

MeM at Monte Carlo: Bringing the Mobile Entertainment Community to Network and do Business in the Côte d'Azur



ALL INDUSTRY
TREND-SETTERS
IN ONE VENUE

130+
EXPERT
SPEAKERS

Presenting a First Class Speaker Line-Up:

 Gideon Bierer Senior Vice President, Digital Media, MTV Networks International	 Peter Bazalgette CEO Endemol	 Vincenzo Novari CEO 3 (h3g) Italy
 Rudi Groger CEO O2 Germany	 John McMahon President & MD Sony Pictures Television International	 Barney Wragg Head of Digital Worldwide EMI Music
 Robert Fahle Head of Mobile Media RTL	 Mike Dunphy Manager MU:mobile Manchester United Football Club	 Michiel de Gooijer Head of Mobile TV & Video Endemol
 Scott Mills CFO & President of Digital Media BET Mobile (Black Entertainment Television)	 Gonzague de Vallois VP of Publishing Gameloft	 Patrick Parodi Chairman, MEF, & CMO, Amobee
 Andrew Bud MEF Vice Chair and Executive Chairman, mBlox	 Sandi Isaacs VP of Interactive Paramount Pictures	 Mark Boyd Director of Content BBH
 Thomas Curwen Group Planning Director Publicis	 Attila Gazdag VP & Managing Director Walt Disney	 Thomas Strerath Managing Director OgilvyOne
 Matt Champagne Director of Product Development, MSN Mobile Microsoft	 Stephen Nuttall Business Development Director BSkyB	 Marc Montaldier Head of Advertising France Telecom
 Richard Gale Marketing Director Playboy TV	 Ole Obermann Vice President, Global Digital Business Sony BMG	 Javier Ferreira VP Europe EA Games
 Mario Mariani CEO Tiscali	 Mitch Lazar VP Business Development Europe Yahoo, Inc.	 Ralph Simon Chairman Emeritus & Founder, MEF Americas & IconMobile International
 Ted Cohen Managing Partner, TAG Strategic & Chairman MEF Americas	 Ilkka Paananen Managing Director Europe Digital Chocolate	 Jim Holden Director of Global Wireless Partnerships Google

NEW for MeM 2007

- 1 **EXCITING**
CEO Level Keynote Speakers
- 2 **PRESTIGIOUS**
'Meffys' Award Ceremony & Gala Dinner and Cocktail Reception hosted by Monaco Principality
- 3 **130+ EXPERTS**
VP & Director Level Speakers
- 4 **GREATER**
Focus on the Hottest Topics
a. Social networking
b. Ad-funded content
c. Convergence
d. Search & discovery
- 5 **MORE**
Interactive sessions to Maximise Networking Opportunities
- 6 **FRESH**
Perspectives and NEW Speakers on Mobile, TV, Music & Games

ALL NEW:
Meffys Gala
Awards Dinner
& Ceremony

PLUS!

Why not extend your stay in Monte Carlo and attend 4 Pre & Post Conference Masterclasses

Pre-Conference Masterclasses – 4th June 2007

- How to Build a Successful Converged Entertainment Offering – Led by Minick
- Implementing Successful Business Models for Mobile Communities – Led by ClicMobile

Post-Conference Masterclasses – 7th June 2007

- Financing the Development of Mobile Content – Led by peacefulfish
- Constructing Scalable and Successful Mobile Advertising Programs – Led by Third Screen Media

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Advertising Track Sponsor



Badge Sponsor



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Industry Location Sponsor



Delegate Networking System Sponsor



Mobile Developer Pavilion Sponsor



Games Developer Pavilion Sponsor



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With the full support of the Monaco Principality



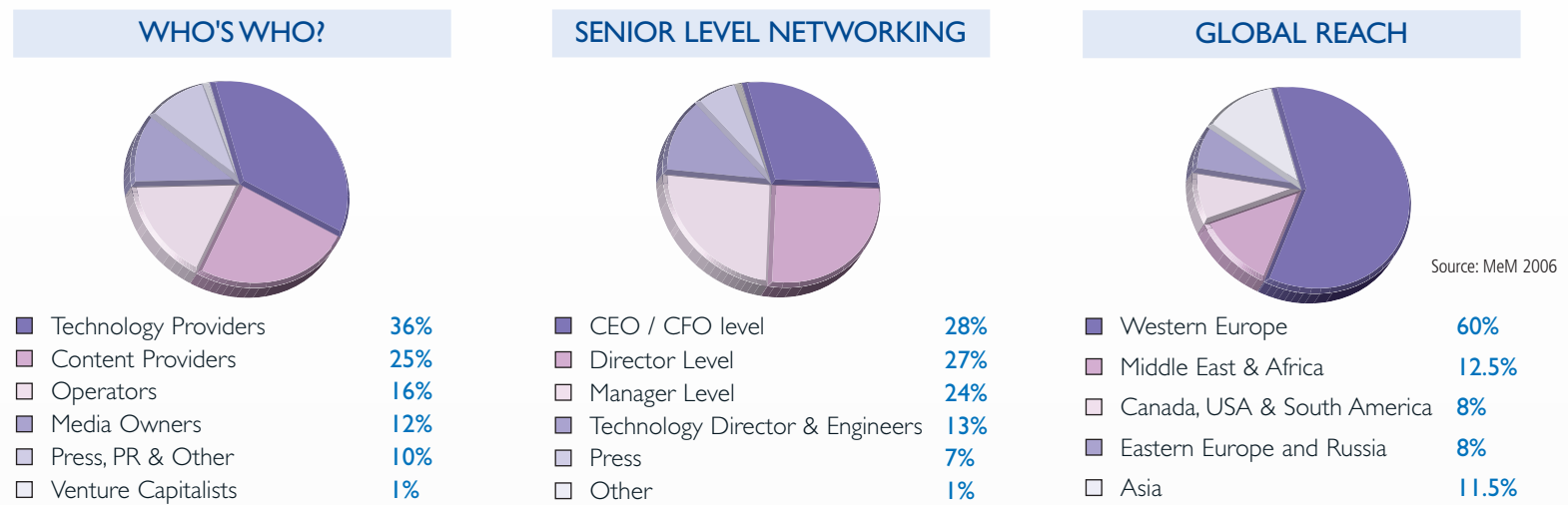
Cutting-edge
Six Track
conference
addressing:

- Mobile Social Networking
- Mobile Advertising
- Mobile TV, Music & Games
- Off-Portal Business Models
- Search & Discovery
- User Experience & Interfaces
- Convergence & Multi-Platform Delivery

MeM: **THE** Event for the Mobile Entertainment Industry: Join 1500+ Decision Makers from 56 Countries to Learn, Network, Celebrate, Showcase & Relax!

MeM 2006 in London smashed all attendance records! Our move to glamorous Monte Carlo is promising an even greater event. Now in its seventh year, the official annual event of the Mobile Entertainment Forum has truly become THE global meeting ground for mobile entertainment executives. Don't miss the opportunity to do business with the leaders in mobile entertainment on the Cote d'Azur.

Who will you meet?



Join the Mobile Entertainment Community on the Glorious Côte D'Azur in June



Celebrate...



MOBILE ENTERTAINMENT AWARDS 2007

in association with:
NOKIA
Connecting People

As the industry's official benchmark for measuring success and rewarding innovation, the Meffys honour the most influential industry players from around the globe. Winners of the awards in 2006 included Digital Chocolate, Warner Music, Bango, France Telecom, 3 UK and Yospace, Chooz Active Content and Nokia.

Over the years the awards have recognised the global brands, dynamic start-ups and visionary individuals who have helped shape the mobile entertainment industry.

Tables at the 'Meffys' are limited, as well as being in high demand! To secure a corporate branded priority table for 10 please contact: carine.vandeveld@informa.com or nic.cumisky@informa.com



ALL NEW Meffys GALA AWARDS DINNER
BOOK YOUR TABLE NOW

NEW Categories Announced for the 2007 'Meffys' Gala Awards Dinner!

Monte Carlo - 5th June 2007

Anticipation is growing around the 2007 Mobile Entertainment Awards – the 'Meffys' – with the move to Monte Carlo and a prestigious gala awards dinner for 2007 providing the perfect backdrop for the industry's most coveted awards.



Categories for 2007 include:

- | | |
|--|--|
| The Games Award | The Search & Discovery Award – NEW CATEGORY |
| The Music Service Award | The Artist Campaign Award – NEW CATEGORY |
| The Content Award | The TV & Video Service Award – NEW CATEGORY |
| The Operator Award | The Communities & UGC Award – NEW CATEGORY |
| The Handset Award | The Handset Application Award – NEW CATEGORY |
| The Marketing Campaign Award | |
| The Outstanding Contribution Award | |
| The Innovative Business Model Award – NEW CATEGORY | |

Content Category Sponsor: **SanDisk**

For awards entries please visit www.m-e-f.org – deadline for applications is **Tuesday 10th April**

Keynote Addresses & Interviews

Our keynote speakers will reveal their company's mobile entertainment vision and set the stage for the key issues and debates explored via MeM's key tracks and panels. Join the leaders and make mobile a pivotal part of the digital entertainment evolution.

