

★ 25% discount for Telecoms Operators ★



13TH ANNUAL

MOBILITY WORLD

CONGRESS

13-17 OCTOBER 2008 BANGKOK CONVENTION CENTRE AT CENTRALWORLD
WHERE MOBILE, MEDIA AND BROADBAND CONVERGE



"Great content. Much better organized than other events"

Director of Strategy, MOBILINK

HIGHLIGHTS FROM THE 2008 PROGRAMME INCLUDE:

High level keynotes and roundtables exploring:

- The business rationale behind network evolution LTE vs. WiMAX vs. CDMA
- Strategies for making money from data
- Key emerging disruptors of current business models
- How operators and vendors must change to survive in the emerging mobility market

Focused congress tracks providing cutting edge insights into:

- The growth and investment opportunities in the world's hottest emerging markets
- Deployment of technologies to deliver mobile broadband and next generation services
- Best practice business models for mobile commerce, entertainment and internet

In-depth workshops bringing you a deeper understanding of:

- The roadmap to LTE Advanced
- Evolution to next generation mobile technology solutions
- Bringing mobility to unified communications

Operators sharing deployment case studies, business model innovations and market insights include:

- BHARTI AIRTEL**, India
- DTAC**, Thailand
- GLOBE TELECOM**, Philippines
- HITS TELECOM GROUP**, Saudi Arabia
- KDDI**, Japan
- KTF**, Korea
- MOBILEONE**, Singapore
- MOBILINK**, Pakistan
- NTT DOCOMO**, Japan
- PACKET ONE**, Malaysia
- PT INDOSAT**, Indonesia
- PT TELKOM**, Indonesia
- RELIANCE**, India
- SAMPOERNA TELEKOM**, Indonesia
- SK TELECOM**, Korea
- TELEFONICA**
- TELENOR**
- THURAYA SATELLITE**, UAE
- T-MOBILE INTERNATIONAL**
- TRIVON**, Russia
- VODAFONE**

PLUS

FOR THE FIRST TIME IN ASIA - THE HOTTEST TICKET AT CTIA

Andrew Seybold Wireless University

Renowned wireless guru Andrew Seybold brings you his unbiased in-depth insights into wireless technologies and applications, and his predictions for the future of mobility

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13TH ANNUAL
MOBILITY WORLD
 CONGRESS

13-16 OCTOBER 2008 BANGKOK CONVENTION CENTRE AT CENTRALWORLD
 WHERE MOBILE, MEDIA AND BROADBAND CONVERGE

"I like the diversity: From standards to kits to services and applications"
 - Head of Sales, BT

For twelve years, the Mobility World Congress and its forerunner the 3G World Congress has brought together the leading technology practitioners and business strategists in the mobile and wireless industry. Providing cutting edge insights to help you to win business and avoid costly mistakes, Asia's longest running telecoms conference is THE must-attend event for telecoms executives in the know.

- **LTE vs. WiMAX: Who will win the battle for 4G supremacy and what are the implications for my business?**
- **HSPA+ vs. EV-DO Rev A,B - How can I cut through the hype and determine which 3.5G standard will give me the best ROI?**
- **Mobile entertainment, internet, commerce and user generated content - How can my organization leverage faster data speeds to generate revenues and drive up ARPU?**
- **Indonesia, China, India, Vietnam, Pakistan, Russia or Africa – Where can I find the contacts I need to do business in the world's fastest-growing emerging markets?**

Find the answers to these questions and more at Asia's premier mobility conference. Join decision-makers from across APAC, Europe, Middle East, Africa and the Americas, and ensure you have the market information and key contacts vital for success in today's competitive mobile marketplace.

PROGRAM AT A GLANCE

| Date | Monday 13 October | Tuesday 14 October | Wednesday 15 October | Thursday 16 October | Friday 17 October |
|-----------|--|---|--|--|--|
| Morning | In-depth pre-congress workshops A: Andrew Seybold Wireless University B: Planning your roadmap to LTE-Advanced C: Evolution to next-generation mobile technology solutions | Emerging market opportunities summit 09:00 – 13:00 • China • India • Russia • Indonesia • Vietnam • Thailand | Plenary keynotes and industry roundtables 10:00 – 13:00 Keynote session 1: Deploying networks to deliver wireless broadband Association roundtable: How will competing technologies interact on the path to 4G and beyond? | Parallel tracks 09:15 – 13:00 Business models track: Assessing business models for mobile services and applications Technology deployment track: Deploying technologies to deliver high quality, cost-effective next generation services | Post-congress workshop 09:30 – 12:30 D: Bringing mobility to unified communications: The implications for telcos |
| Lunch | | | | | |
| Afternoon | In-depth pre-congress workshops continue | Emerging market opportunities summit 14:30 – 18:00 • Gulf and Middle East • Africa • South Asia • Regulators roundtable | Plenary keynotes and Industry roundtables 14:30 – 18:00 Keynote session 2: Making money from data Keynote session 3: New roles, relationships and value chains in the all-IP multi-play mobility ecosystem | Parallel tracks 14:30 – 18:00 Business models track continues Technology deployment track continues | |
| Evening | MWC Gala Cocktail Party | | | | |

