

**we
are
tmforum**

Research and Media offerings
2023 - 2024

accelerating industry transformation through collaboration

We are an alliance of global telecommunications and technology companies, where ideas transform to innovation and innovation transforms into solid business practices.

Our members generate \$2 trillion (USD) in revenue & serve 5 billion customers across 180 countries

- 30+ years guiding the industry through complex transformation
- Neutral, non-profit led by the world's leading service providers
- 200,000+ member professionals
- Global presence with 850+ member companies
- A unique position to engage with senior-level CSPs and build industry-wide views on a wide range of issues



View the full list of TM Forum members
www.tmforum.org/membership/current-members/



is the global resource for leading change in an age of digital transformation through insight, research and analysis

Inform is TM Forum's research and digital content hub, where we explore the top challenges that telecoms providers and their partners face as they transform their businesses digitally. We deliver insight, research and analysis on a wide range of topics to help organizations capture the full value of technology and innovation and radically transform their business.

KEY RESEARCH THEMES INCLUDE:

- Beyond Connectivity: 5G, IoT, AI and Mobile Edge Computing
- Cloud Native IT and Networks
- Autonomous Operations
- Digital Customer Experience & Trust
- AI and Data
- People & Planet



Top-level expertise comes from our community of 850+ world's largest service providers & their partners and our own analysts and subject matter specialists



30+ independent and impartial research reports published every year and **40+** webinars



60,000+ professionals already benefitting from the research reports, case studies, webinars, surveys, newsletters, articles and expert interviews accessible on Inform

sponsorship benefits



Associate your organization with trusted, independent research that drives collaboration and collective problem-solving.



Position your organization as the thought leader within chosen industry topics or emerging trends.



Generate leads from TM Forum's unique global CSP membership and beyond.



Use the report in your own campaigns - a great tool to add to your marketing kit.



Drive traffic to your own website with thought-provoking content created by TM Forum experts.



Opportunity for live interaction and immediate feedback with your potential clients at webinars.



Add more credibility to your content with survey data, industry research and market trends.



Reach a large audience of telecoms professionals and increase your brand visibility with relevant audiences.

tmforum research reports methodology

- TM Forum's research is independent, impartial and focuses on the issues that matter and are of genuine interest to telecoms service providers.
- Our research reports are based on briefings with senior executives at CSPs including CIOs, CTOs, senior architects and heads of transformation.
- Many of our reports are based on large independent surveys with CSP executives.
- TM Forum's global digital events give us a unique opportunity to gain insights from leading CSPs and technology partners.
- We are in the unique position to draw from our proof-of-concept projects and collaboration programs.



SINGLE-SPONSOR RESEARCH REPORTS are easy-to-digest sponsored reports that explore emerging topics or new angles on established subjects.

■ [Example](#)



MULTI- SPONSOR RESEARCH REPORTS are deep dives into core industry themes, generating high levels of interest from CSP members.

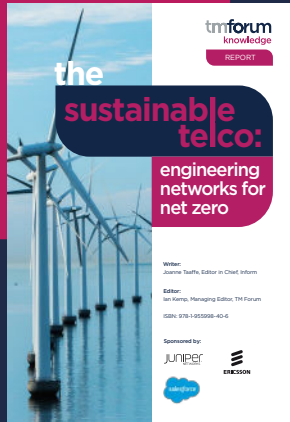
■ [Example](#)



BENCHMARK REPORTS are our most in-depth and highest profile deliverable. Developed from a large number of interviews, benchmark reports allow operators to measure their own performance and capabilities. You will have the opportunity to shape the research program, and to address the specific issues, challenges and opportunities for telecoms operators.

■ [Example](#)

discover the most hard-hitting topics in the industry



our experienced research team

Our team of analysts has huge experience in the telecoms sector. Together with a global network of subject-matter experts they bring high-level expertise to their research.



