

**Worldwide  
Telecom Service  
Provider News &  
Analysis**

SDN & NFV IoT+M2M B/OSS  
5G APIs  
Location Based Services  
BIG DATA  
Content Delivery Networks

Integrated Marketing Solutions

**TelecomEngine.com provides news and technology insights for service providers and communications professionals from leading companies around the globe, including Mobile Network Operators, ASPs, MVNOs, and Enterprise OTT Platforms.**

### **Our Audience**

50,000+ Worldwide Subscribers

50% Service Provider

25% Supplier

15% Enterprise

10% Consultant

45% Americas

30% APAC

25% EMEA

#### **Job Functions**

• CIO/CTO

• Engineering Manager

• Operations Manager

• Product Developer

• Field Engineer/Mgr.

• Financial Officer/Mgr

## Editorial Services

- Newsdesk – daily + weekly
- Event Coverage – pre-show +
- Industry Insider Contributions
- Technology Feature
- Business Analysis Feature
- Webinar Production
- Seminar Program Development

## Market Research

- Case Studies
- Brand Awareness
- Market Segment Overview
- Market Entry Analysis
- Custom Survey
- Focus Group

## Channels

**Global Network Deployments**

**Backhaul & Infrastructure**

**Access, Edge & Interconnect**

**Service Delivery Platforms**

**Operations & Management**

**M2M and IoT Connectivity**

## Trends & Topics

- Virtualized Networks/NFV/SDN
- 4G-LTE Buildout & Buy-In
- 5G, HetNets & Air Interfaces
- NFV , SDN & Virtualization
- Cloud Services & OTT
- Content Delivery Networks
- M2M, IoT & Embedded Systems
- Capacity, Backhaul & Offload
- Location Based Services
- Telecom APIs
- Big Data & Analytics
- Security & Trusted Environments
- OSS/BSS & Billing
- Subscriber Management
- Service Orchestration
- Enterprise & Business Services
- Financial Data Services
- eCommerce & mCommerce

## Service Providers

Among readers who identified themselves as service providers:

|                                      |              |
|--------------------------------------|--------------|
| <b>Mobile/Wireless Operator</b>      | <b>35.0%</b> |
| <b>Incumbent Operators/ILECs/ITC</b> | <b>25.0%</b> |
| <b>Global Carriers</b>               | <b>15.0%</b> |
| <b>Alternative/CLECs</b>             | <b>7.0%</b>  |
| <b>ISP</b>                           | <b>6.0%</b>  |
| <b>MSOs and Cable Operators</b>      | <b>5.0%</b>  |
| <b>Municipal Providers</b>           | <b>4.0%</b>  |
| <b>Network Wholesaler</b>            | <b>3.0%</b>  |

## Suppliers & End Users

Among readers who identified themselves as suppliers or end users:

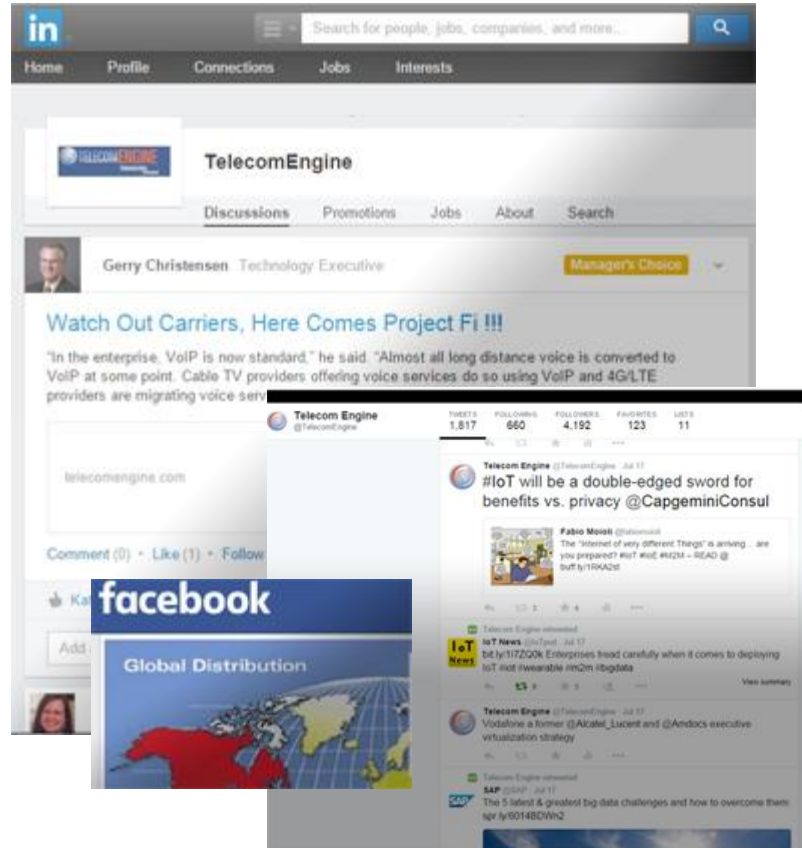
|  |              |
|--|--------------|
| <b>Distributor</b>                     | <b>27.0%</b> |
| <b>Manufacturing &amp; Retail</b>      | <b>23.0%</b> |
| <b>Analyst or Consultant</b>           | <b>18.0%</b> |
| <b>Hardware Manufacturer</b>           | <b>15.0%</b> |
| <b>Government &amp; Defense</b>        | <b>12.0%</b> |
| <b>Automotive &amp; Transportation</b> | <b>3.0%</b>  |
| <b>Regulatory Agency</b>               | <b>2.0%</b>  |