CONGRESS SPEAKERS

Welcoming speakers from leading operators, regulators, technology suppliers and content providers, this event will showcase strategies, solutions and business models for turning technological innovation into profitable enterprise.

OPERATORS

Shankar Halder, *Group CTO, Telemedia Services*
BHARTI AIRTEL



Rakesh Mahajan, *Head of Mobility*
BT



Amarit Sukhavanij, *SVP, Head of Next dtac Division*
DTAC



Sultan Bahaberi, *Chairman*
HITS TELECOM GROUP



Hideo Okinaka, *VP and GM Emerging Technologies and Spectrum Division*
KDDI



Won Jin Park, *Senior VP, New Business Office*
KTF



Vince Parr, *Head of VAS 2.0*
GLOBE



Neil Montefiore, *CEO*
MOBILEONE



Tahir Hameed, *Director Broadband Operations*
MOBILINK



Takehiro Nakamura, *Director, Radio Access Network Development Department,*
NTT DOCOMO



PS Tang, *Executive Director*
PACKET ONE



Guntur Siboro, *Director of Marketing*
PT INDOSAT



Gunadi Dwi Hantoro, *Researcher, Broadband Wireless, R&D Infrastructure*
PT TELKOM

Jerry Mobbs, *Vice President Director*
PT SAMPOERNA TELEKOMUNIKASI



Qiao Hua, *Manager - Technology Strategy Team, Institute of Network Technology*
SK TELECOM



Wonsuk Chung, *Senior Manager, Advanced Technology Group*
SK TELECOM



Barry West, *President - XOHM Business Unit*
SPRINT NEXTEL



Uwe Lowenstein, *Manager Spectrum Technology*
TELEFONICA O2 EUROPE

Oddvar Risnes, *VP Service Platforms*
TELENOR R&I



Ali Al Mazrooei, *CTO*
THURAYA SATELLITE



Hossein Moiin, *Group Vice President, Technical Strategy*
T-MOBILE INTERNATIONAL



Bob Fonow, *Vice President*
TRIVON

Thiti Nantapatsiri, *MD, Home/Consumer Solution & Highspeed Access,*
TRUE CORPORATION



Michael Walker, *Director of Group R&D*
VODAFONE

ASSOCIATIONS & GOVERNMENT



Asok Chatterjee, *Head of Delegation to 3GPP*
ATIS



Perry M. LaForge, *Executive Director*
CDMA DEVELOPMENT GROUP



Adrian Scrase, *Head of Mobile Competence Centre*
3GPP



Alan Hadden, *President*
GLOBAL SUPPLIERS ASSOCIATION



Jing Wang, *Acting Secretary-General and Senior Advisor*
TD-SCDMA FORUM



NK Goyal, *Chairman Emeritus*
TEMA
President
COAI

ADVERTISING, CONTENT, ENTERTAINMENT, SERVICES & SOFTWARE



Marcel Puyk, *CEO*
CELLECTIVITY

Emmanuel Allix, *Regional Technology Development Director*
GROUPM INTERACTION



Emmanuel Sauquet, *Director of Business Development, APAC*
GOOGLE



Colin Miles, *Executive Vice President*
I-POP NETWORKS



Anne Leonardo, *Director Digital Media*
MTV PHILIPPINES - ALL YOUTH CHANNELS



Janne Uusilehto, *Chair, Mobile Work Group*
TRUSTED COMPUTING GROUP



Young-Kil Suh, *CEO/President*
TU MEDIA CORP

Charles Brookson, *Department for Business, Enterprise, and Regulatory Reform*
UK GOVERNMENT



