Learn from 16 Operator Content Case Studies

Maximising Revenues From
Mobile Content and Services

Learn How To Exploit The Revenue Opportunities And Maximise Returns From Mobile Content And Services

25th – 28th June 2007 Hilton Berlin, Germany

AT MCS 2007 YOU WILL HEAR 3 DAYS OF CASE STUDY PRESENTATIONS INCLUDING:

- Analysing the current mobile content market and forecasting future revenue growth
- Developing successful business models to drive revenue and maximise returns from mobile content
- Delivering compelling pricing and bundling strategies to drive mobile content usage
- Analysing the mobile advertising market and value chain
- Examining how to drive revenue from next generation messaging including mobile instant messaging and mobile email
- Analysing the latest business models, revenue sharing agreements and marketing strategies for:

■ Mobile internet	■ Next generation messaging
■ Mobile music	
■ Mobile TV & video	■ Location based services
■ User generated content	■ Mobile gaming
■ M-communities	■ M-payments

HEAR OPERATOR CASE STUDIES FROM:

Olivier Hascoat
Director of Multimedia
Orange France

Dominique Schmid
Head of Multimedia & Entertainment Propositions
Swisscom Mobile

Jukka Helin
Head of Content Enabling
TeliaSonera

Mark Watts-Jones
Head of Development & Innovation
Orange UK

Stefano Grianti
Senior Marketing Manager
Vodafone Italy

Dr. Oliver Schmitt
Head of Mobile Internet Access
O2 Germany

Raul Fraile
M-Commerce Manager
Telefonica Moviles

Ray De Silva
Content Partnership Manager
Vodafone UK

Anna Grandt
Manager Design & Interaction
3 Sweden

Christian Nemeth
Teamleader, Consumer Marketing
ONE

Gerhard Gunther
Commercial Development Manager
3 Austria

Jadranka Lovric
Product Manager
VIPNET

Coral Blanco
Senior Manager of SMS, MMS and VAS Voice
Vodafone Spain

POST CONFERENCE WORKSHOP

Delivering A Compelling Portfolio Of Mobile Content And Services To Maximise Revenue
Hilton Berlin, Germany • 28th June 2007

MEDIA PARTNERS:

MobileIN.com   160characters SMS & mobile messaging association   ARC CHART   juniper research   BERG INSIGHT   TELECOMPAPER   MM Mobile Media   Vanilla PLUS   www.vanillaplus.com

Conference Day One – Monday 25th June 2007

08.30 Registration and coffee

09.00 Welcome and Speed Networking
James Cameron
Conference Producer
IIR Telecoms & Technology

09.10 Opening remarks from the chair

09.20 Developing Successful Business Models To Drive Revenue And Maximise Returns From Mobile Content
· Analysing the long term value of introductory offers for mobile content and services
· Assessing the current business models, revenue streams and partnership agreements for mobile content and services
· Identifying and exploiting the key factors that will enable operators to drive revenue and maximise return from mobile content and services
· Examining how to stimulate repeat usage of mobile content and services
Andrew Bud
Executive Chairman
mBlox

10.00 Developing Compelling Pricing And Bundling Strategies To Drive Mobile Content Usage
· Determining to what extent price is the main barrier to uptake and usage of mobile content and services
· Quantifying the effectiveness and long-term value of introductory price offers for mobile content and services
· Optimising price incentives to drive the uptake and usage of data services
· Developing an innovative service bundle to optimise value to the customer and minimise cost to the operator
Olivier Hascoat
Director Of Multimedia
Orange France

10.40 Developing Techniques To Drive Revenue From PSMS
· Analysing current trends in usage patterns, operator margins and revenue generated from SMS
· Forecasting future usage patterns for PSMS in the face of competition from media-rich converged messaging
· Identifying and exploiting opportunities for adding value and generating revenue from PSMS
· Overcoming network capacity issues to maximise PSMS revenue during peak traffic
Speaker to be confirmed

