

MOBILE CONTENT WORLD

13th – 15th September 2005
Olympia Conference Centre, London, UK

- 60+** global speakers
- 12** interactive panel sessions
- 11** hours of networking
- 6** keynote presentations
- 6** successful years
- 3** days of unrivalled content
- 1** unmissable event!

Organisations speaking at Mobile Content World 2005

- 3 Scandinavia
- Airborne Entertainment
- Alcatel
- Ann Summers
- AOL Mobile
- Association of Independent Music
- Bango
- BBC Broadcast
- BBDO Worldwide
- BBH
- Bouygues Telecom
- Branded Content Marketing Association
- Chrysalis Group
- Com2Us
- CoreMedia
- Disney
- Dow Jones
- EA Mobile
- Eidos
- EMI
- ESPN Mobile
- Extreme Group
- Financial Times
- Floodgate Interactive
- FOX Sports Interactive
- Freever
- Independent Online Distribution Alliance
- Interacting
- ITN
- JAMDAT
- lastminute.com
- M1
- Maxim
- MFORMA
- Ministry of Sound
- Motricity
- MTV Networks
- Naked News
- Napster
- Nettwerk Productions
- Nokia
- Norwegian Broadcast Corporation
- O2
- Orange
- Playboy Enterprises International
- Portal
- Qpass
- Reuters
- Saatchi & Saatchi
- Sennari
- Simpay
- Singtel
- Starhub
- T-Mobile
- UEFA
- Unipier
- Universal Mobile
- Universal Music
- Variety
- Virgin Radio
- Vodafone
- Volantis
- Wiredset
- Yahoo! Games



Get it on!

Where Hollywood + Content + Technology come together



Andrew Robertson
CEO
BBDO Worldwide



Brad Duea
President
Napster



Terry McBride
CEO
Nettwerk Productions



Manish Jha
Senior Vice President
ESPN Mobile



Ross Levinsohn
Senior Vice President and
General Manager
FOX Sports Interactive



Rio Caraeff
Senior Vice President
Universal Music



Himesh Bhise
Vice President and
General Manager
AOL Mobile



Victor Penev
Vice President,
Playboy Online
Playboy Enterprises
International



Neil Montefiore
CEO
M1



Eric Korte
Vice President,
Music Director
Saatchi & Saatchi



Arne Rees
Head of Strategy and
Partnerships
UEFA



Gerard Grech
Head of Music and Video
Orange

Platinum sponsor



Gold sponsors



Silver sponsor



Bronze sponsors



Direct to consumer sponsor



Associate sponsors



Endorsed by



Organised by

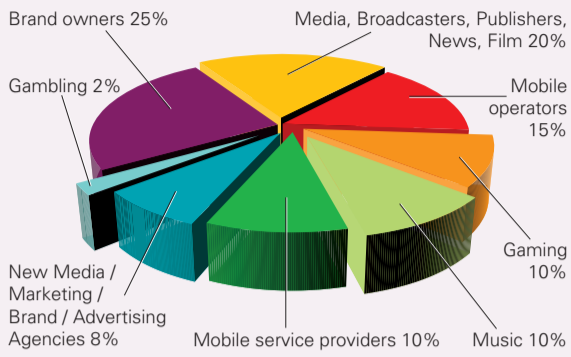


Where Hollywood + Content + Technology come together

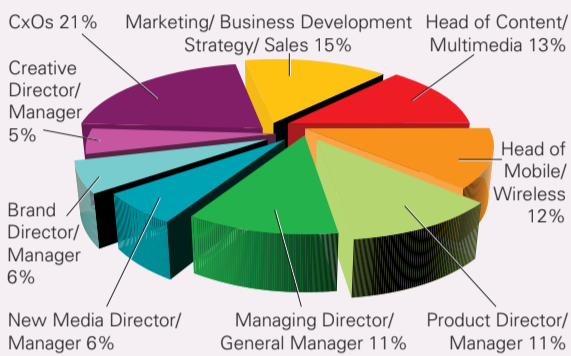
Mobile Content World facts - past and present

Who attends?

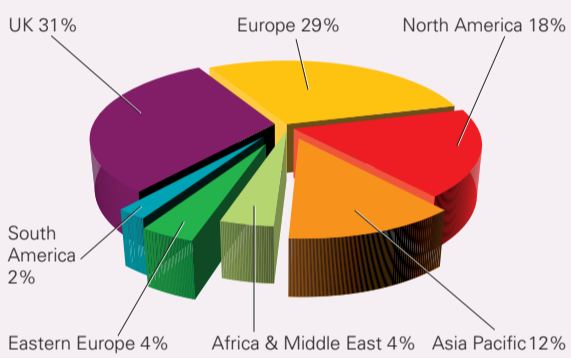
Participant analysis by industry



Participant analysis by job function



Participant analysis by region



Speed networking – this is the revolutionary, exciting, quick and non-pressurised way to meet fellow conference delegates and industry peers in a one hour session. These brief meetings are the starting point for conversation and networking throughout the conference. This is where long-lasting and fruitful relationships begin.

- Meet...move on...meet...move on...meet!
- Exchange business cards with fellow conference delegates, speakers and moderators
- The best 1 hour networking session you've ever experienced

Runs live in the weeks running up to the event

contact

Contact – an online system to enable you to set up meetings before the event. Better than most other systems; you can search the attendees then email them directly without ever seeing their email address. We facilitate first contact and you take it from there. More than just online networking. Important forms and conference tips can be downloaded and after the event you can download the white papers and presentations from our world-class speakers.

Network, relax and do business



Mobile Content World includes over 11 hours of dedicated networking time. We offer our attendees the perfect surroundings to relax with industry colleagues during the buffet style lunches, extended breaks and cocktail receptions. You can engage in 'face to face' meetings, making new and long lasting business relationships in this fast developing market.

Dear colleague,

I invite you to join me at the upcoming *Mobile Content World* conference scheduled for September 13 - 15 in London.

