

# TIA NOW

## THE LEADING ONLINE VIDEO NETWORK FOR THE ICT INDUSTRY

The TIA NOW online video network, centering around the home site of TIANOW.org, offers unique, compelling programming to the ICT industry, spanning policy, industry news, evolving business strategies and new technologies.



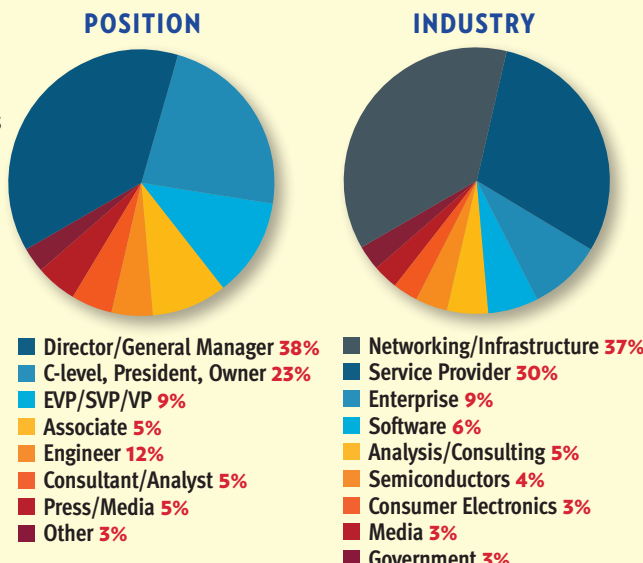
### CONTENT CHANNELS

The most important issues in the ICT industry today—and for the future—are presented by the top players in their fields.

- ▶ 5G
- ▶ Cloud/Big Data
- ▶ Cybersecurity
- ▶ Data Centers
- ▶ IoT
- ▶ Mobility
- ▶ SDN & NFV
- ▶ Spectrum
- ▶ Telematics

### TIA NOW AUDIENCE DEMOGRAPHICS

- ▶ More than 120,000 unique visitors across TIA's digital platforms
- ▶ 70% of audience is Director level or higher



### FEATURED PROGRAMS

- ▶ **DC Beat**  
Featuring in-depth analysis of news from Capitol Hill & the FCC.
- ▶ **From the Top**  
Featuring high-level industry leaders and TIA senior staff.
- ▶ **Innovating Standards**  
News and in-depth discussions on standards actions and updates.
- ▶ **Markets in Motion**  
In-depth analysis on ICT market drivers and global trends.

## NETWORK OF THE FUTURE DOCUMENTARY SERIES

### NAVIGATING THE PATH TO 5G

Network equipment providers, carriers and academia are all seeking to define the next generation of mobile network technology by the year 2020. The need for technologies and policies that deliver improved spectrum utilization and capitalize on new spectrum bands is becoming increasingly paramount. New radio technologies for access and backhaul networks, SDN and NFV, spectrum sharing, and service aware networks will all influence the deployment of 5G.

### OPERATIONALIZING NFV

The move to NFV/SDN architectures will impact most operations functions and lead to innovative practices in service fulfillment like activation, provisioning, support, readiness and change management. We will ask leaders in the NFV and IT sectors about how service providers can integrate NFV and SDN alongside legacy networks while developing and maintaining new operations processes in a new service provider environment.

### CONNECTED VEHICLES AND THE NETWORK

The connected car is a mobile mini-datacenter packed full of, and connecting to, devices of all types. Companies will need to solve the riddle of the connected car, destined to be both a highly-desired tool and a labyrinth of risk, regulation, frustration and opportunity.

**To sponsor a TIA NOW program,  
contact Claire Johnson at  
+1.703.907.7742  
CJohnson@tiaonline.org**

**To be a guest on TIA NOW,  
contact Abe Nejad at  
+1.703.907.7004  
ANejad@tiaonline.org**



### RECENT TIA NOW DOCUMENTARIES

- ▶ M2M and IoT: Brace for Impact
- ▶ Broadband Capacity: Are We Ready?
- ▶ The Cloud: Building in Mid-Air
- ▶ The Value Chain: Building Value in the Chain
- ▶ Break the Restraints: Uncovering Software Defined Networking
- ▶ The Virtualization Revolution: NFV Unleashed
- ▶ The Internet of Things: Connecting It All

## Network of the Future Documentary Sponsorship

**Exclusive Sponsorship, Title Sponsorship, and Non-Exclusive Sponsorship Available**  
Available to TIA Members Only

A 20-30 minute documentary episode studying the ICT industry and trends that are driving growth.

- ▶ TIA will consult with your company on interview questions and content;
- ▶ 1-3 executives and a customer/integrator of your choice to be featured;
- ▶ Your company's logo will be featured in the episode and in all related marketing communications;
- ▶ TIA will feature the documentary episode in three email blasts (including one dedicated email blast with logo for exclusive sponsorships only);
- ▶ Your company will receive all video footage (exclusive sponsorship only).

