



#IEEECTN

Alan Gatherer, Editor-in-Chief

comsoc.org/ctn

- ✓ Hottest Topics Delivered Monthly via Email to Opt-In Subscribers
- ✓ High Visibility on Social Media
- ✓ Advertising Revenue Generator

IEEE ComSoc Technology News (#IEEECTN) Rebranded As the Prime Source for Technology News

ComSoc Technology News (CTN) is a free, online monthly publication that publishes interesting, timely, and newsworthy articles that span a wide range of topics related to the communications technology industry. Our mission is to be an informational resource that brings diverse perspective and thought leadership, while providing a platform for lively discussion amongst our readers.

CTN is run by a team of volunteer editorial board members who are technical experts in diverse fields. All articles are reviewed and edited by a technical editor. The editor-in-chief performs the final review prior to publication.

<http://www.comsoc.org/ctn>

IEEE CTN Top 10 Issues by Pageviews (1 Jan. 2017- 11 May 2018)

1. Ten Communications Technology Trends (5,825, January 2017)
2. The Death and Possible Rebirth of DSP (4,644, April 2017)
3. Running Faster Than Nyquist: An Idea Whose Time May Have Come (3,789, February 2017)
4. Where is 5G Now? (3,521, June 2017)
5. Will Communications Theory Finally Make Itself Redundant? A View from the Academic Trenches (3,442, March 2017)
6. Machine Learning Modems: How ML Will Change How We Specify and Design Next Generation Communication Systems (2,990, March 2018)
7. A View of the Way Forward in 5G from Academia (2,574, December 2017)
8. 5G Moves into the Light: Holographic Massive MIMO (2,644, June 2016)
9. Voyager – A Space Exploration Mission Like No Other (2,365, August 2017)
10. Network Neutrality: A Concept for Yesterday's Internet (2,213, January 2018)

Marketing and Advertising Perspective

The Marketing impact and the quality of issues have attracted sponsors and advertisers to sign contract with IEEE Media. IEEE CTN has started to bring Advertising Revenue since January 2016

Advertising revenue ranges from \$1.5 to \$4k per month. So far, \$27k has been booked for the year.

Highlights

- Sent monthly to IEEE ComSoc members and 59,000 + monthly subscribers
- Covers timely, and newsworthy papers and articles from industry experts.
- Average email open rate ranges from 40-50%
- Connects to a highly-engaged audience who rely on IEEE ComSoc Technology News for the latest updates in the communications industry.
- Engages readers by providing Interactive forums for comments and discussions
- Branded as the #1 Source for Technology News

A Roadmap For CTN

Connection to more sources and the leverage to get them to contribute

- Currently the topics are mostly due to harassment of potential authors by the Editor (alan).
- Connection to other IEEE publications?
- A quarterly “board meeting” to discuss themes?

CTN can publicize select IEEE papers and conferences

- Get best paper awardees to do a mini exposition of their paper in CTN
- Do overviews of special editions by getting editors to write a CTN article on the field
- Post reviews of major conferences by senior people in that field

Themes are Important

- Keep a couple going at all times. Maybe plan them on a 6 month basis
- “Death of 5G” and “the next million” themes worked well.
- Next may be “IoT” or “implantable devices”

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