Executive Brainstorms & Developer Forums – Agenda Overview

New Growth Opportunities in Communications, Media & Technology

**AMERICAS:** San Francisco – 5-7 April, 2011

**EMEA:** London – 10-12 May, 2011

**APAC:** Singapore – 22-23 June, 2011

4 Events In 1 incorporating **Telco2.0** I **Digital Entertainment2.0** I **Mobile Apps2.0** I **Personal Data2.0**

### Telco2.0
Growing the digital economy through open innovation

**Day 1**
- New Market Opportunities in Comms, Media & Entertainment
  - Sources of smart revenue?
  - Innovating on Business Models
  - Investment Strategy
- Mobile Internet & Broadband economics
  - Understanding usage trends
  - Embedding connectivity into consumer products
  - Smarter, cheaper networks
- Cloud Services
  - Prioritising opportunities in SME and Enterprise markets
  - Opportunities in CDNs and Federated/Interoperable Clouds
  - Pricing cloud services
- Business Transformation (in Multi-Sided Markets)
  - Enhancing consumer experience
  - Automating Self-Care
  - Leveraging personal data

### Digital Entertainment2.0
Creating New Value from Online and International Markets

**Day 2**
- Multiplatform Services & Digital Locker Strategies
- Effects of ‘On-Demand’ on Broadcast Economics
- New Opportunities in Online Games

### Mobile Apps2.0
Growing More Profitable and Sustainable Ecosystems

**Day 2**
- Best App Store Strategies & Biz Models
- Marketing, Merchandising and Monetising apps
- Future Industry Requirements

### Personal Data2.0
Building Trust Networks that Empower the End-user

**Day 2**
- Better Customer Experiences from Real-Time Analytics
- Roles for Key Players in the Personal Information Economy
- Next Steps to Interoperable Trust Networks

**Deep Dive Workshops: Day 3**

1. **M2M 2.0**
2. **Igniting the Personal Data Ecosystem**

**Growth Opportunities at the intersection of Entertainment, Apps and Personal Data**

**Connected Home 2.0**
- Tablets, Connected TVs and TV Apps
- Role of mobile devices and personal data
- In-Home Media Distribution

**Out-Applying Apple**
- Apple’s strengths and weaknesses
- True impact of the iPad
- Fostering alternative ecosystems

Contact: tom.davies@stlpartners.com

www.telco2.net/event