

21 – 23 JUNE 2010 | CONCORDE HOTEL, SINGAPORE

# MOBILEWORLD ASIA

## SUCCESSFULLY INTEGRATING YOUR MARKETING & VAS CAPABILITIES TO MAXIMIZE YOUR ROIS

With more than 1 billion of mobile devices sold annually, consumers will always be on the move and connected. For the mobile operators and marketers, it is an opportunity to capitalize on this by delivering the right marketing information to the subscriber at the right place and the right time. With such growth, it also presents several challenges: - Who will be in the driving seat – operators, telecom companies or internet companies? What comes after mobile applications? How do we measure and monetize mobile? What are the next generation of VAS services that consumers require?

MobileWorld Asia - Successfully integrating your Marketing & VAS capabilities to maximize your ROIs will provide the perfect opportunity to discuss every aspect related to the progress of Mobile Marketing and VAS. It will assemble the Telecom Service Providers, Cellular Service Providers, VAS Technology & Platform Companies, Portal Providers, Entertainment & Electronic Media, Multimedia Service Providers, Content Solution Providers, Research Organizations Advertising Agencies, Marketing Professionals and Media Buyers & Planners under one single platform.

### Addressing The Latest Commercial Mobile Issues -

- Overview and Current Trends
- Developments On Mobile's Applications
- Incorporating Social Media Into Your Mobile Services Offerings
- Latest Commercial Opportunities in Mobile
- Driving Mobile Innovations – from a Telco's Perspective
- Exploring VAS Marketing Channels
- Mobile Advertising
- Anticipating The Next Wave of Mobile



**ROHIT DADWAL**  
Managing Director,  
APAC Branch Mobile  
Marketing Association



**DR. LAI KOK FUNG**  
Co-Founder and Chief  
Executive Officer,  
BuzzCity



**CHONG FUI KIM**  
Managing Director,  
Mobile Ethos



**ANTONY NORTH**  
CEO,  
Foosti (an operationally  
independent subsidiary of  
StarHub)



**JOHN MARTINEZ**  
Head of Portfolio  
Planning,  
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**EMMANUEL ALLIX**  
Vice President &  
Managing Director,  
APAC, InMobi



**MATT BRIANT**  
Account Director,  
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Director,  
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**TOMMASO DEL RE**  
Head of Mobile  
and Business  
Development,  
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**CHRISTIAN CADEO**  
Head of Brand  
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**GIAN LUCA CIOLETTI**  
Leader, Business  
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**ANDREAS VOGIATZAKIS**  
Managing Director,  
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**PRAJAY GANDHI**  
Business Director,  
OneAmongMany



**CHRIS SCHAUMANN,**  
Regional Head of Online  
Sales and Marketing,  
Nokia

Organised by:



Supported by:



Supporting Organizations:



Official Regional Media Partners:



Official Media Partners:



## Welcome Address by MobileWorld Asia 2010 Conference Chairperson

Dear delegates,

It is privilege and an honor to chair this upcoming conference.

As a digital immigrant, as many of us are, we have a mandate to try harder and become an integral part of a changing society and a positive contributor in our even more complex and rapidly developing communications landscape. The younger generation today - the digital natives - are born with technology comprising their DNA, and they are enabled by the technological advancements of our era to act faster, better, and in more complex ways that we ever thought. Technology has, and will continue to enable society to advance faster, in ways that many times are hard to keep up with – what Alvin Tofler has described as Future Shock back in mid 20th century! In this dramatic paradigm shift that has brought us in the age of perpetual partial attention, the age where people do it all at the same time and are able to multitask successfully and constantly, we do not have many options but to fully embrace this sea of change.

This change is like a bend on the winding road ahead; a turn that if we do not take we will have to face the grave consequences. In this transformation of society and communication environments, mobile is in the heart of it all, and it will become an even more critical platform to communicate, connect, be part of social circles and society, and be enabled to influence and be influenced. This is because mobile is the only platform that is personal, an enabler, an information provider, a device through which we can express our individuality, thought and opinion - all at the same time, 24/7. It has become now a platform that encapsulates what the digital era we are already in is all about. It is a platform to be reckoned with, to be associated with, and a medium that is critical to be leveraged in many ways in order to connect, engage and affect behaviors and actions.

