

Demonstrations
of the most
INNOVATIVE
START-UPS
and content
providers

Mobile Content 2010

Learn how to generate more revenue - Industry secrets revealed!

9th & 10th June 2010, Corinthia Hotel, Prague

OUR EXPERT ADVISORS

Estelle Dancre, Bouygues Telecom
Head of Content

YOUR PRESTIGIOUS SPEAKER PANEL

Michal Nemeč, T-Mobile
Vice President Portal & Content Services

Wim de Mooij
Orange/France Telecom
Director of Global Business Development

Ralf Plücker
Vodafone D2 GmbH
Head of Content Product Management

Marcos Gallego Schmid,
Telefónica Europe plc.
Global Product Manager for Internet Products & Services - Mobile Data Group

Oya Baltacı, Turkcell
Mobile Marketing Manager

Pedro Duarte González
Real Madrid C.F.
Mobile Marketing Manager

Sniedzite Vilmane, Tele2 Latvia, Mobile Content Business Development Manager

Antonio Vince Staybl
GOFRESH/itsmy.com, CEO

Zubin Dubash, Tata Teleservices
Head of VAS and New Products

Edin Bektesevic, Vodafone Group
Senior Technology Strategist

Andraz Logar, ThirdFrameStudios
CEO

Jukka Helin, Qbitech
CTO; Former Director - TV, Content & Digital Home at Telia Sonera

Stefan Lilov, Bianor
Chief Business Development Officer

Michael Kirsch, mlyk consulting
Owner and CEO

Cécile BUCARI, ZTE Corporation
Senior Product Manager, Europe Research Institute

FIND YOUR REASONS TO ATTEND

The mobile content and applications market is one of the fastest growing industries. Last year was the most successful year for mobile content ever, but is this industry able to continue in 2010 and beyond?

This two day interactive, experience-driven and information packed event promises to provide valuable insights into the hottest topics surrounding mobile games, music, multimedia, messaging, TV, advertising and marketing. At this conference we will focus on how people use their pocket sized devices.

- ▶ **Exchange** the consumers' relationship with mobile content
- ▶ **Discover** what makes the mobile phones the next computing platform
- ▶ **Understand** the key challenges and opportunities of mobile social networks
- ▶ **Evaluate** the role of mobile entertainment
- ▶ **Find answers** to follow-up issues and benefit from practical interactive workshop

And much more...

WHO MUST ATTEND

Operators: CEOs, CTOs, Vice Presidents, Heads of Production, Publishing, Development, Marketing, Strategy and Innovation, Marketing Directors; Heads of Entertainment, Games, Music, Mobile Content; Product Managers, Senior Managers of Portals and Applications, Product Development Managers and **Handset Manufacturers, Mobile Content Providers, Mobile Operating Systems, Mobile Advertising / Marketing companies, Consultants**

SPECIAL FEATURE



Interactive Workshop MOBILE CONTENT VALUE CHAIN

The audience has the unique opportunity to benefit from precious practical session. Join our unique workshop to assure higher networking and learning opportunities.

Find out more at the Page 3

Workshop main topics:

- What role is expected from mobile operators today?
- How do various stakeholders in the mobile content value chain interact?
- What are the prevailing business models?
- Who pays for mobile traffic?

Silver sponsors:



Panel Plus Sponsor:



Media Partners:



MobileWirelessJobs
content driven.



European Interactive Advertising Association



Day 1

9th June 2010

8:30 Registration and Coffee

9:00 Opening remarks from the chair

▶ World best mobile content practices

9:10 ▶ KEYNOTE The current market situation: Where do we stand?

- Where do we come from and what does the market look like today?
- Global mobile content usage patterns and successful strategies
- Revenue possibilities of mobile content and flexible pricing models
- How to cope with significant data traffic growth and stay profitable

Wim de Mooij, Orange/France Telecom
Director of Global Business Development

9:50 ▶ CASE STUDY Reaching excellence in emerging markets

- Learn how Etisalat increases revenues in emerging markets
- How Etisalat ensures quality of the content: latest services and technologies

10:30 Morning Coffee and Networking

10:50 Mobile as a delivery mechanism for content

- Is it worthwhile to invest into content?
- Best strategies based on Tata Teleservices' experience
- Is Europe still ahead in content developing? What can be learnt from Asia?

