

## Mobile Communications International – 2012 Forward Features

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| Issue           | Feature Description  | Advertising deadline          | Publication date               | Media partner/<br>bonus distribution   |
|-----------------|--|-------------------------------|--------------------------------|--|
| <b>February</b> |  |                               |                                |  |
| Issue #175      | <p><b>Customer Experience Management – from retail to retention</b></p> <p>In many markets it is becoming increasingly difficult to distinguish competing operators by their network coverage and performance. This is especially true as network sharing arrangements become more widespread. And with competition over content now the domain of OTT players, operators are looking to the 'Customer Experience' as a means of differentiation.</p> <p>If the term is vague, it's only because it covers every element of the operator's interaction with the consumer, from the point of sale to the point of churn or retention.</p> <p>In this edition of MCI we will look at how operators manage each stage of the relationship, covering retail, pricing, service and support, network performance, churn prevention and retention.</p>          | 3 <sup>rd</sup> February 2012 | 13 <sup>th</sup> February 2012 | GSMA Mobile World Congress 2012 – GOLD media partner                                       |
| <b>April</b>    |  |                               |                                |  |
| Issue #176      | <p><b>Mobile Money</b></p> <p>In mature and emerging markets alike, operators are focusing a great deal of attention on financial services that can help increase consumer dependency on their offerings. Whether it's Vodafone in the UK enabling charitable donations from the mobile, or SafariCom's sector-defining M-Pesa service in Kenya, a range of services and solutions are being delivered.</p> <p>The April 2012 issue of MCI will bring together a number of the most innovative and high-profile services on offer, speaking to the operator executives who oversee them, the financial services players with which they are partnering and the technology providers that make them happen. From commerce applications and micropayments to feature-rich banking services, We'll be running the gamut of this ground-breaking sector.</p> | 30 <sup>th</sup> March 2012   | 9th April 2012                 | CTIA Wireless 2012<br>East Africa Com<br>LTE MENA<br>LTE Latin America<br>LTE World Summit |
| <b>June</b>     |  |                               |                                |  |
| Issue #177      | <p><b>New kids on the block</b></p> <p>In this special edition of MCI, we'll be profiling companies and individuals within the industry that have made the greatest impact on its recent history. We'll be looking for players that may not even have been familiar names just five years ago but that have now established themselves to the point where it's difficult to imagine the industry without them.</p> <p>A panel of senior industry judges will compile this list of names to watch and look forward to which players might be likely to appear on such a list in the second half of the decade.</p>  | 1 <sup>st</sup> June 2012     | 11 <sup>th</sup> June 2012     | CommunicAsia 2012<br>West and Central Africa Com   |

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| <b>August</b>   |  |                                 |                                |   |
| Issue #178      | <p><b>The Olympics</b></p> <p>Throughout the first half of 2012, Telecoms.com will be shadowing a major UK mobile operator as it prepares for the largest and most high-profile event the UK has hosted since 1996. With millions of people expected to descend on London for the 2012 Olympics UK operators have a huge task ahead of them as they aim to meet unprecedented demand for connectivity.</p> <p>In the August issue of MCI we will provide an exclusive insight into the preparations from a major UK operator and the technology partners that have collaborated on the preparation for the games. Capacity provisioning, offload, roaming, video, QoS, connected devices, and location-based services will all prove crucial elements of the connectivity behind the games.</p>  | 27 <sup>th</sup> July 2012      | 6 <sup>th</sup> August 2012    |   |
| <b>October</b>  |  |                                 |                                |   |
| Issue #179      | <p><b>The Enterprise and Wholesale</b></p> <p>An operator's enterprise customer base needs to be protected, given the contribution they make to the financial performance of the company. But with the higher revenue come higher demands and carriers have to be far more attentive to their enterprise users than their consumers.</p> <p>In this issue we'll be looking at how operators go about structuring their offers for the enterprise, what services these customers want and the kind of solutions that operators need to provide in order to satisfy them. Partnerships can also prove crucial in this space and we'll be looking at the kind of third parties that are involved in both the technology and the service provision.</p> <p>On the wholesale side, operators can make the most of spare capacity by enabling other players to run the customer facing side of the business and we'll review the wholesale strategies of some of the industry's leading purveyors of the MVNO hosting model.</p> | 23 <sup>rd</sup> September 2012 | 1 <sup>st</sup> October 2012   | <p>CTIA Enterprise &amp; Applications™ 2012</p> <p>LTE North America</p> <p>AfricaCom</p> <p>Middle East Telco World Summit</p> |
| <b>December</b> |  |                                 |                                |   |
| Issue #180      | <p><b>Connected World</b></p> <p>The M2M or connected devices space is one of the hottest growth areas in the industry. While it can be convenient to view it as a sector, it is actually a number of verticals making use of connectivity solutions provided by the operator community.</p> <p>In the December 2012 issue of MCI, we'll look at the verticals that are leading the way in the connected world, including Smart Grid and automotive. We'll look at the technology behind the services and dive into real world examples of complex value chains and ecosystems.</p>  | 30 <sup>th</sup> November 2012  | 10 <sup>th</sup> December 2012 |   |

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