Scott Spirit, *China Strategy Director*
WPP

INDUSTRY ADVISORS



Karim Taga, *Managing Director & Global TIME Practice*
ARTHUR D. LITTLE



Amrish Kacker, *Head of Asia*
ANALYSYS MASON



Andrew Seybold, *President & CEO*
ANDREW SEYBOLD INC



Jeffery Belk, *Principal*
ICT168 CAPITAL



Paul Wuh, *Senior Vice President, Asian Telecom, Media/Internet Equity Research*
LEHMAN BROTHERS



Jeremy Green, *Practice Leader, Mobile*
OVUM



Thomas Ramsey, *Partner*
SQUIRE, SANDERS & DEMPSEY



Stuart Sharrock, *President*
TELEMATES



Maurie Dobbin, *Managing Director*
TELERESOURCES ENGINEERING

PRE-CONGRESS WORKSHOPS

In-depth technology workshops, focusing on cutting edge network and applications developments

**FIRST TIME
IN ASIA**

Workshop A Andrew Seybold Wireless University

For thirteen years, ANDREW SEYBOLD WIRELESS UNIVERSITY has provided an in-depth, unbiased view of wireless technologies and applications in a convenient one-day seminar.

Led by renowned wireless guru Andrew Seybold, this full-day educational course explores complex wireless mobility issues and is designed for executives and entrepreneurs who want to make informed decisions based on solid facts and keen insights.

09:30 Wireless Technology Update

- Introduction and Terminology
- Spectrum Allocations: 700, 800, 1900 MHz, AWS, 2.5 GHz AWS and 700 MHz Auction Results – What it means to whom
- Wide-area wireless networks today
- Wide-area wireless networks of the future: LTE, UMB, WiMAX-M
- WiMAX-A world update
- Muni-Wi-Fi, Wi-Fi, White Noise-Fi and where they fit
- Device trends
- Smarter networks enable smarter devices
- Convergence, fixed, mobile, wireline, and Wi-Fi
- A look into the wireless technology future

12:30 Lunch

14:00 Content Is King

- Worldwide facts and figures
- Mobile operating systems: A new contender
- Changing business models – MVNOs, open access and shared networks
- The impact of internet companies on traditional wireless companies
- The evolution of consumer applications
- The evolution of applications for the enterprise
- Mobile TV and standards
- Location is everything
- What's real, what's hype and what's next in mobile location services globally?
- Blending technology and content for the future
- Predicting the future – trends and the next big thing

Workshop leaders:

Andy Seybold, *President and CEO*
ANDREW SEYBOLD INC

Workshop B Planning your roadmap to LTE-Advanced

Chair:

Asok Chatterjee, *Head of Delegation to 3GPP ATIS*

09:30 Overview of 3GPP LTE

Adrian Scrase, *Head of Mobile Competence Centre 3GPP*

10:10 Progress report on NTT DoCoMo LTE trials and development of commercial LTE networks

OPERATOR

Takehiro Nakamura, *Director, Radio Access Network Development Department NTT DOCOMO*

10:40 Morning break

11:10 Bharti Airtel: Plans for deployment of LTE

OPERATOR

Shankar Halder, *Group CTO, Telemedia Services BHARTI AIRTEL*

11:50 Security Aspects; LTE and Systems beyond 3G

Charles Brookson, *Department for Business, Enterprise and Regulatory Reform UK GOVERNMENT*

12:30 Lunch

14:00 Regulatory Issues for LTE

15:00 Update on E-UTRAN & IMT-Advanced requirements

OPERATOR

Takehiro Nakamura, *Director, Radio Access Network Development Department NTT DOCOMO*

15:50 Roundtable: Do all roads lead to LTE for Mobile Broadband?

17:00 Close

Workshop C - FREE for operators Evolution to next-generation mobile technology solutions

13:00 Welcome and strategic overview

- Migration to next-generation mobile broadband services in Asia and Worldwide

14:30 Update on CDMA2000 1X and EV-DO enhancements

- Additional voice capacity, interference cancellation, MIMO, 16 QAM, advanced LBS
- Deployment considerations for EV-DO Rev. A and Rev. B
- Mobile broadband technology advancements: Multimode solutions, broadcast enhancements, advanced mobile computing solutions and 802.11n

16:00 Refreshments and networking

16:30 CDMA and OFDM coexistence

- Exploring interoperability with next generation OFDM-based mobile broadband solutions
- Update on radio network advancements: All-IP, FMC, femtocells, VoIP

18:00 Close

Featuring presentations from:



“Rich information, enabling me to understand the evolution path of mobile broadband”

