for personalized offers
- Order management for digital services
- NFV: Are you prepared?
- NFV: What does it take to be agile?
- CEM 2.0
- Gaining a 360 degree customer view
- Other titles upon request

Sponsorship package

Sponsorship entitles you to three full-color pages of dedicated sponsor content.

- Branding
 - on the report cover
 - on the report web page
 - in email marketing
- Brainstorm with the analyst
- Complimentary design and layout of sponsored features
- PDF of the report to share with your own customers, prospects and contacts
- Exclusive, single sponsor model
- Sponsor content also appears on *Inform* (online features and opinions site)
- Option to embed video into your content
- If sponsor content in a TM Forum *Insights Research* report references a document-

based asset (such as a white paper, case study, data sheet or interview) TM Forum offers a gated access/registration service via our *Inform* channel to enhance lead generation.

- Includes the provision of full contact details on report downloads except where registrants opt-out.

Upgrade options:

- Ghostwriting service
- Webinar jointly presented by sponsor and TM Forum subject matter expert.

RATE CARD

\$23,950

For further information, including costs for alternative packages, please contact Mark Bradbury at mbradbury@tmforum.org



“TM Forum reports provide a great platform that allows us to share our understanding with the industry.”

Hu Caiqing, BSS Marketing Execution Dept, Huawei

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Perspectives

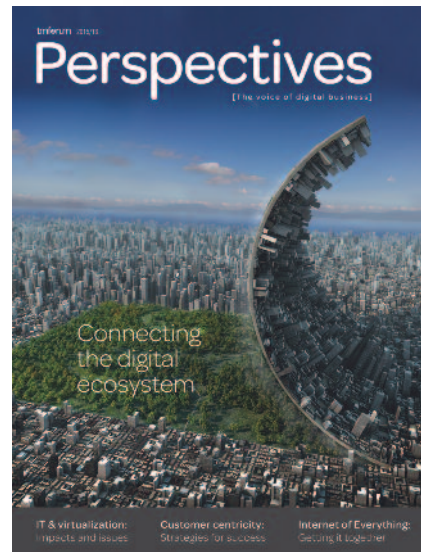
“TM Forum Research and Publications provide a valuable platform for us to share our insights about market trends and give us the opportunity to reach a broad audience.”

Carlos Duarte Marques, Product Marketing Manager, WeDo Technologies

Perspectives is TM Forum’s flagship annual publication and official yearbook. It provides thought leadership on a choice of key themes, explores real-life success stories about thriving in the digital world, and looks at the vital role played by TM Forum.

Sponsorship package

- Sponsor content also appears on *Inform* (online features and opinions site)
- Sponsored feature and display advertising options available
- Complimentary design and layout of sponsored features
- Advertiser/sponsor directory within the magazine and on tmforum.org
- PDF to share with your own customers, prospects and contacts
- 100 printed copies for own use
- Sponsored features further promoted on *Inform* and in newsletters
- Banner advert on *Inform* for display advertisers
- Logo branding included on *Perspectives* webinar slides or promotional podcast post



Marketing and distribution for Perspectives

- Digital version delivered to over 90,000 *Perspectives* subscribers
- Promoted throughout the year in TM Forum’s newsletters – combined circulation 300,000+ opt-in subscribers
- Up to 10,000 copies in direct mail campaign to TM Forum’s global industry-wide database, including exclusive CxO list
- Up to 10,000 copies distributed at TM Forum and third-party events throughout the year
- Press packs to our press and analyst database
- Articles will also be featured on our *Inform* channel throughout the year (inform.tmforum.org)

