



MOBILE Internet 2010

23 & 24 March, 2010
Kempinski Hotel Bristol, Berlin

- Examine the drivers, enablers and revenue opportunities that exist within the mobile internet ecosystem
- Learn from thought leaders, innovators and decision makers through multiple case studies, best practice presentations, industry snapshots, and product showcases
- Make the most of informative and in-depth fishbowl sessions and masterclasses
- Discuss topical issues with peers during multiple panel discussions and networking activities
- Develop partnerships with key players in the mobile internet value chain
- Explore future industry predictions and growth potential

Showcasing industry speakers from:

- Bankinter • Bouygues Telecom • Cablecom • comScore
- Digitalsunray Media • Fjord • Hutchison 3G Austria • Laurea University of Applied Sciences • LiMo Foundation • Ohlalamobile! • OMTP
- PA Consulting Group • Qualcomm • Screen Digest • Tapuz • Telecom Italia
- Telefonica • TMN • Turkcell • Vodafone Group • 7P Solutions & Consulting

www.iir-mobileinternet.com

**FULL EVENT PASS
ONLY £500**

for Mobile Operators, Portals,
Communities, Search and Content Providers!

Produced by

 **IIR TELECOMS & TECHNOLOGY**
www.iir-telecoms.com

CONFERENCE DAY ONE Tuesday 23rd March, 2010

09.00 Registration & Coffee

09.30 **Opening remarks from the Chair**

MARKET OUTLOOK AND TRENDS

09.40 **INDUSTRY OVERVIEW: Examining the global mobile internet marketplace**

- Analysing mobile internet usage and growth forecasts
- Exploring the current drivers to growing mobile internet adoption rates:
 - Device advances
 - Smartphones and touchscreen offerings
 - Clearer pricing
 - Social networks as the new address books
 - Applications and content usage
 - Customer experience
- Comparing mobile internet usage with fixed line internet usage patterns: do end users make a distinction between the two?

Christian Lindholm, Managing Partner and Director, FJORD

10.10 **Unlocking the growth and revenue potential of mobile broadband**

- Examining the mobile broadband penetration in Portugal
- Reviewing the market approach strategies at TMN
- Taking advantage of convergence opportunities
- Exploring the critical success factors, KPIs and Dos and Don'ts
- Effectively preparing for the future

Paulo J. Sobral Simões, Service Research and Optimization Services, Content & Roaming Department, TMN

10.40 **Growing mobile internet usage through social networks**

- Exploring the revenue opportunities of different social network brands
- Effectively introducing a Facebook SMS service
- Reviewing the challenges and opportunities of Twitter and Facebook enabled devices and pricing plans

Alexander Franz, Commercial Development - Internet Brands, HUTCHISON 3G AUSTRIA

11.10 Networking Refreshments

11.40 **INDUSTRY SNAPSHOT: Customer Expectations: Is the future mobile - even at home? The position of a cable operator**

Christian Wallner, Manager Strategy, CABLECOM - a UPC Company

11.50 **PANEL DISCUSSION: Exploring the reality of moving towards a seamless customer experience across multiple platforms**

During this discussion, panellists will examine current customer mobile internet needs and requirements. How are these expected to change in the future? Are customer needs influenced by industry innovations and developments as happened with the iPhone or the other way around? Are the current fragmented platforms inhibitors to mobile internet uptake? What are the technological and business model challenges of offering a seamless customer experience across multiple platforms? How can services be deployed across multiple platforms with differing capabilities and operating systems?