PCCW

EMERGING MARKET OPPORTUNITIES

09:00 Welcome remarks and business card exchange

SESSION CHAIRS:

Amrish Kacker, Head of Asia

ANALYSYS MASON

Karim Taga, Managing Director & Global TIME Practice

ARTHUR D. LITTLE

Thomas Ramsey, Partner

SQUIRE, SANDERS & DEMPSEY

09:10 Where to invest? - Identifying the hottest growth opportunities in Asia's emerging markets

- Market trends and growth forecasts
- Which markets show the greatest potential and why?
- The impact of macroeconomic trends on the growth potential of Asia's emerging markets
- Key risk factors and threats to growth

Paul Wuh, Senior Vice President, Asian Telecom, Media/Internet Equity Research

LEHMAN BROTHERS ASIA

09:30 China

Opportunities following restructuring in the world's biggest single market

- How will restructuring impact the opportunities for investment in the Chinese market?
- Timelines for 3G, WiMAX and TD-SCDMA network deployment and impact on the market
- Developing revenue generating next generation services for China's 600 million subscribers
- Opportunities for international vendors and investors in the Chinese market

10:00 India

Network expansion and ARPU growth strategies in the Indian market

- Strategies for driving up the ARPU of India's 280 million subscribers
- Beyond voice and data - what services and applications do Indian consumers want?
- Building services to meet the needs of the rural market
- Plans for network expansion and evolution

NK Goyal, Chairman Emeritus

TEMA

President

CMAI

10:30 Morning refreshments and networking

11:00 Indonesia

Providing mobile connectivity to a country of 240 million

- Licensing and regulatory update
- Growth and network development plans of Indonesian operators

- Exploring solutions to meet Indonesia's geographical challenges: Satellite networks

Guntur S. Siboro, Director of Marketing PT INDOSAT

OPERATOR

Bringing WiMAX networks to the Indonesian market

Gunadi Dwi Hantoro, Researcher, Broadband Wireless R&D Infrastructure Department

PT TELKOM

OPERATOR

450Mhz in Indonesia: A low cost solution to bring ubiquitous connectivity to emerging markets?

- Leveraging the 450 bandwidth to complement existing GSM and CDMA networks
- How do 450 networks compare on cost and performance with other network solutions?
- The role of 450 in bringing low cost connectivity to otherwise uneconomic and inaccessible locations
- Case studies from Sampoerna Telekom's 450 deployment

Jerry Mobbs, Vice President Director

SAMPOERNA TELEKOM

12:10 Vietnam

Growth opportunities in the Vietnam market

- Impact of structural change on the growth potential of the Vietnamese market
- Network infrastructure deployment and evolution plans
- Next generation service innovations for the Vietnamese customer

12:40 Thailand

OPERATOR

Deploying wireless broadband to bring internet to the masses

- Assessing demand for wireless internet services in the Thai market
- Network deployment plans for delivering wireless broadband
- Assessing the range of network technology choices on offer
- Update on the licensing and regulatory environment for wireless broadband development in Thailand

Amarit Sukhavanij, SVP, Head of Next

dtac Division

DTAC

13:15 Lunch and networking

14:45 Gulf and Middle East

OPERATOR

Exploring the international investment strategy of Gulf operators into emerging markets

- Assessing opportunities for market growth across the Middle East

- Exploring the international investment strategy of Middle East operators into Africa

• Where next for GCC investment in Asia?
Dr Sultan Bahabri, Chairman

HITS TELECOM GROUP

15:15 Pakistan

OPERATOR

Exploring network development plans and service innovation

- Key growth trends in the Pakistan marketplace
- Network evolution choices, challenges and deployment timelines
- How to leverage the GSM network for WiMAX operations
- Update on Mobilink's WiMAX deployment

Tahir Hameed

Director Broadband Operations

MOBILINK

15:40 Russia

OPERATOR

Lessons learnt from a greenfield WiMAX roll-out

Bob Fonow, Vice President

TRIVON

16:10 Afternoon refreshments and networking

16:40 Satellite

OPERATOR

Complementing coverage and bringing ubiquitous connectivity to emerging markets

- Introduction to Thuraya's technology, services and coverage: New approaches to satellite telephony
- How satellite is complementing and extending coverage in both mature and emerging markets
- Exploring the role of satellite services in natural disasters: Case studies of previous experiences
- Tailoring service offerings to match the need of the market: Contrasting Africa and the Far East

Ali Al Mazrooei, Chief Technology Officer

THURAYA SATELLITE

17:10 Africa

Investment opportunities and market challenges

- Which regions and countries offer the most potential for market growth?
- Assessing low cost network technology options for African markets
- What are the key risk factors for doing business in Africa?

