

DAY 1: TUESDAY 22 JUNE

08.30 Registration and Networking

09.00 Welcome from MEF Chairman

Keynote: On the 10th Anniversary of MEF and MeM, a Look Back at the Last Decade and the Biggest Developments in Mobile Media

Andrew Bud, Chairman, MEF and Executive Chairman, **mBlox**

09.20 Exclusive Panel: Back To The Future - Hear From the Industry Creators Themselves: What Have We Learned and Where Are We Headed?

- The founders and leaders of the modern mobile entertainment industry provide their insights into the major developments over the last 10 years
- How has the industry matched their past predictions and how will it evolve in the future?

Moderator: Andrew Bud, Chairman, MEF and Executive Chairman, **mBlox**

Alan Brenner, SVP, Blackberry Platform, **RIM**
Vesa-Matti Paananen, Mobile Communications Business, **Consumer & Online, Microsoft**
Michael Bornhäuser, Managing Partner, **5ContinentsConsultingGroup**
Fernando Gonzales Mesones, Head of B2C, **Buongiorno SpA**

10.10 Keynote: Opening Keynote Address

Moderator: Kate Bulkley, Journalist
Fionnuala Duggan, Director, **Random House Group Digital**

10.40 Networking Break and Exhibition Visit

11.20 The Apps Explosion: What Does the Proliferation of Apps and App Stores Mean for the Traditional Content and Media Industry and How Must Their Strategies Adapt?

- With fragmentation amongst handsets and now app stores continuing to plague the industry, what are the key decisions rights owners need to make when planning their content distribution strategy?
- Will the Wholesale Applications Community create a new, open ecosystem which will reduce friction in the route to market?
- Changing consumer demands: How must your business plan evolve to cater for new content consumption habits and expectations?
- Can in-app advertising/ad-funded apps help increase the delivery of mobile media?

Moderator: Ewan MacLeod, Founder and Editor, **Mobile Industry Review**

Sarah Evans, Head of Mobile Internet and Portals, **O2 UK**
Mark Linder, Global Client Leader, **WPP**
Philip Blair, Product Director, **HTC**
Tim Raby, Managing Director, **OMT**

12.00 Apps: Planning for Success in the Apps World

- Avoiding the 28 day churn: Ensuring your App has Long Term Value

- Discoverability: What marketing strategies can be employed to drive consumer awareness and enter the app store charts?
- Effective pricing: Creating the right mix of premium, freemium and subscription offerings to drive consumer uptake and total revenues
- In-App Billing: How do App Stores engage and retain consumers?

Moderator: Dominic Pride, Managing Director, **The Sound Horizon**

Javier Lorente, Global Project Manager - Mobile Data Group, **Telefónica Europe**
Kunal Gupta, CEO, **Polar Mobile**
Patrick Mork, Vice President, **Marketing, Getjar**
Lee Epting, Content Services Director, **Vodafone**
Andrew Fisher, Chief Executive Officer, **Shazam**

12.45 Enabling Services: Capitalising on the Next Generation of Mobile Media Business Models

- What are the benefits of enabling services from both the content community and the network perspective?
- What are the priority enabling services that are being developed by MNOs in collaboration with content owners through the MEF enablers initiative?
- How will the new enabling business models facilitate the creation of compelling end-user products and services?

Moderator: Eden Zoller, Principal Analyst, Consumer Practice, **Ovum**

James Parton, Head of O2 Litmus, **O2 UK**
Ray de Silva, Head of Enabler Commercial Partnerships, **Vodafone**

Andrew Bud, Executive Chairman, **mBlox**
Jerry Kramskoy, Senior Technologist, Future Media and Technology, Mobile Research, R&D, **BBC**

13.30 Lunch and Exhibition Visit

14.30 MEF Business Confidence Index (BCI) Presentation: Revealing Industry Health and Trends

- An exclusive first look at the latest results from the only survey to measure the sentiment of the global mobile media industry
- With 18 months of data collected and a greater focus on regional trends, delegates will gain exclusive insights on planning for the industry's future

Mark Harding, Director, KPMG's IP & Contract Governance Services, **KPMG**

14.50 Spotlight on Growth Markets: How Have Growth Markets Ensured Success?

- MEF's BCI identified the Southern Hemisphere (LATAM, Middle East and Asia) as leading the industry's growth
- What strategies are growth markets employing to accelerate customer uptake and with what success?
- How transferable are these strategies to mature markets?
- Do 'Mobile First' markets require a different approach from content providers?