Wireless has become an increasingly important channel. A recent study conducted by BBDO and Proximity Worldwide shows that young consumers would choose their mobile phone over their television. The challenge for us is to create content that consumers will seek out; content that is so desirable they actively want to engage with it.

Mobile Content World will be looking at the opportunity for content owners, advertisers and the entertainment industry to reach their consumers and explores how mobile content is delivered and consumed. The agenda focuses on how music, TV, film, games and advertising will use mobile content to reach out and inspire their audience.

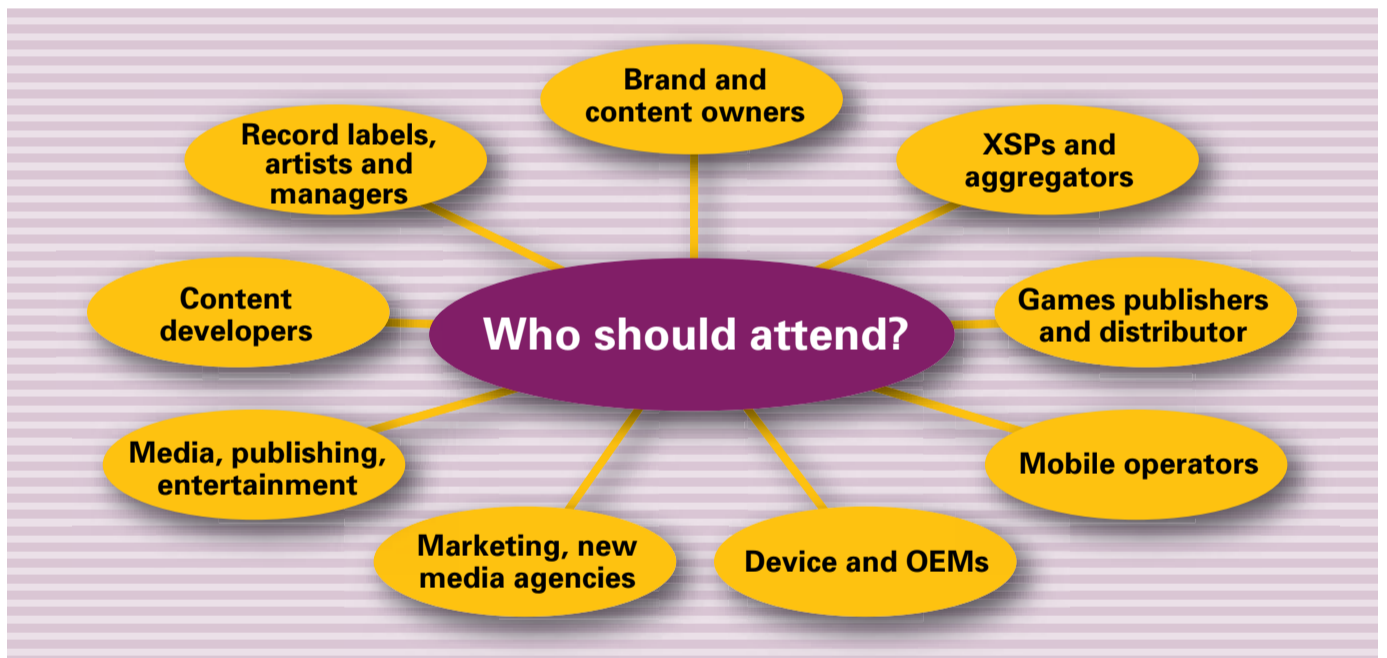
The conference will discuss how to create desire for mobile content, how to deliver that content to consumers and how to generate excitement. The mobile content opportunity is compelling - it's a route to consumers every single moment of the day.

Mobile Content World will focus on just this and offer insights on how to succeed in this channel. I look forward to meeting you there.

Yours faithfully,



Andrew Robertson
CEO
BBDO Worldwide



Mobile Content World – bringing Hollywood, content and technology together

The mobile content industry is booming – music, films, TV, games – all these sectors are combining on one handheld device that is ubiquitous and always on. With the uptake of 3G technology and increasingly advanced handset technology it's possible for the consumer to access your content anytime anywhere – if you make it available! It's time to immerse your brand in the mobile opportunity - no other medium gives you the capacity to engage on a one to one level with your customers, to reach into their lives and their pockets, on the move and at home, 24/7.

Mobile Content World has gathered together the leading global experts from Hollywood, advertising, music and gaming – meet them and do business. Our speakers are the visionaries and decision makers who are defining the content economy, and you have plenty of opportunity to question and probe their strategies and ambitions for mobile content.

The talk show style interviews of our speakers and the full complement of interactive panel sessions will get to the heart of the core fundamentals of the mobile market. You'll engage with them in discussions that leave no stone unturned. Key issues including:

- Assessing the enormous potential of mobile entertainment
- How to develop an irresistible portfolio of mobile content?
- Building brand profile for content – making your brand a success
- Focus panels on youth perception of music, games and video over mobile
- The merging of games and Hollywood
- Multiplayer and interactive gaming
- Keeping your customer for life

But *Mobile Content World* is more than a networking and learning opportunity. You'll be joining a community. You'll be participating in directing the future of mobile content, in making the deals that will set the blogs and message boards on fire. You'll be joining the figureheads of the mobile content economy – it's your chance to make a splash at the ultimate global mobile content event. Get ready to define the consumer experience of content, in their homes, in their cars, in their lives!

**Register today by calling Robert De Gouveia
Tel: +44 (0) 20 7827 4173, fax the registration form to
Fax: +44 (0) 20 7242 1508, or
register by emailing:
robert.degouveia@terrapinn.com**

Conference agenda

8.50 Chairman's opening remarks

CREATING IRRESISTIBLE CONTENT

9.00 Keynote address: living wireless – the ultimate in pervasive communication

- Making the entertainment industry listen to its consumers
- Giving content vitality – creating media that fires the imagination
- Widening the distribution universe for your content
- Creating content that resonates with consumers
- Inspiring your audience and giving your brand vigour

Andrew Robertson, CEO, BBDO Worldwide

The world's 3rd largest advertising agency, BBDO discusses the astonishing potential of the mobile channel to become the most important medium for content and branding.