17:45 Chairman's closing remarks

BUSINESS IMPLICATIONS OF NEXT GENERATION

10:00 Opening ceremony and welcome address

10:15 Ministerial welcome address

10:30 **Keynote session 1**

OPERATOR

Deploying next generation networks to deliver mobile wireless broadband: Business strategies, technology choices and deployment timelines

- What are the commercial and technological imperatives necessitating network evolution?
- Why WiMAX? Which 4G technology will become the dominant standard?
- Will the technology deliver what is promised?
- How and when should operators invest in network upgrades to maximize ROI?

Speakers include:



The onward march of wireless: Broadband goes mobile
 Mike Walker, *Group Research and Development Director*
VODAFONE



Business strategies and technology choices for delivering mobile broadband
 Barry West, *President – Xohm Business Unit*
SPRINT NEXTEL



Business rational and strategies for deployment of next generation mobile networks
 Hossein Moiin, *Group VP, Technical Strategy*
T-MOBILE INTERNATIONAL



Living up to the hype: Meeting the technological challenge of delivering next generation networks
 Zhao Ming, *President, CDMA & WiMAX Product Line*
HUAWEI

11:50 **Operator roundtable**

OPERATOR

Critical success factors in the deployment of networks to deliver mobile broadband

Zhao Ming, *President CDMA & WiMAX Product Line*,
HUAWEI

Hideo Okinaka, *Vice President and GM of Technical Standards and Spectrum Division*
KDDI

Neil Montifiore, *CEO*
MOBILEONE

Barry West, *President – Xohm Business Unit*
SPRINT NEXTEL

Hossein Moiin, *Group VP, Technical Strategy*
T-MOBILE INTERNATIONAL

Mike Walker, *Group Research and Development Director*
VODAFONE

12:20 **Association roundtable**

How will competing technologies interact on the path to 4G and beyond?

- Does the deployment of all OFDM-based technologies signal an end to the “Radio Wars” and what does this mean to the industry going forward?
- Will the competing technologies coexist, complement or compete in the all-IP environment?
- Implications for device development – Towards open mobile handsets?
- How will an all-IP architecture impact current business models and revenue streams?

Perry LaForge, *Executive Director*
CDMA DEVELOPMENT GROUP

Adrian Scrase, *Head of Mobile Competence Centre*
3GPP

Alan Hadden, *President*
GLOBAL MOBILE SUPPLIERS ASSOCIATION

Jing Wang, *Secretary General*
TD-SCDMA FORUM

13:00 Lunch and networking

14:15 **Keynote session 2**

OPERATOR

Making money from data: Assessing business models, profitability, threats and opportunities for mobile entertainment, commerce and internet

- Mobile TV, music, gaming, user-generated content: What services do customers really want and how much will they pay?
- How big is the mobile commerce market and how can operators generate revenues from it?
- What is the true potential of mobile advertising and ad-sponsored mobile content?
- What are the key threats to building profitable mobile data services?

Speakers include:

Developing a portfolio of next generation Information, Communication, Entertainment and Transaction (ICET) services

Won Jin Park, *Vice President, New Business Development*
KTF

Making money from data: Opportunities and challenges in the fast-growing Indonesian market

Guntur S. Siboro, *Director of Marketing and Board Member*
PT INDOSAT

15:30 **Keynote panel discussion**

When and how will data services live up to the hype and deliver the revenues?

Won Jin Park, *Vice President, New Business Development*
KTF

Guntur S. Siboro, *Director of Marketing and Board Member*
PT INDOSAT

16:00 Afternoon refreshments and networking

16:30 **Keynote session 3**

OPERATOR

New roles, relationships, value chains and strategies for success in an all-IP, multi-play ecosystem

- What role will internet providers, content providers and handset manufacturers play in future all-IP networks?
- Transforming your organization to succeed in the new marketplace
- Who will control mobile content?
- How can operators avoid becoming only a bit pipe?
- How will revenues be shared in the new IP marketplace?
- Operators, vendors, content providers: Who will be the winners and losers in the future marketplace?

