

# IP

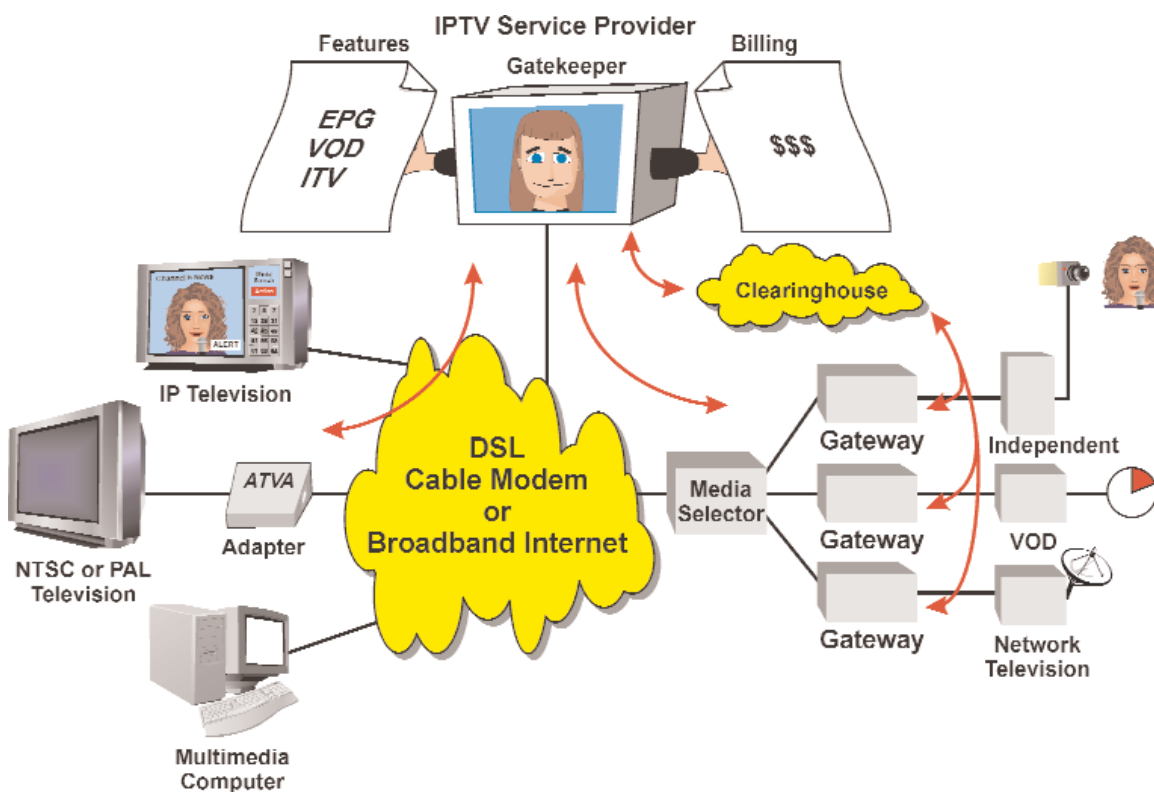
# Television

**Magazine**[www.iptvmagazine.com](http://www.iptvmagazine.com)

REVIEWING THE LATEST IN IPTV PRODUCTS, TECHNOLOGIES AND APPLICATIONS

## 2011 MEDIA KIT

IP Television Magazine identifies and explains the technologies and applications that allow television services to be provided through Internet Protocol (IP) data networks. Readers learn about the types of systems and available options that are necessary to implement IPTV along with new features and applications and the business opportunities that are available in the IPTV industry.