9.35 Keynote address: targeting the mobile content economy

- The revolutionised business model for mobile content
- How is the multimedia value chain structured?
- How does the ability to target different consumer markets impact on content creation?
- Different markets for mobile content – who are the players?
- Immersing your brand in mobile in content

Brad Duea, President, Napster

Brad Duea defines the strategic direction of the Napster service and the opportunities offered by mobile content.

10.10 Keynote address: developing the killer application for mobile content

- The market for mobile content - unleashing the potential of mobile gaming
- Understanding the mobile content value chain
- The future of handset technology and mobile gaming platforms
- Making life easier for developers and publishers

Gerard Wiener, Director & General Manager - Nokia Games Business Program, Nokia

10.45 Keynote Q & A

10.55 Coffee break

MUSIC ON THE MOVE

11.35 Innovating to create desire for music content

- What will be the key revenue generators for mobile music?
- Delivering content direct from artists to consumers
- Personalising with exclusive content, or previewing in advance
- Contesting and other promotions such as pod-casts

Terry McBride, CEO, Nettwerk Productions

Manager for Coldplay, Avril Lavigne and Dido

12.05 Panel session: creating and exploiting music for the mobile channel

- How will mobile music effect publishing business models?
- How does mobile fit into music company strategies?
- What lessons for the music industry can be drawn from the experiences of the Internet?
- Generating ancillary revenues through mobile music

Moderator:

Steven Gaydos, Executive Editor, Variety

Panellists:

John Ingham, Head of Content Development, O2

Brad Duea, President, Napster

Gerard Grech, Head of Music and Video, Orange

Terry McBride, CEO, Nettwerk Productions

12.35 Making mobile music pay

- Ensuring the long-term viability of mobile music – insuring against revenue leakage
- How does the evolution of technology impact on the consumer?
- Subscription services for mobile music
- Focusing on services and quality before billing

Rio Caraeff, Vice President, Universal Music

12.55 Embracing new platforms for music radio

- Innovative ways to bring 'the oldest medium' to a new audience
- Revolutionising the reach of radio

- Taking music radio to 3G
- Stimulating listener interaction – the impact of visual radio

James Cridland, Head of New Media, Virgin Radio

13.15 Lunch

14.30 Panel session: mobile P2P – a threat or a promise for music providers?

- Monetising mobile P2P transactions
- DRM challenges – preventing piracy and limiting P2P spread of content
- More trusted than the Internet – the music industry view of mobile
- The distribution models for music over mobile – streaming or MP3s
- When will Napster on mobile become a reality?
- Subscription models for P2P
- Will file sharing affect the profitability of the mobile music market?

Ted Cohen, Senior Vice President, Digital Development and Distribution, EMI

Tim Mitchell, Vice President, Independent Online Distribution Alliance

Willms Bhuse, Director Products & Marketing, Coremedia & Member of the Executive Committee, Open Mobile Alliance

15.00 Panel session: the increasing worth of music artists as brands

- Captivating the music audience – durability of mobile content
- Ephemeral music acts – seizing the moment through mobile channels
- The balancing act of exclusivity and exposure for music content

Ian James, Managing Director, Chrysalis Group

Mark Ghuneim, CEO, Wiredset

Cedric Ponsot, CEO, Universal Mobile

James Kylo, Director, Association of Independent Music

15.30

Speed networking

A hit with singles across the world, you can now meet the key players in your industry, in a brief but fun environment. This is a great opportunity to get to know the senior executives in the mobile content industry and to exchange business cards with real industry drivers. Swift and efficient interaction that you can be confident will lead to lucrative, ongoing associations.

16.30 Coffee break

ACCELERATING CONTENT UPTAKE THROUGH TECHNOLOGY

17.00 Panel session: how mega-brands use content delivery platforms for successful mobile services

- Using mobile content to complement existing channels and deepen customer relationships
- Delivering high quality brand experience
- Stimulating the growth with creative content
- Delivering content through operator portals and off-portal

Moderator:

Matt Harris, CEO, Volantis

Panellists:

Steven Trew, Head of Mobile, Financial Times

Matthew Kershaw, Head of Interactive, MTV Networks

Matt Jerwood, Head of Mobile & iDTV, lastminute.com

Chris Windebank, Director, Product Development & Mobile, Disney

Alisa Bowen, Head of Reuters.com, Reuters

17.30 Is 3G for the playground or for the office?

- Services as the differentiator for 3G – stimulating consumer uptake
- Ensuring seamless transition from 2G to 3G
- The impact of 3G on mobile game design
- The evolution of mobile games from novelty to entertainment

Jonathan Bill, Head of Category Management, Vodafone

17.50 Networking cocktail party

**Andrew Robertson, CEO, BBDO Worldwide**

Andrew first came to BBDO in the UK in 1995, joining Abbott Mead Vickers BBDO where he ultimately served as Chief Executive. In 2001, he moved to BBDO North America to serve as President and CEO. He was appointed President of BBDO Worldwide in November 2003 and CEO in May 2004. Andrew began his advertising career at Ogilvy & Mather as a Media Planner. He switched to Account Management and was appointed to the Board of Ogilvy & Mather in 1986. In 1989, Andrew joined J. Walter Thompson as a member of the Management Group and began to head the largest of their five business groups. In November 1990, Andrew was appointed Chief Executive of WCRS.

Andrew has his degree in Economics from London University. He currently serves on the Boards of The Advertising Council, the American Association of Advertising Agencies, The Special Olympics and the Center on Media and Child Health.

**Brad Duea, President, Napster**

As President of Napster, Mr Duea is responsible for overseeing the business operations and defining the strategic direction of the Napster service. Mr Duea took on this position after serving as Vice President, Worldwide Business Development for Roxio, Inc., where he was responsible for all business development efforts for Roxio and its Napster subsidiary. Prior to joining Roxio, Mr Duea served as the Vice President, Corporate Development for PeopleSupport, Inc., a leading provider of integrated e-customer relationship management solutions, where he raised over \$50 million in venture financing, and closed strategic partnerships with industry leaders, such as Hewlett Packard and Siebel Systems, Inc.

