### Draft Agenda Overview

**New Growth Opportunities in Telecoms, Media & Technology**

10-11 May 2011, London

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

#### Telco2.0

Growing the digital economy through open innovation  
10th May 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  
11th May 2011

- 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  
11th May 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  
11th May 2011

- 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: 12th May 2011

1. M2M 2.0
2. Igniting the Personal Data Ecosystem

### 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

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