

# Day 1 Agenda at a glance

29 Nov 2011



## Track 1 - Operators & Handsets



## Track 2 - Marketing & Monetisation



## Developer Zone 1



## Developer Zone 2

0900	Event Chair Welcome & Introduction Chris Book, BlueVia, Telefonica
0905	Speed networking – get to know the people around you
SESSION ONE: OPERATOR BUSINESS MODELS & APP STORE STRATEGIES	
0910	Keynote panel: Operator strategies for Apps & Content Javier Lorente Martinez, Global Project Manager, Mobile Data Group, Telefonica, UK Dan Hod, Business Manager, Amdocs Andrew Darling, Associate Director of Market Development, EMEA, OpenMarket Eric Morhenn, Director of Strategic Partnerships and Devices, Qtel International
0950	Keynote Address: Optimizing monetization capabilities with partners • Examining new challenges to operators / traditional service providers in the apps market • Impact of over the top (OTT) services and content providers penetration Ronit Ben Sheffer, Manager, Revenue Management Products & Solutions, Amdocs
1020	The role of Apps in shaping new businesses amongst operators • Changes in content consumption/ Monetization models • How Reliance Communications are positioning themselves in this evolving internet economy Suresh Jayaraju, Vice President, Head - New Age VAS, Reliance Communications
1040	Networking Break
1110	Application strategies for operators • Collision of device, web, carrier and content ecosystems with trillions of dollars in revenue • The essential roles in the applications value chain, in developed and emerging Asia. GP Singh, Director, Group Strategy, SingTel
1140	Building partnerships between handset manufacturers, operators, developers & content providers • What part are handset manufacturers playing in developing the apps industry? Naresh Chouhan, Head of Strategic Marketing, Developer Experience, Nokia Martin Wrigley, Director of Developer Services, Orange Partner Felix Malpartida, Principal Global Marketing & Commercial Strategy, Vodafone Anne Arndt, Senior Manager Partner App-Stores & Enabling, Deutsche Telekom
1210	Making the app market pay • The impact of the smartphone/app ecosystem on the mobile content business • Operators' response to application stores Jack Kent, Analyst, Mobile, IHS Screen Digest
1240	Mobile entertainment apps as a channel to maximise revenue streams • Revenue models and potential of mobile entertainment • Are users willing to pay for entertainment on their smartphone / tablet? Andreas Liffgard, Global Head of Telecom Business Development, Spotify
1300	Networking break
1400	How apps integrate with operators VAS strategies - will Apps save your VAS in 2012? Moderator: Matt Brian, Apple/Mobile Editor, The Next Web Sunzay Passari, Executive Vice President - Telecom, VAS & Devices, Loop Telecom / BPL Mobile / YU Telecom / Warid Telecom / Essar Telecom Mohamed Masoud, Technology Development Director, Orascom Telecom - Vimpelcom Burak Gulay, Corporate VAS Product Manager, Avea
1440	Advertising opportunities and media strategies within the apps business • Operators generating business through mobile advertising Charlie Hunter-Schyff, Head of Planning, O2 Media / Telefonica
1510	Apps for operators: Opportunities and challenges of developing operator branded apps • Why should operators develop own-branded apps? Peter Swain, Managing Director, Always on Message
1540	Networking Break
SESSION TWO: BILLING, PAYMENT, MOBILE MONEY & BANKING	
1610	Operator strategies for managing micro-payments in social networking • Social networking in our region • The Micropayment business model Mohamed Masoud, Technology Development Director, Orascom Telecom - Vimpelcom
1630	Mobile money and the banking sector Ed Hodges, Head of Mobile for RBS's Business & Commercial division Viktoria Erngard, Head of Payment & Enabling Services, Telenor Yolande Van Wyk, CEO: Smart Services, FNB - First National Bank Adam Levene, Chief Strategy Officer, Grapple Mobile
1700	Case-study: La Caixa's mobile applications, strategy and NFC trial • Introduction of La Caixa's mobile strategy • Overview of latest launched applications Jordi Gaus, Product Manager Mobile & Head of Mobile Payments , La Caixa
1750	Close of day one followed by evening reception

