

TMC **Cable.TMCnet.com**

<http://cable.tmcnet.com>



The community for what's happening daily in the Cable industry providing:

- Breaking News
- Product Reviews
- Event Updates
- Feature Stories
- Prominent Bloggers
- Case Studies
- Topic Specific Channels
- Resources and more...



2009

Powered by:



The Most Daily Web Content on Cable Technology

This site is the eminent resource for professionals who need to keep up to date on changes in the rapidly evolving Cable marketplace. Hundreds of relevant news articles and feature stories are published daily on Cable.TMCnet.

Featuring blogs by industry authorities, in-depth product reviews, programming news, regulatory developments, event updates, case studies and hundreds of feature stories written by our staff of experts, Cable.TMCnet serves C-level professionals and their employees.

This resource is invaluable for those looking to improve cable service and its technology, the cornerstones of increasing market share.

Cable.TMCnet's daily updates enable professionals to:

- Monitor industry news and developments
- Analyze and review new products and services
- Track Cable companies' activities and developments "inside the industry"
- Monitor financial performance and M&As
- Gather information to make purchase and service decisions

Who joins the Cable.TMCnet community?

- Cable-based service providers
- Hardware, software, and middleware vendors
- Developers and installation providers
- Analysts and consultants
- Regulatory agencies

Who visits Cable.TMCnet.com?

- Launched in June 2008, this site is generating more than 250,000 page views per month.
- Traffic continues to increase dramatically, going from 8,000+ unique monthly visitors to as many as 15,000.

March 2009 Cable.TMCnet.com

Page Views..... 326,945
 Unique Visitors..... 15,028

February 2009 Cable.TMCnet.com

Page Views..... 221,625
 Unique Visitors..... 11,246

January 2009 Cable.TMCnet.com

Page Views..... 260,684
 Unique Visitors..... 14,539

Source: Webtrends 2009.

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The screenshot displays the Cable.TMCnet.com website interface. At the top, there's a navigation bar with 'Cable Technology' as the main category and sub-sections like 'Important', 'Free Resources', 'Publications', 'Resources Center', 'Cable Blogs', and 'Contact Us'. A search bar is prominently featured. Below the navigation, there are several content sections: 'BREAKING NEWS' with a list of recent articles, 'EDITOR'S PICK' highlighting specific news items, 'FEATURED WHITEPAPERS' and 'FEATURED PODCASTS' with brief descriptions, and 'FEATURED VIDEOS' showcasing video content. On the right side, there's a 'Free Cable Newsletter' sign-up form and a 'CABLE RSS FEEDS' section with links to various RSS feeds. The bottom of the page contains contact information for Technology Marketing Corporation, including their address in New Canaan, CT, phone numbers, and email addresses.

On Cable.TMCnet.com, gain unrivaled visibility and strengthen your brand

Reach a vast community of prospects and buyers seeking solutions. Use Cable.TMCnet.com to:

- Create your own robust online community
- Grow your global market share
- Advertise on the daily resource for Cable technology news, products and services
- Post your White papers, Podcasts and other premium content to generate highly qualified leads and augment your reputation as a solution provider

Here are the opportunities available on Cable.TMCnet.com:

Global Online Communities (GOCs)

Your custom-designed community on Cable.TMCnet.com, labeled with your select keywords, focuses on your specific market segment and carries only your online ads. These robust editorial platforms are built with layer upon layer of content in multiple media formats. It is populated with exclusive content, attracting influential readers. GOCs are vibrant communities that, in a short time, achieve very high – even top – rankings on leading search engines. Based on the tight focus of content and value of their resources, GOCs are routinely bookmarked by decision makers looking for news, product information, and partnership opportunities. (See page 6.)

Cable.TMCnet.com Channels

Become a search engine powerhouse! You virtually “own” optimized keywords to bring qualified prospects from major search engines to your fully customized page. A Channel is a powerful instrument to develop a community for professionals seeking specific news while it brings information about your company’s products and solutions. Your Channel is capped with your leaderboard ad and only your marketing messages appear. (See page 7.)