Tom Carter, Mobile Solutions Specialist, PA CONSULTING GROUP

Amer Hasan, Senior Manager, Apps & Developer Programs, Group Marketing, VODAFONE GROUP

Rodrigo Pineda Vazquez, Internet Multimedia Director, TELEFONICA

Christian Wallner, Manager Strategy, CABLECOM - a UPC Company

12.40 Lunch

MOBILE INTERNET SERVICE DEVELOPMENT, SECURITY AND USABILITY

14.00 **Overcoming bandwidth challenges to enable seamless mobile internet services**

- Examining network requirements as mobile internet usage is gaining ground and the customer is becoming more tech savvy
- Delivering rich content whilst optimising websites for low data transfer

- Enabling internet access over WLAN and 3G to ensure fast data services over mobile IP networks
- Exploring the impact that 4G will have on the industry
- Integrating 3G and 4G networks to enhance the mobile internet offering

Speaker to be confirmed, visit www.iir-mobileinternet.com for the latest updates

14.30 **Progressing the BONDI initiative from paper documents to real devices**

- Exploring a reference implementation as the basis for standardisation
- Enabling implementations to become reality
- Ensuring that BONDI is truly cross platform

Nick Allott, Chief Technical Officer OMTF

15.00 **MASTERCLASS: Security in mobile internet**

During this interactive learning experience, participants will examine the importance of a secure platform for both the user and developer, what are the key security risks to be aware of, how networks can be made more secure, best practice examples of embedding security in mobile internet and application design, and how the BONDI initiative will help to overcome the challenges of delivering a secure platform in a heavily fragmented industry.

Speaker to be confirmed, visit www.iir-mobileinternet.com for the latest updates

15.30 Networking Refreshments

16.00 **Building effective business models for driving mobile internet usage and revenue generation opportunities**

- Examining the impact of mobile 2.0 and source initiatives in ensuring usage growth in mobile internet
- Reviewing successful strategies for driving sustainable revenues from mobile internet
- Driving mobile internet usage through mobile content and social networks
- Exploring future revenue generation opportunities in mobile social networks and other key industry trends as users demand integrated services

Rodrigo Pineda Vazquez, Internet Multimedia Director, TELEFONICA

MOBILE INTERNET PRICING AND BUSINESS MODELS

16.30 **CASE STUDY: Examining Turkcell's customer segmentation strategy for its mobile internet market and each segment's pricing, packaging and value proposition**

Sertan Eratay, Marketing Manager - 3G & Mobile Internet, TURKCELL

17.00 **INDUSTRY SNAPSHOT: The logic of flat rate pricing and its implications for mobile internet**

Ville Saarikoski, Principal Lecturer, LAUREA UNIVERSITY OF APPLIED SCIENCES

17.20 **PANEL DISCUSSION: Maximising ARPU and the customer experience through convergence**

During this discussion, panellists will examine the challenges and revenue possibilities of converging mobile internet, mobile content and mobile advertising business models, the role of each player within the value chain, and whether operators, with their extensive customer knowledge are in a position to optimise customer engagement with mobile content

Gerhard Guenther, Chief Executive Officer and Co-Founder, DIGITALSUNRAY MEDIA

Paulo J. Sobral Simões, Service Research and Optimization Services, Content & Roaming Department, TMN
Additional panellists to be confirmed

17.50 **Closing remarks from the Chair**

18.00 End of Day One

Drinks Reception

IIR would like to invite you to join speakers, sponsors and supporters at an informal drinks reception, where you can discuss the issues of the day in a relaxed atmosphere

INNOVATION LEADERS FORUM

People from all fields are invited to submit 10 minute innovative talks (looking at ideas, inventions and dreams for the future)

CONFERENCE DAY TWO Wednesday 24th March, 2010

09.00 Registration & Coffee

 09.30 **Opening remarks from the Chair**
MOBILE INTERNET DEVICES

 09.40 **Driving mobile internet adoption through next generation mobile internet devices**

- Examining the current trends in the mobile device market
 - Assessing the impact of device development on mobile internet growth
 - Is the device the driving force behind the services that the consumer will adopt? What is the best way to exploit this?
 - Debating the next direction for mobile devices and how this will affect mobile internet and international roaming regimes
 - Netbooks - Laptops
 - Broadband enabled consumer electronics (eg Amazon's Kindle)
 - Analysing the importance of open handsets in further advancing the industry
- Morgan Gillis, Executive Director, LIMO FOUNDATION**