Moderator: Rimma Perelmuter, Executive Director, **MEF**
Ron Czerny, Chief Executive Officer, **Playphone**
Neeraj Roy, Chief Executive Officer, **Hungama Mobile**
Pavel Roytberg, Director of Product and Service Development, **MTS**

Evgeny Kosolapov, Chief Executive Officer, **United Fun Traders (UFT)**

Neslihan Ucar Cadirci, Partner and Services Management, **Turkcell**

15.30 Regulatory Upheaval Worldwide: How Will It Affect Your Business Model? Focus on Brazil, Italy, UK and Asia

- Addressing regulatory challenges in a converged, multiplatform world
- The PpP New Code: What do the proposals mean in practice for the industry and regulators?
- What privacy issues are raised as the uptake of services such as social gaming, location based services and targeted advertising increases?
- How will the significant tightening of premium rate regulation in the Atlantic region spread throughout the world?

Moderator: Ingrid Silver, Partner, Technology, Media and Telecoms, **Denton Wilde Sapte**

Gianluca D'Agostino, CEO, **Neomobile**

Paul Whiteing, Chief Executive Officer, **Phonepay Plus**

Suhail Bhat, Policy and Initiatives Director, **MEF**

Colin Miles, Owner, **i-POP**

16.10 Networking Break and Exhibition Visit

16.40 M-Commerce: Leveraging the Unique Attributes of the Mobile Device to Drive Customer Acquisition, Retention & Conversion

- How to 'discover the consumer' to begin an m-commerce relationship
- Where should you engage in an m-commerce interaction?
- What are the different redemption mechanisms possible with m-commerce transactions and what are the challenges?
- How can different parts of the value chain, including brands and retail, benefit from an m-commerce strategy?

Moderator: Gary Schwartz, President and CEO, **Impact Mobile Inc**

James Patmore, Managing Director, EMEA, **Boku**

Peter Garside, Regional Manager, Western & Central Europe, **Ericsson**

Pankaj Sethi, President, Corporate Strategy & Services, **Tata Teleservices**

Hill Ferguson, Vice President, Product Management & Marketing, **Zong**

17.20 Social Gaming: A New Era for the Games Industry and a Major Source of Revenue?

- A more compelling and immersive experience: What is so unique about social gaming?
- Does social gaming allow for more experimentation with advertising?
- How are premium brands beginning to incorporate social gaming into their consumer experience?

Moderator: Chris James, Managing Director, **Steel Media**
Aaron Johnston, Principal Product Manager, Games, **Vodafone Group**

Tim Harrison, Founder, **The Mobile Consultancy**

Aaron Rattue, Business Group Director, Telecoms, **GfK Retail & Technology**

18.00 End of Day One

DAY 2: WEDNESDAY 23 JUNE

08.30 Registration and Networking

09.00 Welcome

Billy Wright, MEF Vice Chairman

09.05 Keynote: Nokia

Opening Keynote Address

Dr. Tero Ojanperä, EVP Services, **Nokia**

09.40 Entertainment Everywhere: Creating a Seamless

Multiplatform Experience and Successfully Communicating Cross-Platform Use

- What is the role of the mobile connected device within a fully integrated approach to cross platform delivery?
- What are the current inhibitors to delivering a multiplatform content experience?
- What new opportunities for the mobile entertainment and media industry will the advent of cross-platform content bring?

Moderator: Tim Green, Editor, **Mobile Entertainment Magazine**

Stanley Fertig, Senior Vice President, New Media, **HBO International**

Sunil Gunderia, Vice President, Head of Mobile EMEA, **Disney Corporation**

Jeffrey Litvack, General Manager, Mobile and Emerging Products, **The Associated Press**

Emma Lloyd, Business Development Director, **Sky**

Ty Roberts, Founder & CEO, **Gracenote**

Tim Wright, Director, Technology, **Sony Pictures Home Entertainment**

Miguel Lopez Quesada, General Manager, Corporate Communication & Institutional Affairs and General Manager Zed TV, **Zed Group**

10.30 Networking Break and Exhibition Visit

11.00 MEF Debate: Mobile Rights in a Multiplatform Era

- Addressing the complexity, confusion and ambiguity in the application of rights to the mobile platform
- What critical success factors surrounding rights are required to ensure the appropriate distribution of revenue throughout the value chain?