11.20 Morning refreshments

11.40 Examining How To Implement A Successful Application-To-Person (A2P) MMS Strategy
· Analysing current A2P MMS usage and identifying applications that are delivering revenue growth
· News alerts
· Sports results
· Entertainment
· Effectively promoting and educating consumers about the value, ease of use and convenience of A2P MMS
· Analysing how the use of MMS newsletters can increase customer loyalty
· Understanding why A2P will be a key driver for increasing revenues and customer acceptance of MMS
Shannon Skistad
Senior Portal & Applications Manager, t-zones
T-Mobile

12.20 Examining How To Increase Usage And Revenue From Peer-To-Peer (P2P) MMS
· Understanding how handset availability, compatibility and usability impact the uptake and usage of P2P MMS
· Developing and implementing an effective marketing and pricing strategy to drive P2P MMS usage and revenue
· Examining the success of MMS as a marketing channel for encouraging user uptake
· Developing compelling content to encourage viral marketing
· Analysing techniques for encouraging subscribers to share P2P content
Coral Blanco
Senior Manager of SMS, MMS and VAS Voice
Vodafone Spain

13.00 Lunch

14.00 Developing Effective Strategies To Drive Revenue From Mobile Email
· Identifying the key success factors for mobile email: ease of use, affordability, ubiquity
· Examining how handset functionality will impact mobile email uptake
· Understanding how operators will generate revenue from mobile email and analysing different business models
· Identifying different mobile email customer segments and developing suitable pricing offers to match their needs
· Corporate
· SoHo & SME
· Consumer
· Analysing the suitability and effectiveness of using MMS as a bearer for mobile email
Awais Malik
Head Of Value Added Services
Mobilink

14.40 Understanding The Business Drivers Behind Delivering A Successful Mobile Instant Messaging (IM) Offering
· Identifying the key market segments for mobile IM and forecasting the revenue opportunities
· Examining how different market segments will use mobile IM and determining the importance of different levels of functionality
· Presence
· Fixed to mobile
· Multimedia
· Emoticons
· Examining the business models and pricing strategies for the successful uptake of mobile IM
· Analysing whether to partner or compete with fixed line IM providers
· Determining to what extent mobile communities can drive the usage of mobile IM
Stefano Grianti
Senior Marketing Manager
Vodafone Italy

15.20 Afternoon refreshments

15.40 Analysing How M-Payment Strategies Can Deliver New Revenue Streams For Mobile Operators
· Understanding customer perception of m-payments developing strategies to increase customer confidence
· Analysing different m-payment methods and their suitability for premium mobile services
· Premium SMS
· Mobile wallet
· Mobile bill payment
· Examining m-payment business models and determining where mobile operators should position themselves in the value chain
· Evaluating what ops there will be from m-payment solutions as mobile internet usage increases
· Analysing m-payment case studies
Raul Fraile
M-Commerce Manager
Telefonica Moviles

16.20 *Panel Discussion: Examining The Key Technical Enablers For Driving Next Generation Messaging Revenue*
Panellists taken from the day's speakers will discuss the latest strategies and techniques used to drive uptake, usage and revenues from next generation messaging

16.50 Closing remarks from the chair

17.00 End of conference day one

NETWORKING DRINKS RECEPTION
IIR would like to invite you to join the speakers and delegates at an informal drinks reception where you can discuss the day's issues in a relaxed environment

Conference Day Two – Tuesday 26th June 2007

09.00 Registration and coffee

09.30 Opening remarks from the chair

09.40 Analysing The Current Mobile Content And Services Market And Forecasting Future Revenue Growth
- Quantifying current usage levels and revenues generated from mobile content and services
- Outlining the growth rate for different mobile content and services and determining which applications will deliver high revenues
- Defining mobile content and service categories and evaluating their suitability for different market segments
  - Business-to-consumer
  - Business-to-enterprise
  - Business-to-business
- Forecasting future growth in uptake, usage and revenue generated from mobile content and services

Eden Zoller
Principal Analyst
OVUM

10.20 Driving Mobile Internet Usage Through Mobile Search And Content Discovery
- Analysing the Web 2.0 standard and what implications this has on the usability of mobile search
- Examining key factors for launching a profitable and successful mobile search offering
  - Overcoming the challenges of driving revenue from off-portal mobile search
- Examining how to drive mobile search through partnership with established internet application providers
  - Evaluating how on-device portals will impact usage
- Determining to what extent browsing speed and number of clicks will impact the user experience
- Evaluating how customer recommendations from mobile communities will drive mobile search and content discovery
- Driving advertising revenues by linking location and presence information to enhance mobile search and discovery

