

The Institute for Communication Technology Management

CTM

**A Center of Excellence
Marshall School of Business
University of Southern California**





CTM: The Future of the Industry Happens Here

Wireless, Broadband, Mobile Applications, Digital Devices, Streaming Video, Internet of Things, Big Data, Analytics. Smart Cities, Emerging Business Models. Virtual Reality, Connected Cars

Disruptive technologies, new consumer habits, and new business models have transformed the value chains for device makers, network service providers, content creators, consumers, and enterprises alike. The increasingly connected consumer and workplace presents incredible opportunities if key challenges can be addressed.

The Institute for Communication Technology Management [CTM]

is a center of excellence within USC's Marshall School of Business. It provides research, educational programs, and forums focused on the rapidly evolving communications, technology, business, and entertainment sectors. Founded in 1985, CTM is known by business leaders as a forward-looking, impactful source of thought leadership.



The Institute is also a powerful connector of decision makers in the industry. Our board members represent companies from multiple industry sectors with the common thread that they see technology as a means of thriving and prospering in an increasingly dynamic business environment. Professionals participating in CTM programs provide valuable insights and help drive innovation across the larger digital communications ecosystem.

Dealing With Disruption

CTM was founded over 30 years ago with the goal of providing thought leadership in the communications sector – an industry that was rocked by deregulation and the breakup of the original Bell System. Since then, CTM's focus has evolved with the times: the rise of mobility, the emergence of digital networks and devices, and the evolution of business models, partnerships, and the user experience. Today, CTM's forums and educational programs provide critical insights for business leaders wrestling with the massive disruption caused by the convergence of technology with communications, entertainment, and business.

Membership Has Its Privileges



Board Meetings & Strategy Sessions: Each member company is represented on CTM's board of directors, a consortium of senior executives and decision makers from corporations that are deeply invested in the growth of the digital communications sector and in the industries related to it. Board meetings provide valuable opportunities for engagement, and include strategy sessions and other activities designed to provide both a perspective on where the industry is headed and a powerful forum for driving change.

Industry Forums: CTM periodically hosts a number of public and private forums in which participants explore the landscape of the emerging business ecosystem created by the convergence of

new digital technologies, products, services and content enabled by increasingly powerful and complex mix of broadband and wireless networks combined with deep data analytics and automated data collection processes.

Leadership Education: CTM also teaches a week-long course for high-potential rising leaders focused on the key technologies that are transforming the business landscape including mobile, cloud, and big data. Participants will also be introduced to tools and techniques that help drive innovation with customers and *within* their organizations

Research

Shifting customer needs, emerging technologies and new services are rapidly transforming the industry: Sponsored by a consortium of CTM's member companies, CTM research programs cover networks, applications and services, consumer behavior in digital environments, and the rapidly evolving entertainment sector. Sponsoring companies actively participate in survey design, receive all raw data, and participate in research workshops where they share their views on the findings.

- Monetizing high-speed wired and wireless networks
- Digital media displacement: OTT, streaming, and the age of unbundling
- Big Data & Analytics
- New business models in digital communications, content, & commerce
- The Internet of Everything: connected devices, machine-to-machine communications

Research driven and sponsored by a consortium of CTM's member companies covers network technology, applications, and services, business and consumer behavior in digital environments, and the entertainment sectors. The goal is not to track markets but to develop an understanding of the motivators that will shape future evolutionary trends so the CTM members can always be looking over the horizon and anticipating the next opportunity that lies in front of them.





Interested?

To learn more about CTM activities, please feel free to explore our website at <http://www.marshall.usc.edu/faculty/centers/ctm>. You may also contact us directly by email at: ctm@marshall.usc.edu or by phone at 213-740-0980.

Thought leadership at the intersection of technology and business value.

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