

# **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***

## **EVENT FACT SHEET**

*Organized by:*

*Magenta Global Pte Ltd*

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

## Using mobile VAS as a key revenue driver in the new mobile economy

**TODAY**, most countries in Central & Eastern Europe have reached or surpassed a 100% mobile user penetration. These markets have also seen the number of mobile operators increase, and new MVNOs enter the market place, to fiercely compete for the increasingly affluent customer base. With more disposable income and increasing web access, the mobile users have also become more sophisticated, and are no longer satisfied by voice-only offers.

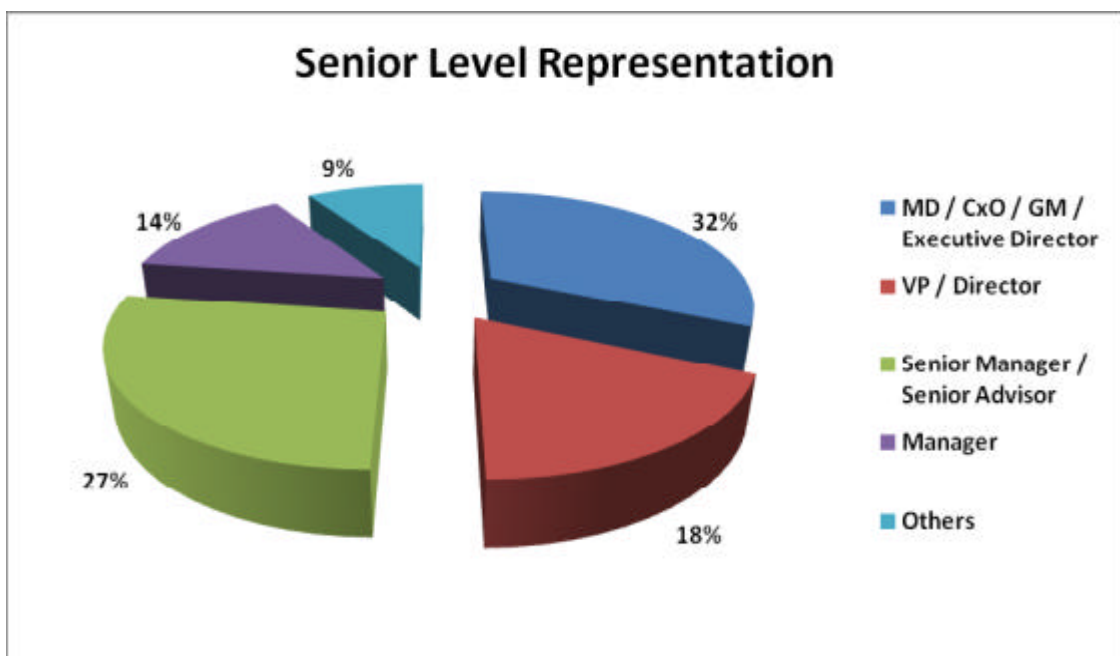
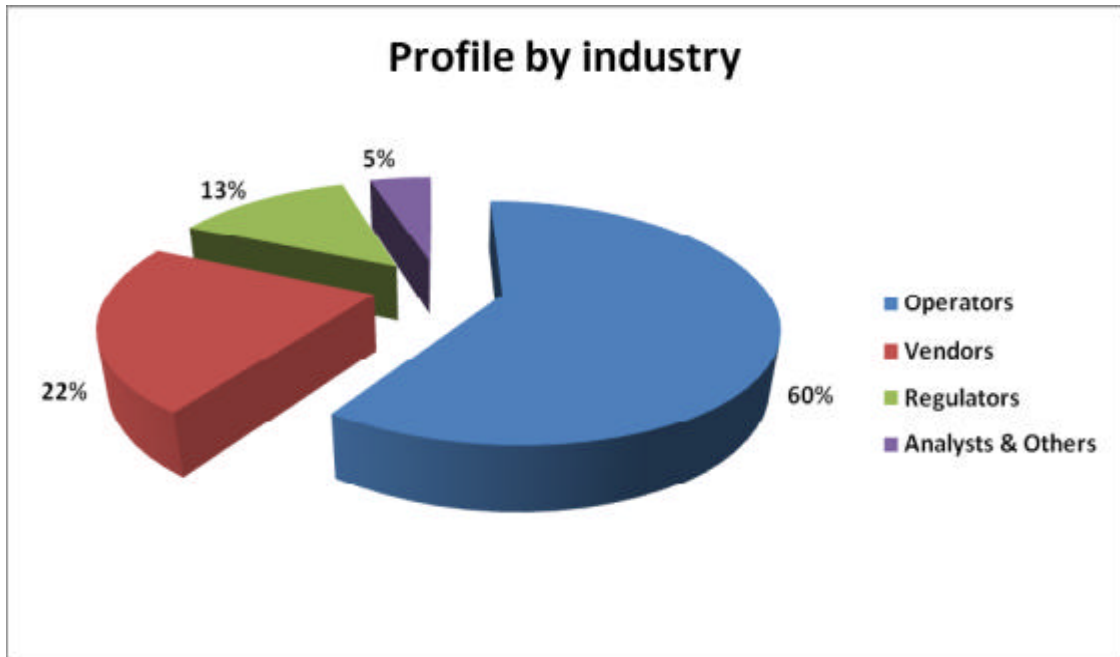
**AS THE MOBILE ECONOMY BECOMES MORE DATA-DRIVEN**, operators must reform their business models to match this new marketplace. With the reduction in voice revenues and to achieve growth forecast, operators need to focus on ValueAdded Services to survive the cut throat competition. In order not to become “dumb bit pipes”, they must offer a service to the customer that gives him an added value. In this competitive marketplace, operators also need to differentiate themselves from their competitors, and from free but fragmented services, by increasing customer loyalty and offering value-for-money.