Ray De Silva
Content Partnership Manager
Vodafone UK

11.00 Morning refreshments

11.20 Analysing O2 Germany's Approach To Capturing Value From Mobile Internet
- Analysing recent developments and changes in the mobile data market
- Using market research and live data to analyse customers' mobile data requirements in the German market
- Developing a targeted product portfolio to match the customers' needs
- Examining the impact of access pricing on the growth of mobile internet
- Assessing the importance of "Open Internet on handsets" in the overall mobile data strategy
- Examining the impact of "Open Internet" on portals, partners and services

Dr Oliver Schmitt
Head Of Mobile Internet Access
O2 Germany

12.00 Understanding How Content Personalisation Can Be A Major Driver For Premium Service Uptake And Usage
- Identifying the key success factors behind the popularity of personlised content
- Developing compelling personalised content offerings to attract consumers and drive usage
- Examining strategies for marketing personalised content services
- Overcoming the technical challenges of delivering personalised content
- Analysing the suitability of different business models to drive revenues from personalised content

Dorian Spackman
Head Of Business Development & Marketing,
Content Enablement
Acision

12.40 Lunch

13.40 Identifying And Overcoming The Technical And Business Challenges For Deploying Mobile Internet
- Analysing and overcoming the key technical challenges for delivering high quality, high speed mobile broadband
- Understanding how consumers will use mobile internet and matching your offering with customer requirements
- Determining where the operator should sit in the value chain for mobile internet
- Identifying the opportunities for generating revenue from mobile advertising
- Evaluating the pros and cons of the walled-garden and open-garden approaches to mobile internet
- Examining techniques for overcoming the security challenges posed by delivering mobile internet

Martin Widmer
Senior Consultant
Namics

14.20 Examining How To Generate Data Usage And Revenue From Mobile Communities
- Understanding the business drivers and revenue models behind mobile communities and assessing the revenue potential for mobile operators
- Evaluating different strategies for launching and promoting mobile communities within your portal
  - Examining how to compete with off-portal community sites
- Examining how content personalisation can drive usage and revenue from mobile communities
- Assessing whether fixed internet access to your mobile community will drive usage or cannibalise mobile data revenues

Mark Watts-Jones
Head Of Development & Innovation
Orange UK

15.00 Afternoon refreshments

15.20 Examining How User Generated Content And Blogging Can Drive Uptake, Usage And Revenue
- Evaluating current service offerings and calculating the size of the mobile user generated content market
- Analysing fixed line business models and developing them for the mobile market
- Understanding the key factors affecting usability and their impact on the success of your user generated content services
- Identifying what role mobile blogging has within your service portfolio and exploiting opportunities to generate revenue
- Evaluating the advantages and constraints of mobile blogging and designing your service portfolio accordingly

Gerhard Gunther
Commercial Development Manager
3 Austria

16.00 Developing Effective Mobile Advertising Business Models To Maximise Revenues For Operators
- Understanding the requirements of each player in the value chain
  - Operator
  - Content Provider
  - Aggregator
  - Application Provider
  - Advertiser
- Examining the key success factors for driving operator revenue from mobile advertising
- Evaluating the importance of compelling content in driving the mobile advertising market
- Determining whether operators should view mobile advertising as additional revenue or a means to provide free content and services

Nevio Boscariol
Director Of Strategy & Regulatory Affairs
Wind

16.40 *Panel Discussion: Examining The Key Enablers And Drivers For Generating Revenues From Mobile Search, User Generated Content And Mobile Advertising*

Panellists taken from the day's speakers will discuss the latest strategies and techniques used to drive uptake, usage and revenues from mobile search, user generated content and mobile advertising

