

AFRICAN WIRELESS COMMUNICATIONS YEARBOOK 2018 Media Pack

THE AFRICAN WIRELESS COMMUNICATIONS YEARBOOK 2018

The *African Wireless Communications Yearbook* is brought to you by Kadium, the publisher of highly respected industry journals *Northern African Wireless Communications* and *Southern African Wireless Communications*.

Now in its 11th year, the *African Wireless Communications Yearbook* remains the must-have guide for businesses aiming to succeed in the continent's booming wireless communications sectors. Each edition of the yearbook provides a snapshot of the trends, technologies and events that have influenced the region's wireless business over the past year. It offers in-depth analysis, comments from technology and market experts, and examines the business environment that will drive and shape developments in 2018.

Segmented by market and technology to provide readers with actionable insights into their businesses, the *African Wireless Communications Yearbook 2018* will be used as a continuing source of reference by thousands of wireless and mobile centric readers, giving year-long presence and impact for your advertising message.

To see the 2017 digital edition to go:
<http://www.kadiumpublishing.com/yearbook.html>

From the publisher of
**NORTHERN AFRICAN
WIRELESS
COMMUNICATIONS**
**SOUTHERN AFRICAN
WIRELESS
COMMUNICATIONS**

CIRCULATION 2018

The *African Wireless Communications Yearbook* is distributed to more than 5,000 buyers, specifiers and decision-makers within wireless and mobile operators, service providers, systems integrators, towercos, broadcasters and volume users throughout Africa. It also circulates to key officials in government ministries, regulatory offices and user associations as well as amongst delegates and visitors at a host of African communications events and conferences – take a look at 'Events 2018' below.

READERSHIP BY INDUSTRY SECTOR

The communications industry – 67%

- Regulatory bodies
- PTT
- Communications ministries
- Service providers
- Independent trunked network operators
- Systems integrators
- Towercos
- Broadcasters
- Technical consultants

Large public sector users – 17%

- National government
- Municipal authorities
- Public utilities
- Emergency services
- Public services

Large private sector users – 16%

- Banking/finance
- Oil/gas/coal
- Transport
- Mining
- Construction
- Service industries
- Commercial enterprises

READERSHIP BY JOB FUNCTION

- Corporate/Senior Management: 39%
- General/Ops Management: 21%
- Comms/IT Management: 19%
- Technical/Engineering: 8%
- Government/Military: 6%
- Consulting/Advisory: 3%
- Sales/Marketing: 2%
- Education/Training: 1%
- Other: 1%

EVENTS 2018

The Yearbook will be marketed throughout 2018 in *Southern African Wireless Communications* and *Northern African Wireless Communications* and their supporting websites, as well as amongst delegates, visitors and exhibitors at a host of communications events across Africa in 2018.

Look out for the *African Wireless Communications Yearbook 2018* at:

Cloud Africa 2018, East Africa Com 2018, Vas Africa 2018, NigeraCom 2018, Coud MENA 2018, Seamless East Africa 2018, LTE Africa 2018, VSat Africa 2018, Africa Apps 2018, AfricaCast 2018, Mobile Money 2018, Digital Music Africa 2018, Convergence Arica World 2018, and AfricaCom 2018 PLUS many other events yet to be confirmed.

CONTENTS BY CHAPTER 2018

STATE OF THE MARKETS

How the business environment is shaping up across the continent's wireless communications markets. Including analysis, statistics and data highlighting growth and technology trends.

CELLULAR

The practicalities of delivering mobile services, from infrastructure building and powering energy efficient cell sites, to optimising, managing and getting the best out of the network using OSS and BSS platforms.

FIBRE

From delivering broadband and backhaul to working as a hybrid technology with satellite and cellular, fibre has become an essential part of Africa's wireless communications fabric.

CRITICAL COMMUNICATIONS

This chapter explores how PMR technologies such as DMR and TETRA are being used in Africa, and how they offer unique solutions for mission-critical users in the region's mining, utilities, emergency, amongst others, sectors.