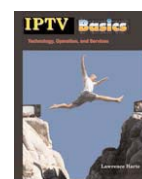


Providing Solutions to IP Television Professionals

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Althos Publishing - 106 W. Vance Street. Fuquay-Varina, NC 27526 USA

1-919-557-2260 Fax 1-919-557-2261 Email [Info@IPTVMagazine.com](mailto:Info@IPTVMagazine.com)

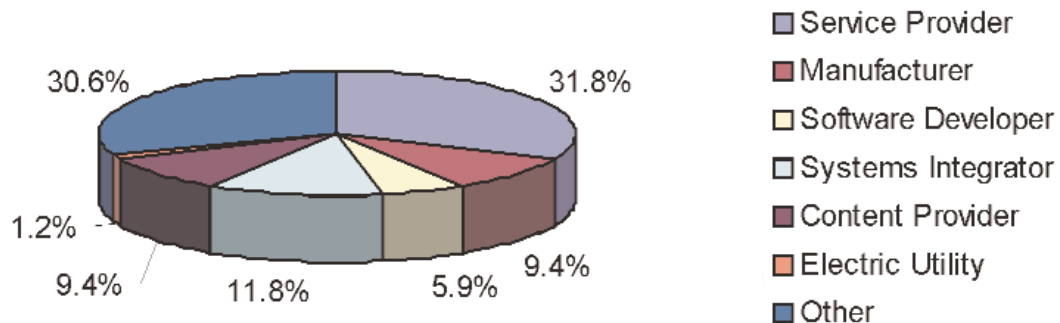
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# Reader Company Types

*IP Television Magazine* cuts across multiple types of companies that are evolving into multimedia delivery networks. Content providers discover new channels of distribution. Manufacturers and software developers learn about the critical needs for products and systems. Network operators find out new ways to earn revenue from IP television services and how this media impacts their systems.

## Industries that subscribe to *IP Television Magazine*:

Telephone Companies • Wireless Broadband • Media Broadcasters  
Content Distributors • Content Aggregators • Broadband Access  
Providers • Mobile Telephone Operators • Cable Television Operators  
Media Player Software Companies • DRM Software Developers



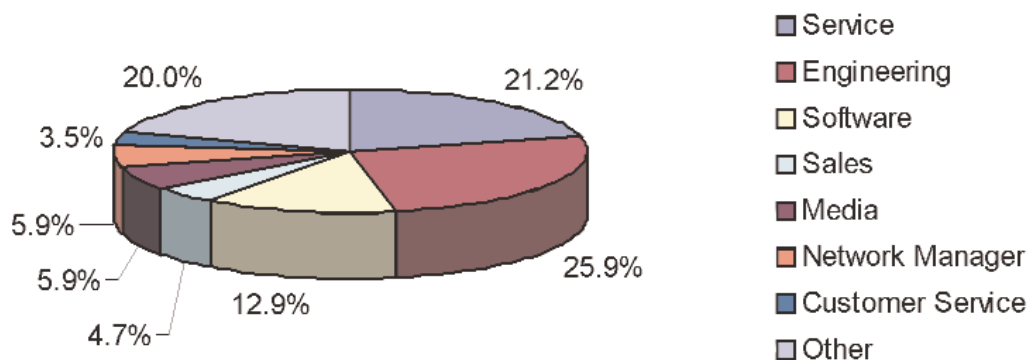
## Reader Company Types

# Reader Job Function

The readers of *IP Television Magazine* include business leaders, technical managers and marketing professionals who are involved with the selection, setup and distribution of television programs through data networks (such as TV over DSL or broadband Internet).

**Job types of *IP Television Magazine* subscribers include:**

**CTO • Engineering Manager • IP Television Marketing • Multimedia Development • Program Manager • Sales Manager • Advertising Manager Business Development • CFO • Operations Manager • Director MIS CEO • Systems Analyst • Account Executive • Controller • Content Licensing Attorneys • Security Management • Marketing Manager**



