

**Mobile Marketing & Advertising**  
**Tuesday, October 6, 2009**  
**9:00am to 5:30pm**  
**San Diego Convention Center Room 29A**

## **Agenda**

### **9:00 AM**

#### **Welcome**

*In the history of the digital age, never before has the explosion of available content, ever increasingly convenient mobile access, growing consumer interest and demand combined at greater proportions to provide for wireless consumers a seemingly endless market for products and services.*

*It is a time that an incredible number of companies (retailers, financial institutions, consumer goods) are increasingly incorporating mobile into their marketing strategy, enabling a personalized, real-time consumer experience and driving both transactions and customer loyalty. Those that avoid mobile or are slow to embrace the medium face incredible hurdles in order to keep pace with not only their competitors, but also their consumers.*

#### **Master of Ceremonies**

**Brian Gratch**, CEO, Sixteen30

### **9:15 AM**

#### **Mobile Marketing Defined**

*Marketing at its core is focused on two objectives 1) building brand equity and/or 2) driving sales revenue. Marketers engaged in branding seek to develop the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique. Other marketers seek to simply match consumer needs with corresponding products or services and accelerate the sales cycle. The overarching question is do traditional rules apply when implementing mobile marketing concepts within a campaign or are we seeing the creation of a completely new paradigm?*

#### **Moderator**

**Karen Webster**, President, Market Platform Dynamics

#### **Panelists**

**Mitch Feinman**, Consultant, SayNow

**Matt Jones**, VP, Mobile Strategy & Operations, Gannett / USA TODAY

**Jack Philbin**, Co-Founder and President, Vibes Media

**Konny Zsigo**, President, Wireless Developer Agency

### **10:15 AM**

#### **Mobile Advertising: Are You In or Out?**

##### **Sponsored by Oracle**

*The opportunity to develop new revenue streams through mobile advertising is real but not without hazards. The Communications Service Providers ability to leverage existing assets, develop new partnerships, and integrate new business models will be critical to mobile advertising success. Please join Oracle as we explore how to effectively develop third party ecosystems, deploy new business models, and deliver personalized mobile advertising.*

#### **Presenter**

**Ty Wang**, Senior Director, Product Marketing, Oracle Communications

### **10:30 AM**

#### **KEYNOTE ADDRESS: Making Mobile Easy for Advertisers**

*There are over 270 million wireless subscribers in the U.S. Recent surveys indicate that 92% of subscribers cannot get through the day without using their mobile phone and more than 34 million mobile users in the U.S. use their mobile device to view the web. As consumers continue to discover the connected nature of wireless, advertisers are also drawn to the personal, interactive, and effective options that mobile affords. Research shows that leading internet sites that have a presence on the mobile internet can extend their reach by 13%. The problem is that currently it is not so easy to engage consumers through the mobile*

device. Our keynote presenter, a leader in mobile advertising, will reveal what must change in order for advertisers to embrace mobile in mass.

**Jamie Wells**, Global Director, Trade Marketing, Microsoft

**11:00 AM**  
**Networking Break**

**11:15 AM**  
**How Do Advertisers View Mobile? – Avoiding Misconceptions**

*As we enter the age of digital communication, most recognize the potential marketing tool available through a wireless device. Additionally, given the recent economic downturn, many advertisers are seeking more cost-effect ways to reach consumers and control expenses. Couple this with the fact that consumers are becoming increasingly sophisticated as they look to maximize the best value for their money, businesses are then urged to do the same, particularly when they are trying to promote their goods and services to the wider public. By adding mobile to the mix along with its unique, personal, and cost-effect methods for connecting businesses and consumers and one might think this is the ideal setting for all stakeholders. To date, advertisers have expressed interest, but are slow to adopt mobile advertising solutions. The question is why? This session will articulate how brands, marketers, and advertisers perceive mobile and its ability to connect with individual consumers and what impediments are preventing more wide-spread adoption.*

