

Netmanias.com, the ultimate destination for networking and communication expertise, can help you to promote you and your solutions to professionals who subscribe or visit our website.

NETMANIAS

Analyze Trends, Technologies and Market

Publisher/Editor: Dr. Harrison J. Son
son@netmanias.com

Associate Editor: Dr. Michelle M. Do
misun.do@netmanias.com

Advertising Sales and Business Development: Yunhee Son
sonshinepark@netmanias.com

Corporate Address: 201, Hanho Building,
33, Nonhyeon-ro 64-gil, Gangnam-gu,
Seoul, 06228, Rep. of KOREA

Home Page:

English Site: www.netmanias.com/en

Korean Site: www.netmanias.com/ko

How to Advertise on Netmanias.com

01. **About Netmanias.com**

02. **Netmanias AD Service**

NETMANIAS
Analyze Trends, Technologies and Market

Contact

Yunhee Son, CMO at Netmanias.com

Mobile: +1-206-962-9780

E-mail: sonshinepark@netmanias.com

01. About Netmanias.com **Subscribers**

The one and only portal dedicated to network and communication in Korea

Netmanias.com, a portal dedicated to network and communication founded in 2002, has been providing a venue for professionals in the industry to obtain and share knowledge on wired/mobile network service/ infrastructure, latest trends and keY technologies in the network and communication industry for the past 15 years. Netmanias.com's English site launched in 2012.

Covered Topics: 5G, 4G, C-RAN/Fronthaul, Backhaul, Gigabit Internet, IoT, IPTV, SDN/ NFV, Wi-Fi, IP/Ethernet, Korea Operators

As of Jan. 2018, Netmanias.com has more than **49,000 subscribers** and 1,300,000 visitors, 3.4M pageviews annually.

Netmanias English Site

As of Jan. 2018, Netmanias English Site (www.netmanias.com/en) has

- **17,000+ Global subscribers**
Source: Netmanias DB
- **600,000 Global visitors Annually**
Source: Google Analytics
- **1.3M pageviews Annually**
Source: Google Analytics

Netmanias Korean Site

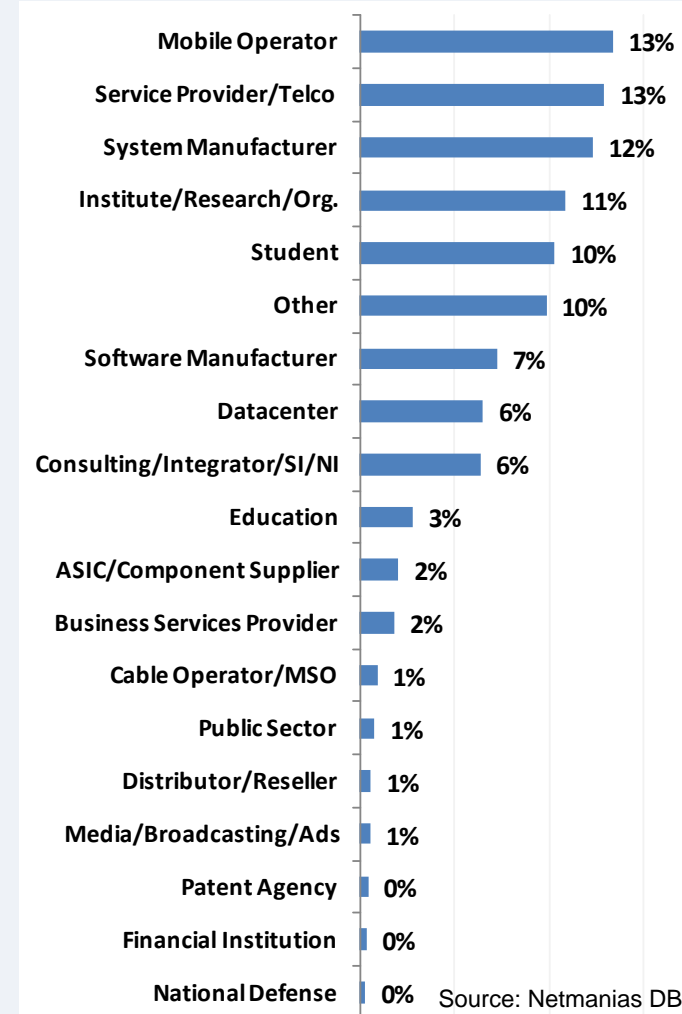
As of Jan. 2018, Netmanias Korean Site (www.netmanias.com/ko) has