17.10 Closing remarks from the chair

17.20 End of conference day two

Conference Day Three – Wednesday 27th June 2007

09.00 Registration and coffee

09.30 Opening remarks from the chair

09.40 Understanding How Handset Availability, Usability And Interoperability Impacts The Premium Mobile Service Market
· Identifying specific user groups and examining how to design suitable applications for them
· Examining how to improve user perception of your service portfolio in order to increase active users
· Understanding how to make small adjustments to your application portfolio in order to drive large revenues
· Case study: building on the success of mobile music to assist uptake of other services
Anna Grandt
Manager – Design & Interaction
3 Sweden

10.20 Determining How To Drive Revenue And Usage From Mobile Music
· Analysing the current market for mobile music and forecasting revenue growth and new service launches
  · Music personalisation: ringtones, ringback tones, wallpapers
  · Full track downloads
  · Music videos
· Identifying the key barriers to delivering advanced mobile music services and developing strategies to overcome them
  · Handset interoperability
  · Handset performance
  · DRM
· Analysing the mobile music business models and developing attractive partnership agreements to develop a successful value chain
  · Operator
  · Aggregator
  · Content provider
· Identifying and targeting your customer base to deliver compelling mobile music offerings
· Developing attractive pricing policies to compete with the fixed line music download market
· Analysing TeliaSonera's mobile music services
Jukka Helin
Head Of Content Enabling
TeliaSonera

11.00 Morning refreshments

11.20 Analysing Marketing Strategies For Targeting The Youth Segment With Mobile Music Offerings
· Identifying and analysing mobile data usage patterns in the youth segment
  · Examining how important mobile music is for the youth segment
· Developing compelling introductory download offers to encourage long-term usage
· Analysing the role of pricing in attracting and keeping mobile music users
· Ensuring your mobile music strategy is embedded across the whole marketing mix
· Analysing the success of ONE's mobile music strategy
Christian Nemeth
Teamleader, Consumer Marketing
ONE

12.00 Maximising Revenues From Mobile TV And Video
· Analysing the current market segments that are using mobile TV and calculating their usage levels, patterns and revenue generated
· Comparing and contrasting the different mobile TV and video content and evaluating their suitability for the mobile market
  · Simulcast
  · Re-purposed content
  · Ancillary content
  · Made-for-mobile content
· Forecasting demand for broadcast and on-demand mobile TV and developing profitable service offerings
· Evaluating different business models for mobile TV and examining

how mobile operators will generate revenue
· Subscription
· Pay per use
· Advertising
Dominique Schmid
Head Of Multimedia & Entertainment Propositions
Swisscom Mobile

12.40 Lunch

13.40 Developing A Successful Mobile Gaming Strategy To Deliver High APRU
· Understanding how consumers currently use and access mobile games and forecasting how this will change as 3G markets mature
· Examining the partnership between operators, game developers and content providers and determining where the value lies for each partner
· Analysing the success of different marketing and promotion strategies for mobile gaming
· Calculating the impact of mobile gaming on operators' ARPU
Jadranka Lovric
Product Manager
VIPNET

14.20 Examining How To Deliver A Compelling Portfolio Of High Value Location Based Services
· Examining the impact of new mobile technologies on the development and uptake of LBS
  · What impact will GPS deployment have on the market?
· Identifying and evaluating methods for promoting LBS and educating users in the current market
  · Developing LBS that are 'one click away'
· Using geo-fencing techniques to develop and deploy corporate and consumer LBS
· Analysing the current market for different LBS and forecasting future growth
  · Mobile local search
  · Telematics and tracking
  · Navigation
  · Instant messaging and presence
Speaker to be confirmed

15.00 *Panel Discussion: Examining The Key Enablers And Drivers For Generating Revenues From Mobile Music, Mobile TV And Video, Mobile Gaming And LBS*
Panellists taken from the day's speakers will discuss the latest strategies and techniques used to drive uptake, usage and revenues from mobile music, mobile TV and video and LBS

15.40 Closing remarks from the chair

15.50 End of conference

For further information on the programme content and speaking opportunities contact:
James Cameron
Conference Producer
IIR Telecoms
Tel: +44 (0)7940 749874   email: jcameron@iirltd.co.uk

For sponsorship and Exhibition opportunities contact:
Russell Bacon
Business Development Manager
IIR Telecoms
Tel: +44 (0)20 7017 7104   email: rbacon@iir-conferences.com

Mobile Content & Services Venue

This year's event will be held at the fabulous Hilton in Berlin. The hotel is less than 30 minutes from Berlin's 2 main airports and is located in the historic Gendarmenmarkt, a famous square in Berlin, surrounded by the Concert Hall, the French and the German Cathedral.