**Terry McBride, CEO, Nettwerk Productions**

Terry McBride is one of the three founding owners of Canada's largest independent record label, Nettwerk Productions. Started in Terry's small apartment in 1984, with partners Mark Jowett and Ric Arboit, Nettwerk Productions has grown rapidly and today has major corporate offices in Vancouver, New York, London and Los Angeles.

Nettwerk Management exclusive clients include such multi-million selling artists as Coldplay, Avril Lavigne, Barenaked Ladies, Dido, Sarah McLachlan and Sum 41. In the year 2000, Nettwerk Management expanded its roster to include producers/mixers and DJs and now has a client list of over 40 world renowned professionals including Howard Benson (POD), Cliff Magnus (Avril Lavigne), Randy Staub (Nickelback, Metallica) and Mark Trombino (Blink 182, Jimmy Eat World)

**Rio Caraeff, Vice President, Universal Music**

Rio D. Caraeff is Vice President and General Manager of Universal Music Mobile, US (UMM-US), the newly established domestic division of Universal Music Group (UMG) created to complement Universal Music Mobile International (UMMI), the global leader in mobile music. Mr. Caraeff oversees all areas of UMM-US, liaising closely with UMG's broad array of labels as well as the company's eLabs division to coordinate mobile music and non-music related initiatives with current and emerging wireless technologies and platforms. He leads all UMM-US initiatives, working with wireless carriers, device manufacturers and infrastructure providers to maximise mobile opportunities, create new products and enable new distribution channels for UMG content.

**Ted Cohen, Senior Vice President, Digital Development and Distribution, EMI**

As Senior Vice President of Digital Development & Distribution for EMI Music, Ted Cohen oversees worldwide digital business development for this "big five" record company, which includes labels such as Capitol, Virgin, Angel/Blue Note, Parlophone and Chrysalis. Under Cohen's guidance, EMI has led the industry with its initiatives in new technologies and business models such as digital downloads, online music subscriptions, custom compilations, wireless services, high-definition audio and Internet radio.

In addition to seeking out, evaluating and executing business opportunities for the company, Cohen serves as both a strategist and key decision-maker for EMI's global new media and anti-piracy efforts. He has worked to establish company-wide digital policies, which have provided EMI's artists and labels a substantial advantage in the digital music arena.

**Cedric Ponsot, CEO, Universal Mobile**

Cédric began his career in the Danone Group at Danone France. He left the Danone Group in 1997 to accept the position of CMO at SFR. From 1997-2000, he was instrumental in the incredible development and growth of the company, notably by launching the first content services on cellphones. In 2000, he participated in the expansion of the Vivendi Universal group in the new technologies domain and was appointed Executive Vice-President Marketing International of Vivendi Universal Net. In 2002 he founded Vivendi Universal Net for Mobile (acquired by Universal Music International in February 2003). In 2003, he was named President of Universal Mobile International, which produces and distributes personalisation and content services for cellphone users across Europe, Asia, Africa and Asia-Pacific.

Conference agenda

**Manish Jha**, Senior Vice President, **ESPN Mobile**

Manish Jha was named Senior Vice President, ESPN Mobile, in September 2004. In this position, Jha is charged with leading ESPN's growing wireless business worldwide, including licensing and ESPN Mobile, the first national U.S. wireless phone (MVNO) service specifically targeted at sports fans (to launch in early 2006). ESPN currently features licensing agreements with every major domestic carrier, including up-to-the-minute scores, news and headlines; ringtones, games, photo galleries, Spanish-language content and more.

Previously, Jha served as Senior Vice President and General Manager, Emerging Media and Data Services, since March 2003. In this role, Jha was responsible for overseeing development of ESPN's broadband initiatives, ESPN Wireless, the editorial operations of SportsTicker and interactive and on demand television.

**Ross Levinsohn**, Senior Vice President and General Manager, **FOX Sports Interactive**

As Senior Vice President and General Manager, Ross Levinsohn is responsible for the overall interactive business unit of Fox Sports and Fox Sports Net. In this role, Levinsohn's responsibilities include oversight of all aspects of the interactive businesses including Internet, wireless, broadband and interactive television for Fox Sports, Fox Sports Net, Fox Sports World and Fuel, the extreme sports channel.

Prior to joining Fox, Levinsohn served as Vice President and Executive Producer of the AltaVista Network. In this role, he was responsible for the overall development and implementation of the AltaVista Network, which included all search, directory and content areas within the site.

**Nick Wheeler**, Managing Director, Multimedia Content, **ITN**

Nicholas Wheeler has a dual role as Managing Director of ITN's Multimedia Content division responsible for developing ITN's interests in news on mobile phones and in broadband as well as Chief Editor, ITN Radio, a position he took up in March

1996, six months after joining ITN as Editor of Independent Radio News (IRN). For some years Nick has been widely renowned as one of the radio industry's leading figures in news programming, and is now adding earning a reputation in mobile news content as well.

In his first year since appointment he has established ITN mobile video news on a number of platforms but especially on Vodafone live!, O2 Active, developed its position on 3 and broadened its content offering beyond hard news to include more fun and entertainment packages.

**Himesh Bhise**, Vice President and General Manager, **AOL Mobile**

Himesh Bhise is America Online's Vice President and General Manager of AOL Mobile. He is responsible for driving product innovation and strategy for AOL's portfolio of mobile services and offerings. Under Himesh's leadership, Mobile AOL Mail and AOL Instant Messenger (AIM) are continuing to grow in popularity and have become a part of our mainstream culture.

Himesh joined AOL in 2003 and served as Vice President of Strategic Development for AOL Web Properties and Messaging. Himesh has a Master's degree in Economics in addition to a Master of Business Administration degree from the Wharton School of Business.