- **32,000+ Korean subscribers**
Source: Netmanias DB
- **700,000 Korean visitors Annually**
Source: Google Analytics
- **2.1M pageviews Annually**
Source: Google Analytics

Subscribers @ Major ICT Companies Source: Netmanias DB

Korean Companies	Global Vendors/SI	Global Operators
Samsung.com 3,131	Ericsson.com 962	Ril.com 318
KT.com 1,402	Nokia.com 758	Orange.com 137
SK.com 1,003	Huawei.com 702	Vodafone.com 131
Lge.com 916	Cisco.com 294	ATT.com 107
LGUplus.co.kr 569	Intel.com 134	Verizon 95
Samsung SDS 300	ZTE.com.cn 117	CHT.com.tw 72
ETRI.re.kr 509	HPe.com, HP.com 83	TATA 65
Kaist 193	qti.Qualcomm.com 72	Viettel.com.vn 65
Dasan 83	Ciena.com 53	Telefonica.com 57
cj.net 74	EXFO.com 46	STC.com.sa 43
HFRnet.com 76	techmahindra.com 217	ooredoo 46
Lgericsson.com 62	Aricent.com 192	Chinamobile.com 38
Eluon.com 59	Hcl.com 127	T-Mobile 27
ubiquoss.com 56	Inttechservices.com 71	Mobifone.vn 29
TTA.or.kr 43	Telenor 27
...

Subscribers by Company Type



Highly focused on network and communication industry

01. About Netmanias.com Contents

Content Topics

Network and Communication in South Korea - Services and Infrastructure

■ Key topics relating to South Korean big 3 telcos: KT, SK Telecom, LG U+

- World's best broadband/mobile services
- Informagraphics on wired/wireless subscribers and their behavior patterns
- Innovative network architectures
- What made South Korea the world's best market?
- Strategies for network evolution
- Strategies for service evolution

Wired/wireless network technologies in the local network

■ Key topics

- Wired/wireless network technologies employed in the local network
- Solutions and equipment from local vendors in the local network

Analysis of key technologies

■ Key areas

- 5G, 4G, LTE-M, PS-LTE, LTE-R
- Backbone/backhaul/fronthaul
- Optical Transport
- SDN/NFV
- Wi-Fi
- IP/Ethernet
- IoT
- IPTV/CDN/OTT
- Gigabit Internet

Content Types

Korean 104 Report

Korean 94 Tec-Doc.

Korean 267 Tech-Blog

Korean 132 Infographics

Korean 1173 News

English 44 Reports

English 60 Tech-Doc.