Themes to be discussed

- Mobile TV holds significant promise for the consumers to access entertainment on the go. Find out from the trendsetters what measures will be taken to ensure that the industry will deliver.

- Discover how new trends such as communities and user generated content can further enable the growth of mobile entertainment, and how we should be developing and packaging such services for consumers to widely accept them.
- Find out when and how convergence and multi-platform delivery will become a reality and the value a 'central library' can bring to consumers.
- Now that full track downloads are widely accepted, discover how the future of mobile music will evolve to provide a high quality user experience and generate new revenue streams.

Day One 5th June 2007

8.30 **Registration**

9.00 **Introduction**

Nick Lane, Principal Analyst, Informa Telecoms & Media

9.10 **Chairman's Opening Remarks**

Patrick Parodi, Chairman, MEF & CMO, Amobee

9.20 **Keynote Interviews conducted by Kate Bulkley, Freelance Journalist**

Peter Bazalgette, CEO, Endemol

Peter Bazalgette joined the Endemol group in 1998. He was appointed as CCO of the Endemol group in January 2005 and is responsible for overseeing the creation of content across our entire group. In addition, Mr. Bazalgette serves as the Chairman of Endemol UK. Prior to joining us, Mr. Bazalgette was the Non-Executive Director of Channel 4 in the UK and he is currently a board member of the English National Opera. Mr. Bazalgette has created several internationally successful television formats, such as Ready Steady Cook and Changing Rooms. He was awarded The Fellowship by the British Academy of Film and Television arts in 2000.

Vincenzo Novari, CEO, h3g

With a degree in Economics from the University of Genoa, Vincenzo started his career working for companies such as Johnson Wax, L'Oreal and Danone. In 1995 he moved into the telecommunications sector joining Omnitel Pronto Italia S.p.A and becoming Managing Director of Omnitel 2000 S.p.A in 1999; in October 2000 he joined Andala, renamed H3G Italia in February 2001 as Chief Executive Officer. Under his direction, in March 2003, H3G Italy became the first operator to launch 3G services in Europe and, in June 2006, the first operator in the world to launch Digital Mobile TV using DVB-H technology.

John McMahon, President & MD, Sony Pictures Television International

John McMahon is President and Managing Director, Europe, for SPTI, a position he has held since August 2005. Based in London since late 1997, McMahon oversees all aspects of Sony Pictures' television business in Europe as well as Africa, the Middle East, Russia and the other countries of the CIS. He is responsible for the development, implementation and co-ordination of key business strategies across SPTI's three business lines: local production, licensing and international channels, and supervises the daily operations of those businesses. He is also charged with identifying and exploring European investment opportunities for SPTI and overseeing the management of SPTI's new mobile and digital initiatives in the region.

Joanna Shields, President, International, Bebo

As President, International Joanna Shields is responsible for developing the Bebo experience outside of the United States and providing the community with engaging content across all platforms. Prior to Bebo Shields was Managing Director of Strategic Partnerships for Google EMEA, here she was responsible for building and scaling the company's syndication network in Europe, Russia, Middle East & Africa and establishing all content partnerships essential for Google Video/YouTube, Google Books and Google Earth and Maps. In this capacity, Shields orchestrated partnerships with some of the world's largest media and telecom companies, most recently leading Google's groundbreaking alliance with BSkyB.

10.30 **Networking Break & Exhibition Visit**

Day Two 6th June 2007

8.30 **Registration**

9.10 **Chairman's Opening Remarks**

Andrew Bud, MEF Vice Chair and Executive Chairman, mBlox

9.20 **Keynote Interviews conducted by Mark Halper, Freelance Journalist**



Gideon Bierer, Senior Vice President, Digital Media, MTV Networks International

Gideon Bierer is Senior Vice President, Digital Media, MTV Networks International (MTVNI). In this position, he is responsible for overseeing MTV Networks International's digital media business in partnership with the company's locally managed operations in Europe, Asia-Pacific, Latin America, and Canada. Working in collaboration with the company's international and US TV development group, Bierer leads the teams that create original content for digital media platforms including mobile, online, broadband and interactive TV. He also manages key multi-market initiatives with international partners such as mobile network operators, music companies, device manufacturers, content and technology players.



Rudi Groeger, CEO, O2

Rudi has been a member of the Telefonica O2 Europa plc board since March 2006, prior to that he was on the board of O2 group (former mm02 plc). Since October 2001 Rudi has been CEO of O2 (Germany) GmbH & Co OHG. In 2001, Rudi became Managing Director Sales & Distribution, Regions and Business Lines of T-Systems GmbH. Before that in 1999 he was Spokesman of the Board, Information- and Communications-Systems for Deutsche Telekom AG. From 1996 - 1998 Rudi was the Spokesman of the German Management Board, Information & Communication Products at Siemens and SNI AG.



Barney Wragg, Head of Digital, EMI Music

Barney Wragg is the worldwide head of digital for EMI Music, responsible for developing and leading the implementation of EMI's digital strategy. Prior to joining EMI in 2006, Wragg was SVP for Universal Music Group's digital division, responsible for its international operations. He was also instrumental in major artist campaigns, including Live 8, setting the world record for the fastest time from the recording of a track to its release. From 1996 to 2001 Wragg was audio business development manager for Advanced RISC Machines whose designs are at the heart of the iPod. He began his career as an independent club and concert promoter.

10.30 **Networking Break & Exhibition Visit**

Booking Hotline:

+44 (0)20 7017 5506

Networking Opportunities & Extra Value Features



Networking and Meeting System

All pre-registered delegates at MeM 2007 will be given the unique opportunity to access the whole attendee list online 2 weeks prior to the event, during the event and for up to 3 months after the event. Initiate introductions, network and set up meetings with participants of your choice in order to maximise your time at the event. Ensure you register early enough to take full advantage of this valuable networking tool!



Speed Networking

An opportunity to meet your peers and strike up new relationships



MeM TV

Exclusive interviews with key operators and media and entertainment brands will be filmed at MeM 2007 and will be broadcast on telecoms.com to over 130,000 registered telecoms professionals. If you would like to be interviewed please contact: Hema Chowdhury, Informa Telecoms & Media
Email: hema.chowdhury@informa.com



ME Vision

Over the last 7 years more than 5000 high level attendees from across the globe have participated in Informa Telecoms & Media's MeM series of events, making us the world's leader in this field. Using the expertise we have gained and the partnerships we have forged, we are now proud to provide a portal with all the latest news, events, training courses, reports and newsletters focusing on mobile entertainment.



Consumer Panel

We'll be providing you with an opportunity to meet the mobile entertainment target market at MeM and ask them what they really think of your services.



DRM Face-off

Having trouble deciding which DRM solution is best for you? Attend our 'Face-off' and compare the different solutions to decide which is best suited to your business.

Special Room Rates Available

Monte Carlo: Host to world class events and renowned for its glamour, Monaco is actually more affordable than you think. Accommodation at a discounted rate has already been reserved for you. With room rates ranging from 150 Euro to 250 Euro per night, there is something available to suit everyone.

Informa Telecoms and Media have negotiated exceptional rates for this event.

The cost of accommodation is not included in the conference fee. Reduced Rate Hotel Accommodation can be arranged for you as a free service to MeM Delegates by contacting LSO International on:

Tel: + 33 (0)4 92 38 56 40
Fax: + 33 (0)4 92 38 56 34
Email: abdelkrim.rguib@lso-intl.com
Website: www.lso-intl.com

*Please note that the special rate rooms are limited and available on a first come first served basis, please book early to avoid disappointment.



Getting to Monte Carlo from Nice:

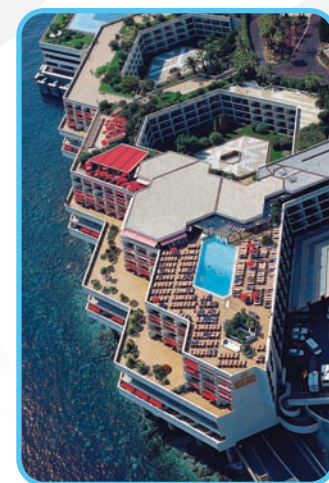
The Nice Côte d'Azur Int'l Airport (www.nice.aeroport.fr/), 15 miles from Monaco, links the Principality with all the major cities of the world in the shortest possible time.