 10.10 **INDUSTRY SNAPSHOT: Market Case Study - Offering a superior mobile internet customer experience over multiple devices**

Ivano Costa, Senior Manager, Consumer Marketing – Services & Products Innovation, TELECOM ITALIA

 10.20 **PANEL DISCUSSION: Exploring the industry implications of smartphone developments**

During this discussion, panellists will examine the latest developments in smartphones and their impact on the industry, whether smartphones will in future replace the feature phone, the reality of an emergence of the 'low cost' smartphones, internet capabilities for these entry level 3G handsets (for instance, INQ): will they move in the same direction as higher-end devices? Will the market now focus on the mass market offering?

What industry partnerships need to be in place to overcome operator and billing concerns?

Morgan Gillis, Executive Director, LIMO FOUNDATION

Alistair Hill, Analyst and Mobile Products, Europe, COMSCORE

Julien Theys, Research Analyst, Mobile, SCREEN DIGEST

11.00 Networking Refreshments

MOBILE CONTENT AND ADVERTISING

 11.30 **CASE STUDY: Lifting the lid on Bankinter, a European mobile banking success story**

- Mobile internet banking as a multipurpose channel
- Successful marketing strategies deployed by Bankinter to stimulate first-time and recurrent use of mobile internet Banking
- Developing the Bankinter strategy for next-generation mobile devices

Andres Fontao, Head of Mobile Banking, BANKINTER

 12.00 **Examining how operators will win by putting consumers in control of their mobile content experience**

- Exploring how consumers' expectation that they are in control extends into the mobile realm
- Winning the battle for consumer loyalty in mobile
- Understanding how operators can help consumers to effectively navigate their content experience
- Adding value by enabling discovery, portability, and—ultimately—engagement

Colm Healy, General Manager, QUALCOMM

 12.30 **Exploring the growth of mobile commerce on mobile internet usage**

- Examining successful mobile commerce strategies: Pizza Hut, Ocado/Waitrose, eBay
- Identifying key strategies for bringing commerce to a brand's website over mobile: ticketing, coupons
- Enabling payments and banking solutions to happen efficiently and safely over mobile: is mobile banking a real possibility?
- Driving mobile commerce through mobile advertising

- Integrating mobile advertising into the overall business marketing strategy

Alistair Hill, Analyst and Mobile Products, Europe, COMSCORE

13.00 Lunch

MOBILE INTERNET APPLICATIONS

 14.10 **INDUSTRY SNAPSHOT: Exploring the potential for business applications: Will the growth in business applications be as explosive as consumer applications?**

Dan Rossner, Mobile Solutions Group, PA CONSULTING GROUP

FISHBOWL SESSION: Multiple Industry Voices – Examining the development of web browsers for resolving device fragmentation

14.30 **PERSPECTIVE 1:** Comparing the pros and cons of developing apps the traditional way (over non-web platforms) vs. using web technologies and models in terms of speed, richness, capabilities and functionality

Marc Schmoeger, Business Innovation Manager, 7P SOLUTIONS & CONSULTING

14.50 **PERSPECTIVE 2:** Exploring future growth predictions for mobile web run-time environments

Julien Theys, Research Analyst, Mobile, SCREEN DIGEST

15.00 **SESSION PANEL DISCUSSION:** Will the web browser be a real solution to the problems created by device fragmentation? Or do the investments needed exceed the benefits achieved?