Zubin Dubash, Tata Teleservices
Head of VAS and New Products

11:30 ▶ CASE STUDY Small market opportunities or How to make money in small market

- About the market/description/intro
->facts and stereotype's
- Main money makers
(traffic, cooperation with content providers)
- Creative ideas and success story's
- Innovation of mobile solutions

Sniedzite Vilmane, Tele2 Latvia
Mobile Content Business Development Manager

12:10 Delphi Discussion

Participants will create several groups and explore their ideas on different controversial topics and arrange them in order of importance. At the end the groups will contrast their results and discuss them.

- Adult content – pro or contra?

12:50 Luncheon

▶ Mobile Advertising Excellence

14:00 Mobile Display Ads – current landscape for mobile

- What's new in mobile advertising and marketing?
- Will mobile advertising be limited to performance alone? – beyond SMS-s
- Is there a need to set standards for mobile marketing?

Michal Nemeč, T-Mobile
Vice President Portal & Content Services

14:40 ▶ CASE STUDY Award winners in Mobile Marketing

- Permission based marketing: based on SMS, MMS, IVR Targeting and location based marketing
- Text & Win Campaigns - Airtime and promotion campaigns; mobile content campaigns
- Display & ad-funded marketing: Tone & Win; Sponsorships
- New trends: Augmented reality, Mobile code; Click&win

Oya Baltacı, Turkcell
Mobile Marketing Manager

15:20 ▶ CASE STUDY Blow the mobile content market

- Introduction to the New Media strategy of Real Madrid.
- Real Madrid Mobile marketing Strategy: distribution and product creation.
- Real Madrid Mobile community: MyMadrid
- Next Steps in Real Madrid mobile strategy

Pedro Duarte González, Real Madrid C.F.
Mobile Marketing Manager

16:00 Afternoon Tea and Networking

▶ Mobile Video and TV – New challenge in content?

16:30 ▶ CASE STUDY TV channels in the new media space

- Obstacles in entering the mobile market
- Is the market ready for daily usage? – Technical requirements
- Can we to attract customers to watch programs via mobile?
- Case study: TeliaSonera's experiences in mobile video and TV delivery

Jukka Helin, Qbitech
CTO; Former Director - TV, Content & Digital Home at Telia Sonera

17:10 Presentation on behalf of Bianor

Stefan Lilov, Bianor
Chief Business Development Officer

17:25 ▶ SPECIAL FEATURE Start-up Panel Discussion

Our audience has an opportunity to watch the demonstration of the latest applications on the market represented by interesting start-up companies and open an interactive discussion with them.

- How to bring fresh and innovative ideas into mobile content
- Sharing the people's experiences about mobile content (TV, video)

PANELISTS: Stefan Lilov, Bianor
Chief Business Development Officer
Andraz Logar, ThirdFrameStudios
CEO

18:00 Closing remarks from the chair

Speakers and delegates are cordially invited to attend a
Networking Cocktail Reception



Day 2

10th June 2010

8:30 Registration and Coffee

9:00 Opening remarks from the chair

▶ Mobile Entertainment and its role in mobile content

9:10 What's new in mobile advertising: the industry status and the Ad Engine experience

- Current status of mobile advertising concepts, technologies, standards and industry initiatives.
- Case example: the Ad Engine concept
- The richness of the new advertising model and collected campaign metrics data

Edin Bektesevic, Vodafone Group
Senior Technology Strategist

9:50 How to generate revenues with Social Gaming and Virtual Items in Mobile Social Networks

- Generating new revenues with Mobile Social Gaming and Virtual Gifts
- Social Networking cross all mobile browser and operators

Antonio Vince Staybl, GOFRESH/Itsmy.com
CEO

10:30 Morning Coffee and Networking

10:50 ZTE's Disneylandized Game Platform

- Status Quo and Evolution Trend of Mobile Game Market
- Opportunities and Challenges of Mobile Game
- Industry Chain Analysis:
Traditional Mobile Game Industry Chain;
Modern Mobile Game Industry Chain;
Comparison between Traditional and Modern Game Industry Chain
- Roles of Game Platform: Functions of Game Platforms & Service Features of ZTE Game Platform
- How Game Platform Supports Emerging Games - Mobile SNS Games and Mobile Internet Games

Cécile BUCARI, ZTE Corporation
Senior Product Manager, Europe Research Institute

11:30 Mobile Music Landscape

- Driving digital music uptake through the mobile device
- Who are the major players in the global mobile music industry?
- How is consumer behaviour transforming the mobile music industry?