**Reader Job Types**

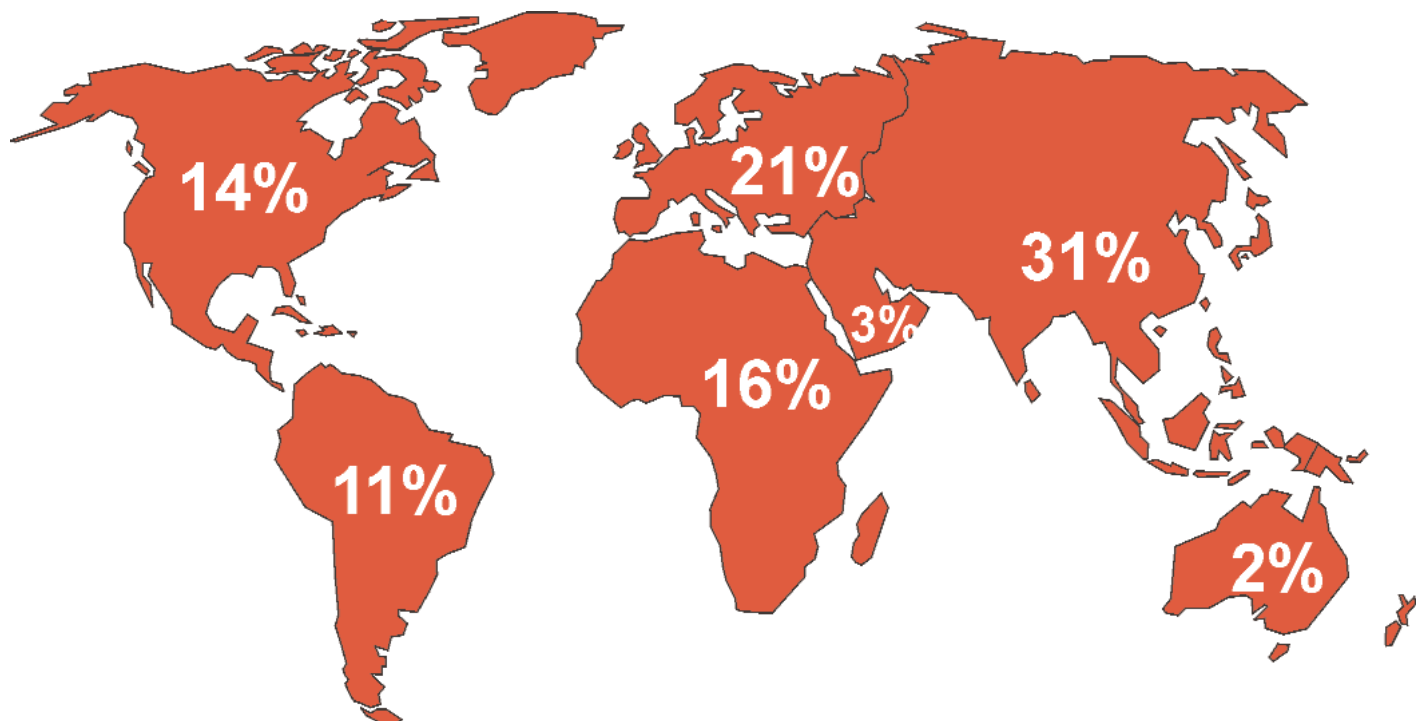
# Location of Readers

*IP Television Magazine* is a global publication. Because IP television content and media channels are distributed over standard IP datacom technologies that are available globally, our readers come from all geographic parts of the world.

**The geographic distribution for *IP Television Magazine* is:**

**North America - 14% • South America - 11% • Europe - 21%**

**Asia Pacific - 31% • Africa - 16% • Middle East - 3% • Australia - 2%**



**International Distribution**

# IP Television Products Covered

*IP Television Magazine* covers products that range from digital capture and conversion devices to IP set top boxes and IP televisions. *IP Television Magazine* announces new products, performs product reviews and creates lists of companies who produce specific types of IP television products.

**Some of the products and services that we cover include:**

**IP Set Top Box • IP Televisions • Media Servers • Media Editing Tools • Media Access Nodes or TV Gateways • Media Encoders • Middleware • Digital Rights Management (DRM) • Billing Systems • Training Companies • Ultra Broadband • Chip and Component Manufacturers • Trade Shows (Events) • Mobile Video Gateways • Mobile Video Telephones • Media Viewers • Headend Media Equipment • Program Content Providers • Program Content Aggregators • IT Headhunters • IPTV Schools • IPTV Consultant Companies • Systems Integrators • Multicast Distribution Equipment • Premises Distribution Equipment • Industry Standards**



**Products and Services Covered**

# IP Television Expert Writers

What makes a magazine successful is the value of its content. Our expert writers cover marketing, technology and business issues that are critical to the success of IP television systems and services.