15.10 **Expanding the customer experience through mobile applications**

- Assessing the impact of applications and Appstores on the mobile internet experience
- Examining why the future of mobile internet is dependent on personalising devices and interfaces through applications: can operators harness this opportunity?
- Ensuring user engagement for applications: focusing on meeting specific needs rather than confusing the customer with too many choices
- Promoting and generating revenue from applications

Anil Gul, Product & Services Management, TURKCELL

15.40 **INDUSTRY SNAPSHOT: Market Case Study – Learnings from the augmented reality application that Bouygues Telecom developed and launched together with the French yellow pages**

Martin Kaiser, Director Roadmap Services, BOUYGUES TELECOM

15.50 Networking Refreshments

16.10 **INDUSTRY SNAPSHOT: Apps Showcase - Overview of successful and most popular applications**

Dan Chen, CEO, TAPUZ

16.20 **MASTERCLASS: Overcoming the challenges of fragmented operating systems and devices when developing and managing mobile applications**

During this interactive learning experience, participants will examine the level of fragmentation in mobile operating systems, how this has slowed down the mobile industry, whether cross-platform APIs have helped the marketplace, and the steps to take for reducing the costs associated with developing and managing mobile applications when faced with device fragmentation

Bernard Seco, Founder and CEO, OHLALAMOBILE!

16.50 **FISHBOWL SESSION: Multiple Industry Voices - Building effective business models for driving mobile search and discovery**

PERSPECTIVE 1: Examining different types of mobile search in the marketplace and their impact on mobile internet usage

PERSPECTIVE 2: Driving revenues from mobile search advertising

PERSPECTIVE 3: Forecasting growth for augmented search and discovery

SESSION PANEL DISCUSSION: Will local mobile search be the most important customer experience tool in the near future?

Speakers to be confirmed, visit www.iir-mobileinternet.com for the latest updates

17.30 **Closing remarks from the Chair**

17.40 End of conference

"I learned a lot
about operator
strategies and
expectations"

Inbal Ben Ami, Product
Marketing Manager, Comverse

Mobile Internet 2010 will provide a dynamic networking and information-sharing business environment, bringing together key stakeholders within the mobile internet value chain. The event will discuss the current trends and revenue generation opportunities, successful strategies and future industry possibilities that exist within this space.

Top 10 reasons why you should attend Mobile Internet 2010

- 1 Benefit from multiple case studies, best practice presentations, industry snapshots, masterclasses and fishbowl sessions
- 2 Get the latest on successful mobile internet business models and market strategies
- 3 Understand the industry implications of advances in mobile devices, mobile applications and AppStores
- 4 Identify future opportunities for long-term revenue growth
- 5 Participate in the **Innovation Leaders Forum**, where people from all fields will be invited to submit 10 minute talks on their ideas and forecasts for the future
- 6 Get answers to your most burning questions during Twitter-assisted panel discussions
- 7 Join our LinkedIn Group: **IIR Telecoms – Mobile Content & Services** series to grow your list of contacts and debate topical industry concerns within a group of like-minded professionals. You can also follow us on Twitter @IIRTMobile
- 8 Are you a Mobile Operator? A Content Provider? Or managing a Mobile Community? Then you could be eligible to attend the event for only **£500!** See booking form for further details
- 9 Hear the perspectives of industry thought-leaders in an action-packed two day programme
- 10 Use **IIR's online networking tool** before and after the event to set up meetings and make the most of your time in Berlin

LinkedIn

twitter

Don't miss key insights from:

