

CommunicAsia2012 Summit

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Summit Day One: Tuesday, 19 June 2012
Marina Bay Sands, Level 4, Melati 4103/4104

8.00 Registration opens

Mobile VAS – Operator Strategies & Opportunities

Defining the Social VAS Future

Everything has changed in Mobile VAS, and yes, everything is "Social". As the industry continues to set a dizzying pace in its adoption and development of networked technology, bandwidth and smartphone capability, is it really possible to plan for a converged 4G/LTE future? Are Operators to be left in the dust as the business becomes open to OTT players of all shades and colours. Let's explore the future for Operators as Worlds collide and massive global corporations wrestle over the ever-evolving Mobile ecosystem.

9.00 **Welcome & Opening address by Colin Miles, Chairman, MEF Asia & Senior Vice President Sales & Marketing, internetQ**

Everything has changed in Mobile VAS, and yes, everything is "Social". A quick summary of the MEF Asia market viewpoint; exemplifying its key industry themes: community; content and commerce.

9.10 **Keynote Address**

Creating the Future; where can we go from here?

- An illuminating insight into the exciting future of content
- If the future is all data then the driving forces will clearly be in gaming & content
- Indeed, recent respondents to an IPSOS survey put games and music at 75% of our fast- evolving mobile App future.
- Gain some insight into the Indonesian marketplace and lessons we can learn from the deployment of rich-media data services in a low-cost handset market

Bernardus Erry Nugroho, Division Head of Mobile Data, PT. Indosat Tbk

9.40 **Seismic Innovations: Mobile Advertising by Brands to underpin Operator futures?**

- Mary Meeker says is a USD\$21billion opportunity, the change to mobile advertising is imminent
- Amobee will address the how, where and why of Mobile advertising, brand engagement and monetisation in the digital domain
- What trends are advertising networks experiencing and how are they reacting?
- Have mobile networks indirectly mapped the future for operators service to be ad-funded
- Why are such huge bets are being placed on ad networks and how are they going to pay back their investors faith?

Grant Watts, Managing Director, APAC, a•mo•bee

10.00 **'Knockout' Panel: "It's the end of the World as we know it?"**

An MNO's life used to be relatively straightforward and with a controlled combination of walled gardens, exclusivity benefits and clever packaging, they used to rule the waves. Now the World has gone heavily OTT -- and effectively full circle, as fickle subscribers demand everything for nothing and content from everywhere because the Internet says "it's available. In this discussion the last man standing wins.

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Moderator:

Phalgun Raju, *Regional Director and General Manager for Southeast Asia, Hong Kong and Taiwan, InMobi*

Panelists:

Bernardus Erry Nugroho, *Division Head of Mobile Data, PT. Indosat Tbk*

Matt Fischer, *Vice President, Product Management & Development, YTL Communications Sdn Bhd*

Sri Safitri, *Senior Manager Marketing, PT Telkom Indonesia*

Sudhir Menon, *Senior Manager, Star Hub Advanced Multi-Media Services (SAMS)*

10.30

Morning Refreshments

Emerging Markets - Harnessing Spectacular Subscriber Demand

11.00

NTP 2011 – Opportunities for the Global Investor

- A look at the new vision & objectives articulated by the Government of India
- Draft National Telecom Policy (NTP) 2011 – opportunities and challenges to consider
- A look at various regulatory, legislative, financial aspects of the policy that can affect the entry strategy of these companies
- A look at some of the main objectives that will be interesting for a global investor
- India as a global hub for Value Added Services (VAS)

Hemant Joshi, *Telecom Leader, Deloitte, India*

Milind Pande, *Project Director, MIT School of Telecom Management, Pune*

11.30

Power Panel - Emerging Markets: Incredible India?

The ultimate 'power panel' with some of the leading authorities on the Indian mobile industry shedding some light on the state of the market today - and examining the potential for growth in areas such as; community services, content and commerce -- as the nascent mobile internet looms -- and as many as 900 million subscribers thirst for connectivity.

Moderator:

Manish Ladha, *Head of Mobile (Advertising & Online), Microsoft*

Panelists:

Arunn Asthaana, *CEO, VVIDIA*

Hemant Joshi, *Telecom Leader, Deloitte, India*

Milind Pande, *Project Director, MIT School of Telecom Management, Pune*

NK Goyal, *President, CMAI (ICT Association of mobile, telecom, electronics)*

12.00

How can I get my sexy VAS Back?!

With LTE deployments gathering pace across the world, it is imperative that Operators leverage on their traditional strengths to provide an enriched subscriber experience or risk becoming a bit-pipe for OTT services.

By creating the 'joyn' branding, GSMA has championed an initiative which brings operators, vendors, device manufacturers and application developers together to deliver an enriched communication experience. It sets a new standard for everyday mobile communications that brings great benefits to users.

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The evolutions also aim to enrich the VoLTE experience. The focus is on enhanced communication services delivered with a smooth user experience backed as well as hide network complexity from the end user by managing service offering in a very smart way.

Yoke-Teong Tan, *Head of Specialised Expertise Support, APAC region, Nokia Siemens Networks*

12.20 *Lunch*

Ecosystem Evaluation: The Handset viewpoint

- 13.30 **Handset Insights: Samsung's Rapid Rise: Being number 1**
- A quick overview of Samsung's dramatic rise to the number one spot in smartphones
 - Strategy - The evolution of the Galaxy, Samsung style
 - What does it take? Hardware, software, anywhere...
 - Handset manufacturers working with Mobile Network Operators
- Winston Goh**, *Product Marketing Manager, Samsung Electronics*

13.50 **"Power Panel": Smartphone Supernovas: Social VAS blasts off!**
Moderator to be confirmed

Panelists:

Ashwin Puri, *Global Head of Advertising & MD SE Asia, Vuclip*

Brett Bouchard, *CMO, Bubble Motion*

Joonas Hjelt, *CEO & Co-founder, Blaast*

Ronen Mense, *VP Sales & Business Development APAC, Affilimob*

The Mobile Mantra: Location, Location, Location!

- 14.10 **CEO perspective: The Future of Asia is Advertising**
- Future trends of Mobile advertising in Asia
 - Statistics of smartphone usage
 - Educating on the phenomenon of mobile
 - How is traditional advertising being compared to mobile advertising
 - How smaato play a part in this phenomenon and ecosystem
- Ragnar Kruse**, *CEO and Co-Founder, Smaato*

14.30 **Panel Discussion**
Mobile Social Commerce and Location Based Services

- Integrating m-commerce into your social networking campaigns

Moderator:
Oscar Veronese, *VP Sales & Operations, InternetQ*

Panelists:

Christian Geissendoerfer, *CEO, Yoose*

Hoong An Wong, *Chief Evangelist Officer, Hungry Go Where*

Lilian Seah, *CEO, Global ShowNearby Pte Ltd*

Milind Pathak, *Vice President, South Asia, Comviva*

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- 14.55 **Strategies Speak: Operator Subscriber Acquisition & Retention Strategies**
Ozan Bayulgen, *Managing Partner, Peppers and Rogers Group*
- 15.15 **MEF Announces the MEF Privacy "Initiative"**
Colin Miles, *Chairman, MEF Asia & Senior Vice President Sales & Marketing, internetQ*
- 15.20 *Afternoon break and Close of Mobile VAS Operator Strategies & Opportunities track. Delegates to proceed for [NGNBN and Beyond – The Changing Landscape of the Telecommunications Industry and Strategies for the Stakeholders panel discussion at Orchid 4302/4303/4304](#)*
- 16.30 *End of Day 1 of CommunicAsia2012 Summit*