**Shlomo Liran**, CEO, **3 Scandinavia**

Shlomo Liran is CEO of 3 Scandinavia. Before joining 3 he was CEO for Yes TV in Israel. He thoroughly restructured the company, created unrivalled growth into 400K subscribers in three years, brought the company to a positive EBITDA in its 12th quarter, achieved clear brand

superiority over cable monopoly and highest satisfaction rating and ARPU in the industry. Before that Mr Liran was CEO of Strauss, a leading private branded-food company in Israel. He was born in Israel 1951 and has a degree in industrial engineering.

**Neil Montefiore**, CEO, **M1**

Neil Montefiore was appointed Chief Executive Officer of MobileOne Ltd (M1) Singapore effective from 1 April, 1996. Prior to his current appointment, he was the Director of Mobile Services at Hong Kong Telecom CSL Limited, the largest cellular operator in Hong Kong.

In 2003, M1 won awards for "Best Regional Mobile Operator" and "Best Brand" at the World Communication Awards, the premier global awards event for the communications industry. M1 went on to win the "Best Broadcast Commercial" at the prestigious GSM Association Awards in Cannes in 2005.

Under Mr Montefiore's leadership, M1 has achieved spectacular growth, with 31% market share and profitability within 21 months of commencing operations. M1 has around 1,500 staff and more than one million customers.

9.00 Chairman's opening remarks**UNPLUGGING HOLLYWOOD****9.10 Keynote address: no business without show business – the impact of entertainment on the mobile content economy**

- Evaluating the growing ascendancy of big brands in the content sphere
- The transformation of the entertainment industry through mobile content
- Are consumers prepared to pay more?
- Evolving a compelling mobile content strategy
- From content creation to reaching the end user

Manish Jha, Senior Vice President, **ESPN Mobile****9.40 Getting the bang for your mobile content buck**

- [Broadcaster opportunities in mobile content]
- Expanding the relationships between TV and mobile
- Enabling interactive TV though through mobile
- The water cooler atmosphere – using mobile to create a participative environment
- Licensing issues for mobile TV

Ross Levinsohn, Senior Vice President and General Manager, **FOX Sports Interactive****10.10 Panel session: utilising content for business**

- Conceiving content for business – is 3G for youth or can it be compelling for business users?
- News content – a travelling companion for the business market
- Extending beyond video calls – what are the killer apps for business users of mobile content?
- Customised TV content – up-to-date news clips

Steven Trew, Head of Mobile, **Financial Times****Nick Wheeler**, Managing Director, Multimedia Content, **ITN****Richard Trumble**, Director, **Dow Jones****10.40 Coffee break****11.20 Made for mobile TV**

- Engaging the TV audience
- Soaps and shorts – what TV content works on mobile?
- Animated content – the most compelling form of video mobile content?
- What do consumers want from mobile TV?
- Advertising on mobile TV – is it possible on an already premium service?

Tanya Price, Head of Business Development, **BBC Broadcast****11.40 Creating games, community, and entertainment**

- Overcoming challenges in making rich content for mobile
- Defining content for a new platform – making games for N-Gage
- Blurring the distinctions between the gaming device and the mobile phone
- Enabling a gaming community through the mobile channel

Scott Foe, Senior Producer, **Nokia Game****12.00 Streaming media – achieving live content over mobile**

- Audio and video entertainment channels
- A richer array of relevant content – focusing on lifestyle content
- Entertainment, news and sport – the prime opportunities for streaming content
- Attaining TV quality through mobile video

Gunnar Garfors, Director of Mobile Services, **Norwegian Broadcast Corporation – NRK****12.30 Lunch****14.00 Case study: The naked truth – Naked News over mobile**

- 24/7 entertainment on the go
- Combining news and entertainment
- Loosening the ties to TV and PC – giving the consumer always on access
- Enabling video content anywhere at any time

David Warga, Executive Producer, **Naked News****CREATING MONEY FROM MOBILE CONTENT****14.20 Gaining competitive advantage through mobile content**

- Keeping your finger on the pulse - rolling out new content services in hours instead of weeks

- Increasing revenue from non-voice services
- Being flexible - reacting to customers demands for new content services
- Managing content partner revenue streams

Sanjay Mehta, Senior Director, **Portal Software Charmain Oak, Orange****14.40 Facilitating the rapid delivery, discovery and control of mobile content**

- Shortening time to market of mobile content with transparent policy enforcement
- Making mobile content delivery simple – alleviating the complexities and constraints
- Increasing user personalisation and customer satisfaction
- Realising new revenue opportunities from existing content services

Danny Kalish, CTO, **Unipier****15.00 Content acquisition – finding the right content**

- Developing compelling content exclusively for mobile
- Market analysis – who is using content, and how?
- Getting linked to the right brands
- Working with a narrow brand profile, but a wide spread of content

Olivier Laury, Content Director, Multimedia Mobile, i-Mode Division, **Bouygues Telecom****15.30 Coffee break****16.00 Panel session: combining the operator, partners and unaffiliated content providers**

- Moving away from an operator centric content distribution model
- The changing business model of mobile music – are operators becoming distributors?
- The exponential growth of mobile content graphics, games and ringtones
- The critical nature of interoperability for consumers

Moderator:**David Taylor**, CEO, **Simpay****Panelists:****Christian Lutz**, Vice President, Media Product Unit and GM Europe, **Qpass****Matt Dicks**, Head of Media, **Ministry of Sound****Jérôme Traisnel**, CEO, **Freever****Himesh Bhise**, Vice President and General Manager, **AOL Mobile****Jud Bowman**, CTO, **Motricity****16.40 Defining taste & personalisation for mobile – the most compelling and lucrative market for content**

- Producing focused and localised content – giving consumers something personal
- Fuelling the consumers desire to display their personal sense of style
- Extending the attraction beyond the youth market to more mature segments
- Moving from free content for marketing to paid download and subscription services

Shlomo Liran, CEO, **3 Scandinavia****17.00 Panel session: the Asian experience of mobile content, why it has been so successful**

- What can be learnt from the advanced Japanese, Korean and South East Asian mobile markets?
- Extending the culture of paid for content on mobile
- Maintaining consumer excitement – how to stop the novelty wearing off

