**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

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### AGENDA OVERVIEW

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<th>Day One - 9th November 2010</th>
<th>Day Two - 10th November 2010</th>
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| **Telco 2.0 Growth Strategies**  
*Key business model opportunities to enhance growth, profitability and shareholder value (8.30am – 6.30pm)* | **Digital Entertainment 2.0**  
*New Telecoms-enabled Business Models for Film, TV and Gaming in a multi-screen, 3D/HD, mobile world (8.30am – 6.30pm)* |
| **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)* | **M2M & Embedded Mobility 2.0**  
*Defining the most profitable strategic role(s) for telcos in this developing market (8.30am- 6.30pm)* |

#### AM
- **Disruptive strategies and business models**  
  - New frameworks for business model innovation  
  - Global best practice from telco and adjacent markets  
- **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  
- **Managing the Co-opetition**  
  - Facing up to Facebook  
  - Living with Google  
  - Defending the core product (voice and messaging)  
- **Augmented reality & Mobile Apps**  
  - Disruptive business model opportunities at the intersection of technology, devices and consumer data  
  - Market scenarios, opportunities and threats in B2B and B2C

#### PM
- **Cloud computing:**  
  - Cloud computing as an enabler of dramatic cost savings and potential new service revenues  
- **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)  
- **The Connected Home**  
  - The role of the iPad, tablets, MIDs, 3D and Internet TVs, 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

#### Strategies and business models:
- Horizontal vs vertical Telecoms industry platform strategies. Best case studies from around the world.

#### Beyond connectivity:
- Adding value through additional Telecoms

#### Overcoming practical issues:
- Device numbering limitations, SIM inventory costs, network congestion, network service differentiation for devices/apps

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