Due to unforeseen circumstances the programme may change and IIR reserves the right to alter the venue and/or speakers.

POST-CONFERENCE WORKSHOP

Delivering A Compelling Portfolio Of Mobile Content And Services To Maximise Revenues
THURSDAY 28TH JUNE 2007, HILTON BERLIN, GERMANY

Registration and coffee will commence at 09.00. The workshop will run between 09.30 and 15.30 with appropriate breaks for refreshments and lunch.

Session 1: Analysing Current Mobile Content And Services Usage Patterns And Revenue Streams

- Examining which content and services are delivering profitable usage and revenues for operators
  - Next generation messaging
  - Mobile TV and video
  - Mobile music
  - Mobile gaming
  - Mobile internet
  - User generated content
  - Location based services
- Examining the factors that will drive revenues from off-portal and rich media mobile content
- Forecasting which content and services will deliver growth in usage and revenues

Session 2: Overcoming The Challenges Of Delivering A Compelling Mix Of Mobile Content And Services

- Analysing techniques for delivering mobile content and services
- Determining how the diversity of your service portfolio impacts uptake, usage and revenue generated from mobile content
- Evaluating the role of the content aggregator in enabling a diverse operator service portfolio
- Analysing content delivery and management systems
- Understanding the role of service enablers in driving mobile content usage

Session 3: Developing And Delivering Successful Marketing Campaigns To Drive Usage And Maximise Revenues From Mobile Content And Services

- Identifying and targeting customer segments with mobile content and service offerings
- Assessing the importance of viral marketing in driving usage and awareness of mobile content and services
- Examining how to encourage users to share content
- Developing techniques to track content in order to monitor the success of your marketing campaigns

10 REASONS TO ATTEND MCS 2007

1. Hear how **Orange France** are developing compelling pricing and bundling strategies to drive mobile content usage
2. Learn how **T-Mobile** implemented a successful application-to-person MMS Strategy
3. Understand the business drivers behind **Vodafone Italy's** mobile instant messaging offering
4. Examine how **3 Austria** are using user generated content and mobile blogging to drive uptake, usage and revenue
5. Learn how **Swisscom Mobile** are maximising revenues from mobile TV and video
6. Hear how **TeliaSonera** are driving revenue and usage from mobile music
7. Analyse **ONE'S** marketing strategies for targeting the youth segment with mobile music offerings
8. Examine how **Orange UK** plan to generate data usage and revenue from mobile communities
9. Learn how **Vipnet** have developed a successful mobile gaming strategy to deliver high APRUs
10. Analyse how **Telefonica Moviles'** m-payment strategy has delivered new revenue streams for mobile operators

WHO SHOULD ATTEND?

IIR's Mobile Content & Services conference will attract both strategists and technologists from leading worldwide Mobile Operators, Content, Service and Application Providers and Service Aggregators from:

Value Added Services, Content Development & Enabling, Mobile Portals, Content Partnership, Application & Content Design, Marketing, Multimedia, Mobile Strategy, Messaging, 3rd Party Content, Mobile Music, Mobile Gaming, Mobile TV & Video, Mobile Data, Location Based Services and Mobile Payments

WHAT DELEGATES THOUGHT OF PREMIUM MOBILE SERVICES 2006

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GW, Materna, Premium Mobile Services 2006

'We have spent 3 days with intensive discussions and knowledge sharing. I really enjoyed it.' **VS, T-Mobile, Premium Mobile Services 2006**

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MEDIA PARTNERS

Mobile Media Research Service tracks the developments that occur in the mobile content and application industry. Mobile Media addresses the business models, and concerns raised by the market players: mobile operators, content providers, media companies that are converging in the mobile sector. Mobile Media represents the developments of the mobile content value-chain by focusing on Mobile Music, Mobile Games and Mobile TV & Video and provides essential market intelligence on subjects that are shaping the mobile content industry, such as search & discovery, mobile advertising, m-payments, DRM, regulation and location, user-generated content.
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We offer bespoke packages, that are so much more than just advertising, including tip ons, inserts, outserts, list rental, advertorials, display, classified, sponsorship . . . the list goes on!! For more information contact: cherisse@vanillaplus.com or call + 44 (0) 1634 243869. **www.vanillaplus.com**