- Nick Allott, *Chief Technical Officer, OMTP*
 - Dan Chen, *CEO, TAPUZ*
 - Ivano Costa, *Senior Manager, Consumer Marketing – Services & Products Innovation, TELECOM ITALIA*
 - Sertan Eratay, *Marketing Manager - 3G & Mobile Internet, TURKCELL*
 - Andres Fontao, *Head of Mobile Banking, BANKINTER*
 - Alexander Franz, *Commercial Development - Internet Brands, HUTCHISON 3G AUSTRIA*
 - Morgan Gillis, *Executive Director, LIMO FOUNDATION*
 - Gerhard Guenther, *Chief Executive Officer and Co-Founder, DIGITALSUNRAY MEDIA*
 - Anil Gul, *Product & Services Management, TURKCELL*
 - Amer Hasan, *Senior Manager, Apps & Developer Programs, Group Marketing, VODAFONE GROUP*
 - Colm Healy, *General Manager, QUALCOMM*
 - Alistair Hill, *Analyst and Mobile Products, Europe, COMSCORE*
 - Martin Kaiser, *Director Roadmap Services, BOUYGUES TELECOM*
 - Christian Lindholm, *Managing Partner and Director, FJORD*
 - Ville Saarikoski, *Principal Lecturer, LAUREA UNIVERSITY OF APPLIED SCIENCES*
 - Marc Schmoeger, *Business Innovation Manager, 7P SOLUTIONS & CONSULTING*
 - Bernard Seco, *Founder and CEO, OHLALAMOBILE!*
 - Paulo J. Sobral Simões, *Service Research and Optimization Services, Content & Roaming Department, TMN*
 - Julien Theys, *Research Analyst, Mobile, SCREEN DIGEST*
 - Rodrigo Pineda Vazquez, *Internet Multimedia Director, TELEFONICA*
 - Christian Wallner, *Manager Strategy, CABLECOM*
-and more

"Pan European
operator view on
value and future of
mobile internet"

Ric Ferraro,
Managing Director, GEO ME

“Great networking
and interesting
presentations”

Alexandre Deutsel, Managing
Director, Out There Media

Media Partners



www.biz-news.com



www.eurocomms.co.uk



www.infocom-de.com



www.mobilecomms.com



www.mindcommerce.com



www.mobileeurope.co.uk



www.sagnard.biz



www.sipcenter.com



www.socialmediaportal.com



www.telecomwatch.in



www.vanillaplus.com

Research Partner



Endorsers



European Interactive Advertising Association



OPEN MOBILE TERMINAL PLATFORM

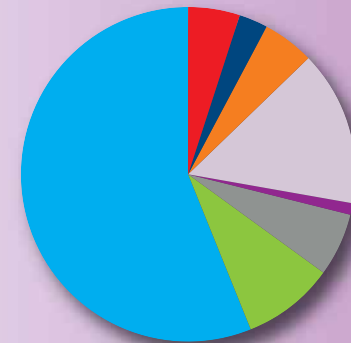


Blogs



Delegate breakdown

Based on analysis from previous events in IIR's Mobile Content series we anticipate that the audience will be made up of delegates from the following regions:



Commercial Opportunities

For details on which sponsorship and exhibition opportunities will raise your profile and achieve the exposure your company needs to tap the business opportunities on offer, please contact **Damon Thompson** on +44 (0)207 017 5002 or dthompson@iir-conferences.com. Whatever your requirements, we can develop a tailored solution that will fulfil both your business objectives and budgetary needs.

Associate Sponsor

QUALCOMM Today's mobile consumers demand a diverse yet more personalized array of content delivered in an engaging, user-friendly experience. But device fragmentation and rising costs have prevented operators, content providers, developers and device manufacturers from delivering what their customers want. It's time for a new approach. **Qualcomm Internet Services (QIS)** is poised to overcome these obstacles, transforming traditional business models and creating new opportunities by facilitating the transition from mobile voice and data to mobile content and experiences. Our customers can now deliver a total mobile consumer experience – where everything you can do in the wire-line world meets everything you can only do wirelessly. As the mobile ecosystem undergoes radical change, we need to collaborate and innovate to provide the most compelling customer experience and capture the imaginations of subscribers. QIS is dedicated to helping our customers work and win together in this evolving mobile environment, maximizing the investments you've already made in your infrastructure and services. We offer secure, stable and scalable solutions that are deployable across any network, any platform or device type and are based on Qualcomm's unparalleled mobility experience and technological expertise.

23 & 24 March, 2010 • Kempinski Hotel Bristol, Berlin

1 I WISH TO ATTEND

✓	Title	Date	Code
<input type="checkbox"/>	Mobile Internet 2010 Conference	23 & 24 March, 2010	I2AF9

2 WORK OUT THE PRICE

- The conference fee includes lunch, refreshments and full conference documentation.
- The fee does not include travel expenses or hotel accommodation.

