

Informa announces its 7th annual Industry Outlook event

LONDON, UK: Informa Telecoms & Media has announced that it will host its 7th annual Industry Outlook event (www.industry-outlook.com) on 24 November 2011 at the [Conference Centre](#) in central London.



This one-day strategic event entitled 'Telecom and New Media Futures: Battle Planning for Profitable Growth', will explore the strategies that telcos are pursuing to retain their customers and profits and how they are dealing with the increasing dominance of online players.

This event boasts an impressive line-up of leading industry experts from around the globe including Informa's analyst team, who will be discussing the key issues and challenges facing telecoms operators today. Speakers from across the telecoms and new media ecosystem will share their knowledge, experiences and prospects with an expected multi-national and senior-level audience.

Exploring options

"Keeping hold of customers and revenues and defending their territory has become the telcos' key *modus operandi*," says Mark Newman, chief research officer at Informa Telecoms & Media. "At this year's Industry Outlook event we will explore options for telcos beyond merely retaining their existing business."

The event aims to understand how operators are looking to change their approach towards pricing broadband access from tiered pricing to application-specific tariffs. It also seeks to understand how online players develop their ecosystems and, in doing so, establish a presence across the device, software and media businesses.

For the first time, Informa will be hosting an Analyst Clinic which will run concurrently with the main event program. This gives delegates the unique opportunity to connect with the Informa analyst team on a one-on-one basis and discuss the questions affecting their businesses.

"Connected devices, M2M and enterprise verticals are three related areas that show rich promise for telecoms operators. But it is still too early to understand precisely how profitable these businesses will become and whether operators can capture occupy a lucrative place in emerging value chains," concludes Newman.

For full details go to www.industry-outlook.com.

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