## Email & Web Stats

- 30,000 Opt-In News Subscribers
  - 30,000 Opt-In to Receive Promo
  - 10%+ Open Rates
  - 1%+ Unique Click-Thru Rate
- 
- 10,000 Monthly Page Views
  - 5,000 Monthly Unique Visitors

|     |  |                |
|-----|--|----------------|
| 1.  |  United States          | 1,732 (32.90%) |
| 2.  |  India                  | 604 (11.47%)   |
| 3.  |  United Kingdom         | 309 (5.87%)    |
| 4.  |  Germany                | 220 (4.18%)    |
| 5.  |  Brazil                 | 121 (2.30%)    |
| 6.  |  France                 | 121 (2.30%)    |
| 7.  |  Canada               | 120 (2.28%)    |
| 8.  |  Singapore            | 115 (2.18%)    |
| 9.  |  United Arab Emirates | 114 (2.17%)    |
| 10. |  China                | 90 (1.71%)     |

## Social Media



The image displays a collage of social media engagement metrics and content. At the top, a LinkedIn profile for Telecom Engine is shown, featuring a post by Gerry Christensen, a Technology Executive, titled "Watch Out Carriers, Here Comes Project Fi !!!". Below this, a Facebook post from Telecom Engine (@TelecomEngine) is visible, discussing IoT with the text "#IoT will be a double-edged sword for benefits vs. privacy @CappeminiConsul". A central graphic titled "Global Distribution" shows a world map with red and blue highlights. To the right, a Twitter feed shows tweets from Telecom Engine, including one about IoT and another mentioning SAP and CAP.

Amazon Digital Services

Apple

AT&T Business Solutions

AT&T Mobility

Brasil Telecom SA

British Telecom

China Mobile

China Telecom

China Unicom

Cisco

Comcast

Deutsche Telekom

DirectTV

Dish Network

Ericsson

Federal Aviation Administration

Federal Communications Commission

Federal Express

Ford Motor Company

FOX Sports Interactive Media

France Telecom

GE Aviation Systems

General Motors

Google

Home Box Office

Honeywell Technology Solutions Inc.

Huawei

Hyundai Motor Company

IBM Global Business Services

Inmarsat

Intel China Research Center

Iridium

Italtel

KORE Telematics

Korea Telecom

KPN

LG Electronics

MasterCard Worldwide

Metro PCS

Microsoft Corporation

NBC-Universal

Nokia-Alcatel-Lucent

NTT DoCoMo

Numerex Corp.

O2 Czech Republic a.s.

OnStar

Orange Business Services

PT Telekomunikasi Indonesia

RCN Business Solutions

Research In Motion Ltd.

Rogers Business Solutions

Samsung Electronics

Saudi Telecom Company

SingTel

SK Telecom

Softbank Inc.

