



MEDIA CONTENT WORLD SUMMIT LONDON

Courthouse Hotel Kempinski 29 February 2008

Driving the Future of Media & Broadband Content

Programme

8:00 Registration and Breakfast

8:30 Welcome Introduction by Summit Chair

Sebastian Moeritz, *President, MPEG Industry Forum*

8:35 Morning Keynote: “The Future of Mobile and Online Content”

Simon Andrews, *Chief Strategy Officer – Worldwide, MINDSHARE INTERACTION*

As consumer becomes more sophisticated and modern business, increasingly becoming mobile, the rapid development of greater bandwidth, speed and quality of services in this “always-on” world requires the creation of compelling, secure and mobile content. With mobile handsets almost becoming a part of our daily lives, the Network Operators, Service Providers and Content creators are all finding ways to provide a reliable and cost-effective access to information and entertainment to get new revenue streams. On the other hand, the Online content is becoming almost pervasive as broadband connection becomes faster and cheaper. Free access to some online content from the internet have put to test how commercially viable premium content will be on pay TV thru private networks like IPTV being promoted by Telecoms and Network Operators. Where does the future lie?

- *Mobility , Entertainment and Productivity*
 - *Mobile Content and Online Content: Future Distribution Channels*
 - *Future prospects and the imperative of collaboration amongst major players*
-

9:00 SOLUTION PROVIDER’S OVERVIEW: THE NEED FOR SPEED?

Chris Townsley, *Director of Strategic Accounts EMEA, LIMELIGHT NETWORKS*

Growing consumer demand for multimedia content and the continued creation of new rich content are driving the popularity of CDN service platforms, driving the need for high performance networking with ultra-scalable capacity.

In the midst of accelerating growth in the distribution of digital media, the traffic volume in the internet is increasing, especially on large media content, the question now is whilst content is king, will control of the flow of delivery be emperor?

9:30 Q & A

9:45 Panel One: MOBILE CONTENT vs. ONLINE BROADBAND CONTENT

Undoubtedly, with increasing consumer demand for entertainment and information, anytime, anywhere and in any format, Mobile Content has become the “holy grail” that the industry is looking for or has it? Despite many initiatives have been launched to secure a long term future for mobile content in relation to Mobile Operators’ strategy on mobile payment systems, nothing compelling and ubiquitous has emerge until now. There is a talk of collaborations between Mobile Operators, Content Providers and Financial institutions for sometime to resolve these issues, but obviously, there still a long way to go.

On the other hand, we also have Broadband on-line Content Providers who see Mobile Content as a continuation of this User’s experience. Is Mobile Content helping Online Publishers to increase brand awareness and overall Web time? So the question is how do Operators and Content Owners, mindful of the amount of content available, create their own exclusive “differentiated” content to build a long term customer loyalty? What issues they have regarding Marketing and Distribution? The main question therefore is how to get the right content to the right user at the right time.

This panel will tackle and discuss these issues facing the Telecoms Operators, Media & Broadband Content Providers and Broadcasters from the point of view of current and future service possibilities and justify their business models.

- *Content rights for mobile distribution is a key issue, particularly in mobile TV. The operators have built the pipes - is the challenge now to fill them?*
- *Advertising around mobile content is widely perceived as the next big thing - but does this damage perceived value? Is 'windowing' a solution?*
- *Companies involved in the online space don't want to damage existing business. But consumers are looking for access through mobile channels. How will mobile and online strategies converge?*
- *How does Europe compare to emerging markets?*
- *Is data charging damaging the mobile content business? Is flat rate data the solution*
- *Long term outlook for Future of Mobile and Online Broadband content? Future prospects*

Chair & Moderator: David McQueen, Senior Analyst, Head of Mobile Media, Screendigest, Participants:

- **Simon Protheroe, New Media and IT Director, Eidos Interactive**
- **Giorgio Riva, Managing Director, RCS Digital**
- **Patrick Jubb, Head of Global Communications, Vodafone**
- **Dan Whiley, Senior VP Digital Media, MTV Networks International**
- **Simon Gunning, Senior Vice President Digital, EMI MUSIC**

11:00 Q & A

11:15 Coffee Break

11:30 DELIVERING PROFITABLE MOBILE SOLUTIONS

Lourens de Beer, *Managing Director UK, Minick*

The opportunity to monetise content on the mobile is huge as consumers have learned the hard way that content isn't free on the little screen. But to do this in a profitable way requires careful planning, great execution and micro reporting

Consumers demand highly concentrated and relevant content on their mobile, they don't have time, screen real estate or bandwidth while n the run to 'browse' so the quicker you give them what they want the better. The presentation will look at the following:

Key considerations in designing Mobile services

- *Optimising content for the little screen*
- *Ad funded vs. Single Sale vs. Subscription payment solutions*
- *Content Discovery on mobile is difficult, how do we fix this*
- *How to best promote your mobile service*
- *A quick look at 'Tagesschau 100 Sekunden' (News in 100 Seconds) - World Communication Awards Winner – Best Mobile service in 2007*
- *How to scale into global markets*

12:00 Q & A

12:15 Sponsored Networking Luncheon at the Silk Room

13:30 AFTERNOON KEYNOTE: "Towards Interoperable Content Security Solutions"

As Telcos, Service Providers and Media companies move beyond IPTV and quad play and into complex partnering agreements and open service environments, they will be exposed to new requirements that cover everything from customer interactions and operational processes to content security... Gaining complete visibility into customer intelligence and revenue flow will be critically important for success in a dynamic and unpredictable market.

The boundaries for traditional and new media are blurring as Rich media and new distribution channels require a robust CONTENT SECURITY infrastructure to support these technological changes. It requires flexible technological infrastructure and applications that protect content, regardless of format, accelerate business processes, increase time to market to meet specific market and consumer demands.

14:00 Q & A

14:15 Panel Two: TRADITIONAL VS NEW MEDIA: CONTENT IS KING, DISTRIBUTE OR DIE?

High-cost blockbuster movies from Hollywood and expensive TV production realities have rightly leveraged for decades a production and distribution system that required an economy of scarcity and demanded massive scale to make a profit.

Operators and Content Owners must not only meet the demand from the 'always-on, anywhere, anytime community' if they must differentiate beyond price to compete with existing providers. This panel will examine the way the traditional media are competing against the new media in the light of increasing bandwidth and security issues surrounding this latest technology.

Is the traditional media being threatened by the sprouting of new distribution content platforms and is Hollywood seeing the demise of its distribution strongholds and are they ready to change or continue to defend their position.

- *How traditional media like Hollywood studios are defending their current market positions and are they ready to take the challenges of competing with New Media or are they going to embrace them?*
- *How new technology can protect and monetize Media Content. With increase in multiple distribution channels and complex distribution licenses, is there a solution that can ensure geographic control and not damage existing business relationships.*
- *What Content Creation, Management and Security systems and new business models are effective in transforming from traditional setup to new formats? Is there a growth trend? Is Cost a driver towards change or the traditional Media will hold their current dominant position as long as they can and won't have to face the music?*
- *Is Public broadcasting immune to these changes or are they poised to restructure to face the new challenges of new Media? How important is the understanding of consumer's attitude towards current technology and are they prepared to pay for it?*
- *Mobility and Social Media Content. With prevalence of social media in the current landscape and community interaction, Mobility has provided a key driver in bringing millions of end-users to use Mobile platform in enhancing their quality of experience.*
- *The future perspectives on pitfalls as well as opportunities for the industry and How Traditional and New media can create a gridlock or perhaps opportunity for growth as they defend their own respective positions? Is Convergence really possible given separate interest and continuing race towards dominance and more ubiquity?*

Chair & Moderator: Simon Drinkwater, Vice President Sales EMEA, Entriq
Participants:

- **Myles Macbean, Vice President, Disney Online, Walt Disney Internet Group Europe**
- **Patrick Walker, Head of Content Partnerships EMEA, Google (You Tube)**
- **Paul Kanareck, Head of FM Ventures, Freemantle Media**
- **James Fabricant, Director of Video and Head of Entertainment, MySpace Europe**
- **Barbara Stelzner, VP, Director News and Programming, CNBC Europe**

15:30 Q & A

15:45 Coffee Break

16:00 Arno Koch, *Senior Solutions Development Manager, Nokia Siemens Networks*

“PROVIDING A ROBUST AND FASTER INFRASTRUCTURE HIGHWAY FOR RICH MULTI-MEDIA CONTENT”

Changing consumer behaviours, hyper-competition from within and outside the industry, proliferation of multi-function devices, the revolution in user-generated content (UGC), IP-network migration from the core to the edge and other trends such as MOBILITY are changing the telecommunications landscape. With availability of various data transport solutions, HSDPA is becoming a highly-preferred solution by a good number of Network Operators as it is seen as software upgrade to 3G infrastructure, and a stable, reliable and cost-effective platform to provide QUALITY OF EXPERIENCE (QOE) to end-users. However, certain fundamentals remain the same: Consumers want to choose from simple, reliable and discoverable services.

- *Mobile data services and networks today, we have come a long way since GPRS*
- *HSDPA experience and success cases*
- *Broadband Wireless infrastructure and device future evolution and performance*
- *End-user experience and requirements for different type of services*
- *How to provide cost-efficient infrastructure platform for Broadband Wireless services and maintain profitability*

16:30 **SHORT FILM FEATURE**

17:00 **Q & A**

17:15 **End of Summit and Short Final Remarks by Summit Chair**

17:30 **Champagne Networking**
