



**FOR IMMEDIATE RELEASE**

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**OSP® Magazine and Telecom Company TV Announce Video Partnership**

Palatine, Illinois and Arlington, Virginia – *OSP magazine* and *Telecom Company TV (TCTV)* today announced a partnership to produce and distribute video vignettes to the telecom network vendor community. OSP TV will produce and distribute these vignettes, powered by the TCTV Vignette website engine.

OSP magazine is the first industry publication to bring customized, high-quality, video vignettes to this market. “We understand that one of the most important goals as a marketer is to get as much exposure for your product and services which ultimately lead to sales or partnerships. Video applications are the most dynamic form of advertising on one’s web site and TCTV makes it all very easy and affordable,” states Janice Oliva, Vice President of Business Development for OSP magazine.

“We are very enthusiastic to be working with OSP magazine as a new partner,” states Nancy Maynard, TCTV Sales Director. “We have found that our clients find this type of advertising far more effective than a static web advertisement because it increases viewership dramatically,” she adds. “In fact, our online research shows that the users click video “play” button’s more than they click on image ads. Web video ads get 10-1 opens over static image ads. Web video gets an average play of 57 seconds vs. 2 seconds for an image ad. Web video WITH a live host triples the return visits to the ad.”

TCTV offers a turnkey experience for the advertiser. Online, the customer chooses their vignette host, their backdrop and music bed, completes the order and submits to TCTV with a click of their mouse. The customer can then write the script, or TCTV will script it for them. Within seven business days the customer receives a high definition vignette ready for use on their web site, at their tradeshow, for their sales representatives, and for e-marketing campaigns. All completed from their desktop. TCTV’s team has combined 50 years in telecom publishing and can lend their expertise to any aspect of the vignette as needed.

The HOW-TO educational resource for communications and entertainment providers, the OSP brand connects advertisers with 23,000 key buyers and decision makers for maximum exposure and enhanced brand awareness through print, online, and custom event offerings. Since 1983, OSP magazine has been educating providers about the ever-changing infrastructure trends within the telecommunications industry. Today’s mixed network architectures (Core/Copper, FTTx, Wireless, In-Home) confront network professionals with numerous challenges that require them to stretch their CAPEX dollars and deliver efficient solutions to the field – from the CO to the last 50 feet. OSP magazine provides the latest updates and learning about how to design, engineer, troubleshoot, upgrade, provision, and monitor those mixed network architectures.

View an online demonstration at [www.ospmag.com/tv](http://www.ospmag.com/tv) or for more information contact Janice Oliva at 847.202.4686 [janice@pracom.com](mailto:janice@pracom.com) or Robin Queenan 847.202.4692 [robin@ospmag.com](mailto:robin@ospmag.com).

**About the OSP Brand**

OSP magazine is owned by Practical Communications Incorporated (PCI), a world class publisher of technology information resources, dedicated to advancing technology businesses with niched magazines and trade shows. OSP magazine educates providers about the ever-changing infrastructure trends within the telecommunications industry.

**About Telecom Company TV**

TCTV is a Hermes Media + Research property, part of their telecom suite of solutions for telecom equipment manufacturers. The Hermes Media + Research Suite includes TCTV, Broadband Gear Report, BGTV, and BGR's Diamond Technology Reviews. Hermes Media + Research is based in Arlington, Va.