There are various different travel options from Nice Airport to Monte Carlo which include:

Taxi	€80 / €100 (Journey time: approximately 35 minutes)
Helicopter	€95 (Flight time: approximately 7 minutes)
Bus	€15 Hourly 6.45am to 19h45 (Journey time: approximately 45 minutes)
Train	€8 5 miles away from airport

*please note that fares are correct at time of printing

Register Now at
www.mem07.com



Day One: Track One

11.15 **Speed Networking:** An opportunity to meet your peers and strike up new relationships

11.25 **Chairman: Jeremy Flynn, CEO, D2See, UK**

Making Mobile Video & TV Available to the Masses

11.30 **Examining the Dynamics of Live vs. On-demand Mobile TV**

- Synergies between viewing patterns on mobile and TV
- Consumer preferences: under what circumstances will they prefer live streaming or on-demand
- Understanding the programme formats which will suit live and on-demand viewing
- What impact will TiVo type services have on mobile TV?
- What impact will EU legislation have on mobile TV?

Paul Reddick, Vice President, Innovation Management, Sprint, USA
Stephen Nuttall, Business Development Director, BSkyB, UK
Peter Schmitz, Head of New Media, Euronews, France
Yves Confalonieri, General Director, Mediaset, Italy
Suhail Bhat, Policy & Initiatives Director, MEF

12.10 **Made for Mobile: Producing Content for the Smaller Screen Size**

- Is made for mobile content a real necessity for the success of mobile TV?
- Balancing the investments required with the estimated returns
- Educating the acting community to embrace made for mobile content
- Filming for the small screen; what challenges will arise with the new production dynamics?

Richard Gale, Marketing Director, Playboy TV
Robert Fahle, Head of Mobile Media, RTL, Germany
Mike Dunphy, Manager MU Mobile, Manchester United, UK
Chairman: Nick Lane, Principal Analyst, Informa Telecoms & Media

12.50 **How Much Influence does 'Brand' have in the Consumers' Buying Decision?**

- Does there need to be a familiar brand attached to made for mobile content to ensure success?
- How much education is required for consumers to want un-branded, creative content?
- How can producers drive the success of cheaper to produce, unbranded content?

Attila Gazdag, VP & MD, Walt Disney Internet Group, Europe
Maks Giordano, Founder, Icon Mobile, Germany
Tim Clausen, Director of Wireless Technologies, Private Media, Spain

13.30 Exhibition Visit

14.30 **Striking the Right Balance: Offering the Correct Package, Bundles or 'A la Carte'**

- Developing a compelling portfolio of channels and programmes to engage viewers with
- Giving consumers the choice: what is the optimum mix of sport, news, music, movies and more?
- Varying programme types and lengths within channels to ensure something for all
- What is the maximum number of channel bundles which will be enabled by spectrum constraints?
- What guidance & network technologies will consumers use to navigate the mix of programming choices?

Nicholas Wheeler, Managing Director, ITN(ON), UK
Kimmo Laaskonen, VP, Product, Elisa, Finland
Bjarne Andre Myklebust, Director of Mobile Content and Services, (Norwegian Broadcasting Corporation), Norway
Vinod Valloppillil, Vice President, Product Marketing, Roundbox
Justin Richardson, VP Sales & Marketing EMEA, Twistbox
Moderator: Kanishka Agarwal, VP of Mobile Content, Telephia

15.10 **Enabling Free to Air Business Models with Sponsored Content**

- Business models for mobile TV advertising:
 - Operator - Broadcaster - Producer
 - Ad Agency - Brands
- What is the ideal format?
 - Sponsorship - Product placement - Ad breaks
- How will consumers react to advertising on their mobiles?
- Showing the value of reaching targeted niche markets to advertisers

Mitch Feinmann, SVP, Fox Mobile Entertainment, USA

15.35 Networking Break & Exhibition Visit

16.15 **Involving the Consumer by Enabling Interaction with TV**

- Which programme formats will encourage interactivity and drive further revenues?
 - Games - Competition - Quizzes
- What are the current obstacles preventing mobile interaction with TV?
- How can handset manufacturers and operators speed up the delivery of interactive mobile TV?

Ed Boddington, CEO, Harvest Media, USA
Dorian Spackman, Director, Content and Media, LogicaCMG Telecoms
Michiel de Gooijer, Head of Mobile TV & Video, Endemol International, Netherlands
Lars Ljunggren, Partner Manager, Ericsson AB
Robert Marsh, VP of Interactive & Telephony, FremantleMedia

16.55 **Who Owns What? Resolving the Complexities of Rights Management**

- Your opportunity to question peers and experts in the industry on the roles of the different players in the value chain and how they impact rights management?
- What level of rights should operators and aggregators be entitled to? What should the content owner's strategy be?

Michiel de Gooijer, Head of Mobile TV & Video, Endemol International, Netherlands
Teemu Lehtonen, Assistant Director, MTV, Finland
Selma Turajlic, Head of Interactive Media, Celador International
Ingrid Silver, Partner, Denton Wilde Sapte, UK
Adam Singer, Founder, Cordelia, UK

Special Focus Session

17.35 **So, What was New Today?**
MeM is renowned for its wealth of innovative speakers, case studies and exhibitors. We will be placing mystery shoppers throughout the event; their role is to identify the most innovative products, case studies and ideas and present them back to you at the end of the day in case you've missed them.
Ted Cohen, Managing Partner, TAG Strategic & Chairman MEF Americas

17.55 Close of Day One

Day One: Track Two

11.15 **Speed Networking:** An opportunity to meet your peers and strike up new relationships

11.25 **Chairman: Gerard Grech, Strategy & Business Development Director, Content Division, Orange**

Mobile Communities & User Generated Content

11.30 **Case Study: Transferring the Success of Web Communities to Mobile Communities**

- What lessons can the online social networking sites bring to the mobile world?
- Should the industry be trying to replicate the web social networking on mobile or create a new experience?
- What synergies exist between the web and mobile and what USPs does the mobile provide?
- Is the mobile equipped to provide the optimum user experience? If not, then how can this be resolved?

Jean Paul Sanchez, VP of Mobile, MySpace, UK

11.55 **Which Business Models work for User Generated Content?**

- What value will mobile communities and user generated content bring to?
 - operators - entertainment brands
 - social networking brands - consumer brands
- Factors to ensure mobile communities and user generated content become key revenue generators
- What is the commercial model for mobile; will consumers be willing to pay for it or will it be funded by advertising?
- Simply a social networking service or using it to promote the uptake of content

Peter Northing, Product Manager, Three, UK
Paolo Barberis, Chairman & Founder, Dada, Italy
Thomas Blonz, MD, Freever, France
Gilles Babinet, Founder, Eyeka, France

12.35 **Case Study: How are Consumer and Media Brands using Communities to further their Reach?**

- What is the aim of offering a community based service? How will it benefit the brand?
- Creating excitement around a product or brand and enhancing customer loyalty
- Using communities to enhance the uptake of mobile entertainment
- Outlining the details of a community based offering and how it impacted the brand

Belen Segrario, Product Director, Coca Cola, Spain
Ignacio Tome Vilanova, Head of Content & Entertainment, Telefonica Moviles Espana

13.00 **Case Study: Creating Engaging and Sought-After Cyber Communities on Mobile**

- Can cyber communities on mobile have the same characteristics as those on the web?
- Is it about recreating the on-line experience or developing a mobile specific experience?
- Educating the web consumers to embrace the mobile service
- What are the pricing models being used and how have consumers reacted to it?

Dong Woon Kim, Strategy Group Leader, Cyworld, Korea
Enrico Trovati, Head of Marketing, VAS & Multimedia Services, TIM Italy

13.30 Exhibition Visit

Going Direct to Consumer with Off-Deck Services

14.30 **Chairman & Moderator: Andrew Bud, MEF Vice Chair and Executive Chairman, mBlox**

14.40 **Winning Strategies for Off-Portal Mobile Video and TV Services**

- What's the ideal collaboration strategy between content owners and operators?
- How are the operator portals and content owner portals going to be managed?
- Making it clear for the consumer: Ensuring they can access off-portal TV and video easily and swiftly
- Pricing models and bundles which will encourage usage and uptake

Jason Wells, SVP of Mobile, Sony Pictures

15.05 **Making a Change in Data Charge Policy for Mass Market Uptake of Off-Portal Content**

- Developing a simple and transparent pricing structure for off-portal content
- Ensuring consumers aren't hit with 'hidden charges' data charges
- Developing bundles or flat fees which are all inclusive
- Communicating with consumers to regain their trust

Graham Thomas, Head of Data Product Marketing, T-Mobile, UK
Tina Southall, Director of Access: Consumer Product Marketing, Vodafone, UK

Jason Wells, SVP of Mobile, Sony Pictures
Casey Harwood, Senior Vice President, Digital Media, Turner Broadcasting, Europe

15.35 Networking Break & Exhibition Visit

16.15 **Innovating Off-Portal Payment Solutions for Ease of Use by Customers**

- What billing and payment solutions will users accept when using off-portal services?
- Outlining the pros and cons of:
 - WAP billing - Paypal
 - PSMS and the experience they provide the consumer
- What is the future of subscription services?
- Speeding the revenue collection process from aggregators and carriers

Iain McCullum, Head of Interactive Messaging, O2, UK
Roy Vella, Head of Mobile Payments, PayPal Europe
Ray Andersen, CEO, Bango, UK

16.55 **US Case Study: From the Smallest Off-Deck Market to a Billion Dollar Market**

- What is a compelling off-deck consumer proposition?
- Creative promotional strategies to ensure consumers are aware of off-deck services
- Developing win-win relationships with carriers for a successful off-deck service
- Revenues, revenues; results since launch and what is the expected ROI after a year?