0930	Event Chair Welcome & Introduction David Murphy, Editor, Mobile Marketing
0940	Speed networking – get to know the people around you
SESSION ONE: APPS AS MARKETING TOOLS	
0950	Keynote panel: Apps as marketing tools • How are mobile apps being used as an essential marketing tool? • What response rates are being delivered versus traditional media? Chris Thompson, Creative Technologist, Imano Oren Todoros, CEO & Co-Founder, Apps Marketing.mobi Mike Anderson, CEO & Founder, Chelsea Apps Factory Ed Lea, CTO, Grapple Mobile
1030	iStoryTime Case Study • Using an App to Reposition the Museum as a Modern Connected Museum, and Engage with key Demographics Graham Farrar, Co-Founder, Zuuka
1050	Networking Break
1120	StreetMuseum Case-study: Antony Robbins, Head of Communications, Museum of London
1150	Ten Golden Rules to Getting better ratings in the App Store • Why your app hasn't performed as well in the ratings chart as you thought it would? • The top 10 golden rules from the one of the leading mobile agencies of the year Imano. • Useful insights from how to optimise the user experience (UX) Jane Linton, Business Development Director, Imano
1220	Discussion: Marketing and promotion to support your app launch • Making your app stand out in the App store • Recommendations, social media, publicity and engage with bloggers Alex Kozloff, Mobile Manager, IAB Emmanuel Carraud, CEO, MagicSolver James Kaye, Director, appromoter Ian Malone, Managing Director, We Are Apps
1300	Networking break
SESSION TWO: MOBILE ENTERTAINMENT & PUBLISHING	
1400	Mobile entertainment panel: Why should content providers go mobile • How do content provider's monetise the mobile viewing/listening experience? • What copyright concerns exist? Josh Saunders, Head of Creative and Digital Marketing, EMI Dave Addey, Managing Director, Agent.Itd Peter Van De Berg, Marketing Director, NXP Software
1420	BAFTA Nominated, Malcolm Tucker entertainment app case-study Dave Addey, Managing Director, Agent.Itd
1500	Publishing: The potential for Apps in news and publishing Moderator: Shaun Barriball, CEO, Mobile IQ Miles Ross, Head of Mobile, IPC Media James Bromley, Managing Director, Mail Online Steve Wing, Head of Digital Marketing, Consumer Media, Guardian News and Media Justin Moodie, Digital Publishing Director, DK Books Paul Hudson, Lead App Developer, Future Publishing
1540	Networking break
SESSION THREE: GAMING APPS	
1610	Panel: Gaming for consumer engagement Suresh Sudera, Head of Games, Vodafone Group Tom Tang, CEO, Asteggame Oli Christie, Managing Director, NeonPlay Jean-Luc Ottensen, Head of Mobile Games & Applications, Orange France Justin Johnson, CTO, First App Dan Keegan, General Manager - Europe, Openfeint
SESSION FOUR: APPS AS AN ESSENTIAL PART OF YOUR BUSINESS PLAN	
1710	Apps for Small Business Last decade every business needed a website, this decade everyone needs an app. • The challenges that face small business owners who want to create an app • Should they try to build the app themselves or outsource? Kevin Miller, Founder & CEO, RunRev Andrew Ashe, Managing Director, Eurotalk
1730	Close of day one followed by evening reception