Space advertising on Cable.TMCnet.com

Grab the attention of thousands of visitors with Leaderboard, Skyscraper, Banner, Button, Page Curl, Ad Box and Splash Page ads. (See pages 4 & 5.)

Webinars

Host a Live Web Event. Receive actionable, highly qualified leads from pre-registration, event attendees, and post-event visitors who download the presentation from TMCnet Archives. TMC provides experienced support every step of the way with this turn-key marketing tool to ensure your success. (See page 7.)

White Paper Program

Post your white papers on Cable.TMCnet.com and receive a steady flow of top quality leads. Not only will this enhance your company’s reputation as a solution provider, it will also build brand awareness and generate leads at the time when a purchase is being considered.

Podcasts

Tell your marketing story to your best prospects and customers when it’s convenient for them to listen. Podcasts provide your relevant information to a captive audience seeking Cable technology ideas and solutions.

eNewsletters

Deliver your marketing message in a respected editorial vehicle with an extensive reach. (See page 7.)

About Cable.TMCnet.com

Cable.TMCnet.com helps professionals stay on top of developments in the market for Cable technology solutions. Cable.TMCnet is the centralized community providing news, strategies and case studies of those who are innovating and leading the way in this competitive marketplace.

Cable technology and solutions are covered extensively by TMCnet writers daily. Cable.TMCnet is published as a part of TMCnet, by far and away the most visited communications and technology Web site in the world.

This site helps professionals:

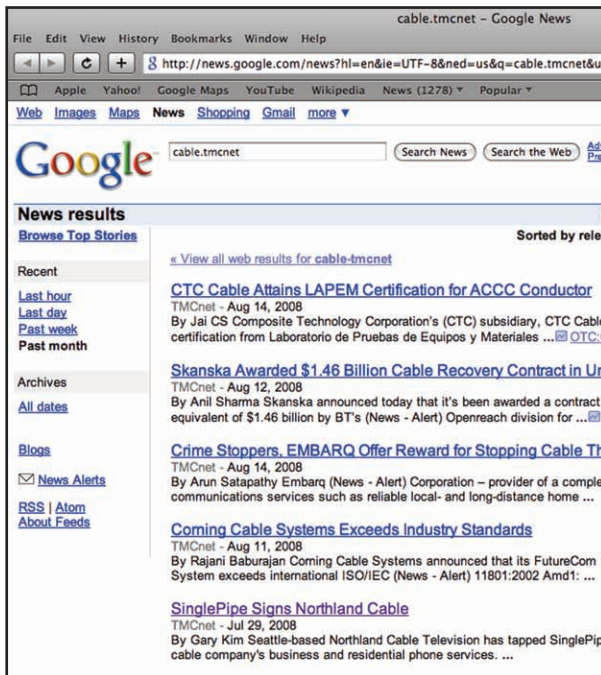
- Monitor industry news and developments
- Analyze and review new products and services
- Track Cable companies' activities
- Monitor financial performance and M&As

More Content + Fresh Updates = More Traffic + Higher SEO

TMC's global editorial team posts hundreds of relevant articles and fresh news stories to Cable.TMCnet every day. This updated content encourages return visits and maximizes the site's SEO. As shown in the e-mailed "News Alert" below, Cable.TMCnet stories rank very highly – even at the top – of all major search engines.

TMCnet is read by as many as 3 million unique visitors every month.
Take advantage of its vast reach and power!

Cable.tmcnet.com Launched July, 2008



According to Quantcast, Webtrends:

Web Site	Visitors/Month
TMCnet.com	936,899*
BroadcastingCable.com	122,565
multichannelnews.com	57,801
LightReading.com	49,975
Cable.tmcnet.com	26,113
MediaPost.com	24,591
tvtechnology.com	20,062
CEDmagazine.com	10,186
Cable360.net	7,287
FierceTelecom.com	1,287

NOTE: NO DATA = Traffic too low to be measured
 Source: Quantacast.com. *Source: Webtrends 2009

Page Curl

TMCnet's Page Curl is an eye-catching advertisement.

