

## CNET Asia Editorial Calendar 2008

| Month | Title/Synopsis   |
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| JAN   | <b>CES 2008 (Jan 7-10) Las Vegas, US</b><br>For the digerati, the hallways of the Consumer Electronics Show (CES) in Las Vegas have always been chockablock with digital gadgetry. The CNET team gets onto the showfloor to bring readers the Next Big Things for the new year.  |
|       | <b>Macworld Conference &amp; Expo 2008 (Jan 14-18) San Francisco, US</b><br>It's the biggest Apple event of the year, and CNET is on the scene to show you the products making the news.   |
| FEB   | <b>Mobile World Congress (Feb 11-14) Barcelona, Spain</b><br>The 3GSM World Congress, now known as Mobile World Congress, goes into full swing once again with the latest on wireless developments and new phone offerings. CNET covers the direction of the cellular industry and key trends for 2008.                                |
| MAR   | <b>CeBIT 2008 (Mar 4-9) Hannover, Germany</b><br>It's trendspotting time as we spotlight the latest technology and hardware showcased at Germany's gigantic CeBIT trade fair in Hannover.  |
|       | <b>IT Show 2008 (Mar) Singapore</b><br>Before customers scoot down to this major PC fair which runs annually in Singapore, we provide daily updates in our massive quarterly online buying guide to the best deals at the show.  |
| JUN   | <b>Computex Taipei 2008 (Jun 3-7) Taipei, Taiwan</b><br>The World's second-largest IT tradeshow is annually filled with the most spectacular hardware exhibits the industry can offer. For those unable to visit the fair, our coverage provides a window on the hot tech and tech trends featured at this event.                      |
|       | <b>CommunicAsia 2008 (Jun 17-20) Singapore</b><br>Our online and video coverage of one of Asia's more established IT communications events where the latest and upcoming mobile devices take center stage.   |
|       | <b>PC Show 2008 (Jun) Singapore</b><br>Our massive mid-year shopping guide kicks off one of the biggest annual PC fairs in town to hit the vacation crowd.   |
| SEP   | <b>IFA Berlin 2008 (Aug 29-Sep 3) Berlin, Germany</b><br>At the world's largest consumer electronics tradeshow, we bring you the products making an illustrious debut at the Internationale Funkausstellung (IFA).   |
|       | <b>COMEX 2008 (Sep) Singapore</b><br>Our third massive shopping guide for the year, get the latest deals and bargains at this PC trade fair for consumers.   |
| NOV   | <b>Mobile Asia Congress (Nov) Macau</b><br>Formerly 3GSM World Congress Asia and built on the same formula as its sister event, the world's largest mobile conference, this regional edition showcases the best of the Asian market in a global context. We update you on what's relevant to the user.                                 |
| NOV   | <b>Readers' Choice Awards (Nov 16)</b><br>Our fourth annual popularity poll which puts the vote in readers' hands as to which product makes the cut for Gold, Silver and Bronze among the top picks of the industry's best. Categories comprise: Digital cameras, printers, mobile devices, PDAs, notebooks, MP3 players and home A/V. |
|       | <b>SITEX 2008 (Nov) Singapore</b><br>Our final massive shopping guide for the year, this PC fair rounds out the year with great bargain offerings for consumers.   |
|       | <b>Great Year-End Holiday Gift Guide 2008 (Nov 26)</b><br>There's nothing better than ending the year with a buying guide to help our readers find the perfect gift this holiday season for their loved ones and friends.  |

**Last updated: January 2008.** All coverage is subject to change without prior notice.

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