**Robert Belt**  
Marketing

Mr. Belt is a new product business development, marketing and sales expert for communication products. Robert specializes in assisting international and OEM companies in finding, qualifying, establishing meetings, defining product requirements, negotiation of sales contracts and follow-up customer communication. He has more than 20 years of experience in product definition, engineering specification, design and contract negotiation for non-standard and new products. Mr. Belt has defined and located for strategic partnering, initiated discussions for technology partnering and drafted alliance agreements. Robert's clients have included Alps, Motorola, Nokia, Wavetek, Norand, Trimble, Mitsubishi, Panasonic, Fujitsu, Uniden, NEC, Qualcomm, Novatel, JRC, Apple, Omnipoint, NYNEX, Bell Atlantic, SONY and hundreds of other companies.

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**Bud Bates**  
Technology

Regis (Bud) Bates is a wireless systems expert who specializes in network operations and planning for telecommunications and management information systems. As president of TC International Consulting, he performs Strategic Planning, Business Continuity Planning and Technology Innovation for his client companies. Mr. Bates has helped fortune 100-500 companies design, setup, and manage LANs and WANs using SONET, ATM, MPLS, and VPN architectures. He specializes in the setup of mobile communication systems and developing the processes necessary to ensure the reliable restoration of networks when failures occur. Bud is a sought after professional instructor and he teaches using both Instructor-led (ILT) and Virtual classroom learning (VCL) formats. Bud Bates authored over fifteen technology-oriented books, many of which were best sellers for McGraw-Hill. Bud received his degree in Business Management from Stonehill College (BS) in Easton, MA and completed an MBA in Finance at St. Joseph's University in Philadelphia (except the thesis).

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**Lawrence Harte**  
Business

Mr. Harte has over 29 years of technology analysis, development, implementation, and business management experience. Mr. Harte has worked for leading companies including Ericsson/General Electric, Audiovox/Toshiba and Westinghouse and has consulted for hundreds of other companies. Mr. Harte continually researches, analyzes, and tests new communication technologies, applications, and services. He has authored over 60 books on communications technologies and business systems covering topics such as IP television, mobile telephone systems, data communications, voice over data networks, broadband, prepaid services, billing systems, sales, and Internet marketing. Mr. Harte holds many degrees and certificates including an Executive MBA from Wake Forest University (1995) and a BSET from the University of the State of New York, (1990).

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**Roger McGarahan**  
Content  
Licensing

Roger McGarahan is co-founder and General Manager of PathFinder World Video LLC which licenses linear channel and VOD programming from ethnic and niche television networks to CATV, Telco IPTV, Broadband IPTV, Mobile and Hospitality television service providers. Prior to that Roger was CEO of Thomson Broadcast & Multimedia, Inc. (Thomson/Grass Valley) in charge of North America operations and previously its General Counsel. Earlier Roger was legal counsel for COMSAT RSI which specialized in the design and delivery of satellite communication systems. In total, Roger has twenty years experience as executive management, operations management, and corporate counsel in the broadcast, satellite and telecommunications industries.

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**Michael Sommer**  
Consumer  
Electronics

Michael H. Sommer - The "Gadget Guy" Technology Commentator is a consumer electronics industry expert. Mr. Sommer regularly appears on several television stations as the Gadget Guy and is a sought after technology evaluation and marketing expert. His words and industry findings are referenced in many leading industry publications including USA Today, N.Y. Times and Telecom Business magazine. Mr. Sommer has been on the communication staff of the Winter Olympics and he is a staff expert writer for IP Television Magazine. He has been a consultant for hundreds of consumer electronics product developers ranging from high-tech start-ups to fortune 100 multinational companies. His clients include Motorola, Cendant Corporation, Sony, and other leading edge companies. Mr. Sommer attended the University of Hartford majoring in communications and he specializes in working with executives from fortune 1000 companies providing them with an understanding of consumer electronics device requirements and marketing programs.