Evan Attalli, International Director, Mobile Business Development, WVE, EMEA
Ron Ericsson, Chairman, Bluefrog Mobile, USA
Scott Mills, CFO & President of Digital Media, BET Mobile, USA (Black Entertainment Television)

17.25 Close of Track

Day One: Track Three

11.15 **Speed Networking:** An opportunity to meet your peers and strike up new relationships

11.25 **Chairman: Ralph Simon, Chairman Emeritus & Founder, MEF, Americas & IconMobile International**

Mobile Music Services: More than Ringtones

11.30 **Making an Artist's Career with the Mobile!**

- How are record labels using the mobile in creative and innovative ways?
- Are labels aiming to use the mobile to reach niche markets? If so; how niche is too niche?
- Case studies of how artists were launched or promoted using the mobile
- Looking to the future: how can mobile communities and user generated content enhance record label's strategy?

Rob Wells, VP Digital, Universal Music Group International, UK
Doug Lucas, European Head of Digital, EMI Music
Haji Taniguchi, Executive Director, Avex Music, Japan
Ole Obermann, VP Global Digital Business, SonyBMG Music Entertainment
Mark Bole, CEO, Shozu

12.10 **Strategies to Drive the Uptake of Full Track Music and Video Downloads**

- What hurdles stand in the way of full track and video downloads becoming widely accepted?
 - Handsets functionality - Memory capability
- Is the industry aiming for the handset to become a portable music player? How do consumers feel about using handsets as a portable music player?
- What is the ideal price for consumers to embrace full track downloads and videos and how can the operator enable this?
- Results from recent launches and lessons to take forward

Abraham Jo, Team Leader: MeOn, SK Telecom, Korea
Carter Pilcher, CEO, Shorts International, USA
Michael Bornhaeusser, CEO, SDC, Switzerland
Rob Lewis, CEO, Omnifone, UK

Sissel Henriette-Larsen, Director, Services, Mobile Markets, Telenor, Norway

12.50 **Successfully Negotiating Licences for Mobile**

- The complex value chain of artists, labels, aggregators and operators does not make it easy to resolve who is entitled to what and how much? This is your opportunity to discuss and question leading industry members on what rights can be given and to whom.

Seth Jackson, Managing Director, Indie Mobile
Adam Singer, Founder, Cordelia, UK
Doug Lucas, European Head of Digital, EMI Music

13.30 Exhibition Visit

Special Focus Session

14.30 **Bling Bling! How are Consumers Using Mobile Entertainment as Accessories?**

- Projecting the desired image to your friends with ring-back tones, video ring-back tones, avatars and in call entertainment
- How can consumers' need for personalisation be converted to a revenue generating opportunity?
- What future potential exists in acting as jewellery for consumers?
- Is the demand for personalisation and self expression great enough for video ring-back tones to be a success?

Markus Berger de Leon, CEO, Jamba
Celia Francis, CEO, Weeworld, UK
Michael Lipson, EVP Operations & Alliances, Phonebites, USA
Anthony Stonefield, CEO & Co-Founder, Emotive Communications Inc., USA

Innovating Mobile Games

Chairman: Neeraj Roy, Managing Director, Hungama Mobile, India

15.00 **Case Study: Creatively Promoting and Advertising Games to Increase Download Rates**

- How can game developers, publishers and operators work together to increase download rates?
- Is it all about portal positioning or are there other techniques to drive discover?
- Comparing the performance of games off-portal and on-portal, can best marketing best practice be taken from one and applied to the other?
- Case study: Outlining a promotional campaign which resulted in increased downloads

Javier Ferreira, VP Europe, EA Games (opening presentation)
Frederic Tibout, VP, Marketing & Sales, Vivendi Games Universal
Ilkka Paananen, Managing Director of Europe, Digital Chocolate, Finland

15.35 Networking Break & Exhibition Visit

16.15 **How is the Average Profile of the Gamer Evolving?**

- What is the ratio of male to female gamers and how is this evolving?
- How is the average age of the typical gamer changing?
- Is it possible to categorise today's mobile gamer or are they too diverse?
- Understanding how the industry can satisfy the wants of the evolving gamer

Paul Goode, VP & Senior Analyst, M:Metrics, USA
David Gosen, CEO, iPlay

16.45 **Taking Connected and Multi-player Gaming to the Next Level**

- Have we reached a peak with connected gaming or is there opportunity for growth?
- Identifying potential connected gamers to grow your user base
- Will the dawn of mobile communities provide renewed enthusiasm for multi-player gaming?
- Which connected games are most widely accepted and showing growth potential?

Sven Halling, CEO, Terraplay, Sweden
Oscar Clark, Mobile Operator Strategy EMEA, NVIDIA

17.05 **Mobile Gaming Lessons from Japan & Korea: What's driving their Success?**

- What are the mobile game consumption rates in Japan and Korea?
- Examining the market dynamics in Japan and Korea, are there any synergies with the European market?
- Did the success of on-line and console games contribute to the success of mobile games? What are the characteristics of the most played games?
- How can we transfer best practice from Japan and Korea to Europe?

Gonzague De Vallois, VP Publishing, Gameloft

17.30 Close of Track

TRACKS CONVERGE FOR SPECIAL FOCUS SESSION IN TRACK ONE

Day Two: Track One

11.05 **Speed Networking:** An opportunity to meet your peers and strike up new relationships

11.15 **Chair: Jessica Sandin, Senior Partner & Head of Mobile Practice, Fathom Partners, UK**

Sponsored Content & Mobile Advertising

11.20 **Visions for a New Digital Medium: What are the Expectations?**

- How have Saatchi & Saatchi incorporated mobile entertainment into advertising campaigns?
- What are the expectations from sponsoring mobile content or product placement?
- How have Saatchi's clients responded to presence on mobile?
- What are the obstacles to mobile sponsorship and advertising becoming a more widely used technique?

Thomas Curwen, Group Planning Director, Publicis

11.40 **Educating all Stakeholders to Accelerate the Growth of Mobile Advertising**

- Who will dominate the mobile advertising food chain?
- Operator - Content provider
- Ad and media buying agencies - Consumer brand
- Have brands realised the full potential of reaching a niche and targeted market? If not; how can the industry show them the value?
- What do operators need to do to build and provide benchmarks and metrics for the advertising industry?
- How can content owners work closely with consumer brands to provide relevant and engaging advertising?

Jon Williams, Creative Director, Wundermann, UK and Client Marc Montaldier, Head of Mobile Marketing, Orange, France
Simon Andrews, Chief Strategy Officer, Worldwide, Mindshare, UK
Michael Bayle, Senior Director of Monetization, Connected Life, Yahoo

12.10 **What Level of Advertising will Consumers accept on their most Personal Device?**

- Making it relevant; moving away from the TV 'interruption' model towards a more engaging model
- How enthusiastic are consumers likely to be about receiving marketing communications on their handset?
- What will consumers perceive as entertaining and engaging advertising?
- Can any lessons be learnt from the web advertising model? Is there room for pop ups and banners?

Thomas Strerath, Managing Director, OgilvyOne Worldwide, Germany
Mark Boyd, Director of Content, BBH, UK
Tom Burgess, CEO, Third Screen Media, USA
Nitzan Yaniv, VP of Business Development, Amobee

12.50 **Case Study: How are Brands Benefiting from Reaching a Targeted Market with Sponsored Content?**

- Increasing product and brand awareness using mobile content
- Reaching the right market by matching your brand to a content offering
- Creating an entertaining and compelling advert to tag the content with
- Results and responses; how did consumers react to advertising before a mobisode?

Peter Kang, Creative Director, Saatchi & Saatchi, USA

13.30 Exhibition Visit

Special Focus Session

DRM Face-Off:

Your opportunity to assess which DRM is best suited to you! An array of DRM solution providers will be outlining why their product is the best in the market with a 7minute speech. Then our expert judging panel will be deciding which they think is the best solution or what the ideal solution should look like.