Neil Montefiore, CEO, **M1****Henry Yeh**, CTO, **Com2US****Terry Paleologos**, Assistant Vice President, **Starhub****Philip Wu**, Director, Content Strategy and Marketing, **Singtel****17.40 Close of conference**Register today by calling **Robert De Gouveia** on

Tel: +44 (0) 20 7827 4173, fax the registration

form to Fax: +44 (0) 20 7242 1508, or

register via: robert.degouveia@terrapinn.com

Conference agenda

9.00 Chairman's opening remarks

BUILDING BRAND AUTHENTICITY FOR MOBILE

9.10 Keynote address: reinventing branded entertainment

- Ownership and brand value
- How do music and branding interact?
- Enable consumers to brand their phones with your brand
- Sidestepping operator portals – getting straight to market
- Building brand power through content, products and celebrities

Eric Korte, Vice President, Music Director, **Saatchi & Saatchi**

REACHING OUT TO YOUTH

9.40 Panel session: how to exploit the massive youth market through mobile channels

- The impact of mobile content of teen perception of brands
- What's the best way to get your message across – event promotion, viral marketing, stealth marketing?
- Making content affordable to teen budgets
- Reaching teens through alternative marketing channels
- Getting a hold on the video game generation

Moderator:

Eric Mika, Managing Director, **Variety**

Panellists:

Alistair Gosling, CEO, **Extreme Group**

Arne Rees, Head of Strategy and Partnerships, **UEFA**

Shawn Conahan, CEO, **Intercasting**

Graham Thomas, Vice President of Content, **T-Mobile**

10.25

Live youth focus group

Understand how to exploit the most slippery market available – the teens. The fickle youth market is a less entrenched consumer base and content strategies have to match the fluid and transient appeal of content. *Mobile Content World* brings together a group of your core market – to help you understand what are the draws for them in mobile content, and what are the turn offs. Can you afford not to listen to such a key demographic?

- How does the youth market use content?
- What brands attract them?
- Keeping your finger on the pulse of youth culture
- How do they want to pay for content?
- The appeal of celebrity content

11.10 Coffee break

11.40 Branding and mobile content – developing brand stickiness

- Customer ownership – how are mobile branding strategies evolving?
- User interaction with branded content
- Drafting from an external marketing programme
- Retaining consumers interest in content
- Creating high profile digital brands

Mark Boyd, Director of Content, **BBH & Chairman, Branded Content Marketing Association**

12.10 A Cingular case study: how the largest GSM carrier in the U.S. generated \$1 million in one day from mobile content

- Creating new revenue streams for mobile content
- Lessons learned: best practices in unifying delivery of content
- New methods to generate additional consumption by new and existing wireless customers
- Delivering the right mobile content to the right consumers at the right time
- Aligning goals of content providers and operators with consumer expectations

Jud Bowman, CTO, **Motricity**

12.30 Case study with operator: changing the rules - exclusive America's Cup content

- Enable operators to generate revenues with content-rich new media
- Combine technological know-how with exciting content

- Create an ecosystem to host mobile end-user services

Scott Robinson, General Manager, **Alcatel with operator**

12.50 Lunch

14.20 The adult opportunity – monetising mobile media

- Marketing adult mobile content
- Taking advantage of the revenue potential of adult content
- Where is the demand for adult content coming from?
- What innovations will fuel growth?

Victor Penev, Vice President, **Playboy Online, Playboy Enterprises International**

14.50 Panel session: getting direct to the consumer

- A new channel for branded content
- Developing an enticing browse and buy experience for the consumer
- Exploiting a vital new media channel – extending the reach of the brand
- Raising brand awareness with the youth market
- Expanding your presence outside operator portals
- New forms of interactivity to delight users

Moderator:

Ray Anderson, CEO, **Bango**

Brands represented:

Maxim

Ann Summers

Universal Music

15.30 Coffee break

GAMING – PAY TO PLAY

16.00 Panel session: community oriented gaming

- Player-to-player communications, player profiles, game information, player matching and leader boards
- Multiplayer – enabling the person to person experience
- Subscription models for networked gaming
- Mobile tournaments – the opportunities for championship gaming. Person to person and person to machine
- Building a bond between players – create community loyalty

Panellists:

Julian Hardy, Executive Vice President, **Sennari**

Geoff Graber, General Manager, **Yahoo! Games**

John Brimacombe, President, **MFORMA**

16.40 Panel session: merging the worlds of gaming and movies

- Leveraging movie content through mobile games
- What will be the changes in games penetration and user demographics?
- The effect of the roll out of 3G on gaming
- Interactivity and massive multiplayer – adding depth of experience to mobile gaming
- Will mobile gaming generate more revenue than ringtones?

Panellists:

Matthew Bellows, Vice President Marketing, **Floodgate**

Javier Ferreira, Vice President Marketing, **JAMDAT**

John Batter, Senior Vice President & General Manager, **EA Mobile**

17.20 Panel session: mobile gaming – enlivening a franchise

- Presentation and consumer demographics – who are the players?
- Mobile games as an effective advertising tool
- Hollywood and mobile games – leveraging a franchise through mobile games
- Video and the impact of 3D technology for mobile
- Merging the worlds of gaming and movies

Panellists:

Adam Flick, Chief Marketing Officer, **Airborne Entertainment**

Ric Williams, Head of Marketing, **Eidos**

18.00 Close of conference



Eric Korte, Vice President, Music Director, **Saatchi & Saatchi**

A staff music producer at Saatchi & Saatchi Advertising since 1984, Eric Korte has been VP Director of Music for the agency since 1991. He has worked on numerous major television and radio campaigns for Proctor and Gamble, PaineWebber, Delta Airlines, General Mills and others. Prior to 1984 he worked as an audio engineer for film, television and record projects, including Paul Simon's 'Hearts and Bones' and Simon and Garfunkel's historic 'Concert in Central Park'.