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**Avi Ofrane**  
Billing  
Systems

Avi Ofrane is the president and CEO, and a master instructor of The Billing College. Mr. Ofrane founded The Billing College in 1996 to address the converging market trends associated with telecommunications Billing and Customer Care. Mr. Ofrane began his career in 1977 as an analyst with the IBM Corporation, designing and implementing manufacturing systems. Throughout his extensive career, Mr. Ofrane has been involved in all aspects of the industry, including strategic planning, RFP processing, vendor evaluation and selection, business process engineering, business/systems analyses, project management, implementation, operations, quality assurance, and executive management. Since 1982, Mr. Ofrane has concentrated exclusively on the telecommunications industry, in which he is now a recognized expert and master instructor in Billing and Customer Care. Mr. Ofrane lectures extensively in the US and in Europe on Billing and Customer Care issues, strategies, methodologies, and practices and he is a frequent speaker at major industry conferences. He has authored several leading books on billing systems. Mr. Ofrane holds a BS, Computer Science, from Pennsylvania State University.

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**Eric Stasik**  
Patents and IPR

Mr. Eric Stasik is the director of Patent08, an expert consulting firm located in Stockholm, Sweden providing patent engineering, business development, and licensing services to small and medium-sized enterprises. He is an expert in helping firms develop patent and licensing strategies that support their business objectives. He is the author of several books on patent strategy and maintains a well-respected blog ([www.patent08.com](http://www.patent08.com)) on the business aspects of developments on patent law and practice. Mr. Stasik is an engineer; he is not an attorney at law and does not provide legal advice.



# Editorial Calendar

Month Deadline/ Submission	Special Editorial Focus	Featured Articles	Buyers Guide	Trade Show Participation
<b>January 11</b> 12/29/10 1/5/11	<b>Media Servers</b>	STB DVRs Network DVR (nDVR) Personal DVRs	<b>Network Digital Video Recorders</b>	<b>CES Blackhat</b>
<b>February 11</b> 1/26/11 2/4/11	<b>Access Control</b>	CAS Evolution Distributed CAS Subscriber Management	<b>Conditional Access Systems</b>	<b>NTCA Digital Switchover Strategies</b>
<b>March 11</b> 2/26/11 3/3/11	<b>TV Marketplace</b>	TV Subscriber Profiles	<b>TV Research Companies</b>	<b>IPTV World Forum Carriers World</b>
<b>April 11</b> 3/25/11 4/2/11	<b>TV Apps</b>	Product Placement Viewer Profiling	<b>TV App Developers</b>	<b>NAB MiPTV</b>
<b>May 11</b> 4/24/11 5/1/11	<b>Hosted TV Services</b>	Turn-key Internet TV Soft Client TV Viewers	<b>Hosted Internet TV Systems</b>	<b>Interop Digital Hollywood</b>
<b>June 11</b> 5/23/11 5/30/11	<b>Home Media Networks</b>	Home Media Servers Home Media Standards	<b>Home Media Centers</b>	<b>Broadcast Asia</b>
<b>July 11</b> 6/23/11 6/30/11	<b>Hybrid TV Systems</b>	Upgrading to Hybrid TV	<b>Private TV Systems</b>	<b>Blackhat</b>
<b>August 11</b> 7/21/11 7/28/11	<b>Interactive TV</b>	Interactive Ads Interactive TV Standards	<b>Interactive TV Systems</b>	<b>SIGGRAPH</b>
<b>September 11</b> 8/18/11 8/25/11	<b>TV Widget Platforms</b>	Killer TV Widgets	<b>TV Widget Development Kits</b>	<b>NCTA IBC</b>
<b>October 11</b> 9/19/11 9/26/11	<b>Connected TV</b>	Connected TV Platforms Connected TV Incentives	<b>Connected TVs</b>	<b>NECA Interop Broadcast India</b>
<b>November 11</b> 10/18/11 10/25/11	<b>TV Middleware</b>	TV Middleware Standards	<b>TV Middleware</b>	<b>Telco TV</b>
<b>December 11</b> 11/18/11 11/25/11	<b>TV Metadata</b>	TV Metadata Standards Metadata Translation	<b>Metadata Service Providers</b>	

Calendar subject to change without notice.

# Advertisement Specifications

## Advertisement Mechanical Specifications:

Size	Width	Height
Magazine Trim Size	8.5	11.00
Double Spread	15.0	10.0
Double Spread Full Bleed	17.5	11.5
Full Page Area	7.75	10.75
Full Page Full Bleed	9.0	11.5
2/3 Page Vertical	5.0	11.0
2/3 Page Horizontal	7.75	7.0
1/2 Page Vertical	4.0	11.0
1/2 Page Horizontal	7.75	5.5
1/3 Page Vertical	2.125	11.0
1/3 Page Horizontal	7.0	3.375
1/4 Page Vertical	3.5	5.0
1/4 Page Horizontal	7.75	2.5
1/8 Page Vertical	1.75	11.0
1/8 Page Horizontal	7.75	1.25

### File Formats:

PDF file preferred. PDF file should include high-resolution images (600 dpi) with fonts embedded.