Speakers include:

From search engine to major mobility player - Google's ambitions in the telecoms market

- Strategic investments to prosper in the all-IP mobility marketplace

Emmanuel Sauquet, Director of Business Development, APAC
GOOGLE

Towards one Web

- Access methods to the web: Developing world vs developed world
- There is only one Web: Enabling full access from the mobile
- Exploring surfing patterns on the mobile to give the user the access and content they demand
- Predictions of tomorrow's mobile business: Winner and losers

Making a success of Quad Play: Opportunities and challenges of convergence

- Transforming a telecoms company into a multi-play multimedia lifestyle brand
- Impact of 3G, 4G and all-IP architectures on multi-play operators
- The challenges of managing content and content providers

Thiti Nantapatsiri, Managing Director of Home/Consumer Solution & Highspeed Access
TRUE CORPORATION

17:30 **Keynote panel discussion**

What will a successful operator look like in the all-IP multimedia environment?

Emmanuel Sauquet, Director of Business Development, APAC
GOOGLE

Thiti Nantapatsiri, Managing Director of Home/Consumer Solution & Highspeed Access
TRUE CORPORATION

18:00 Close

19:30 Cocktail reception and networking party



WHY BANGKOK?

Four key reasons why Bangkok is the ideal location for the 2008 Congress.

1. Many of the world's hottest emerging markets are just a short flight away, facilitating attendance of delegates from key countries such as Indonesia, India, and Vietnam.
2. Bangkok offers more direct flights from countries in Asia, the Middle East, Europe and the Americas than any other city in the region.
3. With hotel prices a fraction of those in Hong Kong, Macau or Barcelona, Bangkok offers affordability and a return on investment few other venues can match. A five star hotel costs only around US\$150 a night.
4. Great food, rich culture, and a stunning downtown venue in one of the friendliest and most enjoyable cities in the world.



BUSINESS MODELS

Assessing business models for mobile services and applications

09:15 Welcoming remarks from track Chairman

09:20 **Live consumer panel: Assessing the demand for mobile services among Asian consumers**

- How do Asian young professionals use their mobiles?
- What services will they pay for?
- What are their attitudes towards mobiles advertising?
- What would encourage greater uptake of mobile VAS?
- What could be the next killer application?

Panel facilitators:

Duncan Dodds, Head of Qualitative Research

SYNOVATE THAILAND

Richard Buckley, Associate Director
SYNOVATE THAILAND

Mobile advertising business models

10:00 **What is the true revenue potential of mobile marketing and advertising and how can it be realized?**

- What is the appetite of brands for the mobile advertising channel?
- Exploring mobile advertising innovations across Asia to leverage 2G and 3G technologies
- Critical appraisal of mobile advertising business models: Where is the money being made?
- Assessing the potential of ad-sponsored content and the revenue sharing implications
- How will the development of location-based services and NFC impact the mobile advertising market?

Scott Spirit, China Strategy Director
WPP

Emmanuel Allix, Regional Technology Development Director
GROUPM INTERACTION

10:40 **Marketing through mobile content: Innovation, replication & reward**

- Summary of the brand centric view of mobile content distribution
- How content owners and brand sponsors become aligned
- Insights into the use of mobile integration across media channels
- Sports marketing with a mobile twist
- Ad supported services in emerging markets

Colin Miles, Executive Vice President
I-POP NETWORKS

11:00 Morning refreshments and networking

11:30 **Developing mobility services for the enterprise customer - Case studies from BT**

OPERATOR

- What does the enterprise customer want in terms of mobility and convergence?
- Solutions to help enterprises mobilize their workforce for competitive advantage
- Marketing and pricing strategies for enterprise solutions
- What is the revenue potential of enterprise services?

Rakesh Mahajan, Director of Mobility
BT

Business models for mobile entertainment

12:00 **Mobile TV and video: Getting a return on investment**

- What do customers want to watch on their phones and how much are they willing to pay?
- Case studies of mobile TV and video business models
- Assessing the costs of deploying mobile TV network technologies: Where can the savings be made?
- Managing the relationship with content providers to overcome rights and revenue sharing issues

Young-Kil Suh, CEO/President
TU MEDIA CORP

12:30 **Monetizing branded mobile content: The licensing challenge**

- What does the customer want, and how much will they pay?
- How licensing costs impact the profitability of 3G streaming content services
- Exploring potential solutions to the licensing conundrum
- Impact of mobile internet on future revenues from branded content

Anne Leonardo, Director Digital Media
MTV PHILIPPINES – ALL YOUTH CHANNELS

13:00 Lunch and networking

14:30 **VAS 2.0: Assessing the revenue potential of user-generated content and mobile web 2.0**