0900	Event Chair Welcome & Introduction Doron Cohen, Chief Marketing Officer, Logia Group
0905	Speed networking – 5 minutes to get to know the people around you
APP DESIGN & CREATION	
0910	Developer panel discussion: Challenges of design, creation & distribution of multi-platform apps • What makes a successful app? • What are the major challenges of creating, distribution and monetising apps? • What support is needed from app stores, operators & handset providers? • How can developers most successfully monetise their apps? Pay to download / sponsorship / in app advertising. Benjamin Beaumont, LiveCode Product Manager, RunRev Ltd. Joe Stagner, Sr. Program manager, Internet Technologies, Mozilla Andrew Ashe, Managing Director, Eurotalk Ltd
0950	Developer keynote Make Waves with bada: New features, tools and opportunities with bada 2.0 • The vision of bada 2.0 • The bada ecosystem and latest developments • New features in bada 2.0 • Developer support and opportunities Manfred Bortenschlager, Platform Evangelist, Samsung
INTEL WORKSHOP	
1020	Intel AppUpSM Developer Program – what is it all about? Looking at the business model and supported platforms
1040	Why is HTML5 important? HTML best practices
1130	Web Developers – what's in app development for you Native Developers – why you should start looking at HTML
1200	Intel AppUp™ Encapsulator brings your apps to the customers Sell web apps on Windows today!
1220	Developing for AppUp™ SDK, Packaging App Signing, App validation process
1230	Closing Q & A Michael Mahemoff, Principal, Nuvomondo Ltd Paul Farquhar, Team Lead Engineering & Validation, Intel
1240	Cross-Platform: More Platforms, More Possibilities DeVaris Brown, Developer Evangelist, Marmalade
1300	Networking break
SAMSUNG WORKSHOP	
1400	Welcome Manfred Bortenschlager, bada team lead – EMEA
1410	The UK bada developer challenge Keith O'Brien
1415	bada ecosystem/from idea to published app Manfred Bortenschlager
1445	bada: show us the money Sameer Ballewar, Technical Consultant
1530	Coffee Break
1545	Tools: implement, test, optimize Keith Bauwisse, bada Technical Evangelist,
1615	bada and iOS Jon Lansdell
1645	Q+A The bada team Manfred Bortenschlager, Platform Evangelist, Samsung Keith O'Brien, Head of Content, Samsung Sameer Ballewar, Technical Consultant, Samsung Keith Bauwisse, Technical Evangelist, Samsung Jon Lansdell, Technical Writer, Samsung
1700	Apps Junction There are hundreds of app developers in London and thousands of people with an App Idea in their head. Let's make them meet then. Appsjunction invites YOU to its popular matchmaking event where developers and people with ideas come together in a friendly casual atmosphere, to get to know each other and lay the foundation of many exciting partnerships. There will be some demos, pitches and expert speeches from our members
1800	Close of day one followed by evening reception

0900	Event Chair Welcome & Introduction Thibaut Rouffineau, VP Developer Partnerships, Wireless Industry Partnership (WIP)
0910	Speed networking – get to know the people around you
PITCHING NEW APPS & FUNDING	
0920	Investor panel: Building investment in app development Randeep Wilkhu, Senior Investment Manager, T-Venture Joe Neale, Principal, m8 Capital Michael Jeon, Head of Europe Investments, Samsung Venture Investment Corp
0950	TV: A NEW PLATFORM FOR DEVELOPERS • Why develop TV APPS • How are developers able to monetise TV app offerings? Patrick H. Lauke, Web Evangelist, Opera Software ASA Richard Kastelein, Founder/Editor, App Market TV/Social TV Bruno Pereira, Director and Co-Founder, TV App Agency Mike Footer, Commercial Director, Testronic Laboratories
TV APPS: INTERACTIVE TECHNICAL WORKSHOPS	
1030	Opera Software introduces The Opera TV Store Create a unique and compelling user experience by offering up useful, in-demand TV web-app content without worrying about device specifications or navigational constraints. Patrick H. Lauke, Web Evangelist, Opera Software ASA
1100	The NDS Service Delivery Platform The platform lets developers write interactive applications that connect to television set-top boxes, display content relevant to what the user is watching, and control the viewing experience. Presenting the web-based API, developer portal, documentation, and sample code. You can learn how to build a remote-control application for iOS using only 30 lines of code. Andrew Zamler-Carhart, NDS
1130	Networking Break
1150	Lessons learned: What makes an engaging entertainment app Brian Fife, Director Technology Alliances, Rovi Corporation
1220	The Cross Platform Lie Creating cross platform apps has never been easier, but there are important caveats to consider. In his talk Robert argues that the cross platform challenges for applications (games excluded) are in many cases too high to overcome. For a really great experience you need and should go native and embrace the platform specific usage patterns and opportunities. Michael Koch, CTO, Enough Software
1250	Augmented Reality Workshop Claire Boonstra, Co-founder, Layar
1320	Networking Break
APP GAMING	
1400	Gaming developer panel discussion • Finding the magic formula for a gaming app: Adapting gaming models to fit for mobile Elina Arponen, Chieftain, Tribe Studios Oli Christie, Managing Director, NeonPlay Miikka Kukkosuo, Strategic Partnerships in Social Gaming, Digital Chocolate
1440	Web app vs. mobile app development • Should web app developers move into mobile apps? • Monetisation models - comparison between monetisation of a web-app to mobile app Nick Brown, CEO, Boss Level
Building In-App Advertising Payment & Revenue Models for Developers	
1510	Creating great mobile payments' experiences Anthony Hicks, Head of Strategic Integrations EMEA Innovations and Labs, PayPal
1540	Network-enabled solutions for native apps and mobile web development: Syncing true mobility with native apps • Utilising operator APIs to improve performance, usability and discoverability Oisin Lunny, Senior Market Development Manager, EMEA, OpenMarket
1610	Integrate Advertising in Your App to Drive Monetization Opportunities • Find out how advertising can support your growth strategy and objectives Ollie Clamp, Director of Publisher Services, EMEA, Millennial Media
1640	Developers: How best to monetise and promote your apps? Paul Childs, Chief Operations Officer, Adfonic
1710	Protecting applications: end user privacy and application developer business opportunities thanks to the TEE Gil Bernabeu, Technical Director, GlobalPlatform
1730	Close of day one

