

## Editorial & Webinar Programme Features 2012

Mobile Europe's 'Insight Reports' are commissioned reports written by an independent and respected analyst from within the mobile industry. The reports typically run to 16 pages and provide an in-depth focus into key industry issues and provide a reference work for that area. Allied to the report is the opportunity for sponsored comment and interviews.

**February/ March 2012 – MWC 2012 Edition** - Materials/ Space Deadline 25<sup>th</sup> January  
**Insight Report:** Mobile Backhaul

**Features:**

Full MWC Preview (including):  
LTE-A  
Operator App Stores  
RCS-e

Payments  
Monetising Video  
ID Management and the telco

**Webinar Programme:** Mobile Backhaul

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**April/ May 2012** Materials/ Space Deadline 25<sup>th</sup> March  
**Insight Report:** CEM – loyalty across the channels

**Features:**

VoIP and IMS  
Cloud services

**Webinar Programme:** CEM

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**June/ July 2012** Materials/ Space Deadline 25<sup>th</sup> May  
**Insight Report:** SONs and daughter cells

**Features:**

Policy Control  
M2M

**Webinar Programme:** Small Cells

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**August/ September 2012** Materials/ Space Deadline 25<sup>th</sup> July  
**Insight Report:** Mobile Marketing – location, NFC, AR

**Features:**

WiFi for all  
Mobile Payments

**Webinar Programme:** Mobile Marketing & Advertising

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**October/ November 2012** Materials/ Space Deadline 25<sup>th</sup> September  
**Insight Report:** LTE-A: the multi carrier

**Features:**

The mobile enterprise opportunity  
Video

**Webinar Programme:** 4G/LTE

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**December 2012/ January 2013** Materials/ Space Deadline 25<sup>th</sup> November

**Insight Report:** Annual research. Annual Review and Predictions

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