Mobile Operators, Online/Mobile Communities, Content Providers	All Others
<input type="checkbox"/> £500 + VAT @ 19% = £595	<input type="checkbox"/> £1500 + VAT @ 19% = £1785

3 YOUR DETAILS

Please photocopy this form for multiple bookings

Delegate Name	Mr/Mrs/Ms	First Name	Last Name	Job Title	Department

To assist us with future correspondence, please supply the following details:

Head of Department				
Booking Contact				

Company: Address: Postcode:

Tel: Fax: Email:

No. of employees on your site: 1) 0-49 2) 50-249 3) 250-499 4) 500-999 5) 1000+ Nature of your company's business:

4 EASY WAYS TO PAY

Cheque. £ Enclosed is our cheque in favour of IIR Ltd. Please ensure that the Conference Code I2AF9 is written on the back of the cheque.

Credit Card.

Please debit my: Visa Amex Eurocard Mastercard

Card No: CCV Number:

Expiry Date:/..... Signature:

Cardholder Name and Address:

Bank Transfer. Full bank transfer details will be sent with the invoice

5 FIVE EASY WAYS TO REGISTER

PLEASE QUOTE YOUR VIP NUMBER WHEN REGISTERING

TELEPHONE: +44 (0)20 7017 7483

E-MAIL: registrations@iir-telecoms.com

VISIT OUR WEBSITE: www.iir-mobileinternet.com

BY FAX: Complete and send this registration form to: +44 (0)20 7017 7825

BY POST: Complete and return the registration form together with

payment to: IIR Ltd, Cyan House, 1 Canada Road, Byfleet, Surrey, KT14 7BF

SIGNIFICANT GROUP DISCOUNTS AVAILABLE!

Please contact Robert Gilfillan on

+44 (20) 701 77595 or rgilfillan@iir-conferences.com

Your VIP Number I2AF9 A B C D E F G H I J K L

Venue & Accommodation Details

Kempinski Hotel Bristol, Kurfurstendamm 27, 10719 Berlin, Germany

TEL: +49 30 884 340 **FAX:** +49 30 883 6075

WEB: www.kempinski-berlin.com

EMAIL: reservations.bristol@kempinski.com

Delegates are responsible for the arrangement and payment of their own accommodation and travel. You can, however, 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 the website at www.iir-mobileinternet.com

Unable To Attend?

Nothing compares to being there – but you need not miss out.

Simply tick the box, send the form along with payment.

You will be sent the URL and Password within 4 weeks of the event being held.



Online Docs @ £399 (excl VAT)

Fax the form to : +44(0) 20 7017 7825. We regret that we can only accept payment by credit card.

Confirmation

Confirmation of your booking will only be sent when FULL PAYMENT is received. All posted registrations must be accompanied by a cheque or credit card detail. Please treat this form as our request for payment. If you would like to receive details of future conferences via email then please fill in your email address:

Data Protection: The personal information shown on this form, and/or provided by you, will be held on a database and may be shared with other companies in the Informa Group in the UK and internationally. If you do not wish your details to be available to companies in the Informa Group please contact the Database Manager at the above address, Tel +44 (0)20 7017 7077, Fax +44 (0)20 7017 7828 or email: integrity@iirtld.co.uk. Occasionally your details may be obtained from, or made available to, external companies who wish to communicate with you offers related to your business activities.

For address changes (or if you'd like to be removed from the database) please contact the database manager at the above address, Tel +44 (0)20 7017 7828 or email: integrity@iirtld.co.uk - quoting the reference number printed on the mailing label.

If you do not wish to receive these offers, please tick the box:

What Happens If I Have to Cancel? Confirm your cancellation in writing (letter or fax) before 9th March 2010 and receive a refund less a 10% + VAT service charge. Should you cancel between this date and 16th March 2010 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.

 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.