# Day 2 Agenda at a glance

30 Nov 2011



## Track 1 - TV Track

0920	Event Chair Welcome & Introduction Paul Johnson, Co Founder and COO, Agora Media Innovation Ltd
0925	Speed networking – 5 minutes to get to know the people around you
SESSION ONE: TV APPS MARKET INFRASTRUCTURE & GROWTH	
0930	Overview of the TV apps market: one year on Andy Gower, Research Group Leader, BT Tom Cape, CEO, Capablue Sidharth Jayant, Content Service Manager, Samsung Europe Charles Dawes, Product Management Director, Rovi
1010	Making TV apps pay for Pay TV • How can Pay TV operators' monetise apps operations? • Challenges and opportunities David Gibbs, Director of Mobile Application & Services, BSkyB
1040	Networking Break
1110	Beyond Companion TV: Anthony Rose, CEO, Zeebox
1140	NDS & Skinkers Case Study • How can apps add value to the TV viewing experience? • NDS will provide an insight on how to enhance the viewing experience using a set-top box John Griffiths, Marketing Manager, NDS Steve Godman, Commercial Director, Skinkers
1210	Building the Business Case for Social TV Apps • Using apps to make TV a more social experience • Social TV apps already available on the market Michael Lantz, CEO and Founder, Accedo Broadband
1230	Panel: Building Apps and Multi-Screen strategies for IPTV, Cable & Satellite operators James Strickland, Director, Product & Technology Development, Freesat Giovanni Martini, Senior Researcher, Telecom Italia Charlotte Reece, Senior Product and Commercial Manager, Interactive TV, Virgin Media Jerry Hamal, Head of Yelo product, Telenet
1300	Networking break
SESSION TWO: MULTI-SCREEN TV & COMPANION DEVICES	
1400	Multi-screen TV: Convergence of tablets, mobile and TV • How are tablets and mobile affecting how we watch and interact with television? • What is the potential of apps for second screen or multi-screen TV Steve Godman, Commercial Director, Skinkers Simon Miller, Chief of Product & Content Development, Zeebox Stacey Seltzer, Smart TV, LG Electronics Richard Kastelein, Founder/Editor, App Market TV/Social TV Richard Musch, Senior Director Business Development Smart TV, Business Group Television, Philips Consumer Lifestyle
1440	Companion TV Apps: Case study • An app to build interaction & engagement with your audience • Bringing social elements into the TV viewing experience • Practical application for TV producers and advertisers Iain Dendle, Business Development Director, Europe, Shazam Entertainment
SESSION THREE: CONTENT & ADVERTISING	
1510	Networking Break
1540	TV advertisers leveraging apps • What potential do TV apps provide for advertisers? • What tools are available to monitor TV app performance, and gain audience feedback? • TV apps offering new opportunities for product placement? • How do these factors make advertising more attractive? Gideon Summerfield, Head of Product Development, Base79 Michael Lantz, CEO and Founder, Accedo Broadband Andrew Eardly, Co Founder, Tv App Agency
1610	TV programmers and apps – X Factor App - Case Study Matt Millar, CEO, Live Talkback
1640	Demand for on-demand • Demand for on-demand • Changing viewing habits • Opportunities for monetising viewing • Why choose an app to deliver on demand content • Delivery device - tablet or TV; stb, Pay TV or OTT Maria Ingold, Head of Technology, Filmflex Movies
1610	Close of workshop