English 261 Tech-Blog

English 104 Infographics

English 412 News

Content Readers



Netmanias' Korean Subscriber and Visitors



Netmanias' Global Subscriber and Visitors

01. About Netmanias.com Contents

Contents on Netmanias English Site



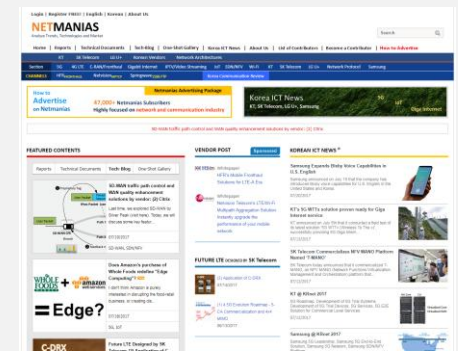
4.5G (2) **5G (194)** 5G-SIG (2) AI (7) AR (3) ARP (3) ARPU (3) AT&T (2) Akamai (3) Alcatel (1) Authentication (4) Autonomous Driving (3) BMW (2) Backbone (2) Backhaul (6) Big Data (3) **C-RAN/Fronthaul (51)** CDN (12) CES (2) CORD (2) CPRI (6) Carrier Aggregation (11) Carrier Ethernet (6) Charging (1) China (2) China Mobile (5) Cisco (1) Cloud (3) CoMP (7) Connected Car (11) D-RAN (1) DASAN Networks (5) DHCP (10) Data Center (1) Deutsche Telekom (4) ECM (2) **EMM (16)** EPS (2) Ericsson (17) **FTTH (16)** Femto Gateway (3) Frequency (7) GCSE (1) GSLB (1) GiGA LTE (1) GiGA WiFi (1) GiGAtopia (6) **Gigabit Internet (74)** Google (11) Google Global Cache (3) HDR (1) HDS (1) HFR (2) HLS (9) HTTP Adaptive Streaming (12) Handover (7) HeNB-GW (3) Huawei (1) IEEE 802.1 (1) IP Routing (7) **IPTV (93)** Immersive Service (1) Initial Attach (2) Intel (1) IoST (5) **IoT (135)** Jio (2) KDDI (1) **KT (195)** Korea (83) Korea ICT Market (50) Korea ICT Service (33) Korea ICT Vendor (9) LAA (5) **LG U+ (95)** LPWA (7) **LTE (265)** LTE Identification (2) LTE-A (37) LTE-B (3) LTE-H (3) LTE-M (5) LTE-R (4) LTE-U (8) LWA (1) LoRa (13) LoWA (1) MPLS (3) MPLS-TP (1) MPTCP (6) MSIP (4) **MWC 2015 (26)** MWC 2016 (4) MWC 2017 (8) Massive MIMO (1) Media Platform (1) Microsoft (1) Mobility (2) NAT (8) NB-IoT (11) NTT (1) NTT Docomo (1) Netflix (5) Network Architecture (12) Network Protocol (40) Network Slicing (6) **Nokia (17)** OCP (3) OSPF (2) OTT (8) On-Net CDN (3) PCRf (4) PS-LTE (5) Platform (2) Private LTE (1) QoS (6) Qualcomm (9) RCS (8) Roaming (2) SD-WAN (13) SDF (2) **SDN/NFV (99)** SK Broadband (12) **SK Telecom (251)** Samsung (89) Security (15) Self-Driving (3) Small Cell (6) Spectrum Sharing (2) Sprint (1) Switching (6) T-Mobile (1) TAU (2) Transparent Cache (3) **UHD (24)** URLLC (1) V2X (3) VR (11) Verizon (5) **Video Streaming (43)** VoLTE (13) VoWiFi (2) **Wi-Fi (56)** WiGig (1) Wideband LTE (2) YTL (1) YouTube (9) eICIC (1) eMBMS (5) ePDG (1) emergency network (2) mmWave (2) vCPE (1) vRAN (1)