VALUE-ADDED SERVICES

Mobile operators are monetising their networks with unique and innovative applications, including financial, health and e-learning services, as well as apps. Plus OTT: friend or foe?

Throughout the Yearbook, there will be expert commentary and predictions from respected industry associations such as: the Commonwealth Telecommunications Organisation, GSMA, Global mobile Suppliers Association, Global VSAT Forum, ITU, TETRA and Critical Communications Association, amongst others.

Africa is now covered by more satellites than ever before. Industry experts reveal how the technology is being used to offer ever greater market opportunities for remote connectivity, broadband, broadcast and enterprise services. Plus, how the HTS promise is being delivered in Africa.

From small cells and 'hetnets', to Wi-Fi and VSAT, we analyse the merits and applications of the different technology choices available through interviews with analysts and industry experts. Plus, M2M and the rise of the Internet of Things in Africa.

Connecting the unconnected to broadband has long been the battle-cry in Africa. And with high throughput satellites now orbiting high above Africa as well as fibre in its ground, operators have never had it so good when it comes to technological solutions.

Case studies illustrating how wireless communications are providing solutions for users in various industry sectors including: oil and gas; transportation; maritime and aviation; government; enterprise; health; education; and more.

BUYER'S GUIDE

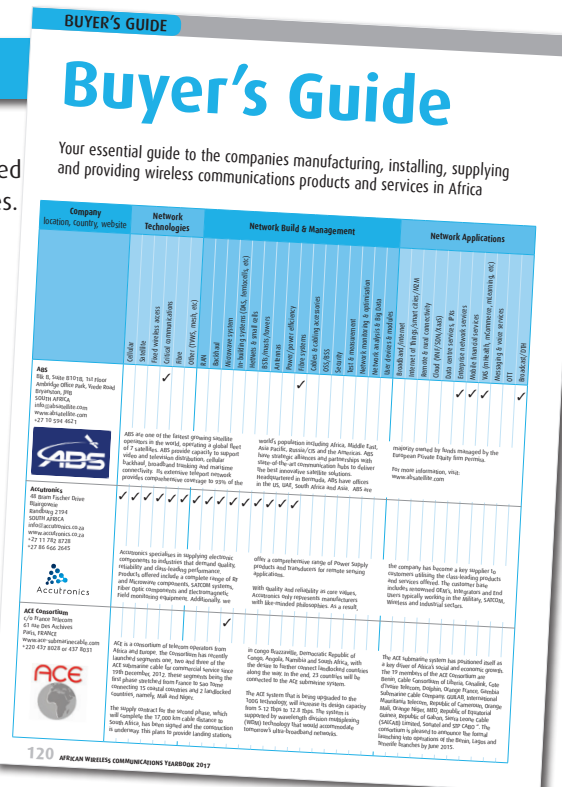
A comprehensive directory of key products and suppliers that specifiers and business owners need to help plan and execute their network objectives.


There will be an A-Z directory of suppliers within the marketplace drawn from the records of *Southern African Wireless Communications* and *Northern African Wireless Communications*.

This basic listing will include information about primary and secondary area of supply, company name and contact details.

You can enhance the above listing with our **extended listing options** which include:

- **company logo:** 4-colour £95*
- **company summary:** 200 words £350
- **additional basic listing:** for regional offices etc £50*



Intracom Telecom 19,7 km Markopoulo Ave Peania, Athens 15102 GREECE info@intracom-telecom.com www.intracom-telecom.com +30 21 0667 110 +30 21 0667 1800	✓	✓		✓	✓	✓	✓	✓	✓
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ADVERTISING RATE CARD 2018

PREMIUM POSITIONS	Rate (GBP*)	DISPLAY ADS (FACING EDITORIAL)	Rate (GBP*)
• outside back cover	£6,995	• double page spread	£7,995
• inside front cover	£6,995	• full page	£4,550
• inside back cover	£5,995	• junior	£2,680
• guaranteed right-hand page	add 10%	• half page (horizontal)	£2,475
		• half page (vertical)	£2,475
		• quarter page	£1,365

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