## Track 2 - Marketing & Monetisation

0900	Event Chair Welcome & Introduction Nuno Santos, Head of Mobile, Ogilvy Paris
0905	Speed networking – 5 minutes to get to know the people around you
SESSION ONE: MONETISATION & ROI	
0910	Keynote panel: Monetising the apps industry • How is the industry being monetised, what trends are developing for the future • Who is benefiting from the (PROJECTED) \$15.1bn global apps revenue this year? Jeremy Flynn, Executive Board, AIME (Association for Interactive Media & Entertainment) Charles Damen, Vice President, Mobile Billing and Payments, MACH Jack Kent, Analyst, Mobile, IHS Screen Digest Sigal Baretok, GM, Developer Relations, Logia
0940	Understanding In-app advertising opportunities for brand marketers & app content providers • How viable are apps for use by advertising and media industries? • Options for advertising within the apps ecosystem Jesse Goodman, Director of Business Development The Weather Channel Terence Eden, Developer, Community Manager, InMobi Dale Carr, President and CEO, LeadBolt Tim Green, Executive editor, Mobile Entertainment magazine
1010	Direct Operator Billing – Monetise Content with One Click Daniel Dinnebie, Sales Manager - Mobile Messaging, Billing and Payments, MACH
1030	Networking Break
SESSION TWO: APPS & THE TRAVEL INDUSTRY	
1100	Panel: Apps & the travel industry • Why should the travel industry be embracing apps as part of the communication strategy? • What functionality do travel apps need to keep customers coming back? Peter Buckley, Digital Publisher, Rough Guides and DK Eyewitness Travel Rory Kenny, Director Mobile Partnerships Europe, TripAdvisor Oliver Ripley, Head of Mobile, Travelex
1130	Case-study: BA's Apps Chris Carmichael, ba.com & Mobile Innovation Manager, British Airways
SESSION THREE: MOBILE COMMERCE	
1150	Discussion: Developments in mobile commerce - Apps taking shopping mobile • What benefits can an app give that a traditional ecommerce site or mobile site cannot? • What demographic can be targeted with a retail app? Peter Briffett, MD UK, LivingSocial Mark Brill, Mobile Marketing Council, DMA, Direct Marketing Association Gil Bernabeu, Technical Director, GlobalPlatform
1230	Retail case-study apps for direct purchase and shopping • How much functionality can be delivered off-line? • mCommerce mechanisms being including in app development Ceanne Fernandes-Wong, Global Marketing Manager, THE OUTNET.COM - Net-A-Porter.com
1300	Networking break
Afternoon Chair Peter Swain, Managing Director, Always on Message	
1400	Case-study: Rightmove towards digital convergence and platform monetisation • How are Rightmove making apps a central part of their business model? • Monetising the apps offering: Exploiting mobile as a revenue generating platform Hannes Buhmann, Head of Rightmove Mobile
1430	Apps to enhance customer service Neil Swanston, Mobile Experience Manager, Centrica
SESSION FOUR: NEW TECHNOLOGIES IN APP DEVELOPMENT	
1500	Geo-location – Where are you now? Integrating location into Apps • What functionality can geo-location provide, how can this interact with other app elements • Harnessing the power of mobile data through location based apps Patrick Connolly, Senior Analyst GPS & Location Technologies, ABI Research Ian Holt, Senior Developer Programme Manager, Ordnance Survey Anwar Ahmed, Developer Relations Manager EMEA, NAVTEQ Philip Gontier, VP & GM European Operations, Poynt
1530	Apps for Enterprise Nick Forde, Mobile Solutions Specialist, MicroStrategy
1600	Keynote Address Peter Vesterbacka, CEO, Rovio (Angry Birds)
1630	Location in Apps: 10 Reasons why the best has yet to come Patrick Connolly, Senior Analyst, Telematics and Navigation, ABI Research
1700	Close of workshop