Alistair Gosling, CEO, **Extreme Group**

Al Gosling is the founder and CEO of Extreme Group. It is through his vision, drive and guidance that Extreme Group has grown to employ over 250 people and have representation in over 60 countries around the world. Today Al and the team are focused on launching the Extreme Sports channel across America, Latin America, and Asia as well as developing the EX brand into new areas. To date Extreme has expanded the brand into the drinks, music, retail, clothing, events, mobile and theme parks. Al remains passionate about the sports that give him his drive for the business and when not in the office you'll find him windsurfing, kite surfing, flying (he has his pilots licence), skiing and ice climbing whenever and wherever he can.



Mark Boyd, Director of Content, **BBH & Chairman, Branded Content Marketing Association**

After a brief detour via the civil service, Mark has worked to find new roles for brands beyond traditional advertising, working for all of the key stakeholders: agency, media owner and client side. Starting at Virgin Media, Mark joined Drum PHD and worked on a number of advertiser funded projects on different media. Moving to Hutchison 3g to head up young adult marketing, he moved back to London via TBWA and joined BBH as Director of Content in June 2003. As a leading creative agency BBH has been quick in developing new opportunities in branded content across different media.



Victor Penev, Vice President, **Playboy Online, Playboy Enterprises International**

Victor Penev oversees the international digital operations of Playboy with focus on online and wireless businesses. He initiates and manages license and distribution partner relationships across the globe. As part of the Playboy Entertainment Group, Victor Penev is involved in all global entertainment initiatives of Playboy in the television and new media areas. His day to day responsibilities encompass also working closely with Playboy's International Publishing and Product Licensing divisions.



John Brimacombe, President and COO, **MFORMA**

John Brimacombe is a pioneer and visionary of the wireless entertainment market. In 1999 he foresaw the emergence of the mobile phone as a major new platform for entertainment content and responded to the opportunity by founding UK start-up nGame, where he served as CEO. nGame launched some of the very first wireless games in North America in mid-2000, and went on to secure distribution with 25 leading mobile operators in Europe, North America and Asia and pioneer the concept of brand licensing for mobile entertainment, particularly with the license for the major mobile hit, Top Gun. In 2001, Brimacombe focused the nGame team on the next generation of Java-capable devices and thereby positioned the company as a key player as mobile entertainment became a mass medium. In 2002 he negotiated the sale of nGame to MFORMA and was appointed president and chief operating officer of the combined company.



Geoff Graber, General Manager, **Yahoo! Games**

Geoff Graber is general manager of Yahoo! Games (<http://games.yahoo.com>), one of the primary offerings within Yahoo!'s Media and Entertainment business unit. Graber oversees the strategy and business direction for Yahoo! Games, including content creation, business development, web site production, marketing and engineering. Yahoo! Games is currently the No. 1 games site on the Web according to Nielsen/NetRatings and hosts more than 12 million unique users and 6 billion minutes of game play per month.



Matthew Bellows, General Manager and Vice President Marketing, **Floodgate Entertainment**

Matthew is responsible for the operations, sales and marketing of Floodgate Entertainment (www.floodg.com), a top mobile games developer based in Boston, Massachusetts. Before joining Floodgate, Matthew led Gamespot's mobile entertainment initiatives, including the development of a mobile games distribution service called PlayNow. He arrived at Gamespot (a division of CNET Networks) through that company's acquisition of Wireless Gaming Review. Matthew was the co-founder, editor and publisher of WGR (WGamer.com), the leading publication for mobile entertainment consumers. While leading WGR, he grew revenues to \$1.5 million, distributed content through Verizon, Sprint, Yahoo! and Ziff-Davis, and formed profitable relationships with industry leaders like Qualcomm, Nokia, JAMDAT and others. Before starting Wireless Gaming Review, Matthew managed the team responsible for 4,000 advertising contracts that drove \$30 million in annual revenue for Engage, Inc.

Where Hollywood + Content + Technology come together

Previous attendees at Mobile Content World include

- 3
- 2dayuk
- 3G Media Consult
- 3Gxmobile
- 555 Productions
- 9ine Productions Ltd
- Abbey Road Studios
- Action Engine
- Affinity Studios Ltd
- Aim Productions
- Alcatel
- Aliaslab Spa
- Alien Pants
- Amdocs
- Angel Pictures Ltd
- Animonkey
- AOL UK
- Argogroup
- ARS Productions N.V.
- Art Empire Industries - Mobile
- Artform International
- Arturi PR
- Associated Press Television
- Atos Origin
- Bango.Net
- BBC
- BEA Systems
- Beep Science
- Beepmarketing
- Big Gig Strategies
- Big Pond Solutions
- Bouygues Telecom
- Box Office Films
- Broadcast Games Ltd
- BskyB
- BT
- Buongiorno
- Cable & Wireless
- CandySpaceNMI
- Charge4 Ltd
- Chart Moves Ltd
- CI Mobile Gaming
- Cinema Electric
- Classic Ringtones Ltd
- CN Productions
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- Consult Mobile
- Contopronto
- Coremedia
- Cube:80
- D&D Films International
- DA Group Plc
- Department Of Culture Media And Sport
- Digital Living
- Digital Rum
- Digitalwork
- Dimsum Games
- Distinctive Developments
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- Ebiz.Mobility Ltd
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- Elkware
- Emap Interactive
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- Ericsson
- ESPN International
- Eurotel Praha
- FA Premier League
- Feed Me Sports
- Film2phone
- Financial Times
- Flipphone Limited
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- Friendly Tv Ltd
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- G8wave
- GBC and Chocolate
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- GSM Systems
- HBL Media
- Hermes
- Highbury Entertainment Ltd
- HIL Associates
- Hong Kong Trade Development Co
- I Want One Of Those
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- Texas Instruments
- Text Gateway
- Tira Wireless
- T-Mobile International
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- Trigenix
- Trivnet
- Trusted Media Ltd
- UMTS Forum
- Unique Games
- Universal Mobile
- Urban Mobile Ltd
- Valista
- Variety
- Vemotion
- Verizon Wireless
- Virgin Mobile
- Vodafone
- Volantis
- Walt Disney
- Warner Bros
- Wau Movil
- Webmobility Ventures
- WebTV Europe
- Wedo Consulting
- William Hill
- WIN plc
- Wireless Logic Ltd
- Wireless Media Services
- Wireless.Bluprints
- Xen Games
- XS Games Ltd
- Yamgo Ltd -Extreme Sports
- Zamano
- And many more!

