

# **Mobile<sup>+</sup> Summit**

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***Competitive Strategies for Revenue Enhancement in CEE,  
CIS & Russia***

***Kyiv / Kiev, Ukraine***

***30 June – 2 July 2008***

## **DRAFT AGENDA**

*Organized by:*

*Magenta Global Pte Ltd*

*20 Kallang Ave, Level 2 Pico Creative Centre, Singapore 339411*

## Draft Agenda - Conference

Topics	
	<p>Regulatory Plans in Ukraine for Mobile Broadband</p> <ul style="list-style-type: none"> <li>?? Regulatory Environment for 3G – spectrum availability</li> <li>?? 3G Auctions – timeline, auctioning mode, expected benefits</li> <li>?? Mobile WiMAX regulation – overview and development</li> </ul>
	<p>Spectrum Management for Regulators</p> <ul style="list-style-type: none"> <li>?? Freeing military frequencies for civil mobile use</li> <li>?? The right number of operators for a healthy competition and efficient &amp; viable spectrum use</li> </ul>
	Regulatory Plans and Developments in Moldova and the Caucasus
	<p>The Spectrum in the aftermath of WRC 2007</p> <ul style="list-style-type: none"> <li>?? Spectrum to become available in Europe after WRC 2007 – time lines</li> <li>?? Mobile WiMAX, 3.5G, LTE, mobile TV – targeted spectrum usage</li> </ul>
	<p>European Telecom Harmonization of Regulation</p> <ul style="list-style-type: none"> <li>?? The EU policies and relevant organs</li> <li>?? Breaking “comfortable” inter-operator agreements: the cap on mobile roaming charges and its benefit to mobile customers</li> <li>?? Impact on and agreements with the EU’s Southern and Eastern neighbors</li> </ul>
	<p>Benefits and dangers of forced functional separation of dominating mobile carriers</p> <ul style="list-style-type: none"> <li>?? Market situation and reasons to initiate such policies</li> <li>?? Modes of separation</li> <li>?? Looking back: experience in Germany and other countries with similar policies</li> </ul>
	<p>Strategic deployment of 3G &amp; HSPA networks</p> <ul style="list-style-type: none"> <li>?? CAPEX, OPEX &amp; ROI: viable geographic deployment of a 3G network</li> <li>?? Going beyond the big cities: where to deploy next</li> </ul>
	<p>Providing high-quality 3G HSPA networks</p> <ul style="list-style-type: none"> <li>?? Ensuring QoS and QoE with HSPA</li> <li>?? Continuous quality monitoring: tools &amp; best practices</li> <li>?? High-QoS HSPA as a competitive edge</li> </ul>
	<p>Securing ROI on mobile broadband network investments</p> <ul style="list-style-type: none"> <li>?? Planning the network to minimize CAPEX and OPEX</li> <li>?? Commercially viable roll-out of 3G / HSPA</li> </ul>
	<p>Taking advantage of the TDD band</p> <ul style="list-style-type: none"> <li>?? Applications of the TDD band</li> </ul>
	<p>Digitalization of fixed networks</p> <ul style="list-style-type: none"> <li>?? The movement to digital backbones &amp; subscriber lines</li> <li>?? Migrating customers to digital products</li> <li>?? Benefits and ROI for mobile and converged businesses</li> </ul>

	Topics
	<p>Moving towards IP-based networks</p> <ul style="list-style-type: none"> <li>?? Benefits &amp; risks of migration to an IP-based network</li> <li>?? Strategies for a smooth migration</li> </ul>
	<p>Fixed-Mobile Convergence Strategies</p> <ul style="list-style-type: none"> <li>?? Strategic deployment of wireless technologies</li> <li>?? Which wireless technologies where: WiMAX, 3G, Wi-Fi and beyond</li> <li>?? Preparing converged products</li> </ul>
	<p>Taking advantage of the wireless spectrum – strategic deployment and concurrent usage of WiMAX, 3G, Wi-Fi and other wireless technologies</p>
	<p>Monetizing convergence in CEE</p> <ul style="list-style-type: none"> <li>?? Estimating success for convergent products</li> <li>?? Target groups, target geographies</li> <li>?? Marketing convergent products</li> </ul>
	<p>New mobile economy: from voice to data &amp; VAS as revenue drivers</p> <ul style="list-style-type: none"> <li>?? Evolution of the mobile economy – how the mobile customer's expectations have changed</li> <li>?? Creating customer offers to match expectations</li> <li>?? The new business model: taking data &amp; VAS as revenue drivers</li> <li>?? The new value chain</li> </ul>
	<p>Increasing customer loyalty and reducing churn</p> <ul style="list-style-type: none"> <li>?? Differentiation strategies against competition</li> <li>?? Bonus programs, credit cards: binding the customer</li> <li>?? Branding</li> </ul>
	<p>The MVNO's place in the mobile market place</p> <ul style="list-style-type: none"> <li>?? Maximizing carrier capacity</li> <li>?? Diversify customer base</li> </ul>
	<p>Advanced Content Billing – getting ready for full 3G VAS</p> <ul style="list-style-type: none"> <li>?? 3G VAS products: video streaming, podcasting, etc.</li> <li>?? The power of micro-payments</li> </ul>
	<p>Getting high-margin revenue from 3G VAS</p> <ul style="list-style-type: none"> <li>?? The place of 3G VAS in the new data-driven business model</li> <li>?? Marketing 3G VAS – by selling cheap voice?</li> <li>?? Pricing between customer expectations and operator calculations</li> </ul>
	<p>How to take full advantage of Content Delivery Systems</p> <ul style="list-style-type: none"> <li>?? The technology behind - understanding CDS</li> <li>?? Be more than a bit pipe – become a service provider</li> </ul>
	<p>Video Streaming – the biggest revenue driver for 3G</p> <ul style="list-style-type: none"> <li>?? Video streaming vs. mobile TV</li> <li>?? Network requirements for video streaming</li> <li>?? Offering content that matters – partnering with the right portals</li> </ul>

	Topics
	<p>Mobile Video Portals for Operators</p> <ul style="list-style-type: none"> <li>?? Creating portals fit for various devices and mobile browsers</li> <li>?? Usability requirements</li> <li>?? Fitting the portal into the operator's offers</li> </ul>
	<p>The Format War</p> <ul style="list-style-type: none"> <li>?? Choosing distribution formats for mobile and converged video-on-demand</li> <li>?? 3GP vs. mp4 vs. flv – efficiency and acceptance</li> <li>?? The cost of maintaining multiple formats</li> <li>?? DRM for mobile videos – is it viable?</li> </ul>
	<p>Wireless Triple / Quadruple Play</p> <ul style="list-style-type: none"> <li>?? Comparison of network technologies: 3.5G, mobile WiMAX</li> <li>?? Alternative solution for providing the high-bandwidth requirements</li> </ul>
	<p>Mobile advertising in a mobile broadband environment</p> <ul style="list-style-type: none"> <li>?? Comparing mobile web advertising and standard web advertising</li> <li>?? Advertisements in video streams</li> <li>?? Ads in mobile games – is it viable?</li> </ul>
	<p>Viable pricing models for data roaming</p> <ul style="list-style-type: none"> <li>?? Current status of data roaming prices in CEE &amp; CIS</li> <li>?? Data roaming and its place in the new data-driven mobile economy</li> <li>?? Monetizing vacation video &amp; photo sharing</li> </ul>