

IP

Television

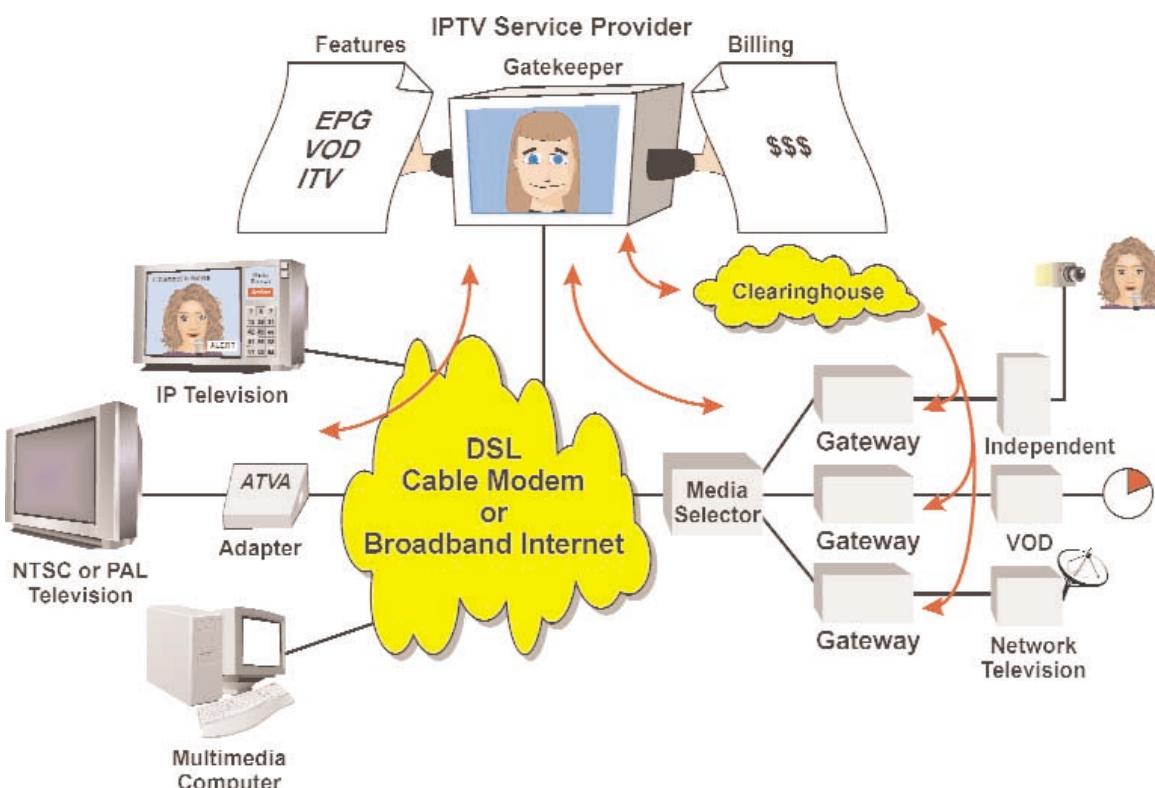
Magazine

www.IPTVMagazine.com

REVIEWING THE LATEST IN IPTV PRODUCTS, TECHNOLOGIES AND APPLICATIONS

2006 MEDIA KIT

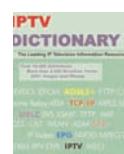
IP Television Magazine identifies and explains the technologies and applications that allow television services to be provided through Internet Protocol (IP) data networks. Readers learn about the types of systems and available options that are necessary to implement IPTV along with new features and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



Providing Solutions to IP Television Professionals



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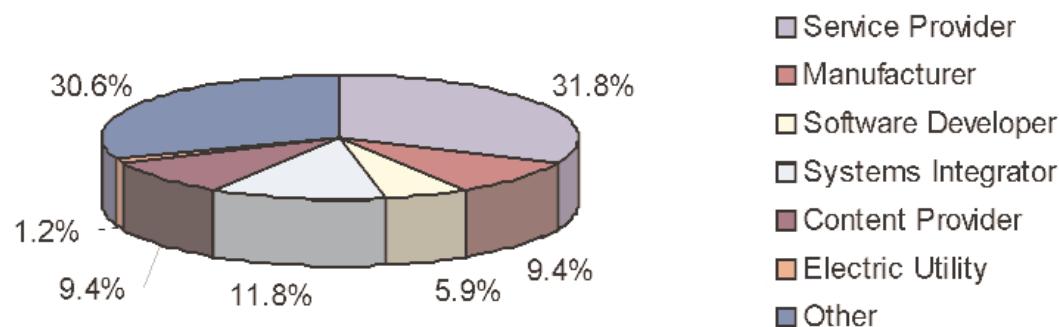
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Reader Company Types