Contents on Netmanias Korean Site



3G Subscribers (3) 4.5G (1) **5G (110)** AI (4) ALTO (3) AR (2) ARP (9) AT&T (4) Akamai (16) Authentication (12) BT (5) Backbone (11) Backhaul (6) Big Data (4) Bridging (7) **C-RAN/Fronthaul (45)** CDN (46) CioT (2) CPRI (13) Carrier Aggregation (7) Carrier Ethernet (11) Charging (3) China Mobile (4) Cisco (8) Cloud (3) Cloud Optimization (2) CoMP (11) Comcast (3) Connected Car (3) DHCP (15) DNS (18) Data Center (28) EMM (14) EPS Bearer (8) EoMPLS (4) EoS (4) Ericsson (2) Ethernet (9) **FTTH (20)** Femto Gateway (2) GSLB (6) GiGAtopia (4) **Gigabit Internet (53)** Google (29) Google Global Cache (11) Google TV (2) HLS (10) HTTP (8) HTTP Adaptive Streaming (23) HTTP Progressive Download (7) Handover (12) Huawei (2) IEEE 802.1 (5) IGMP (5) IP (7) IP Allocation (14) **IP Routing (32)** IPsec (5) **IPTV (72)** IS-IS (1) IoST (5) **IoT (73)** **KT (115)** Korea (25) Korea ICT Market (20) Korea ICT Service (15) Korea ICT Vendor (3) L3 Switch (5) **LG U+ (60)** **LTE (241)** LTE Frequency (4) LTE Subscribers (4) **LTE-A (34)** LTE-A Pro (1) LTE-B (1) LTE-H (2) LTE-M (4) LTE-U (8) LoRa (12) MPLS (27) MPTCP (4) MWC 2013 (2) MWC 2015 (12) MWC 2016 (3) MWC 2017 (1) **Metro Ethernet (24)** Mobile IP (2) Mobile IPTV (3) Multi-Screen (7) Multicast (8) NAT (9) NB-IoT (9) NTT Docomo (3) **Netflix (18)** **Network Protocol (114)** Network Recovery (8) Network Slicing (7) Nokia (1) OSPF (7) **OTT (52)** Operator CDN (10) P2P (6) PCRf (3) PIM-SM (2) PS-LTE (3) Pooq (3) **QoS (18)** RCS (4) RRH (1) Request Routing (7) Router (8) SD-WAN (25) **SDN/NFV (92)** SK Broadband (5) **SK Telecom (89)** Samsung (8) Security (21) Self-Driving (4) Shortest Path Tree (2) Small Cell (7) Spectrum Sharing (3) Switching (6) TAU (7) TPS (13) Transcoding (3) Transparent Caching (17) UHD (15) VLAN (3) VPLS (7) VPN (10) VR (3) Verizon (4) Video Optimization (5) Video Pacing (5) **Video Streaming (54)** VoLTE (10) VoWiFi (3) WAN Optimization (3) Wholesale CDN (7) **Wi-Fi (54)** WiBro(WiMAX) (4) Wideband LTE (3) **YouTube (36)** eICIC (2) eMBMS (4) ePDG (8) u+ tv G (5)

English Site: www.netmanias.com/en



Korean Site: www.netmanias.com/ko



02. Netmanias AD Service

				Netmanias English site	Netmanias Korean site
1. Main Page					
1.1 Top-Banner	Displayed on every page of Netmanias.com	Minimum Impressions: 40,000/month	Banner size: 618x95	\$1,500/month	\$2,500/month
1.2 Vendor Post	Post Vendor's whitepapers, blogs or articles with Vendor logo on Netmanias' main page (max. 2-post)	Minimum Impressions: 20,000/month		\$1,000/month	\$1,500/month
2. Content Page					
2.1 Banner	Banner displayed right between content title and body of content, gaining more attention from visitors	Minimum Impressions: 40,000/month	Banner size: 782x100	\$1,000/month	\$2,000/month
3. eDM (newsletter)					
3.1 e-newsletter	Netmanias newsletter dedicated for Sponsor	Netmanias newsletter dedicated for Sponsor	Newsletter size: 763xunlimited	\$1,000 (10,000 newsletters)	\$1,200 (20,000 newsletters)

1. Main Page Banner

1. Main Page	
1.1 Top-Banner	Displayed on every page of Netmanias.com
1.2 Vendor Post	Post Vendor's whitepapers, blogs or articles with Vendor logo on Netmanias' main page (max. 2-post)
2. Content Page	
2.1 Banner	Banner displayed right between content title and body of content, gaining more attention from visitors
3. eDM (newsletter)	
3.1 e-newsletter	Netmanias newsletter dedicated for Sponsor