RATE CARD

DISPLAY ADVERTISING

\$13,950

FULL PAGE

\$17,950

INSIDE FRONT COVER

\$15,950

INSIDE BACK COVER / PAGE FACING CONTENTS / PAGE FACING FOREWORD / PAGE WITHIN INTRODUCTIONS

\$21,950

DOUBLE PAGE SPREAD

\$27,500

INSIDE FRONT COVER SPREAD

\$19,500

OUTSIDE BACK COVER

SPONSORED FEATURE / ADVERTISING FEATURE

\$14,950

FULL PAGE

\$23,950

DPS OR DISPLAY AD PAGE WITH FACING FEATURE

OPTIONS FOR 3 OR 4 PAGES AVAILABLE ON REQUEST

TM Forum newsletters

INSIDE NEWSLETTERS

- Enhance brand recognition
- Promote whitepapers, customer success stories and thought leadership
- Leverage your TM Forum report sponsorships
- Generate registrations for webinars
- Increase traffic to your website
- Sponsor content also appears on *Inform* (TM Forum's online and opinions site)
- Option to embed video into your content
- If sponsor content in a newsletter references a document-based asset (such as a whitepaper, case study, data sheet or interview) TM Forum offers a gated access/registration service via our *Inform* channel to enhance lead generation.
- Newsletter banner ads are also featured on *Inform* for one month following publication of newsletter.
- In addition to being promoted/included in the newsletter and hosted on *Inform*, sponsored articles now also achieve additional exposure through social media promos (six per month per newsletter) and promotion in the feature content slider at the top of the *Inform* home page for one week post-newsletter. We can also include a link to the sponsored article with an accompanying YOU MIGHT ALSO LIKE reference from an article on *Inform* that relates to the same strategic program.

Circulated to over 120,000 subscribers, TM Forum newsletters are a must-have vehicle to promote thought leadership and raise awareness throughout the year!

Inside Agile Business & IT

Focuses on how to transform IT and operations to reduce costs, minimize risk, increase business agility and improve business performance, and time-to-market.

Inside Digital Business & IoT

Focuses on how to deliver services quickly, easily, and securely with partners.

Inside Customer Centricity

Focuses on how to maximize market share, enhance the customer experience, and boost growth and loyalty using analytics.



TM Forum newsletters

Marketing & Communications

- Option of exclusive sponsorship, with a banner advert in the newsletter plus a sponsored article of up to 1,000 words accompanied by short biography of the author, their photo, logo and link.

Lead Generation & Networking

- If banners and articles are being used to promote a document-based asset (such as a whitepaper, case study, data sheet or interview) TM Forum offers a gated access/registration service via our Inform channel to enhance lead generation. You may specify exactly which “business card” details you would like included on this form e.g. name, job title, company name and email address.

Branding

- Horizontal header banner advertisement (gif or jpg) measuring 600 x 90. Positioned at the top of each newsletter
- Same banner placed on *Inform* (TM Forum’s online features and opinions site) over the one month period following the publication of each newsletter (for a total of three months)
- 6 x social media promos (via our LinkedIn, Facebook, and Twitter channels) over each month following the publication of the newsletter
- Promotion in the feature content slider (<http://inform.tmforum.org/>) at the top of the *Inform* home page for one week post-newsletter

Other

- Opportunity to include a link to your sponsored articles with an accompanying YOU MIGHT ALSO LIKE reference from an article on *Inform* that relates to the same strategic program – example: <http://inform.tmforum.org/features-and-analysis/featured/2015/04/the-dilemma-of-the-zero-rated-data-plan/>

**Banner creative should be supplied as a gif or jpeg at least five days prior to the publication dates and content for sponsored articles should ideally be delivered one to two weeks before publication dates.*

RATE CARD

Exclusive sponsorship can be secured for any newsletter for an investment of \$11,900 per monthly issue and entitles the sponsor to:

- Horizontal header banner advertisement (gif or jpg) measuring 600 x 90 (positioned at top of newsletter).
- Article of up to 1,000 words
- Short biography of the article author
- Accompanying photo and link.

Alternatively, the banner advertising slot only can be secured for \$5,950, or the sponsored article slot only for \$6,950.

Sponsored articles are also featured on *Inform*.

Upgrade option:

- Ghostwriting service; we can write your content for you, based on your input.

For further information, including costs for alternative packages, please contact Mark Bradbury at mbradbury@tmforum.org



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TM Forum.org web advertising

Get your brand noticed on TM Forum's website. What better way to ensure your brand, announcements and messaging are seen by the thousands of individuals who will navigate our website daily. Steadily build your brand awareness, promote your presence at events, and create a common thread of thought leadership.

The website offers users a truly interactive experience through its online community groups, collaboration projects, blogs, content channels, industry news, exclusive online publications, webinars, and the latest information on TM Forum's activities. With advertising positions available on over 275 pages on our site, our CPM model guarantees you the exposure you require.

