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Mobile VAS Summit 2009



"Identifying & evaluating the successful growth strategies
& the future directions for Mobile VAS"

September 23rd - 24th 2009, ITC Sheraton, New Delhi, India

Key Speakers:

NK. Goyal, President, **Communications & Manufacturing Association of (CMAI)**

L.V. Sastry, Vice President & Head, **Bharti Airtel**

Harbinder Narula, Vice President - India & Middle East, **Aryty**
(Former Head of content Acquisitions & Partnerships, **Google**)

Bharat Bhatia, Regional Director for Global Govt Affairs, **Motorola**

Sunzay Passari, Vice President - VAS, Content & Devices, **Essar Teleholdings**
& **BPL Mobile Communications**

Satyen Gupta, Chief Regulatory Advisor, **BT Global Services-SAARC Region**

Sandeep Keshkar, DGM(NSS) Services, **MTNL**

Pradeep Dwivedi, Sr. Vice President - Marketing & Product Management, **Tata Teleservices**

Jasmeet Gandhi, Head - Services - Marketing and Devices, **Nokia**

Anuraj Gambhir, Head - Multimedia Strategy & Innovation, **Ericsson**

Neeraj Sonker, Vice President, **Tata Communications**

Sanjay Tripathi, UIDG, **Tech Mahindra**

Sridhar T. Pai, CEO, **Tonse Telecom**

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Mobile VAS Summit 2009

September 23rd, 24th 2009, The Park, New Delhi, India.

Conference Intro:

Dear Delegate,

Mobile value-added services hold a tremendous revenue-generating potential in India which could rake in around Rs 18,000 crore by 2012. It will contribute about INR 6,000 crore to total revenue from telecom operations by end of 2009. This is likely to go up to Rs 18,000 crore by 2012.

Indian telecom companies further created a record of 15 million customers in January 2009, indicating that the world's fastest growing telecom market remains untouched by the economic slowdown. This is a global record for any telecom market. The number of phone connections in India — mobile and landline — has crossed 400 million as of early 2009. Mobile phone users now account for close to 91% of the country's telephone base with 362.3 million connections, With ever rising cellular subscribers, voice is increasingly becoming a commodity. Service Provider's are experiencing low ARPU's and high subscriber churn rate. Over the last 6 years, the Indian telecom industry has realized the importance of Mobile Value Added Services. Propelled by the need to bring in service differentiation, operators are bringing new value added services in order to satisfy the growing demand of Indian consumers. VAS is increasingly a growth area which helps the operator to maximize revenue and grow their ARPU. Presently Mobile VAS accounts for 10% of the operator's revenue, which is expected to reach 18% by 2010. VAS can greatly be improved with forthcoming 3G launch. The revenue from mobile value added services has already touched 4600 crore.

The event will gather representatives from leading wireless operators, handset manufacturers, content developers, music & film companies, cartoon artists, game makers and musicians for ring tones, music, gaming, sports, mobile imagery, WAP, wall papers, logos, SMS based contests and streaming audio & video.

Reasons to register today:

- Examining the innovative VAS services which are appealing to Indian customer
- Grabbing the 3G opportunity: regulation, network deployment, business models
- Business applications: Best practices, service offerings & deployment
- Global marketing strategies in order to incite the user to use advanced data services.
- Strategies on boosting the penetration of mobile VAS usage in smaller cities and rural areas.
- What is the potential for mobile content and entertainment in India?
- Exploiting the opportunities created by technology convergence
- Positioning yourself in light of new market entries
- Analyzing the worldwide trends in VAS & the lessons for India.
- What is the role of mobile operators in delivering mobile content?
- VAS as a contrivance for improving customer & brand loyalty.
- Increasing ARPU with value added services, entertainment and content
- Areas to be focused by network equipment vendors to tune themselves in the Indian environment.
- Expectations from handset manufacturers for introducing innovative mobile VAS service offerings.
- Role of the regulators and their impact in the region
- Reviewing the revenue generating models in mobile internet, advertising, games, LBS, entertainment and banking

Who Should Attend

Head of Content, VP of Sales & Marketing, Director of Technology, Head of Project Management, VP/Head of Business Development, Business Strategy Director, Head of Network Strategy, VP/Head of Product/Application Development, Head of Research & Development, VP/Head of Portal Strategy, User Interface Development, VP Application Development,

