

5th Mobile VAS Conference

November 27-28, 2008

St Petersburg

Presented by Ralph Simon
Chairman Emeritus – MEF Americas & The Mobilium Group

New Trends in Rich Media for mobile

What will drive VAS usage
In 2009/2010 ?

Lesson No. 1

“If you snooze, you lose”

'Ne stchelkai kljuvom'

Who is the VAS expert in the
next picture ?

Which country is this ?



These 3 Bolivians used mobile contextual content/advertising to drive their own specialized, localized business

A golden VAS rule !

Major rich media driving VAS revenue

- SMS Competitions in media creates product interest
- Instant messaging
- Social networking & blogging
- Internet search on mobiles
- Info on demand SMS's: iSend = 'SMS Call me' & 'SMS Mail me'
- Mobisites – movie tickets
- Mobile Advertising
- The M Wallet
- Mobazines – mobile magazines
- Mobisodes – Mobile TV episodes

Contextual Content

- How do you design your “call to action” ?
- Is your VAS strategy effectively targetted?
- The wrong example: India story
- Are you developing VAS to fill a local contextual need/demand ?

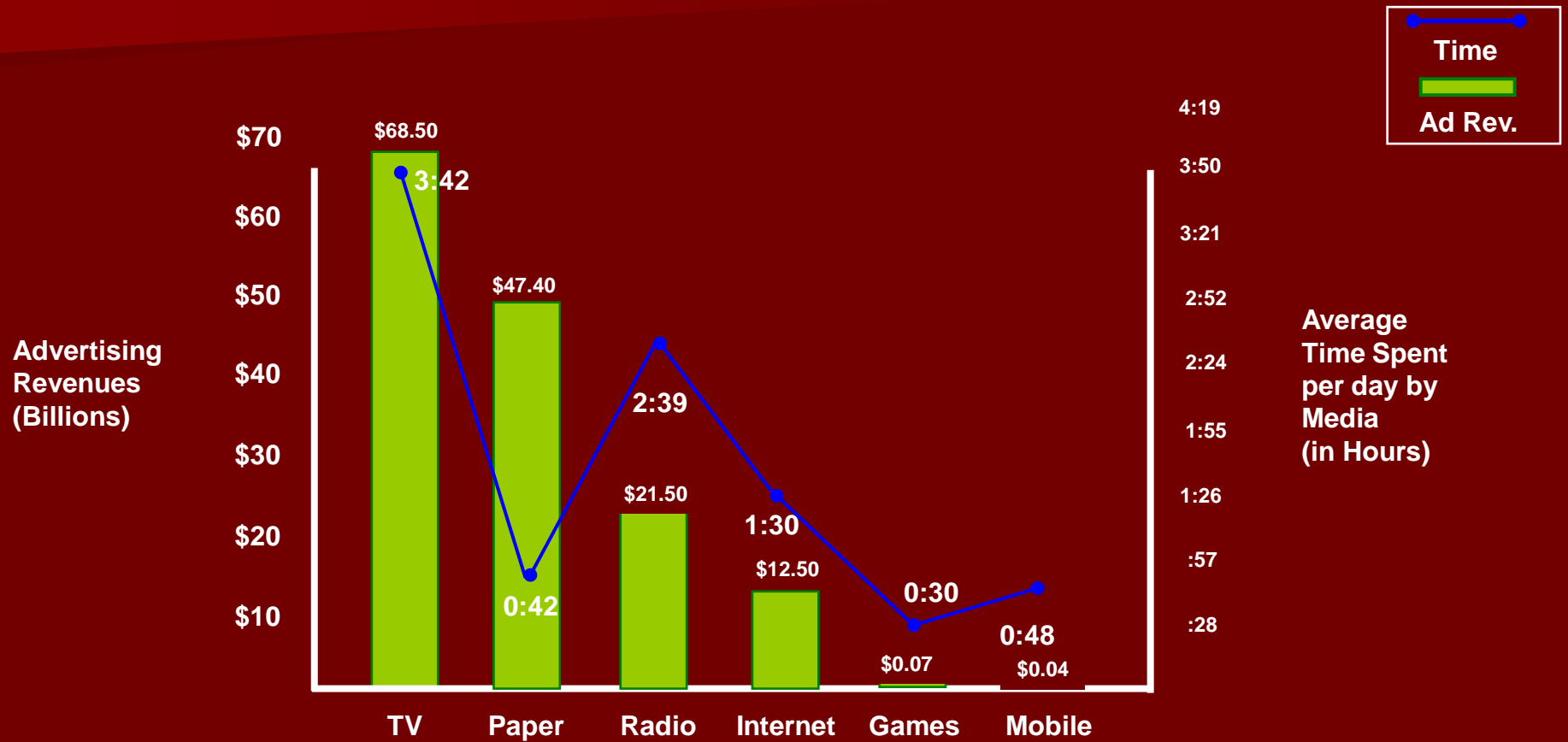
2 High potential new VAS areas

- After ring tones, music, games & infotainment what comes next ?
- Mobile Money transfers
- Physical goods purchased on mobile devices
- Mobile advertising

Mobile Advertising showing strong growth – forecasters agree

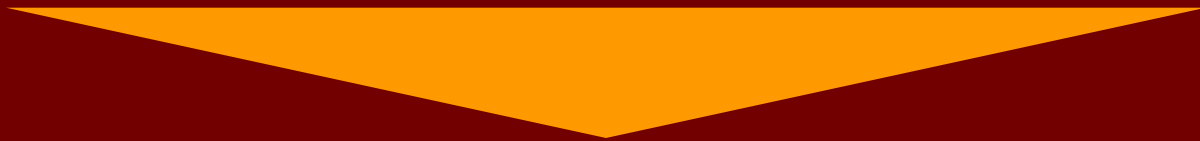
- Ovum: 2008 = \$46m 2010 = \$1.3bn
- Yankee Group: 2006 = \$40m 2010=\$2bn
- Jupiter Research: 2011 = \$2.1bn
- eMarketer: 2006 =\$421m 2011 = \$11.3bn
- Shosteck Group: 2010 = \$9.6bn
- Informa Telecoms:
2007 = \$1.5bn 2011 = \$11.5bn

Is Mobile a Media?





