



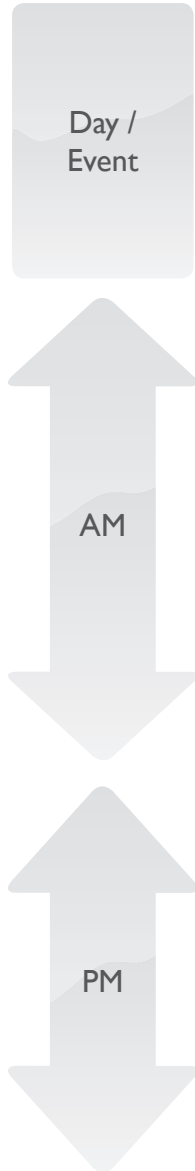
Executive Brainstorm & Developer Forum – Draft Agenda Overview

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**

Unique 'Mindshare'
Interactive Format



Day / Event	Telco2.0	Digital Entertainment2.0	Mobile Apps2.0	Personal Data2.0
	Growing the digital economy through open innovation 10th May 2011	Creating New Value from Online and International Markets 11th May 2011	Growing More Profitable and Sustainable Ecosystems 11th May 2011	Building Trust Networks that Empower the End-user 11th May 2011
AM	New Market Opportunities in Comms, Media & Entertainment <ul style="list-style-type: none"> Sources of smart revenue? Innovating on Business Models Investment Strategy 	Multipatform Services & Digital Locker Strategies	Best App Store Strategies & Biz Models	Better Customer Experiences from Real-Time Analytics
	Mobile Internet & Broadband economics <ul style="list-style-type: none"> Understanding usage trends Embedding connectivity into consumer products Smarter, cheaper networks 	Effects of 'On-Demand' on Broadcast Economics	Marketing, Merchandising and Monetising apps	Roles for Key Players in the Personal Information Economy
PM	Cloud Services <ul style="list-style-type: none"> Prioritising opportunities in SME and Enterprise markets Opportunities in CDNs and Federated/Interoperable Clouds Monetising cloud services 	New Opportunities in Online Games	Future Industry Requirements	Next Steps to Interoperable Trust Networks
	Business Transformation (in Multi-Sided Markets) <ul style="list-style-type: none"> Enhancing consumer experience Dramatic cost reduction Leveraging personal data 	Growth Opportunities at the intersection of Entertainment, Apps and Personal Data		
		Connected Homes, Things and People <ul style="list-style-type: none"> Tablets, Connected TVs and TV Apps Role of mobile devices and personal data Opportunities in Augmented Reality 		
		Out-Applying Apple <ul style="list-style-type: none"> Apple's strengths and weaknesses True impact of the iPad Fostering alternative ecosystems 		
		Evening Showcase of Cutting-Edge International Apps		

Deep Dive Workshops: 12th May 2011

- M2M 2.0
- Igniting the Personal Data Ecosystem