On a personal level, perhaps I might have never held, or knew what a mobile phone is until my mid/late twenties. Regardless, I neither can deny nor shy away from today's reality that mobile phone ownership has been established and a mandatory requirement to family happiness at ages below 7 year old today. To this, and as a communications professional in the 21st century, I have but only one option: embrace mobile, learn mobile, love mobile, and leverage mobile. If you are a digital/mobile native like the younger generations today, you can be part of this sea-change in teaching the digital immigrants what this all means and help them be more involved. If you are a digital immigrant, you can learn and add one more rock to build an even stronger foundation of understanding, and usage of this platform that is now re-shaping our world, society and every individual in more than one ways.

See you in Singapore on June 22-23, for a rewarding and useful 2-day conference, full of first class speakers from the industry and workshops that are guaranteed to enhance your knowledge and skill. All you have to do is bring an inquisitive mind, your understanding of how our world has shifted to a higher digital gear and your willingness to embrace this change that can only bring you personal success and business rewards.

The time is NOW!

Sincerely,  
Andreas Vogiatzakis,  
Managing Director, OmnicomMedia Group

### ABOUT THE ORGANIZER

T.U.N International was formed with the objective of truly understanding the needs of each individual organization's training requirements. Our strength lies in our ability to listen to our clients, understand their unique business issues and assisting them to deliver the appropriate training solution based on the business challenges in the current market situation.

Our vision is to be the No. 1 preferred training provider for all corporate companies by providing an innovative approach to your training requirements. We facilitate a training solution that is not only cost effective, but tailored to yield maximum benefits. We deeply value our working relationship with our clients and constantly dedicate ourselves to exceed your expectations of us. Besides customizing in-house training solutions for corporate companies, we also offer public courses and conferences in various industries.



### INVITATION TO SPONSORS

T.U.N International offers your business the unique opportunity to stimulate & enhance sales by showcasing your products and services to influential industry leaders through a sponsorship or exhibition opportunity with us. Attracting senior-level international delegates, this focused & targeted event will be the ideal platform to initiate business relationships. For sponsorship options and packages, please contact our sponsorship team at: Tel: +65 6376 3177, HP: +65 9743 4606 Fax: +65 6271 9029, Email: sales@tun.sg



## CONFERENCE DAY 2, WEDNESDAY, 23 JUNE 2010

### 08.15 Registration & Morning Coffee

### 09.00 Chairperson's Welcome Back Remarks

Andreas Vogiatzakis, Managing Director, OmnicomMedia Group

## LATEST COMMERCIAL OPPORTUNITIES IN MOBILE

### 09.15 New Opportunities in Mobile VAS and Interplay with Devices

#### 1. Opportunities in Mobile VAS in 2010

- |                      |                           |
|----------------------|---------------------------|
| a. Social Networking | c. Music                  |
| b. Games             | d. App Stores and Widgets |

#### 2. Device Innovations

- |                          |                  |
|--------------------------|------------------|
| a. Smartphones           | c. Niche Devices |
| b. Entertainment Devices |                  |

#### 3. Vendor Strategies

- |            |               |
|------------|---------------|
| a. Android | d. Blackberry |
| b. Bada    | e. iPhone     |
| c. Limo    | f. WinMob     |

#### 4. Dependencies and Synergies

#### 5. Mobile Operators Driving Applications

#### John Martinez, Head of Portfolio Planning, Maxis Communications

John Martinez is Head of Portfolio Planning at Maxis Communications, Malaysia's number one MNO, where he is responsible for service and device propositions. He brings with him over 20 years of working experience in network engineering and product development gained at operators such as MCI, Vodafone, Deutsche Telekom, Telenor, and Telefonica. Most of his career has been spent in Europe and Asia, particularly in Germany and Vietnam. His most recent post was as Assistant General Manager at CSL Limited in Hong Kong, where he assisted with the launch of the world's first 3.75G (HSPA+) network. John holds an MSc in Telecommunications from Pace University in New York City.