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



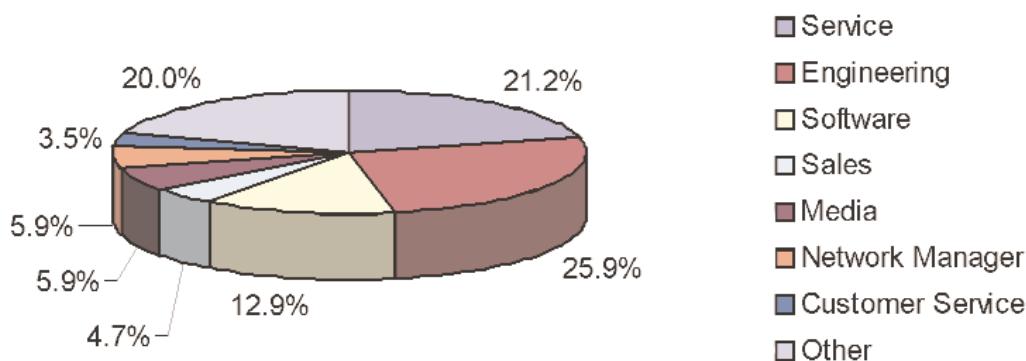
Reader Company Types

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

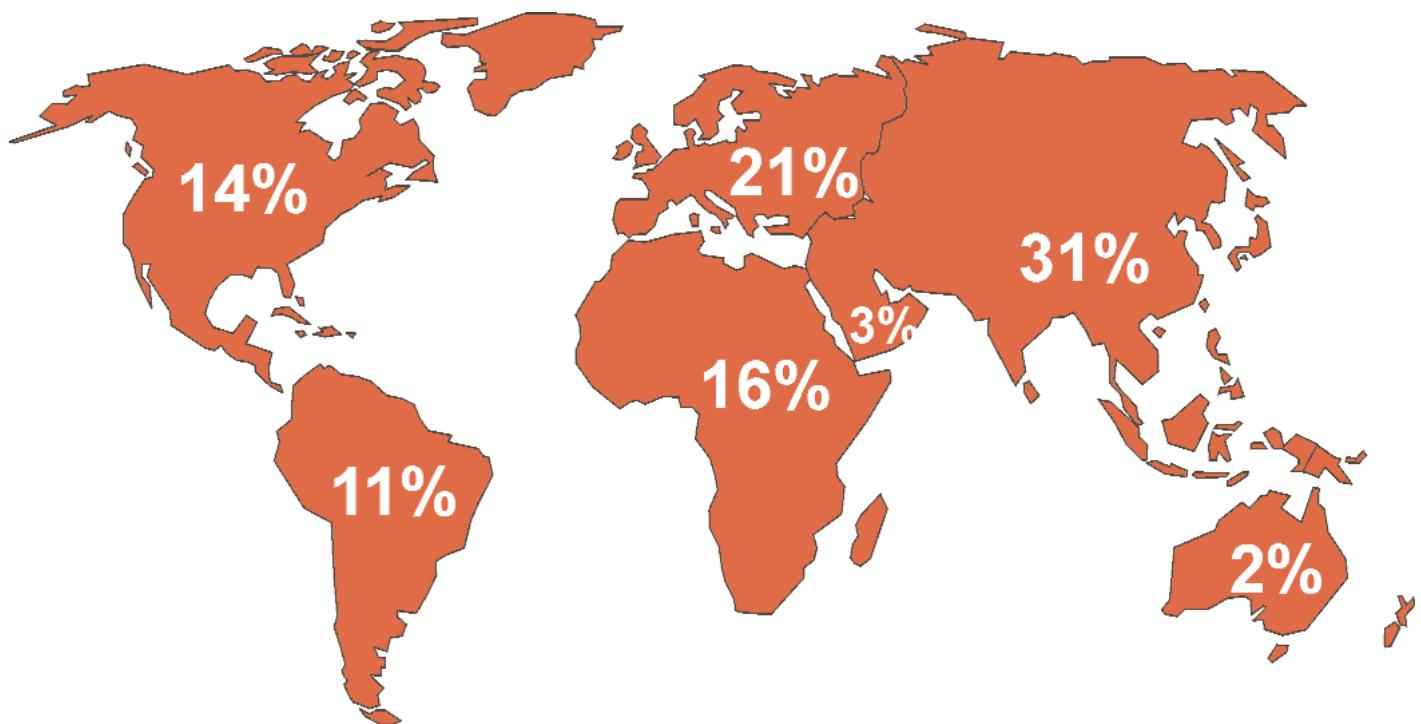
Location of Readers

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.