Sprint

Swisscom

Telecom Italia

Telefónica

Telekom Malaysia

Telenor

Telstra

Time Warner Cable

T-Mobile

TomTom Telematics

Toyota Motor Sales

Turner Broadcasting

Verizon Enterprise Solutions

Verizon Wireless

ViaSat

Vodafone

|                           | January  | February   | March  | April   | May   | June   |
|---------------------------|--|--|--|---|---|--|
| <b>Themes</b>             | Internet of Things, M2M for Verticals, Cloud, XaaS & APIs  | LBS, Proximity, Roaming & Mobile Payments  | 5G Infrastructure, RANs, HetNets & Small Cells   | CDN QoS, OTT Revenue, Offload & Capacity Planning   | Virtual Functions & Lifecycle Management  | Security, Customer Experience, Big Data & Analytics  |
| <b>Suggested Features</b> | <ul style="list-style-type: none"> <li>•Wearables</li> <li>•TeleHealth</li> <li>•Smart Home</li> <li>•Smart Cities</li> <li>•Smart Grid &amp; AMR</li> </ul> | <ul style="list-style-type: none"> <li>•GNSS / GPS Apps</li> <li>•Ambient &amp; Indoor Beacons</li> <li>•Pers. Area Ntwks</li> <li>•V2V Comms</li> </ul> | <ul style="list-style-type: none"> <li>•Air Interfaces</li> <li>•Cell Densification</li> <li>•Small Cells</li> <li>•Spectrum Mgmt.</li> <li>•HetNets</li> <li>•Massive MIMO</li> </ul> | <ul style="list-style-type: none"> <li>•Monetizing APIs</li> <li>•OTT Service Enablement</li> <li>•WiFi Offload</li> <li>•Caching Techniques</li> </ul> | <ul style="list-style-type: none"> <li>•NFV &amp; SDN</li> <li>•Lifecycle Service Orchestration</li> <li>•Interconnections</li> <li>•CAPEX/OPEX</li> <li>•WebRTC</li> </ul> | <ul style="list-style-type: none"> <li>•Subscriber Billing</li> <li>•Subs. Policy Mgmt</li> <li>•Svc Level Agrmts</li> <li>•Quality Assurance</li> </ul> |
|                           |  |  |  |   |   |  |
| <b>Events</b>             | <b>Consumer Electronics Show</b><br>6-9 JANUARY<br>LAS VEGAS   | <b>Mobile World Congress</b><br>22-25 FEBRUARY<br>BARCELONA  |  |   |   | <b>CommunicAsia</b><br>31 MAY - 3 JUNE<br>SINGAPORE  |

See a topic that interests you but wish to contribute a feature or sponsor a program in a different month?

Don't see a topic or event listed that you think should be? **Contact us and let us know!**



### Structured and Unstructured (Big) Data in Telecom Analytics

This report provides the reader with a broad understanding of telecom data (structured and unstructured/big data) and related analytics. The report identifies market drivers and opportunities as well as forecasts for certain key growth areas such as deep packet inspection. The report also evaluates the relationship between Big Data and emerging telecom operational areas including NFV and telecom Cloud analytics.

**Single User License - \$495 / £325**



### Project Fi: Twenty Percent Carrier Market Share Loss in 20 Months

Mind Commerce predicts that AT&T and Verizon will lose 20% of their cellular customers within 20 months of the launch of Google's Project Fi. The immediate driver for that may be a simple churn of customers away from the number one and number two providers toward the number three (Sprint) and number four (T-Mobile). However, other market forces will contribute to that 20% loss of market share.

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### Market Opportunity: Big Data in the Internet of Things

Big Data and Analytics software and applications will play a crucial role in making IoT a success. The data generated through sensors embedded in various things/objects will generate massive amounts of unstructured (big) data on real-time basis that holds the promise for intelligence and insights for dramatically improved decision processes. IoT in consumer and industrial sectors generate huge amount of data through mobile devices, sensors, events, web access logs, machines, apps, clicks etc.

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### Content Delivery Networks (CDN) 2015

Content Delivery Networks (CDN) represent large distributed system of servers deployed in multiple data centers across the Internet. CDNs provide solutions for efficiently and effectively managing content of all types. Solutions include core services such as aggregation, management, and distribution of content as well as a variety of value-added functionality.

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### Telecom Carrier Big Data Operations, Applications, and Services

Telcos have a major advantage in that they have many sources of data but if they want to monetize that data and derive meaningful, actionable analytics it could be challenging due to the complexities of correlation, prediction, and the massive volumes of data from different sources. Identifying and leveraging available data sources, especially for external and commercial interests is an important matter. It is also a matter of trust while using Big Data technologies since data comes from customers

who willingly provide their details.

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**Content Delivery Networks (CDN) 2015**  
Telecom Engine & Mind Commerce

Format: eBook  
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Pages: 73  
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- EDI CON US Coming to Boston in 2016

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