### Day One - 27th October 2010

**Telco 2.0 Growth Strategies**  
**Key business model opportunities to enhance growth, profitability and shareholder value**  
(8.30am – 6.30pm)

- Disruptive strategies and business models  
  - New frameworks for business model innovation  
  - Global best practice from telco and adjacent markets

- Mobile broadband economics  
  - New strategies to optimise mobile broadband profitability

- M2M & Embedded Mobility  
  - Horizontal vs vertical Telecoms industry platform strategies.  
  - Best global case studies.

- Managing the Co-opetition  
  - Facing up to Facebook  
  - Living with Google  
  - Defending the core product (voice and messaging)

- Sweating the asset base  
  - Case studies and use cases showing network, IT and device assets used for new sources of growth (mobile money, voice & messaging, IT & Cloud services)

### Day Two - 28th October 2010

**2nd Hollywood-Telco International Summit**  
**New Telecoms-enabled Business Models for Film, TV and Gaming in a multi-screen, 3D/HD, mobile world**  
(8.30am – 6.30pm)

- Online Video: Disruptive strategies and business models  
  - Latest global market developments in five key ‘digital entertainment’ business models

- Defining the next TV experience  
  - Creating a differentiated online experience, fully exploiting 3-screen capabilities, ‘content anywhere’ (digital locker)

- Optimising International Online Distribution  
  - New methods for content delivery, asset management, and workflow efficiency

**Consumer ‘2.0’**  
(incorporating the 2nd Privacy 2.0 International Summit)  
**Leveraging consumers’ ‘personal data and information’ to invigorate the digital economy**  
(8.30am - 6.30pm)

- Consumer Data: Understanding its true economic/social value  
  - Latest output from the World Economic Forum’s ‘Re-thinking Personal Information’ project, including a draft policy and commercial framework for telcos and key stakeholders

- Enriching Consumer Experiences  
  - The practicalities of leveraging consumer data to improve the quality of everyday services (Customer Management, Customer Loyalty, impact of tech like Augmented Reality). Realising the opportunity for telcos to take a role as ‘custodians’ of personal data and information.

For more information, contact the Event Director: tom.davies@stlpartners.com  
www.telco2.net/event