Target Audience

Telecom Service Provider, Cellular Service Providers - GSM & CDMA, VAS Technology & Platform Companies, Content Aggregators, Content Owners, Next Generation Mobile Content Solution Providers, Telecom Associations & Regulators, Handset Manufacturers - GSM & CDMA, Portal Providers, VAS Consulting and Research Organisations, Venture Capitalists, Multimedia Service Providers, Software Developers, System Integrators, Security Providers, Entertainment & Electronic Media, Mobile Internet Applications & Solution Developers, Smart Card Manufacturers, DoT, DIT, Ministries & Regulatory, Service Organisations

Why Should You Attend

VAS Summit Asia 2009 - "Identifying & evaluating the successful growth strategies & the future directions for Mobile VAS"- The best place to learn, network and do business in the region

Get more from the event, with a broader scope bringing the whole communications value chain together. Enjoy and make the best out of our **dedicated networking drinks time, meet the leading international vendors** showcasing the technology of tomorrow in the co-located exhibition. **Expand your knowledge** of the latest business models and technologies in the high-level conference.

Mobile VAS Summit 2009

Day One, 23rd September, 2009

08:30 – Coffee and registration

09:00 – Event Inaugurated by chief guest

Chief Guest – Shri. A. Raja, Minister of Communications and Information Technology (TBC)

09:30 – Chair's opening remarks

NK. Goyal, President, Communications & Manufacturing Association of India (CMAI)

EXAMINING THE MOBILE VAS MARKET

09:40 – Observe the future market for VAS

- Analysing the current market situation and revealing the key revenue drivers.
- What is happening to mobile advertising, cross marketing and promotions?
- What are the steps to be taken if the industry is to achieve full potential?

Sunzay Passari, Vice President - VAS, Content & Devices, Essar Teleholdings & BPL Mobile Communications

10:20 – Earning through VAS in an aggressive market

- Create, deliver, manage and generate profit from VAS in mature markets
- Business models that will appeal to customers to gain a larger market share
- How to provide a personalized, consistent intentional customer experience? & How to react to changing market needs in order to stay competitive
- Generating user awareness for VAS offerings and increasing revenues through acquisition of new clients through attractive pricing models

Harbinder Narula, Vice President - India & Middle East, Aryt

11:00 – Morning coffee & Discussion

11:20 – Mobile VAS – Making it mandatory for consumers

- What are the new services & the growth drivers for mobile VAS in India?
- How much of your focus and marketing portfolio should be on mobile VAS
- Creating value from mobile VAS by making VAS necessity for your customers
- Assessing business drivers and barriers to grow in the mobile VAS industry
- What can be done to accelerate the development of the industry?

12:00– Panel discussion: Challenges in upcoming markets

- Successful strategies to face the future challenges in mobile VAS in India
- Analyzing the changing business environment for mobile VAS
- Evaluating where are the opportunities and threats in emerging markets
- Consumption patterns - how are consumer behaviour different in emerging markets from mature, competitive markets?

Moderator: Sridhar T. Pai, CEO, Tons Telecom

Panellists: Jasmeet Gandhi, Head - services marketing & devices, Nokia

12:40 – Networking luncheon

BUSINESS MODELS

14:00 – How VAS is driving up revenues on the mobile web?

- How search changes content discovery & its impact on revenue generations
- Which payment options lead to more successful transactions?
- Monitoring the success of campaigns from click through to purchase?
- Practical hints and tips on maximizing revenues?

Neeraj Sonker, Vice President, Wireless Engineering and Implementation, Tata Communications

14:40 – Mobile advertising - Enhancing the growth of the mobile advertising ecosystem

- Integrating mobile advertising with bluetooth casting, location based SMS and other interactive text messaging channels
- Compelling experience for users & offerings for advertisers
- How to present a successful business case to potential clients
- How to make mobile advertising a viable revenue stream by overcoming key challenges

15:20 – Afternoon tea

15:40 – Panel Discussion - Examining content aggregators' impact on revenue sharing models

- Role of content aggregators to evolve in the mobile VAS industry
- Discovering how symbiosis between content aggregators and other players in the value chain can occur to achieve maximum profitability
- Revenue sharing models - which is the optimal model?
- How to be competitive & profitable despite the emergence of content aggregators
- Content aggregation vs. advanced distribution methods - analyzing the correct direction for the mobile VAS industry to move forward

Moderator: NK. Goyal, President, CMAI

Panellists: Pradeep Dwivedi, Sr. Vice President - Marketing & Product Management, Tata Teleservices

16:20 – LBS – An analysis

- How to take advantage of the new business models of LBS and reach out into diverse markets and customers
- Analyze how content providers can capitalize on additional source of licensing revenue through LBS
- Are "search" and "navigate" really separate? & How about using search marketing on the maps
- What are the roles of content vs. application here?