Ralf Plücker, Vodafone D2 GmbH
Head of Content Product Management

12:10 Interactive Panel Discussion

The audience has an opportunity to ask questions and open an interactive discussion with the speakers from the morning session

12:30 Luncheon

13:30 Ebooks: content or devices?

- Current market analysis
- Different models approach: device centric or content centric?
- Advantages and disadvantages of the models

Marcos Gallego Schmid, Telefónica Europe plc.
Global Product Manager for Internet Products & Services - Mobile Data Group

14:10 ▶ SPECIAL FEATURE Content Provider Showdown

Our audience has an opportunity to watch the demonstration of the latest applications on the market represented by interesting start-up companies and open an interactive discussion with them.

▶ SPECIAL FEATURE INTERACTIVE WORKSHOP

14:45 Mobile Content Value Chain

The audience has the unique opportunity to join our interactive workshop incorporated into the conference programme to assure higher networking and learning opportunities for our participants. Find answers to your follow-up issues and benefit from this precious practical session.

This workshop will go through the following topics:

- The "walled garden" didn't work. What role is expected from mobile operators today?
- How do various stakeholders in the mobile content value chain interact?
- What are the prevailing business models?
- Who pays for the mobile traffic? Is there an opportunity for sender (advertiser) to pay for traffic?

LED BY: Michael Kirsch, mlyk consulting. Mobile Technology Consulting, Owner and CEO

15:45 Closing Remarks from the Chair

16:00 Farewell Coffee and Networking

I would like to thank to everyone who has helped with the research and organization of this event, especially the speakers and advisors for their support and commitment.

Beth Pogany, Conference Producer
beth.pogany@jacobfleming.com



MEET OUR COMPREHENSIVE SPEAKER PANEL

Wim de Mooij, Orange – France Telecom Former Director of Global Business Development

Wim has been working in the telecommunications industry since 1981. Until 1990 he worked for the Dutch defence organization after which he joined PA Consulting Group, in which role he supported Libertel (now Vodafone NL) during its initial year of operations (1995 – 1996). Autumn 1996 he started at Telfort as fixed voice portfolio manager where he subsequently took the role of head of products and services. Wim joined France Telecom in 1999. Until 2003 he had several local product & marketing roles at the Dutch operation. Wim joined Orange Group in 2003 in a global product manager role. Mid 2005 he became manager mobile broadband, while September 2007 he joined the corporate strategy team focussing on the economic sustainability of mobile broadband. October 2008 – December 2009 Wim was director of global business development at Orange Partner. Wim de Mooij holds a bachelor degree in Electrical Engineering (1979) and a post graduate degree in Business Telecommunications from Delft University of Technology (1988).

Sniedzite Vilmane, Tele2 Latvia Mobile Content Business Development Manager

Sniedzite is the Content Business Development Manager at Tele2 Latvia where she's leading the content business, related mobile applications, services and solutions. Before she's worked in mobile industry at The Joint Stock Company DIENA the largest media concern in Latvia for 7 years. As the Head of digital media she was responsible of business and technology development, research and support for all digital products such as WEB, IT, IS and mobile solutions. During that time DIENA has launched the most successful digital projects in company's history. She studied business management, the managerial experience in media and deeper knowledge in technology field gives her great background to reach the best business results now in mobile industry. In her early professional life she's worked as web developer (programming and design). But overall she is attracted to internet and mobile solutions and besides her professional life she was always involved in different creative marketing projects with interesting technological solutions which were developed by her team.

Oya Baltaci, Turkcell, Mobile Marketing Manager

Oya studied economics and marketing at college and she's been working at telecom sector for four years. She has managed FMCG mobile marketing projects and corporate customers for three years and for a year Oya is the manager of campaign products, which includes text and win campaigns, airtime and unit campaigns, mobile content and user generated contents.

