

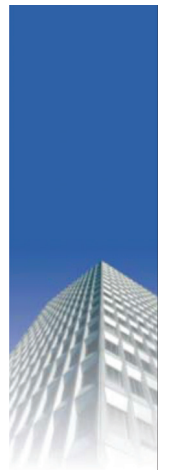


CONSULTATION MEETING ON **OPTIONS FOR THE USE OF** **THE SIX OFFICIAL** **LANGUAGES**

(ITU headquarters, 16-17 September 2008)

SAMA'S PRESENTATION

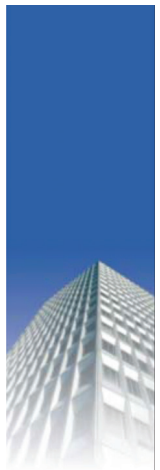
peter.ransome@itu.int





PUBLICATIONS FORMATS

- All publications will be offered as downloadable products where feasible
 - Issues: culture, legal, archiving, technology access
 - All treaty texts are also offered in paper, and in 6 languages
 - Where there is a market, and within our resources, ITU will serve it (where we do not have the resource, we leave you an opportunity)
- CD and (most) paper products are reproduced in-house
 - reuse of ITU Secretariat resources that create documents
- DVD and the largest volume paper products are outsourced for reproduction
 - Largest single paper product print-run is more than 50 Million pages





BEST SELLERS : (2007-2008)

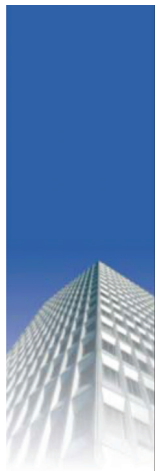
- **BR Maritime Publications (mandatory onboard):**
 - Coast Stations (List IV)
 - Ship Stations (List V)
 - Radiodetermination and Special Service Stations (List VI)
 - Call Signs and Numerical Identities of Stations used by MM and MMS Services (List VIIA)
 - Maritime Manual (2005 edition)
- **Radio Regulations (2004 edition)**
- **SMS4DC = Spectrum Management System for developing countries**
 - (software, yearly subscriptions)
- **ITU-T Recommendations on DVD-ROM (yearly subscriptions)**
- **ITU-R Recommendations on CD-ROM (yearly subscriptions)**
- **Space Radiocommunication Stations on DVD-ROM (yearly subscriptions)**
- **Basic Texts of ITU Plenipotentiary Conference (2007)**
- **Final Acts of WRC-07**
- **World Telecom Indicators on CD-ROM**
- **Trends in Telecommunication Reform 2007: The Road to Next-Generation Networks (NGN)**
- **The ITU New Initiatives Programme: Regulatory Environment for Future Mobile Multimedia Services (2006)**





PUBLICATIONS REVENUE

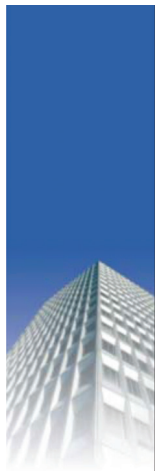
- **An essential component of ITU's budget**
 - 7% of current budgeted income, CHF 10.6 Million in 2007
 - ITU looking to strengthen this through further partnerships
- **Outsourced income is extra incremental business**
ITU seeks dissemination as well as income
 - If we cannot publish a product in (say) A, C, F, R, S then we have zero income except from E
 - This means that your involvement in A, C, F, R, S can be in a wide zone of possible agreement





TYPES OF **SALES COLLABORATION**

- « Reseller »
(See example of reseller contract in Document 4)
- « Value-added reseller »
- « Translation, publishing and sale »
- « ...Your proposals »



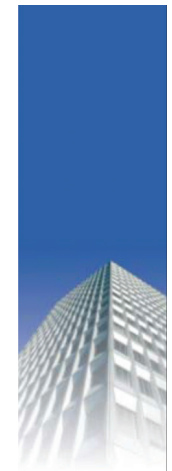


CURRENT AGREEMENTS

- RESELLERS

- **44 – licensed to resell in all languages**

ITU administrative region (from ITU Global Directory)	No. of resellers (31.8.2008)
Americas	6
Western Europe	21
Eastern Europe and Northern Asia	3
Africa[	1
Asia and Australasia	13
<i>Arab region</i>	2
TOTAL	44

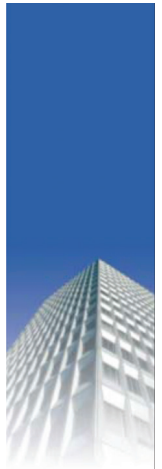




THIRD-PARTY BUSINESS **OPPORTUNITIES**

Business opportunities for direct revenue generation in two dimensions of business development:

- **Product development:**
 - into new languages (Union or non-Union)
 - into new bundles
- **Market development : e.g.**
 - academic market: e.g. text books for universities
 - markets needing local servicing
 - markets where third party is already a trusted supplier
 - markets with a culture of face-to-face service





... thank you

**Peter Ransome, acting head,
Sales and Marketing Division (SAMA)**

Now it's your turn!

