

Features List - 2004

9 July 2004

ISSUE	COVER	BOOKING DEADLINE	MATERIAL DEADLINE	ON-SALE DATE	FEATURE	EVENT
5	July	9 July	14 July	23 July	<ul style="list-style-type: none"> ◉ Mobile Applications: Who is developing the next generation of mobile applications? What they will be, what they promise and an assessment of how successful they are likely to be. This is an ideal feature for mobile application providers and mobile phone manufacturers and vendors to get their messages across. 	
6	August	6 August	11 August	20 August	<ul style="list-style-type: none"> ◉ Broadband: Where it is, where it's going, who is doing what and where. This feature will examine all aspects of the booming broadband market, talking to the major providers, as well the smaller ISPs to find out where the market is going and examining what consumers, both private and business, can expect. An ideal feature for all those involved in broadband supply. ◉ VoIP: The biggest thing since the invention of the telephone? Some think so and many in the industry are touting VoIP as the system which will change the very fabric of the telecoms industry. We take a look at VoIP, reveal what it is, what the latest developments are and whether the hype is justified. For advertisers who supply infrastructure, VoIP systems, and for ISPs in this space, this is an invaluable opportunity to get your message across to business people who may buy your products. ◉ The Australian Telecom Directory: The must-have directory of the year and one in which all of the major telecom companies must be seen! 	
7	September	3 September	8 September	17 September	<ul style="list-style-type: none"> ◉ The Big Issue!: The annual Australian Telecom Awards, the industry's finest, biggest annual event. This issue of Australian Telecom is always our biggest and always the most widely-read. Make sure you are in it. ◉ Outsourcing: Managing and hosting data services. We look at this booming market and talk to the players involved. An ideal forum for all those supplying hosted data services to get their message across for our readers – the end users. 	◉ 5th annual Australian Telecom Awards
8	October	8 October	13 October	22 October	<ul style="list-style-type: none"> ◉ Mobile Messaging: A revolution is underway and we're covering it. Mobile messaging is a booming industry and there are many innovations coming to your mobile soon. We take a look at the developments and assess the usefulness of the new messaging solutions. This feature will be of interest to all mobile phone manufacturers and vendors because it speaks directly to the people buying and specifying new mobile technologies. ◉ Mobile Christmas: A review of all the latest mobile phones and mobile technologies coming your way now and into 2005. An ideal showcase for all involved in the mobile phones, data, messaging and accessories businesses. 	
9	November	5 November	10 November	19 November	<ul style="list-style-type: none"> ◉ Call and Contact Centres: The latest developments, the latest technologies and equipment and the latest thinking behind the booming call center business. We talk to equipment providers, call center operators and end users. A feature of specific interest to advertisers of call center equipment, infrastructure and training. 	
10	December	3 December	8 December	17 December	<ul style="list-style-type: none"> ◉ Network security: How to build a wall against attack. We take a look at the systems on offer and assess their usefulness. A feature, which will appeal to all those companies supplying network security systems of products. ◉ Internet Service Providers: Where are they now? We take a look at the latest market consolidation and the talk to the ISPs that have survived, asking them what the secret is and how they are going to develop their offerings to remain competitive. This is the feature for all ISPs who want to get their name in front of readers of 'Australian Telecom'. 	

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