**Moderator**

**Rebecca Hanson**, National Broadband Task Force, Federal Communications Commission

**Panelists**

**Michael Chang**, CEO, Co-Founder, Greystripe

**Brian Cowley**, GM North America, Velti

**Alex Hall**, Chief Operating Officer, TigerSpike

**Jay Highley**, President & Chief Operating Officer, Tetherball

**12:30 PM**  
**Lunch**  
**Sponsored by Common Short Code Administration (CSCA)**

**1:00 PM**  
**Case Study**

*Mobile marketing campaigns offer a varied and vast portfolio of available content. Innovative and highly effective campaigns include in-venue applications, advertising, cataloged consumer goods, and other content accessed specifically via mobile device. Come experience first-hand which interactive campaigns are creating significant interest in the mobile space. Learn factors for success when developing, implementing, and executing mobile campaigns directly from the experts. This panel will explore the hottest new ideas driving mobile interaction and providing additional consumer touch points for agencies and brands.*

**Moderator**

**Matthew Valleskey**, Mobile Advertising, NeuStar

**Presenters**

**Dorrian Porter**, CEO, Mozes

**Matt Snyder**, Director of Brand Partnerships, Zumobi

**Daniel West**, Vice President, Unity Mobile

**1:45 PM**  
**Mobile Search: A Driving Force**

*Mobile phones now serve as a new, geo-targeted, highly social media that provide subscribers with the means to find people, places and products of interest. In this session, the panel will focus on the changes that are underway in the mobile search market with the emergence of off-portal and on-device search, for example, and explore the key drivers for the growth of mobile advertising. In addition, they will consider the cost-per-click-through and the total number of searches that are ad supported by the different search*

strategies including local, on portal, off portal and the newly emerging- on device. In which regions is mobile search usage likely to be highest? What do key industry executives believe to be the main opportunities for mobile search? How much data revenue will mobile operators generate through search services? What are the likely implications of data storage and privacy regulations for mobile search providers? What are the leading location-based search platforms and applications? Lastly, the panel will include planning assumptions that support business development and product definitions that are in line with reasonable revenue expectations.

**Moderator**

**Gary Kibel**, Partner, Davis & Gilbert, LLP

**Panelists**

**Min Chan**, GM Mobile Products, AT&T Interactive

**Bruce Crair**, President and COO, Local.com

**Craig Hagopian**, President, V-ENABLE

**Brian Lent**, Chairman and CEO, Medio

**Darshan Patel**, Director, Service Development, Virgin Mobile USA

**3:00 PM**

**Networking Break**

**3:15 PM**

**Handset Differentiation – Ensuring the Best Consumer Experience**

*Handset sophistication has reached new heights as the optional features available to consumers through the various devices continue to expand. In addition to integrating the normal cell phone features with those of a handheld computer or PDA, many devices are also adding options that include location based services, access to the mobile Internet, a portable media player, various connectivity options, and larger screens to view more compelling content. In the context of mobile advertising, what does handset capability and differentiation mean for brands, advertisers, and marketers looking to use mobile to connect with consumers? How will handsets help fuel growth? This panel will examine the various issues impacting the consumer experience and the potential for an enriched content offering resulting from handset differentiation.*

**Moderator**

**Daniel Sprosty**, Vice President, former Best Buy

**Panelists**

**Andrew Eddy**, Head of Sales, Nokia Interactive Advertising, Nokia

**Muzibel Khan**, Vice President of Product Management, Samsung

**Patrick Mork**, Vice President, GetJar Networks, Ltd.

**4:00 PM**

**Mobile Advertising Strategies & Potential**

*Various forecasts have placed the revenue potential for mobile advertising at anywhere from around \$100 million now to numbers exceeding several billion in just a few short years. These incredible revenue numbers are separate from those derived through mobile search advertising. It is true that many see mobile as a critical and key driver in the overall transformation of the advertising industry, yet its overall potential is pretty much unknown. This group of experts will focus on the expected growth of mobile advertising both short and long term. What are the key drivers behind this extraordinary potential? What factors will determine the viability and promise of mobile advertising? How will usage, revenue and application development influence this growth? How will subscriber growth to 3G and other advanced network data plans further impact the offer?*

**Moderator**

**Mark Donovan**, SVP, Mobile and Senior Analyst, comScore

**Panelists**

**Ivan Braiker**, CEO, HipCricket

**Jon Jackson**, Founder & CEO, Mobile Posse, Inc.

**Tim Jemison**, Co-Founder & CEO, Zoove

**David Katz**, Vice President, Mobile Advertising and Publishing, Yahoo!

**5:15 PM**  
**Closing Remarks**