Michael Bornhaeuser, CEO, SDC Switzerland
Speaker name to be confirmed, Safenet

15.30 Networking Break & Exhibition Visit

16.00 **Chair: Stefan Rust, Director of Corporate Development, Sun Microsystems and Chairman, MEF Asia**

Endnote: The Ultimate Customer Ownership: Launching an MVNO

- Will MVNOs reshape the mobile entertainment market?
- What was the driving factor behind launching an MVNO?
- How large does the customer base have to be for a successful launch?
- Balancing your own content against competitors on the portals

Special Guest Speaker
Full details will be on www.mem07.com from March 2007 onwards

16.30 Close of Conference

"Great event to learn the industry news and trends and to meet partners"
(M Yamalyan, Mobtrix)

"An effective glimpse of where the mobile entertainment market is and where it's heading"
(B Demir, Voice Age Corp)

Day Two: Track Two

Sponsored by:
ThirdScreenMedia

11.05 **Speed Networking:** An opportunity to meet your peers and strike up new relationships

11.15 **Chairman: Eden Zoller, Principal Analyst, Ovum**

Creatively Promoting Content so Consumers can Easily Discover it

11.20 **Consumer Panel: What is the Consumer's View of Mobile Entertainment?**

Find out from the horses mouth: Meet the consumers and hear what they have to say about your content and services. This is your chance to ask how your services can be improved for more uptake!

Search & Discovery

11.50 **Educating and Familiarising Consumers with Mobile Search to Drive Usage**

- What is the current average usage of mobile search?
- Should consumers expect a web like search experience on the mobile?
- How can we educate consumers to use search for content discovery and not just local search?
- How does the user interface need to be optimised to drive usage of the search function?
- Which pricing models will appeal to the consumer?
- Pay per click - Pay per view - Data bundles

Matt Champagne, Director of Product Management, MSN Mobile, Microsoft, USA
Dan Olschwang, President & CEO, Jumptap, USA
Jim Holden, Director of Global Wireless Partnerships, Google
Mitch Lazar, European Head of Connected Life, Yahoo

12.30 **Enhancing Discovery and Uptake of Mobile Content with Mobile Search**

- Getting to know the 'searcher' to better understand the types of content they are looking for
- What should the portal homepage look like? Balancing the emphasis on on-portal content vs. off-portal content
- Weighing the benefits of bringing content closer to the consumer against the cost of personalisation
- Using recommendation engines to promote 'like' content for cross-selling and up-selling

Moderator: Jens Anderson, CEO, mobilePeople, Denmark
Doug Leeds, VP of Product Management, Ask Mobile, USA

13.00 **Making Discovery easy with Short-codes and Mobile URLs**

- Using mobile friendly short-codes and URLs in the WAP browser to easily find content
- How much do the inconsistent access methods deter consumers from finding WAP sites?
- What's holding the industry back from developing a common standard?

Neil Edwards, CEO, dotMobi, USA
Laura Marriott, Executive Director, MMA
Diane Strahan, VP Mobile Marketing, Neustar (also responsible for CTIA Common Shortcode Administration)
Mark Fitzgerald, Co-founder & MD, MX Telecom

13.30 Exhibition Visit

Promotional Strategies

Chairman: Mark Palmer, CEO & Founder, Maverick Planet

14.30 **Case Study: Creative Content Promotion Strategies which Deliver Results**

- Identifying new and innovative ways to reach the consumer with your content
- Striking the right balance between operator marketing and content owner marketing strategies
- What role does affiliate marketing play in promotional strategies?
- What challenges do affiliate marketing programmes pose and what are the best ways to over come them?

Markus Berger de Leon, CEO, Jamba
Paolo Barberis, CEO, Dada, Italy

15.00 **Promoting Super-Distribution via Viral Transfer**

- Reducing the cost of customer acquisition by encouraging 'friend-to-friend' recommendation systems
- Providing financial incentives to encourage consumers to recommend content to friends
- Which types of content are best suited to viral transfer?
- Preventing revenue loss by transfer of content over Bluetooth

Lucia Predolin, International Marketing Director, Buongiorno Vitaminic
Willms Buhse, Director of Product & Marketing, Coremedia

15.25 Networking Break & Exhibition Visit

Operator Strategies

16.00 **Avoiding 'Bill Shock' with Transparent Data Pricing Strategies**

- How can operators and content owners collaborate to create one fee for content purchase?
- Earning back consumer trust by clearly communicating data pricing structures
- Developing a pricing model which is realistic for the young consumer
- What are the timescales until data charges become cheaper and more acceptable by consumers?

Andrew Bud, MEF Vice Chair and Executive Chairman, mBlox
Paul Whiteing, Deputy Director, Policy, ICSTIS
Anders Borde, Project Director New Business, Telenor, Norway

16.40 **Shifting the Operator Entertainment Strategy to Fifth Gear and Delivering Content to the Masses**

- Stepping up a gear: what do operators need to do to promote content to the masses
- What is the strategy to drive down data prices so consumers can enjoy more content?
- How long until the walls have completely dropped and consumers have web like access?
- How do operators select which content to promote and what's the best way of working with content owners to ensure maximum promotion

Moderator: Graeme Ferguson, Independent Mobile Consultant
Anders Borde, Head of Juice Products & Partners, Telenor Mobile, Norway
Stanislav Borisov, CEO, Nikita Mobile, Russia
Victor Marckelov, Products Director, Beeline, Russia
Tina Southall, Director of Access: Consumer Product Marketing, Vodafone, UK

17.20 Close of Conference

Day Two: Track Three

11.05 **Speed Networking:** An opportunity to meet your peers and strike up new relationships

11.15 **Chairman: Stefan Rust, Director of Corporate Development & Alliances, Sun Microsystems and Chairman MEF Asia**

Making it Easy for the Consumer: Refining the User Experience

11.20 **Interactive Panel Discussion**

Enjoy a unique panel discussion about the type of content consumers will really enjoy. We are breaking the boundaries of traditional panel discussions and bringing to you a 'cartoon panellist' who will be discussing how content should be presented to consumers.

Animation in conjunction with Mobstar

11.50 **Interface and Handsets: Giving the Consumer a Simpler Experience**

- What are the common consumer complaints about the interface and user experience?
- Examining how the user is navigating around portals and handsets to access content to improve the experience
- Where does the industry need to channel its investment to ensure the consumer has a simpler experience?
- What are the latest developments in handsets and interfaces providing intuitive access and use of content?

Speaker name to be confirmed, Qualcomm
Dave Ulmer, Director of Marketing, Motorola, USA
Mark Ollila, Director of Technology & Strategy, Play new, Multimedia, Nokia

12.30 **Delivering the Experience you Promise: Getting Customer Services Right**

- Ensuring consumers get what they pay for with reliable download systems
- Improving customer services to deal with the customers queries quickly and efficiently
- Ensuring consumers can easily enable and configure their handsets for accessing content
- Building in full transparency in disclosure and billing

Trays O'Reilly, Director of Communications & Standards, ICSTIS
Franklin Selgert, Senior Innovation Manager, KPN, Netherlands
Bertrand Schmitt, CEO, Zandan, France
Kenny Young, Chief Marketing Officer, LCC, USA

13.10 Exhibition Visit

The Dawn of Convergence: Creating a Central Library for the Consumer

14.30 **Chairman & Moderator: Nick Lane, Principal Analyst, Informa Telecoms & Media**

14.35 **Developing the Business Model for Delivering Converged Services**

- Analysing the global trend of fixed and mobile convergence and the impact it has on mobile entertainment
- How can content owners and operators collaborate to develop a business case for creating a central library?
- What is the optimum price structure for multiple platform delivery which does not cannibalise revenues from delivery to individual platforms?
- Case study: Launches to date and their success in the market

Abraham Jo, Team Leader: MelOn, SK Telecom, Korea
Mario Mariani, CEO, Tiscali, Italy
Jukka Helin, Director Marketing Products and Services, Telia Sonera, Finland
Martin Duval, Global Director Business Development & Partnerships with Start-Ups & VCs, Orange France

15.15 Networking Break & Exhibition Visit

16.00 **Overcoming Licensing Hurdles: Obtaining one Licence for all Platforms**

- What are the rights implications on operators for multiple platforms?
- What are the implications on IP owners and what is their view of multi-platform delivery?
- Educating the IP owners to provide one licence for all platforms

Sandi Isaacs, VP Interactive, Paramount Pictures, USA
Paul Bennun, Co-founder & Director of Strategy, Somethin' Else, UK
Michael Lipson, EVP Operations & Alliances, Phonebites, USA
Ted Cohen, Managing Partner, TAG Strategic & Chairman MEF Americas

16.40 **Understanding IMS and the Benefits it holds for the Entertainment Industry?**

- Understanding how IMS enables convergence
- What does IMS have to offer to the entertainment industry?
- How will IMS enhance the content offering and consumer experience?
- When will the IMS hype become a reality?