160Characters.org is a membership forum for the mobile messaging and interactive mobile content industry. Established in 2001, its activities include an industry news web site, free weekly email newsletter, seminars, and the annual Global Messaging Awards.
While SMS continues to be the engine of mobile communications with still untapped potential, mobile messaging isn't just about SMS. At 160Characters the focus is on all the various types of mobile messaging from SMS through to MMS, MIM, voice and video messaging as well as interactive mobile content. Register free at **160Characters.org**

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Free white papers and further information can be found at www.juniperresearch.com or via Michele at MicheleInce@juniperresearch.com.

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MAXIMISING REVENUES FROM MOBILE CONTENT & SERVICES

25TH – 28TH JUNE 2007, HILTON BERLIN, GERMANY

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VENUE AND ACCOMODATION DETAILS

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To book your accommodation for the Mobile Content & Services conference and take advantage of the IIR discount at the hotel, please complete the hotel booking form that will be sent to you with the confirmation of your conference booking. Alternatively you can download it from our website at www.iir-conferences.com/mobilecontent

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STEP 1   DECIDE WHAT YOU WANT TO ATTEND FOR MORE THAN ONE DELEGATE PLEASE PHOTOCOPY THIS FORM

✔	Title	Date	Code
	Conference Day One	Monday 25 June 2007	CG2387C
	Conference Day Two	Tuesday 26 June 2007	CG2387M
	Conference Day Three	Wednesday 27 June 2007	CG2387N
	Post-Conference Workshop	Thursday 28 June 2007	CG2387W

SIGNIFICANT GROUP DISCOUNTS AVAILABLE!
Contact Anthony Bennett Tel: +44 (0)20 7017 7144
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STEP 2   WORK OUT THE PRICE

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Any four days	☐ £2,385	☐ £2,685	☐ £2,785
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Any two days	☐ £1,195	☐ £1,295	☐ £1,395
Any one day	☐ £795	☐ £895	☐ £895

(The conference fee includes 3 course lunch, refreshments and full conference documentation. The fee does not include travel or hotel accommodation. Please photocopy this form for multiple bookings)

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2nd delegate					

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Delegates are kindly requested to bring confirmation of payment with them to the event. Staff at the registration desk will request a credit card payment from delegates when payment has not yet been receive

STEP 4   FIVE EASY WAYS TO REGISTER.

Telephone +44 (0) 20 7017 7483. Please remember to quote CG2387C/M/N/W
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Data Protection – Personal data is gathered in accordance with the Data Protection Act 1998. Your details may be passed to other companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please write to the Database Manager at the above address.

What Happens If I Have to Cancel? – Confirm your CANCELLATION in writing (letter or fax) before 11th June 2007 and receive a refund less a 10% + VAT service charge. Should you cancel between this date and 18th June 2007 then you will receive a refund less a 50% + VAT service charge. Regrettably, no refunds can be made for cancellations received less than one week prior to the conference. A substitute delegate is welcome at no extra charge.

Incorrect Mailing – If you are receiving multiple mailings or you would like us to change any details or remove your name from our database, please contact our Database Department on +44 (0) 20 7915 5135/5693 quoting the reference number printed on your mailing label. Alternatively, fax this brochure to the mailing department on fax number +44 (0) 20 7915 5679 or email: integrity@iirltd.co.uk. Amendments can take up to six weeks so please accept our apologies for any inconvenience caused in the meantime.

Additional Requirements – Please notify IIR at least one month before the conference date if you have any additional requirements e.g. wheelchair access, large print etc.

To Register Please Call: +44 (0) 20 7017 7483   Fax: +44 (0) 20 7017 7825
Email: registrations@iir-telecoms.com Web: www.iir-conferences.com/mobilecontent
Please quote CG2387 when registering