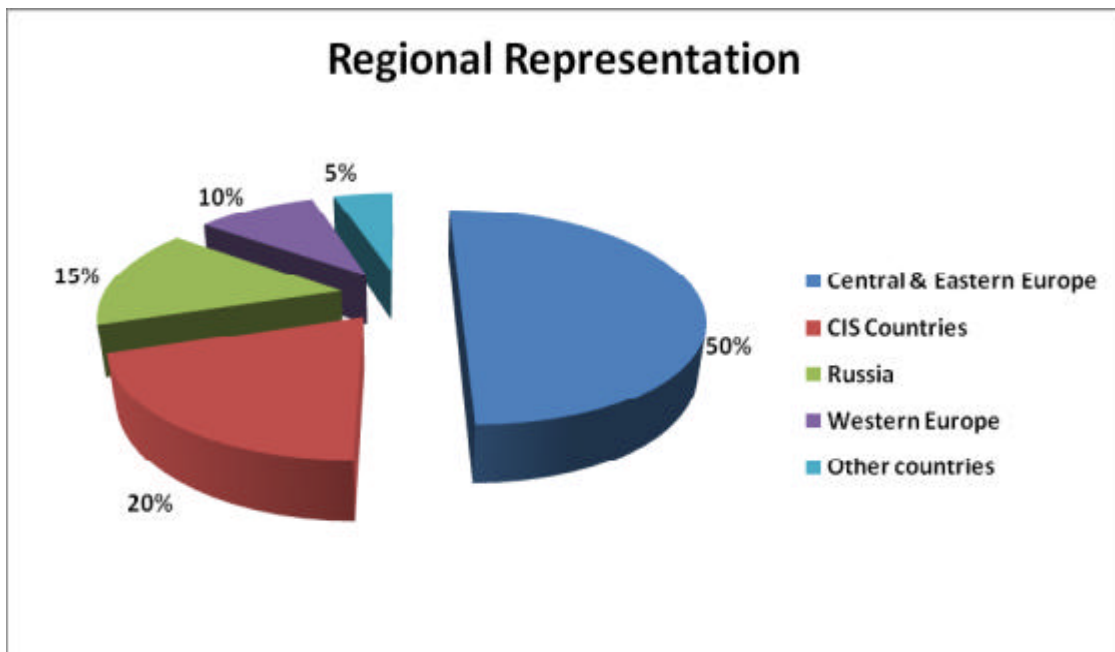
**AS OPERATOR'S ARPU DECREASES**, the whole telecommunication industry is turning to value-added services to increase ARPU and reduce churn. The new HSPA networks, with their high bandwidth, offer a unique opportunity for new VAS. While mobile TV falters, video-streaming emerges as the new revenue driver in the mature Central & Eastern European markets, putting the very popular world of video-sharing platforms to mobile end-user devices. Operators must move quickly to take full advantage of new 3G VAS, by making the right technological choices, and forging alliances with content providers.

**THIS INTERNATIONAL CONFERENCE** will address the most important issues in the area of mobile communications in the CEE, CIS and Russia. It will bring together key regional and global players, encompassing regulators, incumbent and expanding operators, infrastructure service providers, vendors and content providers.

**UKRAINE**, where the conference will take place, is currently preparing to issue more 3G licenses, with the only 3G license awarded to Utel. It is the second biggest and one of the most competitive markets in the region, with a mobile penetration of 115% on a population of 46 million.

## Who Will Attend?





## About the Organizer

**MAGENTA GLOBAL PTE LTD** is a new media & business information provider. MG provides pragmatic and innovative information to business executives and professionals worldwide. The team, with a combined industry experience of more than 50 years, is dedicated to equip businesses with research information, events, trade exhibitions, training solutions and peer to peer executive programs.

**THE MG DIFFERENCE** – MG events offer our audience the opportunity to share thought provoking insights, exchange ideas on the latest industry trends and technological developments with thought leaders and business peers. MG seeks to provide you with the geographically and culturally sensitive content you need for added business advantage and connect you with industry professionals worldwide.

Core to our business is the distinctive human touch – we place top value on happy clients and a happy team.

***We hope you will join us in this important industry meeting.***

## **Contact**

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