

**19 & 20
November**
Le Corum
Montpellier
France

30th IDATE international conference

DigiWorld summit 2008

Mobile
4th Executive
Seminar

Executive Seminar - Wednesday 19 November 2008

Mobiles Seminar

Mobile 2.0 vs. Mobile Internet

14:30 Introduction

Jean-Pierre BIENAIME, President **UMTS Forum**
Pierre CARBONNE, Senior Consultant **IDATE**

14:50 Feedback from South Korea and from the pioneers

What lies behind the evident success of some operators and their soaring data ARPU? Increased investment in 3G networks? Proactive policies to promote smart terminals? Partnerships with internet players and content providers? Pricing policies that stimulate data traffic?

introduction Jérôme BUVAT, Head of TME Strategy Lab Telecom, Media & Entertainment **Capgemini**

Jean-Pierre BIENAIME, President **UMTS Forum**

Jong-Seog KOH, Executive Vice President, Head of R&D Group **KTF**

Thierry ZEMMOUR, Directeur Marketing Produits et Services **SFR**

15:45 Getting mobile TV moving

Parallel to the mobile Internet are the growing prospects for mobile TV. Why use satellite?

Steve MAINE, Chief Executive **Solaris Mobile**

16:05 Coffee break

16:30 Technological touchstones

How to manage the additional traffic generated by mobile internet? Which path to take from HSPA to LTE or WiMAX to support interoperability? How much spectrum is available? What impact on capex?

Bosco FERNANDES, Industry Relationship & Chair Mobile TV WG UMTS Forum **Nokia Siemens Networks**

Noël FORET, Head of Core Network & Roaming **France Télécom - Orange**

Laurent FOURNIER, Directeur Général France **Qualcomm Europe**

Thomas NOREN, Responsable du programme LTE **Ericsson**

17:30 Mobile 2.0 = Mobile Internet ?

Is the web the only source of innovation? Enhanced mobile communication services: specific to mobile or fixed internet copycats?

Guillaume DECUGIS, CEO **Goojet**

Hugh GRIFFITHS, Director of Mobile **Microsoft UK**

Mitch LAZAR, Vice President of Commercial Services **Yahoo! Europe**

Hiroshi TAMANO, Managing Director **DOCOMO Europe**

18:30 Closing speech

Emmanuel FOREST, Directeur Général Délégué & Vice President **Bouygues Telecom**

19:30 Gala dinner hosted by the Languedoc-Roussillon Region and IBM

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