

mobile & Applications Web

Thursday
October 22nd 2009

- 09.00 **Welcome Address and Speed Networking**
Adam Shaw, Senior Conference Producer, Informa Telecoms & Media
- 09.05 **Chair's Introduction**
Mike Grant, Chief Marketing Officer and Head of Media Practice, Analysys Mason

Opening Keynotes: Accelerating Convergence Through the Mobile Web

- 09.15 **Key Brainstorm: How Mobile Web Can Lead the Way in Convergence**
- What does the mobile web need to do to take a lead in convergence?
 - Mobile provides the best user interface possibilities
 - Personalising your mobile internet experience
 - It's not a phone anymore, it's a screen: How a change in thought can impact on the success of mobile web
- Mark Kortekaas**, *Controller for BBC Audio & Music Interactive and BBC Mobile, BBC*
N.L. Goodman, *Executive Vice President, Finally! TV Studios*
Joe Bilman, *Senior Vice President, Global Products, Fox Mobile Distribution*
Graham Thomas, *Head of Multimedia, T-Mobile International*

- 10.00 **UnPanel: What Do You Think?**
Stand up and be counted as we turn the microphone on you. Our keynoters will ask you if you think mobile can really lead the way in convergence and is it doing so already? This is your chance to put your case forward in front of the industry

10.20 Networking Break and Refreshments

- 11.00 **Key Brainstorm: The Empowerment of the User**
- It is the advancement of user experience, not apps stores that is propelling the industry forward
 - What type of consumer is the technically savvy user?
 - Are they understanding of problems or do they expect perfection?
 - Understanding what new handsets must do to target these users
- Ray De Silva**, *Head of Enabler Commercial Partnerships, Vodafone Group*
Chris Wade, *Chairman and Chief Executive Officer, ShoZu*
Ariel Seidman, *Director, Product Management, Yahoo! Search*

- 11.40 **How Are Non-Operator Companies Redefining the Mobile Web Experience?**
see www.mobilwebevent.com for more details



How Can Enabler Services Help Accelerate the Adoption of the Mobile Web?

- 12.05 **Where Does Mobile Web Sit in a Traditional Web Company?**
Tim Hussain, Head of Mobile and Video Advertising, BSkyB
- 13.00 **Networking Lunch**
- 14.00 **Enabling the Mobile Web**
Ray De Silva, Head of Enabler Commercial Partnerships, Vodafone Group
- 14.25 **Unlocking the Mobile Mash Up- Surpassing Web Counterparts**
Ariel Seidman, Director, Product Management, Yahoo! Search
- 14.50 **Effectively Encouraging Data Consumption**
Paul Jevons, Director of Products and Innovation, Orange UK
- 15.15 **Networking Break and Refreshments**

The Critical Importance of Browsers and Web Runtime to Mobile Web

- 15.45 **Driving Down Data Plans and Improving the Mobile Web Browsing Experience**
see www.mobilwebevent.com for more details
- 16.10 **Key Brainstorm: Browsers Should Be Standardised. Discuss**
- Are too many incompatible browsers flooding the market halting mobile web advancement?
 - Would browser standardisation improve the take up of mobile web?
 - Standardisation would limit operator and OEM changes: Is this good or bad?
 - What could a possible browser standardisation include?
- Philipp Hoschka**, *Ubiquitous Web Domain Leader, W3C*
Gavin Poolman, *Director, Apollo Mobile*
- 16.50 **Closing OpenFloor: What Did We Miss?**
Throughout the day submit anonymously any topics or questions that you wanted covered but didn't come up and then join us in an informal atmosphere to discuss them. This is your time to analyse what went before and what takeaways there are

- 17.15 **Close of Conference**

“Great event” (FG, airG, Mobile Web 2009)

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