Martin Duval, Global Director Business Development & Partnerships with Start-Ups & VCs, Orange France

17.00 Close of Conference

"One of the most valuable conferences for exploring and doing business for mobile consumer services"
(R Brannvall)

"The best mobile show that brings operators and content owners together"
(P Fearnley, I-Rights)

Meet, See, Learn, Partner – Make Me

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Pre-Conference Masterclass – 4th June 2007

Led by Minick

Fixed Line and Mobile Entertainment Convergence: How to Build a Successful Converged Entertainment Offering

Masterclass Objectives

The fixed line internet phenomenon and the mobile phenomenon have both grown dramatically in recent history. However, to date, they have grown separately with their own infrastructure and ecosystem. With the advent of technology such as the mobile internet, these two worlds are slowly colliding. Web giants such as Google, Yahoo, eBay, and Youtube are making major forays into the mobile world.

Mobile Entertainment Services have advanced in recent years with the advent of applications such as browsing, downloading and streaming. Based on the technologies such as IMS and SIP mobile and internet domains will merge allowing content providers to create and distribute digital content to end-users through several different, and in the future even interoperable, devices.

Many triple Play offerings have been launched by Telcos and cable companies during the last months. What will the impact of that triple play demand be on the offering of Mobile Entertainment? You've overcome the challenge of developing a mobile and/or online entertainment offering, but should you invest into the next step and make the offering "seamless"? This workshop will provide the education, tools and techniques to launch and promote a successful converged entertainment service:

Masterclass Times

12.30 Workshop Registration 13.00 Workshop Commences 17.00 Workshop Close

Masterclass Agenda

- The evolution of fixed line and mobile services and the path towards convergence
- The impact of IMS on Business Models
- Case study of successful converged services:
 - Network Operator driven
 - Content Owner driven
- Critical success factors
- How to setup a successful converged offering

The workshop will be a combination of presentations and group exercises to help you share best practice amongst yourselves.

The masterclass will be led by

Dr. Alexander Trommen, COO, [Minick](#) and Todd Tran, UK Managing Director, [Minick](#)

MINICK AG

Minick AG is a pioneer of interactive mobile solutions. MINICK provides full service end-to-end mobile solutions for network operators such as Vodafone, O2, Orange, Telefonica, and Swisscom, for media companies such as MTV, Sony Pictures, RTL Newmedia, Channel 4, Warner Music, CNN and Universal Music, as well as for corporate clients in mobile direct and dialog marketing. MINICK has pioneered mobile portal solutions such as WAP and Java portals. MINICK has launched over 250 mobile portals in the last two years and is currently launching some of the first converged portals for wireless carriers in Europe based on its proprietary IMS. MINICK has offices in Germany, Spain, Switzerland, the USA and the UK.

Pre-Conference Masterclass – 4th June 2007

Led by ClicMobile

Identifying and Implementing Successful Business Models for Mobile Communities and User Generated Content Services

Masterclass Objectives

The rapid rise of online social communities and user generated services such as MySpace and Youtube has generated great interest in this area. Many social communities now have a presence on the mobile phone and other portable devices as well as on the PC. There are many opportunities to monetise mobile social communities and user generated content services. Mobile operators profit from the data usage. Advertisers are also interested in the self-profiling nature of these communities, so they can target specific niches with great accuracy. The ClicMobile workshop will focus on the actual case studies and hard facts.

Masterclass Times

12.30 Workshop Registration 13.00 Workshop Commences 17.00 Workshop Close

Masterclass Agenda

Introduction and Overview

- How has the market evolved and what opportunities have arisen?
- What is the mobile operator's strategy towards communities and advertising?
- Outlining successful case studies to date

Analysing the Critical Success Factors of a Mobile Community:

- Why do people want to be part of a community?
- What works and what does not?
- How to create acceptance and uptake?

Case Studies

Analysing the Success of Different Revenue Models

- Ad-funded model?
- Subscription fees?
- Data usage?
- Downloadable content?

The masterclass will be led by

Samir Addamine, Founder & Director of Marketing, [ClicMobile](#)

ClicMobile

ClicMobile is a Geneva based start-up company with an operational subsidiary in Paris.

ClicMobile provides the open media world with tools to run and build online communities. ClicMobile enables Medias, mobile operators and Internet brands to build interactive communities around their most important assets: their members. For the end user ClicMobile tools allow users to interact within their community both from their PC and from their mobile phones. ClicMobile provides companies a white label set of tools to enhance conversation between members. In a nutshell, ClicMobile is the technical link between community members on both the online and mobile worlds.

Post-Conference Masterclass – 7th June 2007

Led by peacefulfish

Financing the Development of Mobile Content: Opportunities and Business Models

Masterclass Objectives

We will explore the way in which mobile television and video content is financed, produced and distributed – and how it generates revenues. The different current business models used in the mobile space will be presented as well as future trends.

One of the objectives will be to look at the different types of content and to better understand the relation between the IP owners and the IP distributors.

In particular, the management report "Getting into Mobile TV and Video" will be presented. Based on over 30 original interviews with mobile operators, content providers, aggregators, broadcasters, production companies and financiers, the report offers an introduction to this exciting space, along with in-depth coverage of key topics and suggested strategies for companies throughout the value chain.

Masterclass Times

8.30 Workshop Registration 9.00 Workshop Commences 13.30 Workshop Close

Masterclass Agenda

- Current status of mobile content space
- Current business models
- Case study of content driven financing
- Future trends
- Potential successful strategies for attractive content distribution

The workshop will be a combination of presentations and group exercises to help you share best practice amongst yourselves.

The masterclass will be led by

Thierry Baujard, CEO, [peacefulfish](#) and Juliane Schulze, Senior Partner, [peacefulfish](#)

peacefulfish

Created in 2000, peacefulfish is a consulting company specialized in financing the content industry. peacefulfish is also working for independent producers around the world but also for public and financial institutions to support regional development through innovative financing tools or financial incentives attracting the audiovisual digital industry. Recently, peacefulfish has been involved in different cross platform distribution projects including mobile devices. Our core activity is in France, Germany and the UK with a unique network of partners in Australia, Brazil, Canada, China, Hungary, India, Italy, South Africa, Spain and the US.

For more information please visit www.peacefulfish.com

Post-Conference Masterclass – 7th June 2007 Led by Third Screen Media

Ready, Aim, Reach: Constructing Scalable and Successful Mobile Advertising Programs

Masterclass Objectives

As the demand for data services on mobile phones is expanding rapidly around the globe, Carriers, Publishers, and Content providers are scrambling to find successful business models to support the mobile platform. Market Research has shown that although consumers have a strong desire to receive music, video, and Internet content services on their handset devices, there remains a threshold for the number of subscription-based services for which mobile users are willing to pay. Entertainment and content publishers are quickly embracing an advertising model to subsidize subscription fees, increase audience sizes, and monetize their content on mobile devices.

This workshop will highlight the mobile advertising value chain from Advertising agencies and Brands, to Aggregators, Content Providers, Publishers, Carriers, and Consumers. The roles and interests of each participant in the ecosystem will be outlined, along with their concerns, challenges, and requirements for growth. The workshop will further explore the mobile advertising ecosystem from the perspective of the 5 mobile media types: WAP/Mobile Internet, Video, Java/Brew applications, idle screen ads, and SMS/MMS, with advertising case studies and examples.

This workshop provides the foundation for constructing scalable advertising opportunities that attract brand name advertisers.

Masterclass Times

Workshop Registration 9.00 Workshop Commences 13.30 Workshop Close

Masterclass Agenda

- The mobile advertising ecosystem
- How to create scalable opportunities that attract advertisers
 - Case Studies: Successful Content Publishers
- Carrier Partnerships
 - Case Studies: On-Deck/Off-Portal differences
- Measurement and reporting
 - Case Studies: Successful Ad Campaigns
 - Awareness/Brand Advertising
 - Acquisition/Direct Response Advertising
- Evaluating ROI
- The Mobile Media Marketplace
 - The future of buyers and sellers in the new media landscape
 - Infrastructure and Technology
 - Developments and Trends

The workshop will be a combination of presentations and group discussions to help you share best practice amongst yourselves.

The masterclass will be led by

Mr. Thomas Burgess, CEO, [Third Screen Media](#).

Third Screen Media

Third Screen Media (TSM) is a software and services company that enables advertising on mobile phones and wireless devices. Third Screen Media also operates the TSMNetwork, the largest single source of mobile advertising inventory offering best-in-class content, targeted demographics and broad reach. Customers and partners such as USA TODAY, MasterCard, Dunkin Donuts, MSN, The Weather Channel and the world's largest advertising agencies rely on Third Screen Media's products and services to manage advertising campaigns uniquely optimized for mobile devices. For more information about Third Screen Media, visit www.thirdscreenmedia.com.