OPERATOR

- UGC, social networking, blogs, content sharing: Assessing potential business models for VAS 2.0
- Pricing and marketing strategies for UGC services
- Managing privacy, liability and rights issues
- Impact of flat rate data charging and the mobile internet on the revenue potential of UGC services

Vince Parr, Head of VAS 2.0
GLOBE TELECOM

15:00 **Building a profitable mobile gambling service**

- Assessing consumer demand and potential rewards
- Regulatory, technical and billing challenges
- Exploring the business models of European mobile gambling services
- Challenges and successes from the perspectives of the operator

Marcel Puyk, CEO
CELLECTIVITY

15:30 **Maximizing the return on mobile games**

- Assessing potential demand for downloadable and online video games
- How can ad-sponsored content impact your mobile games business model?
- Managing revenue sharing and rights issues

16:00 **Afternoon refreshments, networking and exhibition**

Business models for mobile commerce

16:30 **Assessing business models for mobile payment services and applying them to your service portfolio**

- Showcasing mobile payment business models
- Assessing potential revenue versus deployment and running costs of a mobile payment service
- Overcoming the security concerns of your customers
- Winning the cooperation of banks in your business plan

17:00 **How can operators develop a successful mobile banking and remittance service?**

- How big is the remittances market?
- Examining mobile remittance service business models
- Opportunities for operators to develop MVNOs to service the remittance needs of overseas nationals
- Assessing the plans of banks and financial services for moving into the mobile remittances market

17:30 **Developments in mobile devices and the impact on operator business models**

- Latest developments in ultra mobile PCs and wireless enabled devices
- When will mobile internet enabled devices become widely available?
- Affordability and impact on market penetration
- Assessing the network technology preferences of major device manufacturers

18:00 Chairman's closing remarks

TECHNOLOGY DEPLOYMENT

Deploying technologies to deliver high quality, cost-effective mobile broadband

09:15 **Welcoming remarks from track Chairman**
 Stuart Sharrock, *President*
 TELEMATES

Upgrading to next generation networks: What operators need to know

09:20 **LTE: Update on trials and deployment strategies**
 OPERATOR

- Assessing the technological challenges of deploying LTE
- What lessons can be learned from early trials to help plan for future deployment?
- Update on the development of technology enablers, MiMo etc. and the impact on LTE deployment
- Latest thinking on system architecture evolution to enable the development of LTE

Takehiro Nakamura, *Director, Radio Access Network Development Department*
 NTT DOCOMO

09:40 **WiMAX: Deployment progress and technology update**

- Optimizing the strengths and overcoming the weaknesses of the current technology
- Technological advances to overcome indoor coverage and VoIP concerns
- What role will WiMAX play in 4G networks?

Yao Zheng, *Director of WiMax Marketing Department*
 HUAWEI TECHNOLOGIES

10:00 **Challenges faced and lessons learnt from an end-to-end WiMAX roll-out**
 OPERATOR

- Building a successful business case for WiMAX
- Bidding for the WiMAX license and funding the rollout
- Vendor selection: Picking the most suitable partner
- Building the WiMAX ecosystem: Devices, networks and applications
- Marketing a fairly untested telecommunications technology

P S Tang, *Executive Director*
 PACKET ONE SDN BHD

10:20 **Panel discussion: How 3G will interoperate with next generation broadcast technologies to enable a smooth evolutionary path**

- How interoperable are 3G and LTE, WiMAX, and IEEE 802.11n?
- Technological solutions for interoperability issues including:
 - Hand-offs
 - Roaming
 - Billing
- Implications for core network upgrades

10:40 **Panel discussion: How can operators select the best roadmap to 4G?**

10:50 **Morning refreshments and networking**

Delivering mobile broadband today

11:20 **HSPA update: Facts and figures from the front line**

- Update on deployment and launches
- New opportunities in lower frequency bands
- HSPA device availability and key trends
- Subscriptions growth and update of new services: Who is making money from HSPA and how?
- Evolution to LTE

Alan Hadden, *President*
 GSA

11:40 **Deploying HSPA evolution technologies to maximize the capacity and efficiency of existing networks**
 OPERATOR

- What speeds can be achieved from HSPA evolutions?
- How does HSPA+ compare with WiMAX and alternative available mobile broadband network technologies?
- Lessons learnt from deployment case studies
- Technological challenges and their solutions

Qiao Hua, *Manager - Technology Strategy Team, Institute of Network Technology*
 SK TELECOM

12:00 **EV-DO: Deployment case studies and technology update**

- Update and lessons learnt from the deployment of EV-DO Rev A & Rev B networks
- Key technological challenges when deploying an EV-DO network
- What speeds can be achieved with the currently deployed technology?
- Latest on the development of further EV-DO evolutions

Li Wenxian, *Director of CDMA Marketing Department*
 HUAWEI TECHNOLOGIES

12:20 **TD-SCDMA: Progress update and performance review**

- How does it compare with other 3G options?
- Review of TD-SCDMA's Olympic performance
- Where next for the technology?

