

Telco 2.0 AMERICAS

27-28 October, Los Angeles

The 10th 'Executive Brainstorm' from the Telco 2.0 Initiative on Business Model Innovation for the Digital Economy

Special 'Mindshare' interactive format for 200 invited senior execs from the Telecoms, Media and Technology sector

AGENDA OVERVIEW

Day One - 27th October 2010		Day Two - 28th October 2010	
	<p>Telco 2.0 Growth Strategies Key business model opportunities to enhance growth, profitability and shareholder value (8.30am – 6.30pm)</p>	<p>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)</p>	<p>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)</p>
AM	<p>Disruptive strategies and business models</p> <ul style="list-style-type: none"> New frameworks for business model innovation Global best practice from telco and adjacent markets 	<p>Online Video: Disruptive strategies and business models</p> <ul style="list-style-type: none"> Latest global market developments in five key 'digital entertainment' business models 	<p>Consumer Data: Understanding its true economic/social value</p> <ul style="list-style-type: none"> 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
AM	<p>Mobile broadband economics</p> <ul style="list-style-type: none"> New strategies to optimise mobile broadband profitability 	<p>Defining the next TV experience</p> <ul style="list-style-type: none"> Creating a differentiated online experience, fully exploiting 3-screen capabilities, 'content anywhere' (digital locker) 	<p>Enriching Consumer Experiences</p> <ul style="list-style-type: none"> 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.
AM	<p>M2M & Embedded Mobility</p> <ul style="list-style-type: none"> Horizontal vs vertical Telecoms industry platform strategies. Best global case studies. 	<p>Optimising International Online Distribution</p> <ul style="list-style-type: none"> New methods for content delivery, asset management, and workflow efficiency 	
PM	<p>Managing the Co-opetition</p> <ul style="list-style-type: none"> Facing up to Facebook Living with Google Defending the core product (voice and messaging) 	<p>New 'Direct-to-Consumer' Entertainment Services</p> <ul style="list-style-type: none"> Leveraging telco consumer data and reach to create new commerce and advertising platforms Exploring the practicalities of new 'use cases' 	
PM	<p>Sweating the asset base</p> <ul style="list-style-type: none"> Case studies and use cases showing network, IT and device assets used for new sources of growth (mobile money, voice & messaging, IT & Cloud services) 	<p>New Devices: Impact on Consumer Entertainment</p> <ul style="list-style-type: none"> The role of the iPad, tablets, MIDs, 3D and Internet TV's, Set Top Boxes and Media Servers on consumer engagement How new operating systems and hardware will enable richer consumer interaction Market scenarios, opportunities and threats in the digital entertainment market 	

For more information, contact the Event Director: tom.davies@stlpartners.com

www.telco2.net/event

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