## Developer Zone 1

0930	Event Chair Welcome & Introduction Oli Christie, Managing Director, NeonPlay
0935	Speed networking – 5 minutes to get to know the people around you
APP DESIGN, CREATION & PROMOTION	
0940	Keynote Panel Cross-platform App Development Sivakumar Veerappan, Founder and CEO, Anubavam Melville Carrie, Managing Director, Chelsea Apps Factory DeVaris Brown, Developer Evangelist, Marmalade Shiva Kumar, CTO, Zylog Systems Ltd(ZSL)
1040	Preparing Apps for a world market Alastair Harsant Vice President, Operations Testronic Laboratories
1100	Networking Break
1130	Android DemoCamp with Londroid Working with the Londroid group, we have a number of Europe's leading android developers to come and demo their app with attendees, and members of the press Thai Tran, Co-Founder & CEO, Lightbox Chris Banes, Friendcaster Gianluca Cancelmi, bitRibelle Ltd. Kenton Price, Android consultant, Touchnote Ltd. Kevin Webb, Podio Kerron Parchment, OpenChat James Bayley, Keyapt Julian Harty, Daisy Jamie McDonald, Music Brainz Kevin McDonagh, Director, Novoda
1240	Payment modules on mobile applications Saulius Zukauskas, Developer Community Manager, EMEA, PayPal
1310	Networking Break
TECHNICAL WORKSHOPS	
1400	How developers can improve their relationship with the press Christopher Phin, Editor, Tap Magazine
1440	Hack day: Tips, tricks and tactics Brian Fife, Director Technology Alliances, Rovi
1510	Brilliant Quotes & Quotations Case-study on how Lamar's first app reached one million downloads and around 600,000 active users in 10 months Marcin Lament, Android Developer, Dennis Publishing
1530	Networking break
1600	An introduction to developing Windows Phone 7 Apps • What's different about the WP7 platform? • An introduction to Silverlight design & development for WP7 Robert Fonseca-Ensor, Microsoft Windows
1630	Apps for good case-study Adizah Tejani, Communications Manager, CDI Europe
1715	Close of developer zone



## Developer Zone 2

1000	Event Chair Welcome & Introduction Frédéric Thuard, EVP, App Annie
TECHNICAL WORKSHOPS	
1020	Learn how to Build Mobile Apps Using Cloud Services In this cool session you will learn how to build HTML5 and native apps using Tigr. Tigr is a cloud-based mobile apps builder. A real mobile app will be built during the session, which attendees will be able to run and test apps on their own devices Max Katz, Developer Evangelist, Exadel
1050	Networking Break
1120	Aurasma - The Worlds First Visual Browser, Bringing Physical and Virtual Worlds Together Matt Mills, Head of Innovation, Autonomy
1220	The apps marketing challenge: how to turn your apps users into your apps distributors Assaf Kolarin, Founder & CEO, BuzzDoes
1300	Networking break
APPS & THE CLOUD	
1400	Mobile cloud computing enhance user experience and innovate across multiple platforms • How does mobile cloud computing impact app developer? • Benefits using cloud service • Development considerations and practicalities Max Katz, Developer Evangelist, Exadel
1500	Technical Workshop: Keeping up with the changing landscape of software usage. (Are you prepared for where the market is going?) Stephen Ball, Sales Consultant RAD and AppWave EMEA, Embarcadero
1530	Close of conference

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