Amobee's holistic approach to ad-serving

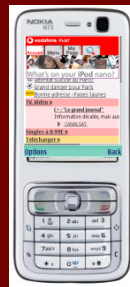


Games & Apps



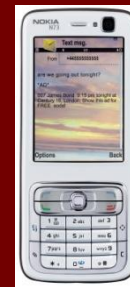
Ad funded apps -
on/off portal

WAP



On/off portal

SMS/MMS



P2P and A2P

Video/ Music



Music/Video -
streaming and
downloads

Amobee's Operator

Οργανισμός για Προσμη...RUI

Campaigns...

Το θρογγικό
καπνί σου 1904



Με κάθε McMenu™
ΔΩΡΟ το γυάλινο ποτήρι Coca-Cola

SAAB 9-5 CABRIOLET DE SUÈDE




Saab fête
ses 20 ans
de Cabriolets



Choose your player

Pioneer



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Σύστημα Πλοήγησης & Ψυχαγωγίας

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μόνο στα McDonald's

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POLO



LACOSTE



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TO ORDER



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LYNX boost



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Press Options for XFM

NEW FIAT



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SOCIETE
GENERALE

(1) Hors coûts opérateurs
et sous réserve d'avoir
pré-enregistré le compte
destinataire sur Internet.
(2) Hors virements permanents.

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Options- More info למידע



Harry Potter

TRAILER

The Mobile Internet on 3G Smart phones

Mobile internet use & penetration

- USA 15.6%
- UK 12.9%
- Italy 11.9%
- Russia 11.2%
- Spain 10.8%

Significant growth will come in 2009 thanks

To new smart devices from Nokia, Blackberry, Sony Ericsson, LG, Samsung

Thank you to all of you
Millennial Digital Natives

Спасибо
St Petersburg !

Let's go & have a beer afterwards
&
at the XXXX party !