### 09.45 Q&As

### 10.00 The Mobile Opportunity Unleashed by iPhone & Android.

- How have agencies and advertisers leveraged the unique capabilities of mobile?
- What are the innovative options the iPhone and Android have delivered?
- Why now for mobile advertising?
- Case studies from around the world, including Asia

#### Christian Cadeo, Head of Brand Advertising, APAC, AdMob

As Head of Brand Advertising, APAC for AdMob, Christian is responsible for the development and evangelizing of the company's leading position within the mobile advertising space in the Asia-Pacific market. Prior to joining AdMob, Christian was the Country Sales Manager for Singapore, Indonesia and Vietnam at Microsoft's MSN and Windows Live business, where he was responsible for building the sales team and managing agency relationships. Prior to Microsoft, Christian spent four years in Los Angeles and San Francisco with major media investment companies Mediaedgeia, Initiative and Publicis. Christian holds a BA in Communications from the State of Texas.

### 10.30 Q&As

### 10.45 Networking Coffee Break

### 11.15 Youth & Mobile

- What motivates young people, and why?
- How are digital platforms critical in engaging with them?
- Why is mobile a powerful and to-be-reckoned with platform for reaching them successfully?
- How do we shift our thinking and executions in the age of perpetual partial attention?
- What should drive us as marketers and communication experts?

#### Andreas Vogiatzakis, Managing Director, OmnicomMedia Group

As the MD of the Omnicom Media Group in Malaysia, Andreas oversees the overall operations for the award-winning OMD and PHD brands in the market. A true internationalist, he started his media career with DMB&B in New York and later managed JWT's international clients in Greece for several years. In 1997 he set sail for Japan, establishing D'Arcy's media department and restructuring Starcom to be the strongest international media independent. Later in Taiwan as the head of MindShare Group, he reengineered the company enabling it to be the most acclaimed local media group. He later relocated to Malaysia, assuming his current role at the helm of Omnicom Media Group (OMG) in Malaysia. Armed with strong media and management experiences spanning three continents and six countries, Andreas has elevated OMG to a highly desirable position in Malaysia. Under his leadership, OMD Malaysia has grown from strength to strength. The agency was conferred the Silver Award in 2008 and 2009 for Best Office of the Year in South East Asia - the only agency from Malaysia and the only media agency in South East Asia to win this highly coveted industry award. Andreas was inducted in the International WHO's WHO of Professionals in January 2009 and in the Young Presidents Organization (YPO) in January 2010.

### 11.45 Q&As

### 12.00 Building The Right Foundations for Mobile – Content and Communities

- The mobile marketing opportunity
- The challenges for brands
- How major brands have overcome these challenges
- The results

#### Antony North, CEO, Foosti, an operationally independent subsidiary of StarHub

Antony is founder and CEO of Foosti, an operationally independent subsidiary of StarHub. Antony has been a pioneer in Mobile Marketing since co-founding AdIQ in London in 2002 and has delivered solutions for over 100 major brands across Europe and Asia Pacific. Since launching in 2009 Foosti's unique mobile marketing technology has been adopted over 25 corporates and government departments.

### 12.30 Q&As

### 12.45 Networking Lunch

## EXPLORING VAS MARKETING CHANNELS

### 14.00 Channels to Marketing VAS Services to Consumers

The mobile VAS industry is poised to grow and contribute greater revenues to the mobile industry. The key growth drivers for VAS services are. Different market sectors will continue to drive growth particularly in the entertainment services like Music, Gaming etc. How do players reach out to these consumers?

1. VAS Overview (Stakeholders are making all possible efforts to optimize the value chain and higher integration of VAS businesses and their distribution).