Jukka Helin, QBITECH LTD Chief Technical Officer

Mr. Helin joined telecommunications sector at 1996 and since that worked as the production manager for MediaNet multimedia service at Telecom Finland, as the development manager for Internet services at Sonera Plaza Ltd, as the Head of Medialab at Sonera and TeliaSonera Finland, as the Head of Content Enabling Program at TeliaSonera's Marketing, Products & Services unit, and as the Director at TeliaSonera's global TV, Content, and Digital Home and Broadband Product Management units. Since 2009 Mr. Jukka Helin has worked as the CTO at Qbitech Ltd, a telco consulting company and a spin-off from the award-winning TeliaSonera Medialab in Finland. Qbitech provides services e.g. in mobile, broadband, and TV broadcasting areas including business intelligence, conceptualization and prototyping, user interface design, innovation management, business and service development, and project management. He holds M.Sc. and Lic.Tech. degrees from Tampere University of Technology and has also graduated from Sonera Business School. Some of his current competence areas include IPTV, Internet TV, mobile TV, streaming, converged broadband and mobile services, social networking, online music, gaming, and video services. He is an invited speaker in many conferences.

Michal Němec, T-Mobile Czech Vice President Portal & Content Services

He joined T-Mobile in the beginning of 2001 with task to establish a team responsible for portal strategy, portal service development and operations. Since 2003 Michal Nemeč is a member of Marketing Board and represents T-Mobile Czech in the organizational structure of T-Mobile Europe, which manages European non-voice strategy and development. His current responsibility covers internet, wap, content based SMS/MMS and TV/video services promoted under brands T-Mobile, t-zones and t-music.

Pedro Duarte González, Real Madrid C.F. Mobile Marketing Manager

Pedro Duarte, Mobile Marketing Manager in Real Madrid, has a degree in industrial engineering and an MBA from the ICADE-Comillas University. After working as sales engineer in some private companies, he became Media Manager in Carat-Aegis Media managing the media budgets of some of the most important New Media companies in Europe. After this, he moved to Buongiorno, the world's number one mobile entertainment company. Here, Pedro Duarte managed the mobile marketing strategy of the Group for Spain and Latin America. In 2007, Pedro signed for Real Madrid, to lead the newly created mobile marketing/New Media department. In this department Pedro has developed a very important work, in terms of worldwide distribution of mobile content and creation of the mobile community of Real Madrid. He usually assists to events and conferences as speaker and is Founder of its own company, focused in new media consultancy (mobile and internet) for third parties and organisations.

Marcos Gallego Schmid, Telefónica Europe plc. Global Product Manager for Internet Products & Services - Mobile Data Group

After finishing his Master degree in Telecommunications Engineering, joined the University of Malaga as researcher while preparing his Final Year Design Project, which was awarded as the Best Final Year Design Project (First Prize) by the AITA (Andalusia engineering association) and publishing several papers at national and international telecommunication conferences. Started with his PhD in Telecommunication in 2001 at the University of Malaga. With over 10 years of experience in the Telecommunication industry, has spent the last 8 working in different groups inside Telefonica: Telefonica R+D, Telefonica Spain and finally Telefonica Europe in UK

Michael Kirsch, mlyk consulting, Owner

Michael Kirsch is owner of mlyk consulting a mobile technology consulting company. The company was founded 2001 since then the company has served clients like Mobilcom in Germany, U-Turn Media Group in Czech Republic, Whoosh Group in UK or Wysdom in Canada to name a few. Michael Kirsch has over 12 years of experience in the Telecommunication industry and was at the front of Mobile Marketing starting in 1999 with the European Leader of Mobile marketing 12snap in Germany. He was responsible for the first launch of the mobile Internet sites (wap pages) in 2000. After that he hold the position as CTO for the award winning company Whoosh Group, that developed the first mobile interactive TV shows such as „How want to be a millionaire“ for cellar as of today the best know interactive TV show in the world, Test the nation for the BBC or The great British driving test for Carlton TV. After that he become the sales and marketing director for Ginger Alliance and co owner of ginger alliance in the Czech republic a mobile technology company that helped clients like Nokia, Yahoo, Deutsche Telekom and others to use mobile content effectively. After that he hold the position of Head of Business Development for U-Turn Media Group in the Czech Republic and the US. U-Turn media group provided solutions for T-Mobile, ZeeTV, Deutsche Telekom and others. Now Michael Kirsch is Head of mobile solutions for Grupo ADI in Spain serving clients like Fc Barcelona, Grupo Planeta, Bayer, New York Post, Sony, Disney and others to make the best mobile products and solutions possible.