

ZDNet Asia Editorial Calendar 2008

Publish date	Title/Synopsis
Jan/Feb	<p>Tech Outlook ZDNet Asia looks back on the year's top stories and the predictions that did and didn't happen. Asia's IT decision makers also share their wishes for the new year, while industry analysts gaze into their crystal balls and forecast the hottest trends to watch in 2008.</p>
Jan/Feb	<p>Public Sector ZDNet Asia looks at public sector IT issues and how Asia's government agencies are transforming public services through technology innovation.</p>
February	<p>SMB Small and medium-sized businesses need all the help they can get when it comes to adopting IT. ZDNet Asia offers a cheat sheet on the technologies that are worth exploring, as well as expert tips on budgeting and project planning.</p> <p>Thailand <i>Insight Thailand</i> provides a snapshot of IT, broadband, mobile penetration levels, and other key growth market segments in the country.</p>
March	<p>IT Employment Trends 2008 Companies are on a recruitment drive, but where are the top jobs? ZDNet Asia highlights the top 10 IT skills in demand and lists career advancement opportunities for IT pros in Asia.</p>
April	<p>Financial Services ZDNet Asia uncovers the latest technologies and security issues in the financial services industries.</p>
May	<p>Vietnam <i>Insight Vietnam</i> provides a snapshot of IT, broadband, mobile penetration levels, and other key growth market segments in the country.</p>
June	<p>Healthcare A Special Report on the latest technologies and issues facing healthcare providers in Asia.</p> <p>CommunicAsia ZDNet Asia's news team covers the latest news and developments at Asia's largest ICT tradeshow.</p>
July	<p>China <i>Insight China</i> provides a snapshot of IT, broadband, mobile penetration levels, and other key growth market segments in the country.</p>

August	Retail A Special Report on the latest technologies helping retailers lure customers to their physical and virtual stores.
September	India <i>Insight India</i> provides a snapshot of IT, broadband, mobile penetration levels, and other key growth market segments in the country.
October	IT Priorities 2008/09 Results of this annual mid-year survey identify the top IT priorities of businesses in Asia. The responses collected will be analyzed and mapped to ZDNet Asia's toolkits.
November	Top Tech Index 2008/09 ZDNet Asia's annual Top Tech Index comprises <i>Top Tech 50</i> : This identifies the movers and shakers of the tech industry based on key factors, including financial performance, industry standing, product innovation and Asian focus.
December	Tech Outlook ZDNet Asia looks back on the year's biggest news and Asia's IT decision makers share their top wishes for 2008. Industry analysts gaze into their crystal balls and forecast the hottest trends to watch in 2009.

Last updated: January 2008

All coverage and publish dates are subject to change without prior notice.

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