The top right corner of the Web page reveals a teaser of your ad to prompt the reader to mouse over.

This will cause the page to unfold to reveal the full ad message.

Benefits:

- Eye-catching ad
- Seen on every page
- Nearly 2 million impressions monthly

Page Curl

640x480 pixels

Live area is smaller

72 dpi, 75k max

Acceptable files: .gif, .jpg, .png,

Rich Media Enabled



Splash Page

TMCnet's Splash Page is a stand-alone Web page dedicated solely to the advertiser. The splash advertisement is designed to capture the user's attention for a short period of time. On TMCnet the splash page appears randomly, between pages of content, when the visitor is browsing the site. The splash page will appear once a day for each visitor.

Benefits:

- No clutter or competition the – advertiser owns the page.
- The advertiser has the ability to animate the advertisement to create excitement and increase click thru's.
- Create a complex advertising message.

Splash

600x375 pixels, 72 dpi, 60k max

Acceptable Files: .gif, .jpg, .swf,
.png, I-frame



Leaderboard

728x90 px
72 dpi, 50k max
Acceptable files:
.gif, .jpg, .swf,
.png, I-frame

Ad Box

336x280 px
72 dpi, 30k max
Acceptable files:
.gif, .jpg, .swf,
.png, I-frame

Button

125x125 px
72 dpi, 30k max
Acceptable files:
.gif, .jpg, .swf,
.png, I-frame

Skyscraper

125x600 px
72 dpi, 70k max
Acceptable files:
.gif, .jpg, .swf,
.png, I-frame



Most advertising units can be customized to “expand and contract” giving your advertising message greater presence and the ability to highlight more pertinent information.

Global Online Communities (GOCs)

- Create your own robust online community
- Build the daily resource for news, product information and case studies in your market
- Include interactive forums to keep visitors coming back every day
- Post White Papers, Podcasts and other premium content to generate inquiries
- Achieve high organic search engine prominence



Community Building

Your GOC is dedicated to community building in the b2b space by providing your target audience with extremely relevant content. Unique articles created solely for your GOC, over time, are discovered and virally spread, leading to larger amounts of targeted readers. More content yields more readers which leads to more bookmarking and more virally spread content.

Prime Real Estate

GOCs have the ultra-premium location at the top of millions of TMCnet pages. This is the best positioning available on the world's leading communications and technology site.

More Content, More Visitors

TMCnet editors publish at least 15 unique stories per week exclusively for your community. This amount of content brings a larger audience and increase search engine prominence. The average GOC receives about 28 thousand page views*.

True Multimedia Experience

A GOC is the ultimate way to position your company as the thought leader in your particular segment. A GOC is a true multimedia experience with a large amount of content and a comprehensive and layered design.

*Webtrends 2008

POWERFUL

Company Size for TMCnet Visitors:

\$1 Billion+ 24.4%

\$500M - \$999M 9.6% \$10M - \$99M 16.4%

\$100M - \$499M 9.2% Up to \$10M 40%

INFLUENTIAL

64%

of TMCnet visitors
influence purchases



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SEO, Brand Recognition and Lead Generation with Cable.TMCnet.com

Channels Program

Build a Community Around Your Keyword

Cable.TMCnet's Channels Program creates a customized portal for your company. You virtually "own" the keyword to it. Your Channel is positioned on the TMCnet home page and directly accessible from all pages on our site. The leaderboard and skyscraper ads on your Channel page are exclusively yours.

Because of the extensive reach of TMCnet and its millions of visitors, your Channel will gain tremendous visibility. When you sign up as a Channel owner, your Channel achieves prominent – sometimes even top – placement on leading search engines.

Your Channel acts as an exclusive portal to communicate your marketing messages in a highly credible, respected, up-to-date editorial format. TMC's veteran editors post two exclusive feature stories weekly to deliver fresh, exclusive content.