STATS:

- 95,000+ visits each month
- Between 450,00 – 500,000 page views
- 53,000 unique visitors each month
- Click-through rates range from 0.3-1.0%

RATE CARD

\$4,950 per month

PACKAGE DETAILS

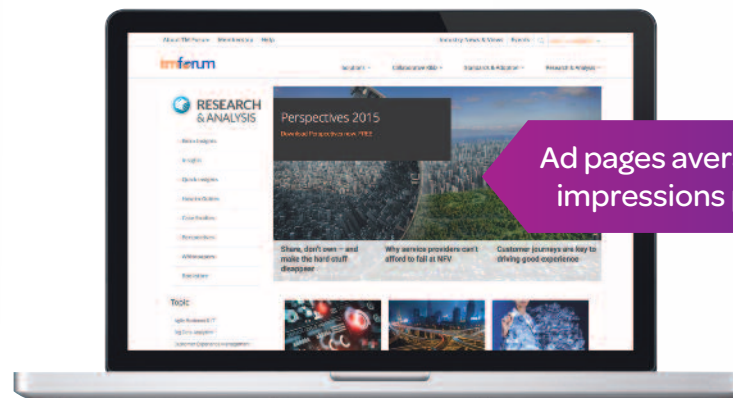
- Choice of 728 x 90 horizontal banner or 300 x 250 box banner
- Advertisements rotate on a minimum of 275 pages, including 30 of the top 50 webpages by page impressions
- Maximum of five advertisers per position
- Special discount for advertisers who book both spots

Option A – Flat rate

- \$4,950 per month for one banner
- \$8,600 per month for two banners

Option B – CPM rate

- \$110 per thousand page impressions
- Minimum commitment of 40,000 page impressions
- 40,000 page impressions = \$4,400
- 100,000 page impressions = \$11,000
- 250,000 page impressions = \$27,500
- 500,000 page impressions = \$55,000



Ad pages average 80,000 impressions per month



Webinars

TM Forum webinars give your company the opportunity to present your case study, customer story, or thought leadership piece alongside a renowned subject matter expert from the Forum. Reach targeted audiences and generate new leads with our professionally run webinar platform.

What better opportunity to build up the excitement and promote thought leadership prior to TM Forum Live! than through a targeted Forum-led webinar? It will guarantee to put your thought leadership and messaging at the forefront of minds and generate quality leads in the two months preceding the event.

TYPICAL FORMAT:

- One-hour event
- Welcome by TM Forum expert
- 20-minute presentation by TM Forum expert
- 25-minute presentation by sponsor
- Q&A session with the audience, facilitated by TM Forum expert

Suggested topics areas include:

CEM metrics strategy/adoption • Managing performance in virtualized networks • Digital (user) experience/ touchpoints • Streaming data analytics • Analytics around charging & policy control • Federated policy management • PLM in an NFV world • Security/privacy for ODE • Monetizing digital services • Omnichannel analytics • Regulation & big data impact • Importance of product catalog • Policy/charging in NFV networks • Marketing analytics • Analytics for IoT • Security in a virtualized world • Role/impact of open systems/open source

Sponsorship package

Marketing & Communications

- Three pre-event HTML emails to webinar subscribers (over 65,000) and relevant interest groups
- Inclusion in at least one TM Forum newsletter (circulation of over 120,000)
- Social media coverage (LinkedIn, Facebook and Twitter)
- Opportunity for sponsor to suggest segmentation and targeting of specific audiences

Lead Generation & Networking

- TM Forum will provide the contact details of registrants, attendees and on-demand viewers (first name, last name, company, job title, email, and address)

Branding

- Banner advertisement on TM Forum homepage
- Option to publish a blog post on our *Inform* (TM Forum's online news portal)

Other

- Full pre- and post-production support from our publisher
- Hosting and recording of live event on professional webinar platform
- TM Forum subject matter expert who will attend a content review call and rehearsal, provide feedback on sponsor presentation, and act as chairperson for the live event
- Option to include relevant blog posts and whitepapers/reports in the audience console

RATE CARD

\$16,950

5 AVAILABLE (MARCH & APRIL)
- 16,950 USD PER WEBINAR



Webinars at-a-glance

IN THE LAST 12 MONTHS, TM FORUM HAS PRODUCED

- Six Customer Centricity webinars
- Seven Agile Business & IT webinars
- Three Open Digital webinars

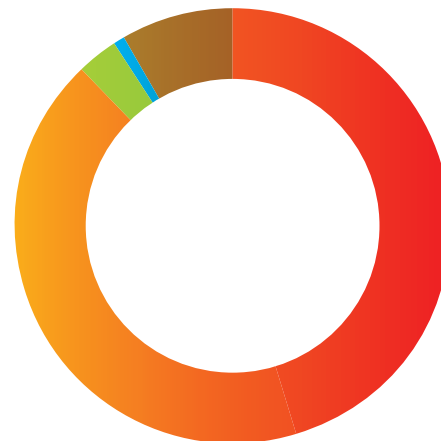
“An excellent webinar! I listened in and everything rendered well and flowed well! While I may be biased, this ranks in my books as one of the top collaborative webinars I have ever seen! In one hour, we packed in a lot of great insights and shared industry experience!”

