



**THE MOBILE CONTENT AND VALUE ADDED
SERVICES WORKSHOP**

Mobile Content and Value Added Services Workshop

2nd & 3rd February, 2010, Guyana



DAY ONE - TUESDAY 2 nd of FEBRUARY 2010	
08.30	Participant Registration and Coffee
09.00	<p>Welcome Address by Regenie Fraser, Secretary General, CANTO</p> <p>Special Address: Mr Clive Lloyd, C.B.E</p> <p>Workshop Briefing: Karl Hentschel and Tony Fish</p>
09.25	<p>Session 1: Defining your Market and How to Drive Increased Usage in the Caribbean: Mobile Content and VAS Usage In Dominican Republic and Jamaica</p> <p>Facilitator: Mr Thomas Poindexter</p>
	<p>This session will see participants assess key findings from Ericsson's large scale market research project on the use of mobile telephony in the Caribbean region. It will provide evidence concerning:</p> <ul style="list-style-type: none"> • Who are most likely to use m-content and VAS and why • What services do they want? • What are they likely to spend? • What are the impediments to the use of services? • What predictions can we make about the future of mobile content usage in the Caribbean?
10.20	Expert Q & A
10.40	Networking Refreshment Break
11.00	<p>SESSION 2: Reality Check on M-Content Development in the Caribbean: Where are We?</p> <p>Facilitator: Mr Karl Hentschel</p>
	<p>This session will examine some of the key drivers of increased M-Content and VAS usage. Participants will review and understand what strategies can be adopted in order to catalyse, drive and sustain increased M-Content and VAS usage in the Caribbean.</p> <ul style="list-style-type: none"> • User devices: How do we get user devices with greater functionality into the user's hand in emerging economies, given their cost? The presentation will discuss several approaches. • Broadband capability of mobile networks: What are the strategies to push out high speed access for m-content and m-transactions, yet still generate revenues from legacy network technologies? We will discuss examples from several countries, including emerging markets.

	<ul style="list-style-type: none"> • User demand: With the exception of a handful of power users, the average customer has to be convinced that the upcoming m-content and m-transaction services provide additional value. What are the value sets which entice a mobile user to apply available m-content and m-transactions?
12.00	Expert Q & A
12.30	Networking Lunch
14.00	Session 3: Mobile Content and Mobile Web 2.0 Facilitator – Mr. Tony Fish
	<p>This session will focus on content creation and consumption and how the mobile device is changing the balance of power. At the end of the session, delegates will understand what stakeholder value can be created. Key themes covered:</p> <ul style="list-style-type: none"> • The six screens of life • Content is King • Who is the creator and the role of the editor • User generated content and the changing business model • Creating balance • Where does value lie and the new value chain • The Significance of the mobile device
15.00	Expert Q & A
15.20	Networking Refreshment Break
15.40	Session Four: The Challenge of Mobile Financial Services (MFS) in Emerging Markets Facilitator: Mr Karl Hentschel
	<p>Financial transactions over the Internet have been readily embraced by the user due to their convenience and perceived security layers. It is expected that MFS using the mobile phone will become common in established economies and generate significant revenue streams.</p> <p>This session will examine different levels of MFS, the prerequisites which need to be in place to ensure continuous revenue streams, the security layers and the added security complexities in a mobile environment. What is the most likely use of m-financial transactions in an emerging market as compared to those in established economies?</p>
16.40	Expert Q & A
17.05	Facilitators' Wrap Up of Day One
17.15	Close of Day One
WEDNESDAY 3rd of FEBRUARY 2010	
09.00	Session 5: Cell Broadcasting in the Asian Small Island Developing States Facilitator – Mr Paul Klein
	<p>Mobile operators in Small Island Developing States (SIDs) in the Asian subcontinent are currently testing Cell broadcasting for delivery of commercial M-Content.</p> <p>This session analyses the use of cell broadcasting for the delivery of commercial content and assesses whether lessons learned from the roll out of the services in</p>

	the Asian subcontinent can be effectively used in the Caribbean.
09.20	Expert Q & A
09.40	Session 6: Maximising the Benefits Your Data and Analysis Facilitator: Tony Fish
	<p>This data and analysis session will focus on how participants can get the most benefits from the data they obtain. At the end of the session delegates will have a framework to take back to analyse their own data and build the basis of a strategy that will build loyalty and increase ARPU.</p> <ul style="list-style-type: none"> • Digital Data inputs and outputs • Feedback loops and two sided business models • The 'what principal' and the 'who effect' • The data framework • The eight data business models
10.15	Expert Q & A
10.40	Networking Refreshment Break
11.00	Session 7: The Mobile Network as an Enabler for High-speed Internet Access for the Unconnected – Facilitator: Mr Karl Hentschel
	<p>Extending high speed access into underserved and unserved areas will open new markets for m-content and m-transaction services. The potential for applications in emerging markets is especially compelling.</p> <p>Participants will explore and discuss the supporting technologies and mobile applications that are likely to drive the expansion of mobile broadband. It will also explore existing and future user expectations, as well as mobile operator and government partnerships which exist in several countries.</p>
11.50	Expert Q & A
12.10	Networking Lunch
13.40	SESSSION 8: Mobile Operator Scenarios Facilitator : Mr. Tony Fish
	<p>Telecom stock is a value trap and this session will explore the strategic and structural issues facing operators globally when considering how to increase ARPU and reduce churn when utilising data and applications as an alternative. One scenario will focus on why re-considering voice could have a significant long term earning effect.</p>
14.40	Expert Q & A
15.00	Networking Refreshment Break
15.20	SESSION 9: Preparing for the Rise of m-Content in the Caribbean Facilitators: Mr Tony Fish and Mr Karl Hentschel
	<p>The session is designed to re-focus participants on the key challenges they will face when developing mobile content and VAS in their respective countries and the way in which they can surmount them. It will be an interactive session that enables participants to raise and discuss key questions amongst each other, as well as put those questions to a panel of distinguished experts.</p>
16.30	Facilitators' Wrap Up and CANTO Closing Remarks
16.45	Close of Workshop