

Telco 2.0 EMEA

9-10 November, London

The 11th '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 - 9th November 2010	Day Two - 10th November 2010		
	Telco 2.0 Growth Strategies <i>Key business model opportunities to enhance growth, profitability and shareholder value (8.30am – 6.30pm)</i>	Digital Entertainment 2.0 <i>New Telecoms-enabled Business Models for Film, TV and Gaming in a multi-screen, 3D/HD, mobile world (8.30am – 6.30pm)</i>	Consumer '2.0' <i>(incorporating the 2nd Privacy 2.0 International Summit)</i> <i>Leveraging consumers' 'personal data and information' to invigorate the digital economy (8.30am- 6.30pm)</i>	M2M & Embedded Mobility 2.0 <i>Defining the most profitable strategic role(s) for telcos in this developing market (8.30am- 6.30pm)</i>
AM	Disruptive strategies and business models <ul style="list-style-type: none"> New frameworks for business model innovation Global best practice from telco and adjacent markets 	Online Video: Disruptive strategies and business models <ul style="list-style-type: none"> Latest global market developments in five key 'digital entertainment' business models 	Consumer Data: Understanding its true economic/social value <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 	Strategies and business models: <ul style="list-style-type: none"> Horizontal vs vertical Telecoms industry platform strategies. Best case studies from around the world.
AM	Mobile broadband economics <ul style="list-style-type: none"> New strategies to optimise mobile broadband profitability 	Defining the next TV experience <ul style="list-style-type: none"> Creating a differentiated online experience, fully exploiting 3-screen capabilities, 'content anywhere' (digital locker) 	Enriching Consumer Experiences <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. 	Beyond connectivity: <ul style="list-style-type: none"> Adding value through additional Telecoms
AM	Cloud computing: <ul style="list-style-type: none"> Cloud computing as an enabler of dramatic cost savings and potential new service revenues 	Optimising International Online Distribution <ul style="list-style-type: none"> New methods for content delivery, asset management, and workflow efficiency 		Overcoming practical issues: <ul style="list-style-type: none"> Device numbering limitations, SIM inventory costs, network congestion, network service differentiation for devices/apps
PM	Managing the Co-opetition <ul style="list-style-type: none"> Facing up to Facebook Living with Google Defending the core product (voice and messaging) 	The Connected Home <ul style="list-style-type: none"> The role of the iPad, tablets, MIDs, 3D and Internet TV's, Set Top Boxes and Media Servers, Smart Meters, and other connected devices on the digital economy How new operating systems and hardware can enable richer consumer and business interactions Market scenarios, opportunities and threats 		
PM	Sweating the asset base <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) 	Augmented reality & Mobile Apps <ul style="list-style-type: none"> Disruptive business model opportunities at the intersection of technology, devices and consumer data Market scenarios, opportunities and threats in B2B and B2C 		

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

www.telco2.net/event

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