



Executive Brainstorm & Developer Forum – Draft Agenda Overview

New Growth Opportunities in Communications, Media & Entertainment

5-6 April 2011, San Francisco

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

Unique 'Mindshare'
Interactive Format



Telco2.0
Growing the digital economy through open innovation
5th April 2011

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
- Monetising cloud services

Business Transformation (in Multi-Sided Markets)

- Enhancing consumer experience
- Dramatic cost reduction
- Leveraging personal data

Digital Entertainment2.0
Creating New Value from Online and International Markets
6th April 2011

Multipatform 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
6th April 2011

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
6th April 2011

Better Customer Experiences from Real-Time Analytics

Roles for Key Players in the Personal Information Economy

Next Steps to Interoperable Trust Networks

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

Connected Homes, Things and People

- Tablets, Connected TVs and TV Apps
- Role of mobile devices and personal data
- Opportunities in Augmented Reality

Out-Applying Apple

- Apple's strengths and weaknesses
- True impact of the iPad
- Fostering alternative ecosystems

Evening Showcase of Cutting-Edge International Apps

Deep Dive Workshops: 7th April 2011

Including:
Igniting the Personal Data Ecosystem