Jing Wang, *Secretary General*
 TD-SCDMA FORUM

12:40 **Panel discussion: How to select the right network technology to meet the needs of your customers**

13:00 **Lunch and networking**

Critical building blocks for delivering mobile broadband services

14:30 **Network optimisation and backhaul solutions to enable high speed mobile broadband services**

- The impact of user generated content and video traffic on access networks

- Backhaul solutions to manage capacity issues in the delivery of high speed broadband for mobile services
- Designing for interoperability between legacy TDM and IP Ethernet backhaul

15:00 **Security: The essential enabler of new services and revenue streams**

- Update on the development of global open mobile security standards
- Building on standardized security characteristics to develop new mobile service channels
- What are the key security threats for the development of mobile services?
- Leveraging your security capabilities to gain a competitive edge in the VAS market

Janne Uusilehto, *Chair, Mobile Works Group*
 TRUSTED COMPUTING GROUP

15:30 **New approaches to network, service and device management**
 OPERATOR

- Upgrading OSS and Service Delivery Platforms to raise end-to-end quality of experience
- Case studies showing how intelligent network management can reduce churn and lower operating costs

Oddvar Risnes, *VP Service Platforms*
 TELENOR R&I

16:00 **Afternoon refreshments and networking**

Meeting the network capacity requirements of mobile broadband services

16:30 **Optimizing wireless network capacity by deploying enablers for fixed mobile convergence: Femtocells, IMS, UMA**

- Assessing advances in IMS, UMA, femtocells and in-building solutions for enabling FMC
- Leveraging these technologies to redirect data traffic onto fixed networks to free up wireless network capacity
- Lessons from operator deployment experiences
- Applying these technologies in your network

17:00 **Panel discussion: Making the most of your spectrum allocation to meet the capacity requirements of next generation networks and services**
 OPERATOR

- What demands will next generation services put on existing spectrum allocation?
- Where are the opportunities for operators to acquire additional spectrum?
- What technological solutions can be employed to utilize spectrum more efficiently?
- Should regulators re-allocate spectrum to drive more efficient usage?

Uwe Lowenstein, *Manager Spectrum Technology*
 TELEFONICA O2 EUROPE

17:45 **Chairman's closing remarks**

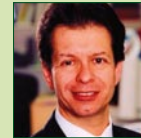
POST-CONGRESS WORKSHOP

Workshop D – Bringing mobility to Unified Communications: The implications for operators

Mobility is the missing link in most of the current UC offerings. Mobile operators are well placed to fill this gap and offer UC functionalities to the users on the move. This session will explore how Telcos 2.0 will use their core asset, the network, to add mobility to their UC services

| | | |
|--|---|---|
| <p>09:30 Session 1: Unified Communications: The fortunes of the wired world</p> <p>What is the true revenue potential of mobile marketing and advertising and how can it be realized?</p> <ul style="list-style-type: none"> Assessing the performance trends of fixed-line telcos The rise and fall of end-to-end ICT Exploiting the soft network asset and the impact on UC services in the telco 2.0 market Case studies: BT's SOI Customer perspectives on telco 2.0: Feedback from Ovum's MNC clients | <ul style="list-style-type: none"> How telcos can differentiate their services in a 2.0 soft world | <ul style="list-style-type: none"> Software as a Service (SaaS) approach Opportunities for operators in IMS architectures |
| <p>10:30 Morning break</p> | <p>11:00 Session 2: UC and mobility</p> <ul style="list-style-type: none"> Marketing mobility solutions to the UC user Managing presence information to develop effective mobile UC Future possibilities for operators in mobile UC: Exploring the demand for hosted and managed services Technologies: Network approach versus | <p>12:30 Close</p> |

Workshop Leader:



Jeremy Green, Practice Leader, Mobile OVUM

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Scalable and secure IP networks enable mobile and wireless and mobile carriers to pursue new revenue streams and a lower-cost services infrastructure.

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