Dean Ramsay
Principal Analyst
Former Senior Analyst
at Analysys Mason
and Research Director
at Telecoms Tracker



Mark Newman
Chief Analyst
Former Chief
Research Officer
at Ovum



Ian Kemp
Managing Editor



Joanne Taaffe
Editor in Chief



Ed Finegold
Contributing
Analyst



Dawn Bushaus
Contributing Editor

research reports

01 SINGLE SPONSOR REPORT

- 1,500-word article solely inserted into report
- 400+ downloads, with 35% CSPs on average
- Multi-channel marketing campaign to selected interest, job function and behaviour-based target audience.

02 MULTI-SPONSOR REPORT

- 1,000-word article inserted into report or short video (max 7 mins) provided by sponsor in suitable format
- 500+ downloads and 300+ registrations for the webinar, with 30% CSPs on average
- Multi-channel marketing campaign to selected interest, job function and behaviour-based target audience.

03 BENCHMARK REPORT

- 1,000-word article inserted into report or short video (max 7 mins) provided by sponsor in suitable format
- 1,000+ downloads, with 35% CSPs on average
- Webinar generating 300+ registrations. Sponsors invited to join live Q&A.

04 E-BOOK

e-book

- Easy to digest, fully designed 2,500 word eBook written by TMF analyst on pre-approved topic
- 1,000 word sponsor content inserted into eBook
- Multi-channel marketing campaign to selected interest, job function and behaviour-based target audience.
- e-book hosted on Inform with leads supplied at end of campaign (if gated)

CLASSIC TOPICS

- Catalogue and inventory
- CRM-CEM
- Order management
- Policy and charging
- Zero-touch partnering
- Open Digital Architecture
- Intent
- Cloud migration
- Digital marketplaces
- OSS/BSS

FUTURE TOPICS

- Generative AI
- Metaverse
- Network automation/autonomous networks
- Quantum computing
- 6G, 5G FWA
- Service orchestration
- Blockchain
- AIOps
- Indoor coverage
- Open RAN
- Industry 4.0
- Cloud migration
- Digital marketplaces

other products and services

05 WEBINAR

- Fully managed, one-hour live webinar hosted by a TM Forum analyst
- Marketing campaign to interest, job function and behaviour-based target audience
- 250+ guaranteed registrations
- Hosted on Inform site and marketed on-demand to maximize your ROI

06 HARD TALK

- Participating as a thought leader/executive speaker in a one-hour panel discussion
- Join a panel of 4 senior telco leaders, moderated by TM Forum analyst
- Multi-channel marketing campaign to promote Hard Talk series via website, email, social media, and newsletter
- Audience overview provided post-event

07 NATIVE CONTENT

- **SPONSOR PRODUCED PIECE OF CONTENT HOSTED FOR ONE MONTH ON APPROPRIATE TOPIC PAGE**
 - Included in TM Forum weekly subscription newsletter
 - Opportunity to gate content and receive field data of opted-in downloads (leads to be provided at end of one-month campaign)
- **BLOG POST 500 WORDS**
 - Hosted on Inform site for one month
 - In one Inform newsletter within that month
- **BLOG POST (ANALYST/GHOST WRITTEN) 500 WORDS**
 - 30-minute call to agree direction/content
 - Hosted on Inform site for one month
 - Inclusion in one Inform newsletter within that month.
- **INFORM ADVERT/BANNER - NEW**
 - Placed on home page or relevant category/topic page for 4 weeks
 - Artwork to be provided by sponsor

video products

All videos hosted on Inform for one month and included in one Inform newsletter, with one social media post

08 SHORT VIDEOS

■ VLOG

- Up to 2 minutes video. One speaker on the screen.

■ SOCIAL VIDEO

- One minute in length, text-based story using stock footage and music.

■ FIRESIDE CHAT

- 2-5 minute video. Two people on screen. One interviewee with one interviewer.

09 LONG VIDEOS

■ FEATURE STYLE VIDEO

- Up to 10 minutes with two people on screen. Opportunity to include additional footage and text overlay.