## Video Case Study

Available to TIA Members Only

An 4- to 8-minute video case study illustrating a product, service or element of your company's marketing plan.

- ▶ TIA to manage pre-production, production, post-production and promotion;
- ▶ Your company will receive all raw and edited video footage;
- ▶ TIA will feature your video in two email blasts;
- ▶ Option to add 1-2 additional product/solution stories to the video case study.

## TIA NOW Series Sponsorship

**6-month and 12-month sponsorships available**

- ▶ Your company's executive(s) will be included in two videos (6-month sponsorship) or four videos (12-month sponsorship);
- ▶ 15-second commercial spot at the top of each episode or 30-second spot at the bottom of each episode;
- ▶ Verbal acknowledgement from anchor at top of each episode;
- ▶ Logo included in show graphics, online program page, individual episode page and in all related marketing material.

## Event Coverage Sponsorship

Highlight your company's initiatives and innovations during an industry event by providing panel discussions, executive interviews and more.

- ▶ Executive Interview  
*A one-on-one interview with one of your executives from your company's booth*
- ▶ Booth Shoot/Product Demo  
*An edited video highlighting your initiatives; includes one executive interview, one product demo and b-roll footage from your booth*
- ▶ Booth Panel Discussion  
*A joint interview with one of your executives and 2-3 other participants (customers, partners, analysts, etc. TIA NOW will manage scheduling, panelists and interview questions*
- ▶ Event Branding [non-exclusive]
- ▶ Event Branding w/Event Wrap-up Video [exclusive]  
*Branding plus a booth panel discussion*
- ▶ TIA will feature your video in post-event email blasts (marketing deliverables vary by video)

## TIA NOW at Mobile World Congress

TIA NOW will cover MWC with innovative and cutting-edge discussions with industry luminaries. TIA NOW offers a turnkey experience at MWC with industry panels, executive interviews and product demos, filmed at your booth.

- ▶ TIA will manage pre-production, production, post-production and promotion;
- ▶ TIA will work in consultation with your company on topic, scheduling, script and interview questions;
- ▶ Your company will receive the video link and video embed code for distribution on your company's web platforms;
- ▶ TIA will feature your video in two weekly email blasts.

## TIA NOW Industry Video Panel

A 20- to 40-minute video panel discussion filmed at the TIA NOW studio or a location of your choice, featuring your company and a customer, vendor or partner.

- ▶ TIA to manage pre-production, production, post-production and promotion;
- ▶ TIA will work in consultation with your company on topic, scheduling, script and interview questions;
- ▶ Your company to receive the video link and video embed code for distribution on your company's web platforms;
- ▶ TIA will feature your video in two weekly email blasts.

## TIA NOW Website Homepage Banner

Available to TIA Members Only

# YOUR COMPLETE GLOBAL VIDEO DISTRIBUTION SOLUTION

**State-of-the-Art TV Studio • Digital Content Hub • High Quality Skype-In Video Feeds from Remote Locations • Global Distribution**

Your ability to reach, inform, influence and educate your target audience has taken a leap ahead, with the joint initiative of TIA's state-of-the-art Video Creation and Production Studios and Telecom TV's News and Analysis Service.

Almost like crowdsourcing, the Innovation Xchange service crosses the barriers of time and geography, bringing together leading experts from around the world to debate, discuss, opine and analyze on the critical trends, challenges and opportunities of the information and communications technology (ICT) industry.

Your brand and thought leadership are exposed to massive outreach capabilities through the combined global distribution of 560,000 unique visitors per year!

## INNOVATION XCHANGE THOUGHT LEADERSHIP OPPORTUNITIES

Act now to accelerate your business growth and capture your space on a topic of critical importance to the industry!

### CUSTOM VIDEO PANEL

**\$20,000**

- ▶ Video Panel topic of your choice
- ▶ Video Panel promoted 3x to 45,000 industry executives
- ▶ Video Panel streamed to live audience
- ▶ TelecomTV/TIA topic expert participate in Video Panel + invited guests
- ▶ Video Panel hosted and archived on TIA and TelecomTV websites

(All costs NET of Agency Commission, and subject to VAT at current rate where applicable.)

### SPONSORED SURVEY AND VIDEO PANEL DISCUSSION

**\$40,000**

- ▶ Survey on big topics of the moment- (NFV/SDN, IoT, 5G etc.)
- ▶ Survey promoted 3x to 45,000 industry executives
- ▶ Results analysed and written up as PDF/White Paper
- ▶ Results promoted and hosted on TIA and TelecomTV websites
- ▶ Panel discussing results with industry experts
- ▶ Panel promoted 3x to 45,000 industry executives
- ▶ Panel streamed to live audience
- ▶ Panel hosted and archived on TIA and TelecomTV websites

(All costs NET of Agency Commission, and subject to VAT at current rate where applicable.)