Moderator: John Enser, Partner, **Olswang Solicitors**

Peter Jenner, Music Manager and Producer, Secretary General, **International Music Managers' Forum**

Will Page, Chief Economist, **PRS For Music**

Shashi Fernando, CEO, **Saffron Digital**

Albert Pastore, Senior Legal Counsel, **Music, Nokia**

Stuart Collingwood, Vice President, **EMEA, Sling Media**

Pedro Duarte Gonzalez, Head of Mobile, **Real Madrid**

11.40 Mobile Advertising: Driving New Revenue Opportunities

- How can mobile advertising drive consumer awareness and how should the unique attributes of the channel be leveraged?
- What impact will Mobile Media Metrics have in attracting advertising spend?
- How to ensure the financial settlement between the operator to the advertiser
- What benefit does Ad-Funded Mobile Entertainment provide for content owners?
- What new advertising models are there and how will these engage your consumer?

Moderator: Patrick Parodi, Managing Director, **Exicon at Catalyst Group**

John Tigg, Head of Mobile Sales, **Yahoo!, UK and Ireland**
Thomas Schulz, Managing director, EMEA, **AdMob**
Tim Hussain, Head of Mobile and Video Advertising, **BSkyB**
Paul Goode, Head of Industry Relations, **ComScore**
Amir Gefen, Director of Business Development, **cVidya Networks**
Mark Slade, MD, **4th Screen Advertising**

12.20 Networking Lunch

13.20 Mobile Music: What Happens Next?

- Can major rights holders maintain their position in a digitally mobile market?
- Will access models supersede traditional ownership for mobile music consumption?
- What impact will mobile connected devices have on the music industry when moving towards a fully integrated approach to multiplatform delivery?

Moderator: Ralph Simon, MEF, Americas Chair, **Emeritus Faisal Galaria**, Business Development, **Spotify**
Rob Lewis, Chief Executive Officer, **Omnifone**
Massimiliano Pellegrini, Managing Director Dada.net and CEO Dada Entertainment, **Dada SpA**
Seth A. Schachner, Vice President Digital Business, Latin Region, **Sony Music Entertainment, Inc.**
Frank Taubert, CEO, **24-7 Entertainment**

14.00 Successfully Integrating Social Media into Your Commercial Strategy

Qualcomm Introduction: The Evolution of Connecting With Consumers

- How can social recommendation affect content distribution and search?
- What new channels are developing that connect consumers with brands and content owners.

Joe Barrett, Snr. Director of Strategic Marketing, **Qualcomm QIS & Europe**

14.15 Social Media Panel Debate

- Has the full potential of mobile social networking been reached? If not, what next?
- How to use social media to drive customer acquisition and engagement
- How can social search and social media be leveraged to drive discoverability?

Increasing revenue through user-generated advertising
Moderator: Stefan Rust, Co-Founder and CEO, **Catalist Group**
Joe Barrett, Snr. Director of Strategic Marketing, **Qualcomm QIS & Europe**
Mark Curtis, Chief Executive Officer, **Flirtomatic**
Damien Byrne, Head of New Propositions, **T-Mobile**
Mark Watts-Jones, Head of Product Management, **Orange**
Angel Gambino, Vice President, Business Development, **Sonico**
Barry Houlihan, CEO and Founder, **Mobile Interactive Group (MIG)**

14.50 Young Professional's Panel: What Works for the Consumer?

- How are digital natives consuming, interacting and repurposing content to fit within their lifestyles?
- How does this demographic discover new content?
- What are the preferred platforms and consumption models for young professionals and why?
- With companies increasingly looking to leverage the unique attributes of the mobile platform (location-aware, always on, personal), how does this key market view these developments and what impact does it have on their daily lives?

Moderator: Frank Chindamo, CCO, **Fun Little Movies**

15.15 Close of Conference