Register Now at

www.mem07.com

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QUALCOMM is a leader in developing and delivering innovative digital wireless communications products and services based on CDMA and other advanced technologies. With offices throughout Europe, QUALCOMM works closely with numerous operators, manufacturers and publishers/developers to enable the successful commercial roll-out of compelling, feature-rich 3G WCDMA (UMTS) services across the region.

QUALCOMM is focused on accelerating next-generation wireless data and value-added services through its BREW® solution. BREW changes the way people relate to wireless data services. By enabling discovery and delivery of high-value content, BREW creates opportunities for the wireless industry to enhance consumers' mobile data experience. QUALCOMM's comprehensive and targeted BREW Signature Solutions offer reduced time to market and lower capital investment for companies providing mobile products and services. Customers can also benefit from several modular BREW offerings, including uiOne™, deliveryOne™ and QPoint™, which provide the foundation for customer-differentiated wireless data capabilities.

Industry Mobile Search and Advertising partner



Mobile Search is the next significant value creation opportunity for mobile operators around the world, promising to deliver the full potential of wireless access by helping subscribers find the latest content and services created for mobile networks.

JumpTap provides carrier-centric mobile search solutions. We offer a hosted, pure-mobile search experience that lets wireless carriers monetise the mobile web by tapping the revenue potential of the advertising industry. JumpTap provides wireless carriers with an end-to-end, carrier-branded mobile search solution that drives third-party revenue for mobile operators while providing a quick, easy and fun mobile search experience for subscribers. JumpTap's comprehensive, hosted solution couples a fresh, intuitive user interface and mobile-specific search engine with a keyword sales program that pays carriers for user-selected sponsored links. For more information please visit www.jumptap.com

Industry Multimedia Sponsor



Nokia is a world leader in mobile communications, driving the growth and sustainability of the broader mobility industry. Nokia connects people to each other and the information that matters to them with easy-to-use and innovative products like mobile phones, devices and solutions for imaging, games, media and businesses. Nokia provides equipment, solutions and services for network operators and corporations.

Lanyards Sponsor



Telephia is the world's largest provider of syndicated consumer research to the telecom and mobile media markets. Since 1998, executives at service providers, device manufacturers, content providers, and retailers have relied on Telephia data to make confident competitive strategy, marketing and resource allocation decisions. Telephia uses its unique measurement tools and large-scale consumer panels to understand the digital consumer's behavior, attitudes and experience. Our technology produces metrics that are now the industry standard for market share, customer satisfaction, device share, service quality, revenue share, advertising effectiveness, content audience and other key performance indicators. Telephia connects companies to the digital consumer.

Associate Sponsor



CoreMedia – Any content, anywhere in a trusted universe CoreMedia, the global provider of software solutions for convergent content business, is technology leader for Content Management and Digital Rights Management. CoreMedia develops innovative software, which secures, strengthens and expands content business. The company delivers key components for each Service Delivery Platform, which manages, distributes and protects digital content. With a passion for excellence, CoreMedia is committed to developing first-class software products based on open standards for multi-channel delivery. As an active member of the Open Mobile Alliance (OMA), CoreMedia is committed to open standards and interoperability.

Over 150 companies at all 5 continents within the telecommunications, media, industrial and financial sectors successfully work with CoreMedia's technology, amongst them industry leaders such as BenQ, Bertelsmann, Continental, DaimlerChrysler, Deutsche Telekom, debitel, EPCOS, GMX, Motorola, Musicload, NEC, Nokia, O2, Panasonic, Qualcomm, SEAT, Sony Ericsson, T-Mobile, T-Online, VVo and Vodafone plus more than over 60 public-sector organizations. For more information, please visit www.coremedia.com.

Industry Location & Content Sponsor



NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, location-based services, and government and business solutions. NAVTEQ data maps span 58 countries.

Concentrated heavily in North America and Europe, the NAVTEQ map database continues its expansion into numerous markets around the world. Whether in Europe, North America or an ever-growing list of World Markets, NAVTEQ delivers data to the same database specification utilizing the same technology at the consistently high level of quality and support.

NAVTEQ is headquartered in Chicago, IL, USA, with approximately 2,100 employees worldwide located in 139 offices in 25 countries.

Mobile Developer Pavillion Sponsor



Renowned for creating industry-changing products, NVIDIA enhances mobile entertainment with the NVIDIA GeForce family of graphics processing units for handheld devices. NVIDIA is unique in that it dedicates more resource than any other company in the world to the games development and publishing community. With strategic relationships involving technical, marketing and business support, NVIDIA and its valued partners make it possible for consumers to enjoy leading-edge 3D content that is not only tuned for blistering performance, but also for rock-solid reliability and stability.

Delegate Networking System Sponsor



io™ global provides the software and services to enable Network Operators, Media Brands and Advertisers to collaborate in a trading model to personalize and monetize their interactions with individuals on the run.

io™'s mobile experience solutions™ turn the mobile device into the individual's "remote control" for using digital content and services anytime, anyplace, anywhere.

io™ global was created in May 2005 by BT and New Venture Partners after 5 years of development in BT's Research Laboratories

Industry DRM partner



SDC is the leading and patented (1996) DRM technology supplier for mobile music services providing the first DRM Java and Symbian technology solution for mobile phones, PDAs, set-top boxes and PCs that can be used to protect music, videos, games, pictures and documents. SDC offers a broad range of functionalities for using content in a protected fashion, e.g. copying songs between devices belonging to the same user, SIM bound DRM and super-distribution of content. SDC DRM is used by major carriers such as T-Mobile, Telstra, SFR on 5 continents to protect music and video content and the technology is approved by all major record labels. With global partner like Siemens or Musiwave SDC is expanding its market share constantly. For more information visit www.digicent.com

End User Data Sponsor



M:Metrics is the mobile market measurement authority. As the only research firm to measure the audience for mobile media, M:Metrics provides the most accurate metrics on actual mobile content consumption

by applying trusted media measurement methodologies to the mobile market. M:Metrics' monthly syndicated data service gives clients the critical insights and intelligence required to inform smart business strategies and the competitive benchmarks needed to evaluate the performance of competitors and partners. M:Metrics is a private, venture-funded corporation headquartered in Seattle, with offices in San Francisco and London www.mmetrics.com

Advertising Track Sponsor



Third Screen Media (TSM) is a software and services company that enables advertising on mobile phones and wireless devices. Third Screen Media created the TSMNetwork - the largest, single-source mobile ad network and MADX, the only web-based, mobile ad management and delivery platform that connects agencies, publishers and mobile carriers on a common platform. Customers and partners such as USA TODAY, MasterCard, Ford Motor Company, Toyota, Burger King, ESPN, The Weather Channel and the world's largest advertising agencies rely on Third Screen Media's products and services to manage advertising campaigns uniquely optimized for mobile devices. For more information, visit www.thirdscreenmedia.com

Constructing Scalable and Successful Mobile Advertising Programs

Delgate badge Sponsor



Roundbox is a provider of mobile broadcast software solutions for operators and handset manufacturers. The company provides the most comprehensive Electronic Service Guide solution for Mobile TV in conjunction with partners such as TV Guide Mobile Entertainment. In addition, Roundbox is a pioneer in the development of datacast services, which help operators leverage broadcast and multicast technology to deliver content such as news, weather, sports and emergency alerts. Roundbox's products effectively integrate both out-of-band networks such as DVB-H and FLO with in-band 3G broadcast protocols such as BCMCS and MBMS, and existing operator networks such as UMTS and EVDO.

Conference Sponsor



LogicaCMG helps the world's network operators, service providers and content aggregators to manage content, increase revenues, enhance customer loyalty and capitalise on convergence opportunities. With an unrivalled expertise in Intuitive Messaging, Intelligent Charging, Content Enablement and Customer Intelligence

Management we enable our clients to serve over one billion customers in 135 countries across 6 continents. LogicaCMG delivers over half of the world's text and multimedia messages and serves three quarters of all videomail users. Our payment systems have processed over US\$100 billion of revenues. We continue to invent, evolve and deliver solutions that empower our clients to seize new opportunities.

Games Developer Pavillion Sponsor



At the forefront of gaming since 2001, Jump Games has been spearheading the evolution of game design and development across an array of genres and platforms—single and multiplayer games for Wireless, PC, Web, and allied platforms such as PDA and iTV. Over the years Jump has created innovative and cutting-edge games that have been consistently entertaining gaming audiences worldwide. Besides being affiliated with global associations like Sun's iForce initiative and Forum Nokia PRO, Jump has partnered with leading content owners, Mobile operators, handset manufacturers, and technology providers like Coca-Cola, ICTV (HeadendWare), Intel, Sony, Ericsson, Sun, Walt Disney India, Pixiem, Qualcomm, LG, and Conitec for its gaming initiatives. Jump has created more than 120 riveting

Mobile games that are available with international operators.