<Netmanias Main Page>

The screenshot shows the Netmanias website interface. At the top, there is a navigation bar with links for Login, Register, and language options. Below this is a search bar and a secondary navigation bar with categories like Home, Reports, and Technical Documents. A third navigation bar lists key words and channels. The main content area is divided into sections: 'FEATURED CONTENTS' with a 'Tech-Blog' tab selected, 'VENDOR POST' (highlighted with a red box), and 'KOREAN ICT NEWS'. The 'VENDOR POST' section features a sponsored article from Netvision titled 'Whitepaper: Netvision Telecom's LTE/Wi-Fi Multipath Aggregation Solution'. The 'KOREAN ICT NEWS' section includes articles from SK Telecom and Samsung. A 'Future LTE Designed by SK Telecom' banner is also visible at the top of the content area.

2. Content Page Banner

1. Main Page

1.1 Top-Banner

Displayed on every page of Netmanias.com

1.2 Vendor Post

Post Vendor's whitepapers, blogs or articles with Vendor logo on Netmanias' main page (max. 2-post)

2. Content Page

2.1 Banner

Banner displayed right between content title and body of content, gaining more attention from visitors

3. eDM (newsletter)

3.1 e-newsletter

Netmanias newsletter dedicated for Sponsor

<Netmanias Main Pages: Report, Tech-Blog, Technical Doc., One-Shot Gallery>

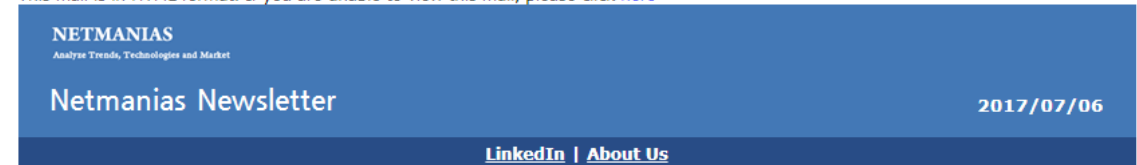
The screenshot shows the Netmanias website interface. At the top, there is a navigation bar with links for Login, Register FREE!, English, Korean, and About Us. The main header features the NETMANIAS logo and a search bar. Below the header, there are several navigation tabs including Home, Reports, Technical Documents, Tech-Blog, One-Shot Gallery, Korea ICT News, About Us, List of Contributors, Become a Contributor, and Sponsor Channel Service. A secondary navigation bar lists various categories like KT, SK Telecom, LG U+, Korean Vendors, and Network Architectures. The main content area displays a tech blog article titled "Future LTE Designed by SK Telecom: (2) Application of C-DRX" by Dr. Michelle M. Do, dated July 14, 2017. A red box highlights a banner area between the article title and the main text, labeled "2.1 Banner". The banner contains the text "Banner" in a large, bold font. To the right of the article, there is a "Related Contents" section with several article thumbnails and titles, such as "Future LTE Designed by SK Telecom: (1) 4.5G Evolution Roadmap - 5-CA Commercialization and 4x4 MIMO" and "5G network technologies and future analyzed by South Korean telcos".

3. eDM

1. Main Page	
1.1 Top-Banner	Displayed on every page of Netmanias.com
1.2 Vendor Post	Post Vendor's whitepapers, blogs or articles with Vendor logo on Netmanias' main page (max. 2-post)
2. Content Page	
2.1 Banner	Banner displayed right between content title and body of content, gaining more attention from visitors
3. eDM (newsletter)	
3.1 e-newsletter	Netmanias newsletter dedicated for Sponsor

<Netmanias Newsletter>

This mail is in HTML format. If you are unable to view this mail, please click [here](#)



3.1

Newsletter dedicated for Sponsor