17:00 – Chairperson's closing remarks and End of Conference

17:20 - Networking Drinks - Take your discussions further & build new relationships in a relaxed & informal setting...



Mobile VAS Summit 2009

Day Two, 24th September, 2009

09:00 – Coffee and registration

09:30 – Chair's opening remarks

Bharat Bhatia, Regional Director for Global Govt Affairs, Motorola

TECHNICAL IMPACT

09:40 – The must be features of future handsets

- The handset of the future - what challenges or opportunities will it present for the VAS industry
- Learn how handsets will develop to incorporate the growth of mobile VAS
- How are different services seen by the end user?
- How should operators, content providers and handset manufacturers integrate their strengths and to increase revenue in mobile VAS
- An analysis on upcoming device types – what is tomorrow's design?

10:20 – The overall usage conditions of VAS for the end user

- Possible psychological barriers that are to be overcome
- How about the technological barriers that are to be overcome
- Total user experience – will the lack of high tech service tangibilization act as a perceptible diffusion barrier?

Sandeep Keshkar, DGM(NSS) Mobile Services, MTNL

11:00 – Morning coffee & Discussion

IMPROVING USER EXPERIENCE

11:20 – Panel Discussion - Mobile Internet: The starting point for mobile content consumption

- The growth of early internet search engines to become a phenomenon
- From directories to portals to full search engines
- Transitioning a simple locator to a complete multimedia solution
- Overlooking the potential users of VAS & identifying major target segment

Moderator: Bharat Bhatia, Regional Director for Global Govt. Affairs, Motorola

**Panellists: Sandeep Keshkar, DGM(NSS) Mobile Services, MTNL
Anuraj Gambhir, Head – Multimedia Strategy & Innovation, Ericsson**

12:00 – Mobile User Experience: A Vision for Future

- Country – Context and Coexistence (User-Technology-Society)
- User experience Vs customer experience – Definition conflict for services
- User experience in Mobile Life (Mlife) & in VAS Ecosystem

Sanjay Tripathi, UIDG, Tech Mahindra

12:30 – Networking luncheon

13:45 - Examining the factors shaping mobile payment growth in India

- Examining the current and future opportunities for mobile payments
- Identifying m-payment access and user's penetration
- Challenges and barriers facing mobile payments in India

- Which current mobile payment solutions have proved successful with the reasons

14:15 – Current and future prospects in mobile entertainment

- Music, gaming, movies and more
- Impact of the mobile entertainment on users in today's market
- What can be done in order to increase this penetration?
- Predicting current & future level of competition in this market
- Who are said to own the market as of now and why?
- Lessons for operators and content owners
- A look into mobile video – issues regarding streaming videos

14:45 - Enterprise VAS applications on mobile including mobile governance applications.

L.V. Sastry, Vice President & Head, Bharti Airtel

15:15 – Afternoon tea

15:30 – Panel Discussion - Regulator's perspective - Need for next generation licensing and regulation to facilitate VAS.

Moderator: Bharat Bhatia, Regional Director for Global Govt. Affairs Motorola

Panellists: Satyen Gupta, Chief Regulatory Advisor, BT Global Services-SAARC Region

16:00 – Exploiting local search as a key application for the mobile environment

- Examining the critical differences between fixed internet and mobile internet local search
- Going beyond directories - delivering the optimal user experience for accessing rich local content
- Making contextual advertising work as a monetization mechanism for mobile local search

16:40 – Panel Discussion – SWOT analysis

Strength, Weakness, Opportunities & Threats of VAS in India (Overall review of this VAS Summit Asia 2009 conference)

Moderator:

Panellists:

L.V. Sastry, Vice President & Head, Bharti Airtel

17:10 – Chairperson's closing remarks and End of Conference