- a. Growth drivers (wireless network rollout, inexpensive handsets and affordable access)
- b. Not just SMS
- c. Paid Content
- d. Ad Supported Services

#### 2. The Marketing Challenge (Increasingly fragmented and geographically dispersed).

- a. On-portal distribution
- b. Off-portal distribution
  - i. Ad-networks
  - ii. Indie sites
- Social Networks and Discovery
- Verticals
- c. Traditional channels

#### 3. Other Challenges (Problems and opportunities of commoditization)

- a. Product Definition and Differentiation
- b. Localization

#### 4. Summary

- a. The content value chain is in place..some consolidation..recognizing distribution partners and their tools

#### Dr. Lai Kok Fung, Co-Founder and Chief Executive Officer, BuzzCity

Dr KF Lai is co-founder and chief executive officer of BuzzCity, one of world's leading mobile media companies in the development and marketing of mobile services and entertainment to a global audience. Established in 1999 in Singapore, BuzzCity's business focuses on two distinct audiences: the newly connected emerging middle class in developing markets and the blue collar sector in developed regions. These "unwired" consumers are accessing the mobile Internet on their phones due to widespread and affordable wireless access. Prior to founding BuzzCity, Dr Lai worked as an applied researcher in laboratories funded by the Singapore government, specializing in pattern recognition and text retrieval. He graduated with First Class Honours in Electrical Engineering from the National University of Singapore and obtained his Doctorate in Electrical Engineering from the University of Wisconsin-Madison.

### 14.30 Q&As

## MOBILE ADVERTISING

### 14.45 Engaging With An Audience Via Mobile Advertising

- Creating a comfortable environment for mobile advertising
- Engagement and building consumer super groups
- Measuring a mobile campaigns effectively and learning about your audience

#### Matt Briant, Account Director Asia, Out There Media

Matt Briant is a Management Graduate from the UK who began his career in the Recruitment industry. After much success he became the manager at a UK Government funded organization named Step Enterprise. Here Matt worked with SME's to implement business projects that would improve performance, he recruited elite students & graduates from local Universities for work placements to complete projects and help SME's to move forward. From there Matt's knowledge of the market landed him the role of Head of Careers and Education Advertising at the Ad-Funded MVNO Blyk. This sector was very successful for Blyk and soon Matt was also heading up the media's direct relationships with brands from all sectors. When Blyk's MVNO came to an end, Matt joined Out There Media to set up their Asian office based in Singapore, overseeing the operator partnership strategy and advertiser relationships.

### 15.15 Q&As

### 15.30 Networking Coffee Break

### 16.00 Mobile Advertising Revenue Models

- Mobile Advertising Overview
- Mobile Advertising Strategy and Implementation
- Mobile Advertising Revenue Models
- Mobile Advertising Channels
- Mobile Advertising Ecosystem
- Mobile Advertising Case Studies

#### Prajay Gandhi, Business Director, OneAmongMany

Prajay Gandhi is a Mobile Business Director at One Among Many, a company specialized in providing digital and mobile solutions. He is a graduate from dual disciplines, Computer Science and Business Administration. He began his career in the core technical field and eventually shifted into the commercial and marketing aspects of the business. He has experience in a variety of fields including IT, Telecommunication, Marketing, Mobile VAS and CRM. Prajay has worked for some of the leading IT and Mobile/Telecom companies and has extensive exposure in the field of Mobile Marketing and Advertising.

### 16.30 Q&As

## ANTICIPATING THE NEXT WAVE OF MOBILE

### 16.45 The Next Big Thing

- What is changing in the market and how does it change?
- What are the trends?
- Is the app store as a business model sustainable for the ecosystem?
- What the consumers actually want to have and want to do with their mobile?
- What would be the next "big thing"?

#### Gian Luca Cioletti, Leader, Business Development - EMEA, Forum Nokia, Nokia Corporation

This is how Gian-Luca define himself: He is an executive in the Telecom industry, a strategic thinker, a visionary and inspiring Leader, he is a consumer, and he is a human being with over 16 years of experiences in international business. Luca has a background as Engineer designing hard and software for more than 10 years. After that he got his MBA and he shifted to the business. He has overall more than 16 years of experiences in international business development and management, the last 10 years in the telecom sector. Luca has been working for several Finnish companies, the last 3 years he has been at the head of the business development team of Forum Nokia EMEA, before joining Nokia, Luca was at Hewlett-Packard.

### 17.15 Q&As

### 17.30 Day 2 Wrap Up By Chairperson & End of Conference Day 2