EPS and Quark files (saved in version 4.0) are acceptable.

Media file preparation (ad creation or file alteration) assistance will be billed at \$37.50 per ½ hour

### Media Transfer:

Files can be transferred to [media@IPTVMagazine.com](mailto:media@IPTVMagazine.com).

### Proof:

Color proof delivered in PDF format.



# About IP Television Magazine

*IP Television Magazine* identifies and explains the technologies and applications that allow television services to be provided through Internet Protocol (IP) data networks. Readers learn about the types of systems and available options that are necessary to implement IPTV along with new features and applications and the business opportunities that are available in the IPTV industry.

*IP Television Magazine* features new products, executive profiles, industry articles, buyers guides, market information, technology reviews and business case analysis. *IP Television Magazine* is read by industry professionals who are implementing and/or operating television systems that use IP data networks.

*IP Television Magazine* produces the IPTV Industry Directory that lists and describes over 600 companies that provide products and services and more than 300 carriers that operate IPTV systems and provide IP television services. To view listings go to **[www.IPTVDirectory.com](http://www.IPTVDirectory.com)**.

*IP Television Magazine* is published by Althos publishing. Althos produces books and magazines on wireless, telecom, IP television and other emerging industries for industry professionals. Althos provides free online industry dictionaries, directories and magazines and publishes short introductory books and trade books used by industry professionals.



*IP Television Magazine* features an IPTV Dictionary which has over 10,000 definitions related to the IPTV industry. The printed version of the dictionary includes over 400 explanatory diagrams and images and the **FREE online version** provides access to the text definitions at **[www.IPTVDictionary.com](http://www.IPTVDictionary.com)**.



## IP Television Magazine Contact Information

**Lawrence Harte**, Editor/Publisher, (919) 557-2260 x107 [LHarte@IPTVMagazine.com](mailto:LHarte@IPTVMagazine.com)  
**Michele Chandler**, Associate Editor, (919) 557-2260 x101 [MChandler@IPTVMagazine.com](mailto:MChandler@IPTVMagazine.com)  
**Carolyn Luck**, Business Development, (919) 557-2260 [Carolyn@IPTVMagazine.com](mailto:Carolyn@IPTVMagazine.com)  
**Jon Luke Ramos**, Circulation, (919) 557-2260 [JRamos@IPTVMagazine.com](mailto:JRamos@IPTVMagazine.com)  
**Vivian McCarter**, Research, (919) 557-2260 [VMcCarter@IPTVMagazine.com](mailto:VMcCarter@IPTVMagazine.com)  
**Robert Belt**, Advertising Sales/Marketing Editor, (408) 368-8876 [RBelt@IPTVMagazine.com](mailto:RBelt@IPTVMagazine.com)  
**Bud Bates**, Technology Editor, (480) 706-0912 [BBates@IPTVMagazine.com](mailto:BBates@IPTVMagazine.com)  
**Michael Sommer**, Consumer Electronics Editor, (919) 557-2260 [MSommer@IPTVMagazine.com](mailto:MSommer@IPTVMagazine.com)  
**Eric Stasik**, Patents and IPR Editor, (919) 557-2260 [ESTasik@IPTVMagazine.com](mailto:ESTasik@IPTVMagazine.com)  
**Avi Ofrane**, Billing Systems Editor, (919) 557-2260 [AOfrane@IPTVMagazine.com](mailto:AOfrane@IPTVMagazine.com)  
**Roger McGarrahan**, Content Licensing Editor, (919) 557-2260 [RMcGarrahan@IPTVMagazine.com](mailto:RMcGarrahan@IPTVMagazine.com)  
**Tara Ramos**, Telemedicine Editor, (919) 557-2260 [TERamos@IPTVMagazine.com](mailto:TERamos@IPTVMagazine.com)

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