This powerful vehicle, a customized microsite for your company, can include:

- Industry news and daily feature articles
- Your Company Overview and Mission Statement
- White Papers and Podcasts
- Customer Case Studies
- Product Demos
- Training Opportunities
- Catalogs and Brochures
- Lead Capture Forms and Calls to Action
- Link to your Company Web site

TMC's expert marketing, design and editorial team have created over one hundred online Channels, delivering relevant editorial and marketing messages for clients in an array of markets. Consider how we can put our reach and expertise to work for you.

eNewsletters

TMCnet's product-focused eNewsletters deliver your marketing message in a highly credible editorial environment. Targeted, editorial-rich, e-mail newsletters are delivered daily, bi-weekly, or monthly. These achieve a vast reach among thousands of communications technology decision makers. TMCnet's eNewsletters focus on an array of topics covering numerous facets of communications and technology.

TMC Webinars Program

Host your Webinars on TMCnet – A Highly Successful Lead Generator

TMCnet makes it easy for you to reach customers and impress your best prospects with a Webinar. Your live Web event is completely turn-key. Every step of the process is managed with the utmost professionalism.

Our Experienced Team Makes It Seamless

Pre-Event: TMC's expert team handles all the marketing, promotion and registration. A veteran TMC editor is available to serve as moderator and help you develop content.

During the Event: We provide the technology, utilizing the most effective conferencing software platform. We also offer a TMC editor to serve as a moderator.

Post-Event: No detail is overlooked in the crucial wrap-up. We collect and forward actionable leads. We continue to promote the event online, and often in TMC magazines as well. The event is available in our Webinar Archive on TMCnet long afterward.

Live Web Events are typically one hour long. We also offer 90-minute events, since the Q & A period often prompts lively interaction.

Your event will deliver your message via streaming audio or telephone. A Power Point presentation provides accompanying visuals, making a content-rich learning experience.

Events are interactive. An experienced moderator makes the most of everyone's time, keeping the presentation on track. Then the moderator passes along questions of the featured speaker(s). Attendees are fully engaged in this Q & A session.

Turn-Key Events

- Reach Qualified Decision Makers
- Premium Quality Lead Generation
- Connect with Customers
- Increase Product Awareness
- Multi-Channel Marketing Program
- Position Your Company as A Leader

Our 100+ Member Global Editorial Team

Editorial Leadership

David Rodriguez, *Vice President of Publications and Conferences*

David Rodriguez oversees the sales and day-to-day editorial of Cable.tmcnet.com. Under his direction, TMC online media vehicles have earned market-leading positions by constantly growing revenue and market share for their clients.

Greg Galitzine, *Group Editorial Director, IP Communications Group, TMC*

Greg Galitzine is Group Editorial Director of TMC's Communications group of products, which includes Cable.TMCnet.com. Greg has been Editorial Director of *INTERNET TELEPHONY* magazine since its inception in 1998, overseeing the magazine's editorial direction as well as the day-to-day operation of the publication.

Tom Keating, *Executive Technology Editor*

Tom Keating, CTO of TMC and Executive Technology Editor for TMC Labs, has over 10 year's of experience within the communications industry. In fact, Tom helped to launch the industry's first magazine covering the VoIP industry and wrote the first product review of a VoIP product from VocalTec. When he isn't testing communications, wireless, and call center products, he writes quite copiously for his renowned blog: <http://blog.tmcnet.com/blog/tom-keating/>.

Richard Grigonis, *Executive Editor of TMC's IP Communications Group of magazines*

Richard Grigonis is an internationally-known technology editor and writer. He served as Editor-in-Chief of VON Magazine from its founding in 2003 until 2006. Prior to that, Richard spent nearly ten years as the Chief Technical Editor of CMP Media's Computer Telephony magazine (later called Communications Convergence). The author of five books on computers and telecom (including the Computer Telephony Encyclopedia and Dictionary of IP Communications), Richard has published articles in Dr. Dobb's Journal, TELECONNECT and Call Center magazines, also helped design and construct a testing lab used by four CMP publications.