To discuss MEM Sponsorship and exhibition opportunities please contact

Companies A-L contact Carine Vandeveld: Tel +44 (0)20 7017 4833 or email carine.vandeveld@informa.com

Companies M-Z contact Nic Cumisky: Tel +44 (0)20 7017 5714 or email nic.cumisky@informa.com

Game Developer Pavillion

MeM 2007 will be featuring an area dedicated solely to game developers. This is a unique opportunity for innovators in the space to showcase their products and develop future partnerships.

Please visit www.mem07.com for the current list of exhibitors

If you are an independent game developer and would like to hear more about the opportunity to show case your products at MeM please contact: carine.vandeveld@informa.com



NEW FOR 2007

Who will be there?



Previous Exhibitors include

8Bit Games Ltd	Geniem	NellyMosser
Absolute Quality	Greensum	Newbay software
Adamind	Hewlett Packard	NMS
Adviweb	Hex Software	Communications
AG Interactive	I-Free	N-Vidia
airwide solutions	Inexbee	One a fun
Alcatel	Infospace	Openmind
Anam	In-fusio	Networks
Arpholia	Intent Media	Page One
Arvato Mobile	Jinny	Communications
Bango	Kaolink	Phone Hits
Beactive	Kiloo	PVNetSolutions
BMD Wireless	Kuju	Princess
C3	Kwickee Guides	Productions
Charamel	Lleida.Net	Q-Pass
Comverse	M.E. Media Market	Qualcomm
Colibria	M-Blox	Real Networks
Coremedia	Media Festa	Realesys3D
Countdown Media	Corporation	Redboss
Critical Path	Materna	Russian Mobile
Cyoshi Crucial	Mediapiazza	Entertainment
DA Group	Melodeo	Siemens
Digiplug	Mixipix	Spin 3
Distinctive	Mobistar	Tellectual Media
Developments	Mobile365	Group
Elite Systems	Mobile Bridges	Terraplay
Empower	Mobile Phone	Telenity
Interactive	Dating	Telsis
End2End	Mobile Streams	The Music Factory
Entriq	Mobiqu	Tira Wireless
Ericsson	Mobixell	Unipier
Eurofun	Mobrio	U-turn
Fathammer	Morpheme	Valentino
Frukt Music	Mr. Goodliving	Vodafone
Gaelcomoviles	Musiwave	WES
General Wireless		Zapdance

Sponsor a Table at the Meffys Gala Awards Dinner

There are many reasons to attend the Meffys Gala dinner, be it celebrating a super year for the industry with colleagues, meeting the winners or entertaining key customers and partners. Ensure your company has the visibility it deserves with a branded corporate table for 10. The Meffys are the industry's most coveted and glamorous awards, independently judged and in high demand.

For awards entries please visit www.m-e-f.org – deadline for applications is **Tuesday 10th April**.

To reserve your place at the gala dinner (€249), please email telebookings@informa.com

For all sponsorship opportunities, including the option to have a branded priority table for 10, contact

Carine Vandeveld:
Tel +44 (0)20 7017 4833 or email carine.vandeveld@informa.com

Nic Cumisky:
Tel +44 (0)20 7017 5714 or email nic.cumisky@informa.com

www.mem07.com



Customer Number	
Brochure Number	
Event Code	CQ1659

PRICES & PAYMENT INFORMATION (please tick option)

- 2 Day Event including Awards Gala Dinner 5th & 6th June 2007 €848 + TVA @ 19.6% = €1014.21
- MEF Members 2 Day Event including Awards Gala Dinner 5th & 6th June 2007 €738 + TVA @ 19.6% = €882.65

Pre & Post Event Masterclasses

I would like to attend:

- Option A: Pre Conference Masterclass (convergence) 4th June 2007 €449 + TVA @ 19.6% = €537.00
- Option B: Pre Conference Masterclass (communities) 4th June 2007 €449 + TVA @ 19.6% = €537.00
- Option C: Post Conference Masterclass (advertising) 7th June 2007 €449 + TVA @ 19.6% = €537.00
- Option D: Post Conference Masterclass (financing) 7th June 2007 €449 + TVA @ 19.6% = €537.00

- 10% Discount to MMA, 160 Characters, Remote Gambling Association & NOC Online members
- I am a MEF member and do not want to attend the Awards Gala Dinner, please deduct €225
- I do not want to attend the Awards Gala Dinner please deduct €249

Total £

Other discount, reference code

New Total £

Discounts are at the discretion of Informa Telecoms and Media and are not cumulative. Delegates who do not pay with their booking are requested to provide a copy of their credit card / cheque details to help payment allocation. Staff at the event will request a credit card guarantee for delegates without proof of payment.

STEP 3: DELEGATE DETAILS (for ease, attach your business card) – Please photocopy form for multiple bookings!

1 (Mr/Mrs/Ms/Miss/Dr) Family Name _____ Forename _____ E-mail _____ Tel _____
 Fax _____ Job Title _____
2 (Mr/Mrs/Ms/Miss/Dr) Family Name _____ Forename _____ E-mail _____ Tel _____
 Fax _____ Job Title _____

COMPANY DETAILS

Department _____ Name of Company _____ Address _____
 City _____ Postcode _____ Country _____
 VAT Reg no _____ Nature of Company Business _____

PAYMENT DETAILS

Please charge my credit card

Enclosed is a cheque made payable to Informa UK (Ref: CQ1659)

Card No _____ Expiry Date ____/____/____ Signature _____ Date ____/____/____
 Card Billing Address _____ Yes I agree to the Terms & Cancellations Conditions as stated on this form
 Contact Tel No for Card Holder: _____

5 EASY WAYS TO REGISTER

Are we mailing you correctly?
 To update your contact details on our database please visit www.updates.informa.com

Tel: +44 (0)20 7017 5506
Fax: +44 (0)20 7017 4747
Email Bookings: telebookings@informa.com
Email Enquiries: telequeries@informa.com
web: www.mem07.com
Mail: PO BOX 406
 West Byfleet
 KT14 6WL

PAYMENT INFORMATION Payment should be made by cheque, credit card, in euros or pounds sterling. Cheques should be made payable to Informa UK Limited. Payment must be received by the 22nd May 2007 in order to secure your place. Please quote the delegate name and the event code (CQ1659) as a reference on all transactions. Informa UK Ltd, in conjunction with Tax Back International VAT Reclaim, the world's leading VAT recovery organisation, can help you to make a significant reduction on your attendance costs. Once an invoice has been sent to you Tax Back International will advise you as to how the VAT can be reclaimed.

TERMS AND CONDITIONS

FEES: The fee for the two day event is €848 and includes the awards gala dinner pay TVA. Under British Customs and Excise regulations delegates are required to pay TVA on any course taking place in the United Kingdom.
CANCELLATIONS: Cancellations received in writing before 22nd May 2007 will be subject to a service charge of £125. The full conference fees remain payable on and after 22nd May 2007. Substitutions are welcome at any time. It may be necessary for reasons beyond the control of the organiser to alter the content and timing of the programme or the identity of the speakers. This contract is subject to English Law.
ARE YOU REGISTERED? You will always receive an acknowledgement of your booking. If you do not receive anything, please call us on +44 (0)20 7017 5506 to make sure we have received your booking.
CALL MONITORING: Telephone calls to Informa UK Limited may be recorded or monitored in order to check the quality of the service being provided.
DATA PROTECTION: The personal information shown, and/or provided by you will be held on a database and shared with companies in the Informa Group. It may be used to keep you, or any additional names provided by you, up to date with developments in our industry. Sometimes your details may be obtained from or made available to external companies for marketing purposes. If you do not wish your details to be used for this purpose, please write to: The Database Manager, Informa UK, PO BOX 406, West Byfleet, KT14 6WL.

VENUE DETAILS

Grimaldi Forum Monaco
 10, avenue Princesse Grace
 98000 Monaco
<http://www.grimaldforum.com>
 Tel : +377 99 99 2000 - Fax : +377 99 99 2001

ACCOMMODATION DETAILS

Reduced rate accommodation
 The cost of accommodation is not included in the conference fee. Reduced Rate Hotel Accommodation can be arranged for you as a free service to Informa UK Ltd Delegates by contacting LSO International on:
 Tel: + 33 (0)4 92 38 56 40
 Fax: + 33 (0)4 92 38 56 34
 Email: abdeltkrim.rguib@iso-intl.com
 Web: www.mem07.iso-intl.com

SPECIAL REQUIREMENTS

Please list below any special requirements you may have



Presenting a World Class Line-Up:



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Senior Vice President,
Digital Media,
MTV Networks
International



Peter Bazalgette
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Robert Fahle
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Rudi Groger
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