



# MOBILE advertising UK

The inside story of the UK mobile advertising market  
Old Cinema, University of Westminster, 309 Regent Street, London, 15<sup>th</sup> June 2009  
[www.amiando.com/mobaduk](http://www.amiando.com/mobaduk)

PLATINUM SPONSOR



GOLD SPONSORS



ADVERTISING FOR TELEPHONY



APPSOLUTELY EVERYTHING®

LANYARD SPONSOR



PARTNERS





# FINAL AGENDA

09.00 Chairman's introduction

**Jonathan MacDonald, CEO, JMA & Founder, Every Single One Of Us**

## **09.20 Mobile Advertising UK Results: Defining the parameters of the research and presenting the key findings**

- How big is the mobile advertising market today and what are the current trends?
- What are the biggest barriers impeding growth?
- What is the user perception of mobile advertising
- Outlining the key findings from the Mobile Advertising UK Research project

**Tarik Fawzi, CEO, AENEAS Strategy Consultancy & Management**

**Peggy Salz, Founder, MSearchGroove.com**

## **09.50 How can technology and business innovation create new value and increase ROI from mobile media?**

- Enabling new advertising revenue streams for mobile network operators by delivering large scale mobile inventory
- Providing agencies with easy and efficient access to mobile media inventory
- How to leverage Alcatel-Lucent's expertise with mobile networks, ad serving and mobile network capabilities to deliver innovative mobile media

**Richard Fraser, Director Business Strategy, Alcatel-Lucent**

## **10.20 Panel debate: Is opt-in marketing and advertising the key to success on mobile?**

- Why is opt-in so important for mobile campaigns?
- What are the best techniques for building opt-in databases?
- How can the industry ensure opt-in best practise to protect user information and keep control of information in the hands of the user?

**Moderated by: Alain Heureux, President & CEO, IAB Europe**

**Panellists:**

**Carl Taylor, Director of Service Strategy, 3UK**

**Rory Mudie, Head of Mobile Advertising, Vodafone UK**

**Craig Patton, Managing Director, Business Development, R/GA**

**Tsipi Joseph, Marketing Director, Converse**

## **10.45 Overcoming the challenges associated with fragmentation in mobile advertising**

- What factors make mobile a truly mass market medium?
- What impact does handset fragmentation have on the attractiveness of mobile as an advertising channel?
- How can voice be leveraged to deliver mobile advertising inventory?
- Case Study: driving revenues from mobile voice advertising

**Igor Hendriksen, Director, adfortel**

*11.05 Tea, coffee and chit-chat*

## **11.35 Panel debate: Is market education the key to driving mobile advertising growth?**

- Who needs education and what do they need to learn?
- How important is operator collaboration in presenting a clear message to the advertising industry?
- How can industry bodies help educate the advertising industry on the benefits of mobile advertising?
- Whose role is it to educate the end user?

**Moderated by: Paul Berney, Managing Director, MMA**  
**Panellists:**

**Steve Ricketts, Head of 3rd Party Services & Mobile Advertising, Orange UK**

**Jonathan Mew, Head of Mobile, IAB UK**

**Alex Meisl, Chairman & Co-Founder, Sponge**

**Andy Wasef, Emerging Platforms Director, Interaction, Mediaedge:cia**

## **12.00 Are app stores a viable mobile advertising channel or a passing fad?**

- Analysing trends in mobile app usage
- What are the business models for generating revenues from apps?
- What do apps mean for brands and advertisers?

**Patrick Mork, VP Marketing, GetJar**

## **12.20 Panel debate: What does the mobile advertising ecosystem need to look like if the market is to take off?**

- Who are the key stakeholders?
- Who 'owns' the end-user?
- Can the ecosystem survive in its current form?



# FINAL AGENDA

- Does mobile have sufficient reach to justify ad-spend or current CPM/C/A/E levels?

*Moderated by: **Helen Keegan**, aka Technokitten, Mobile Marketing, Media & Advertising specialist and co-organiser, **Mobile Monday London***

*Panellists:*

**Sean Gregory**, Head of Media, **O2 UK**

**Dusan Hamlin**, Co-Founder & Joint Managing Director, **Inside Mobile**

**Alex Rahaman**, Director of Mobile, **Unanimis**

**Harry Dewhurst**, Co-Founder & Operations Director, **ringring media**

## 12.45 KEYNOTE: Sky Mobile Case Study

**Tim Hussain**, Head of Mobile Advertising, **BSkyB**

13.05 Lunch

## 14.10 Panel debate: Making mobile simple with clear planning methodologies and metrics

- How can mobile be integrated effectively into currently planning tools?
- What metrics must mobile deliver in order to survive?
- Should mobile metrics be an evolution from online or distinct from other media?
- Can there be a clear reporting system with such a diverse medium?

*Moderator: **Ilicco Elia**, Product Manager, Mobile, Thomson Reuters*

*Panellists:*

**David Fieldhouse**, Head of Mobile, **Mediacom**

**Claire Valoti**, Head of Digital & Mobile, **Mindshare**

**Rick Gleave**, Head of Interactive & Mobile, **Trinity Mirror**

**Alistair Hill**, Senior Analyst, **comScore**

## 14.35 THE VIEWPOINT: How will mobile change the advertising industry?

A senior exec from the ad-industry will be interviewed by a leading mobile journalist about mobile advertising.

*Interviewer: **Peggy Salz**, Founder,*

**MSearchGroove.com**

*Interviewee: **Rory Sutherland**, Vice Chairman, **Ogilvy Group UK***

## 15.00 Panel debate: Does mobile social advertising offer more to brands than mobile search?

- How are users engaging with the mobile internet?
- Will advertising on mobile social networks be seen as intrusive?
- Will search advertising on mobile ever live up to online?

*Moderated by: **Andrew Darling**, Director, **West Pier Media & Communications Director, AIME***

*Panellists:*

**Dan Rosen**, Head of Mobile, **AKQA Mobile**

**Damien Byrne**, Head of New Propositions, **T-Mobile**

**Richard Ashley**, Head of Partner Solutions EMEA, **Google**

**Ben Scott-Robinson**, Creative Advisor, **WeLoveMobile**

15.25 Tea, coffee & chit-chat

## 15.55 Panel debate: Can mobile advertising be useful for the end-user?

- How does mobile advertising impact usability?
- What are the key usability considerations when designing a mobile campaign?
- Can mobile advertising actually enhance usability?

*Moderator: **Patrick Parodi**, Chair, **MEF***

*Panellists:*

**Chris Liu**, Managing Director, **Fjord London**

**Giles Rhys-Jones**, Director, **Interactive, Ogilvy**

**Gary Danks**, UK Head of Sales, **YOC Group**

## 16.20 EverySingleOneOfUs Campaign of the Year 2009

Introduced by: **Jonathan MacDonald**, CEO, **JMA**

5 campaign finalists will get 5 minutes to explain their campaign, focusing on the objectives, why mobile was used to achieve these objectives and how the campaign delivered results for their brand.

*For an entry form to submit your campaign for the awards please contact James Cameron on*

*[james@camerjam.com](mailto:james@camerjam.com) or +44 7940 749874*

*Judges tbc*

16.50 Closing remarks

17.00 Free drinks and EverySingleOneOfUs Campaign of the Year 2009 Winner announcement