Erik Linask, *Group Managing Editor*

Erik Linask is the Group Managing Editor of Cable.TMCnet.com. Prior to joining TMC, Erik began his professional career at management consulting firm Leadership Research Institute.

Alan Clark, Ph.D.,
VoIP Performance Management
Alan D. Percy, The SIP Invite
Alan Rosenberg,
Interactive Comm and the Enterprise SOA
Allan Baw, Spotlight on FMC
Andy Huckridge, On the Testing Edge
Anil Sharma, TMCnet Contributor
Anshu Shrivastava, TMCnet Contributor
Anuradha Shukla, TMCnet Contributor
Art Rosenberg, Unified View
Barry Sher, Real-time Billing for
SIP-based networks
Biju Oommen, Telecom & Networking Solutions
Bill Durr, Call Center Management
Bob Emmerson, TMCnet European Editor
Bogdan Materna, Secure VoIP Deployment
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Calvin Azuri, TMCnet Contributor
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Home Agent Happenings
Dana Lloyd, Customer Service in the Call Center
David Cameron, Technology for
Business Processes
David Duffett, The Voice of IP
David Hattey,
Enterprise Communications Everywhere
David Levy, Now UC It
David Sims, Telecom & CRM News
David Uhlir, Presence Enabled
David Yedwab, Thinking IT Through
Divya Narain, TMCnet Contributor
Dr. Alan Solheim, The Middle Mile
Dr. Jodie Monger, The Customer Experience

Dusty Fisher, The Connected World
Ed LaBanca, Enterprise & Contact Center Comm
Eric Dean, Inside VoIP Technology
Erik Lagerway, VoIP, IM and Video
Erik Larsson, Voice, Video & data convergence
Eve Sullivan, TMCnet Editor
Fred Goldstein, Telecom Policy
Fred Park, Customer Support Columnist
Gary Kim, Editorial Contributors and Columnists
Glenn Dispenziere,
Chronicles of a BPO Innovator
Grant Lenahan, Eye on IMS
Hunter Newby, VoIPeering
Jagan Jagannathan, Real-Time Insights
Jay Seaton, Mobile Messaging
Jayashree Adkoli, TMCnet Contributor
Jeff Hudgins, Tech Score
Joel M. Vincent, Networking Today and Tomorrow
John P. Joseph, Voice Solutions
Jon Arnold, Editorial Contributor
Jonathan Rosenberg, Speaking SIP
Kevin Dunetz, Telecom Expense Management
Kim Garner, Data On Demand
Larry Kessler, Running a Business Is Easy
Lou Nardo, VoIP Management
Louise Anderson, Performance Improvement
Manuel Vexler, IMS/NGN
Marc LeClerc, Converged Views
Marc Robins, Beyond VoIP
Mark Hewitt, Mobile VoIP Expert
Mark Smith, Contact Center Research
Martin Wales, Customer Catcher
Matt Bancroft, Mobility Matters
Maurene Caplan Grey,
Messaging and Collaboration
Max Schroeder, Enterprise View
Meenakshi Shankar, TMCnet Contributor
Michael Dinan, TMCnet Editor
Michael Khalilian, IMS Forum
Michael Marks, Service Quality Matters

Michael Stanford, Packet Voice over Wireless
Murli Menon, Contact Center Analysis
Narayan Bhat, TMCnet Contributor
Niladri Sekhar Nath, TMCnet Contributor
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UMA: Mobile Convergence & Beyond
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Communications and Broadband
Thierry Grenot, WAN Optimization
Thomas K. Crowe, VoIP and Telecom Regulation
Tim Gray, TMCnet Web Editor
Tom Cross, CrossTalk
Tom Wheeler, Wireless Musings
Tony Rybczynski, Inside Networking
Wes Hayden, Contact Center Assets
William B. Wilhelm, Jr., Regulation Watch
Xavier Van de Lanotte, The Strategy Corner
Yuval Ben-Itzhak, Web Securit

Who's on TMCnet

It's a who's who of industry leaders found on TMCnet. Hundreds of companies already take advantage of TMCnet's powerful industry reach.