Steve Kellogg
Marketing

Steve Kellogg is a wireless marketing consultant and technology author. His career began in 1983, after continuing marketing and media studies at UCLA, where he led start up operations for several early wireless retail mobile electronics stores. He has collaborated on marketing programs with AirTouch Cellular, AT&T Wireless, Los Angeles Cellular, GTE Mobilnet, U.S. West, U.S. Cellular, 360 Communications, PageMart and Page Cell. Mr. Kellogg is considered an expert in the strategic marketing development of communication services. He has consulted and developed start up operations and marketing blueprints for both post-pay as well as pre-paid communication applications in many diverse markets throughout the country. He is a frequent guest speaker, providing wireless launch expertise and marketing development programs.



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).



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).



Tom Mowbray,
PhD
Software

Tom Mowbray, PhD is a software systems, applications, and Internet technology expert, who has co-authored of five professional books, including: Software Architect Bootcamp, AntiPatterns, and CORBA Design Patterns. He is an Honorary Fellow of the Object Management Group (OMG), Howard Hughes Doctoral Fellow, and an Associate Editor of the Journal of Enterprise Architecture <http://www.aejournal.org>. He is a Founding Advisory Board Member of the Worldwide Institute of Software Architects (WWISA) <http://www.WWISA.org>, and Co-Founder of the Internet Component Management Group (iCMG) <http://www.icmgworld.com>. He has conducted software and enterprise architecture consulting on over 70 projects for Bell Labs, Hughes Aircraft, Martin Marietta, MITRE, Blueprint, ARINC, SINTEF, General Motors, Stanford Software, ICH, QB, and Keane. Dr. Mowbray has earned an MS from Stanford and a PhD in Computer Science from the University of Southern California.



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.



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.



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) 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.

Ad Planning Guide

Month Deadline/ Submission	Special Editorial Focus	Featured Articles	Buyers Guide	Trade Show Distribution
January 06 1/6/06 1/14/06	IPTV Over Phone Lines	Interactive Ad Choices, Finding Value in Old Programming Program Metatags	Media Encoding Equipment	CES NCTA OPASTCO NAPTE
February 06 2/3/06 2/10/06	Multicast Distribution	Media Streaming Choices Media Gateway Options The Economics of IPTV	Multicast Equipment	NCTA Media Summit GlobalComm India
March 06 3/3/06 3/10/06	Streaming Video	Mobile Media Programs Mobile Commerce Content Providers going Direct	Wireless Streaming Equipment	TelecomNext CeBIT IPTV World Forum Digital Hollywood
April 06 3/31/06 4/7/06	IP Everywhere	Head End Options Regulation of IPTV and Cable Systems IPTV and HDTV	IPTV Headend Equipment	MiPTV CTIA NCTA NAB
May 06 4/28/06 5/5/06	User Expectations	Evolution of MPEG Creating IPTV Ads Video Compression Technology	Billing Systems	Mediacast Broadband Asia ISPCON INTEROP
June 06 5/26/06 6/2/06	Setting up IPTV Systems	Measuring Performance IPTVs Role in Marketing Regulation of IP Television	System Integrators	GlobalComm SCTE WCA ETA
July 06 6/23/06 6/30/06	Content Aggregation	Validating Distribution Rights Keeping Hackers Out Portable Media	Digital Asset Management	CTAM ACUTA
August 06 7/21/06 7/28/06	Creating New Content	Creating High Value Content IPTV Service Rates IPTV Economics	User Interface	Black Hat SIGGRAPH
September 06 8/18/06 8/25/06	Interactive Advertising	Mobile Video Development IPTV Gateway Options EPG Essentials	Meta Tag Management	IBC Digital Hollywood CTIA INTEROP
October 06 9/15/06 9/22/06	Home IPTV	Extending the Reach of DSL Wireless Broadband TV Bandwidth on Demand	Premises Distribution	SMPTE WiMax World Connected Home
November 06 10/13/06 10/20/06	Managing IPTV Devices	Network Management Protocols Multinational Content Services Integration	VOD Servers	Telco TV ISPCON Mobile Content
December 06 11/10/06 11/17/06	Broadband TV	Unmanaged IPTV Systems DRM Protocols for IPTV Fast Channel Changing	Ad Insertion Servers	ITU Telecom World

Calendar subject to change without notice.

About IP Television Magazine

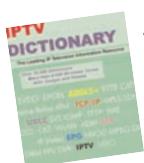
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IP Television Magazine features new products, executive profiles, industry articles, buyers guides, market information, technology reviews and business case analysis. *IP Television Magazine* is read by industry professionals who are implementing and/or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

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.

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