Jennifer Faulkner, Director, Solutions Marketing, Oracle Communications



REGION:

- Africa **1%**
- Asia/Pacific **23%**
- Australia/Oceania **1%**
- Eastern Europe **29%**
- Middle East **8%**
- North America **18%**
- Western Europe **12%**
- South America **8%**



SECTOR:

- Service Provider/Network Operators **45%**
- Software Supplier **42%**
- System Integrator **3%**
- Academic **1%**
- Other **8%**



Analysts **9%**



Business Process Management **1%**



Executive/Senior Management, comprising: CEO, CFO, Chairman, CIO, CMO, COO, CTO, Directors, General Manager, Owner/Founder, President, Principal/Partners and Vice President **17%**



Operations/Support Specialists, Engineers, Software Engineers, Software/Enterprise Architects **23%**



Product Managers and Project Managers **29%**



Marketing and Sales Management **3%**



Consultants and Contractors **17%**



Other, including Procurement, Team Leaders, Supervisors etc. **1%**

Show Daily at TM Forum Live! 2016

Starting at €8,000

TWO AVAILABLE

Get your brand in front of not just attendees at the event but the wider audience back at the office. Be featured alongside high-quality thought leadership content such as speaker interviews, videos, event analysis and more!

The daily email about TM Forum Live! gives you highlights from the day before and information about what to do that day. The *Show Daily* email goes out to 96,000 subscribers (members and non-members) who subscribe to TM Forum news and announcements.

Sponsorship package

PACKAGE A

\$10,000

Marketing & Communication

- Company logo and 50-word company profile featured in the Sponsors' section of the event website as *Show Daily* Sponsor
- Reciprocal website hotlink from your company logo in the Sponsors' section of the event website
- Social media promotion during the event (at least two Tweets and two Facebook posts)

Lead Generation & Networking

- Host a whitepaper or similar article and gather leads from subscribers who download your article

Branding

- Company logo featured at the top of the *Show Daily* email
- Your logo and editorial feature also hosted on TM Forum *Inform* (TM Forum's online news portal) over the one month period following the publication of each newsletter
- Logo promotion on the TM Forum Live! digital screen network

PACKAGE B

\$8,000

Marketing & Communication

- Company logo and 50-word company profile featured in the Sponsors' section of the event website as *Show Daily* Sponsor
- Reciprocal website hotlink from your company logo in the Sponsors' section of the event website
- Social media promotion during the event (at least two Tweets and two Facebook posts)

Lead Generation & Networking

- How a whitepaper or similar article and gather leads from subscribers who download your article

Branding

- Company logo featured at the bottom of the *Show Daily* email
- Your logo and editorial feature also hosted on TM Forum *Inform* (TM Forum's online news portal) over (online features and opinions site).
- Logo promotion on the TM Forum Live! digital screen network

Technical specifications for all products

DISPLAY ADVERTISING

	<i>Height</i>	<i>Width</i>
Full page (trim)	275mm	210mm
Full page (bleed)	281mm	216mm

Display adverts must be supplied in one of the following formats:

1. Hi-resolution PDF (PDF/x-1a) to Pass4Press specifications.
2. Mac or PC formatted InDesign CS3 or Quark Xpress files with accompanying fonts and images.
3. Adobe Illustrator files saved as EPS and all text saved as outlines.

All advertisements must be supplied with a color proof.

SPONSORED FEATURES

Please allow approximately 500 words per page. Please take into account any images/diagrams that you also wish to display on the page.

Logos, diagrams, charts and imagery
EPS, TIFF or JPG format at 300 dpi.

WEB ADVERTISING AND NEWSLETTERS

	<i>Dimensions</i>	<i>Format</i>
Web ad leaderboard style	728 x 90 px	.gif or .jpg
Newsletter banner style	600 x 90 px	.gif or .jpg
Web cube ad	300 x 250 px	.gif or .jpg



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Further information

For further information on all our sponsorship packages, please contact our Publications Business Development Director:

Mark Bradbury: mbradbury@tmforum.org

For feedback or comments on editorial, please contact:

Annie Turner, Senior Director, Editorial: aturner@tmforum.org or

Rob Rich, Managing Director, TM Forum Insights: r-rich@tmforum.org

For feedback and comments on *Inform* and newsletters, please contact:

Sarah Wray, Editor, Digital Content: swray@tmforum.org

For general feedback and comments on TM Forum publications, please contact:

Paul Davis, Content Production Manager: pdavis@tmforum.org