■ IN CONVERSATION WITH

- Interview with one or two C-level interviewees (one must be CSP), moderated by TM Forum.

10 BESPOKE VIDEOS

- Location based feature video led by presenter. 20-30 minutes.

■ RECORDING OF A SINGLE SPEAKING SESSION

* Your video must be content led to be promoted on all media outlets. All videos will be reviewed by TM Forum's Director of Content to determine if criteria are met, if not met promotion will be withdrawn.

marketing promotional timeline and channels

REPORTS

REPORT LIVE

- Report launched live on Inform, TM Forum's research & analysis hub
- Dedicated page with gated report

REPORT MARKETING CAMPAIGN

- PR - Multi-sponsor reports only (where newsworthy)
- Email nurture campaign targeting relevant audience identified by analyst (excluding ebooks)
- Newsletter - insertion into one 'Stay Informed' e-newsletter
- Social media and communities - LinkedIn, Twitter, Facebook and promotion to TM Forum Communities

POST-LAUNCH

- Full campaign performance report
- Downloads data delivery to sponsor

WEBINARS

PRE-WEBINAR MARKETING CAMPAIGN

- Email nurture campaign targeting relevant audience
- Dedicated page on Inform, TM Forum's research & analysis hub
- Newsletter - insertion into one 'Stay Informed' e-newsletter
- Communities - promotion to TM Forum Communities
- Social Media promotion - LinkedIn, Twitter, Facebook

LIVE WEBINAR

- Live Event
- Thank you email within 24 hours + link to on-demand recording of webinar

POST-WEBINAR

- Webinar live on inform for 12 months
- Lead delivery and full campaign performance

NATIVE CONTENT/ CASE STUDY/ Q&A

NATIVE CONTENT LIVE

- Branded content prepared, approved and launched live on Inform

NATIVE CONTENT MARKETING CAMPAIGN

- Newsletter - insertion into one 'Stay Informed' e-newsletter
- Communities - promotion to TM Forum Communities
- Social Media promotion - 1 post on each channel: LinkedIn, Twitter, Facebook

POST-LAUNCH

- Marketing performance report

What others say about us

Ensuring that our knowledge and expertise is able to reach our target audiences is not only crucial to us, but to the businesses we seek to service with our products and solutions. Working with TM Forum's Research & Media team provides us that opportunity to project our insights on a much wider scale and in ways that let us collaboratively engage with those in the industry.

Ari Banerjee
Vice President of Strategy



A big thank you from the Torry Harris team for putting together a fantastic webinar yesterday. Ali – you were on top of things right through and coordinated the whole setup beautifully! Anna – thank you for all the marketing help to maximise registrations. They were invaluable. Mark – you made the webinar super interactive and lively.

Shuba Sridhar
VP, Strategic Initiatives



TM Forum webinars are an excellent avenue to learn, share and collaborate around industry trends and solutions. The supporting team provided timely assistance throughout the process to make the experience a seamless and painless one too.

Emmanuel Amamoo-Otchere
Chief Marketing Officer, Carrier Software Service



The quality of [TM Forum's reports] is outstanding and has helped to push my understanding. TM Forum's Inform is my 'go to' for the latest research and is quite frankly, a lifesaver!

David Gale
Enterprise Solution Architect (Resource Management)
Systems Architecture CoE



On behalf of Tecnotree team, I would like to thank you for your support on this project. We sincerely appreciate you for taking personal interest and going out of your way to support us in making the webinar a success. Your flexibility and guidance were the cornerstone in making us achieve the desired goals from this critical campaign.

Amit Kumar
General Manager, Marketing



thank
you

TIMOTHY EDWARDS

Sales Manager,
Research and Media

+44(0)7842534293

tedwards@tmforum.org

CARINE VANDEVELDE

Global Account Director,
Events & Research and Media

+44(0)7940451815

cvandevelde@tmforum.org

tmforum