Why you need to be at Mobile Content World!

'Talk show' format – it's Question Time!

The world-renowned leaders at *Mobile Content World* won't just stand up and give the usual, boring PowerPoint show. After their presentation they are interviewed in a candid, dynamic manner about their views of the content market. But this is more than a chat show – you call the shots and you set the agenda. *Mobile Content World* thrives on audience interactivity - it's the interview style that has our delegates raving about our new format in conferencing.



Global speaker line up – the "kings of content"

If there's one feature of mobile content that makes it more enticing and pervasive than any other media it's the opportunity to go global. *Mobile Content World* has collected the industry's leading figureheads. Expand your reach, and do business with industry leaders from North America, Europe and Asia. Join the global mobile content community at this year's conference

"Very satisfied. Interesting and relevant topics were discussed"

Marguerite Cotter, Product Manager, O2

Panel sessions – strength in numbers

Dialogue and discussion are the key and the twelve panel sessions at the heart of *Mobile Content World* will give you the opportunity to get your teeth into the meat of mobile content. Our panellists are chosen to be provocative and stimulating – they'll challenge your preconceptions and enlighten your view of the future for digital media. Their expertise isn't tired business models, it's building a vibe, stimulating the buzz and enabling the potential. Be creative, and participate in the panels that will shape the future of mobile content.



Youth focus group – down with the kids

If there's a killer market for mobile content it's kids and teenagers. The youth focus group at *Mobile Content World* brings together a group of your key targets – the consumers you need to understand more than any other and gives them the opportunity to express their views on mobile content candidly and openly. No market evolves more rapidly – the youth focus panel allows you to understand youth tastes and attitudes. Make a date with kids and stop your marketing efforts from becoming obsolete.

"A first class conference agenda that focused on the key market issues makes Mobile Content World one of the most relevant events in the mobile content industry today."

Emma Bickerdike, Marketing Communications Manager, Elata

Speed Networking – fast and furious

Mobile Content World is more than a sea of faces in a conference hall – it's the networking paradise of 2005. Our acclaimed Speed Networking gives you the opportunity to meet all the decision makers at the conference, to briefly swap business cards. Make the contacts and schedule the meetings that will fill your lunch and coffee breaks for 3 days. The feedback on Speed Networking is phenomenal, just read the testimonials below!



"Excellent idea, very useful. I look forward to participating again at next year's event"

Jason Moore, Senior Sales Executive, iDirect Technologies

"Very, very good!"

Fabien Robini of Inmedia

"The 3-minute speed meetings really worked, allowing us to meet nearly 200 key industry figures in under an hour!"

Nicholas Key, Commercial Director, 15below Software.

Cocktail reception – let us entertain you

There are over 11 hours of dedicated networking time at *Mobile Content World*. The highlight has to be the sponsored cocktail reception at the end of the first conference day. Build upon the contacts you made at Speed Networking in a relaxed, informal and entertaining environment.



Where Hollywood + Content + Technology come together

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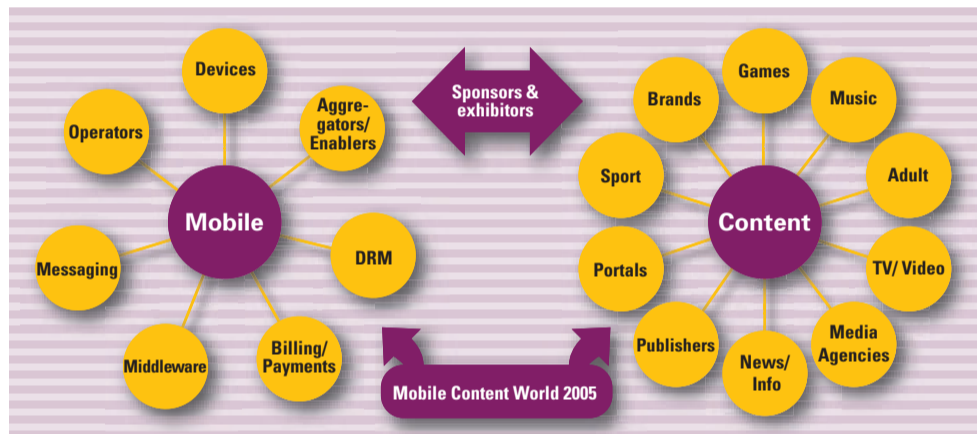
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Give your company the recognition it deserves. How will your present and future customers know who you are if you're not seen at Europe's leading mobile content event?

A cross-industry knowledge experience and meeting place

Mobile Content World 2005 is the only significant cross-industry conference and exhibition in 2005 that addresses all the strategic issues behind mobile content. It is an outstanding opportunity for world-class vendors and solution providers to present their solutions to a focused audience of decision makers from across the globe.

We specialise in delivering the Mobile Content Industry



Mobile Content World 2005 is the leading one-stop-shop for the content industry. We bring together the entire mobile content value chain. It's where senior executives from mobile operators, media players, content developers and providers, retailers and major brand owners can source solutions and find the partnerships they need to build their business.

Why should I sponsor or exhibit?

- Get cost effective marketing exposure and branding to your target audience, culminating in face-to-face meetings with your best prospects
- Position and profile yourself as an industry leader and create new partnerships and alliances
- Showcase new products, services and applications to a targeted audience of decision-makers

All exhibitors have the unique opportunity to speak in the Seminar Theatre which provides an outstanding platform to launch products, make announcements and build awareness with a room full of your customers, prospects and press.

Sponsors and exhibitors to date include: 1633 Publishing & Que des Jeux, Alcatel, Arphiola, Bango, BBC Broadcast, Cell Jump Ltd, Cherrysauce, CoreMedia, CSG Systems, DA Group, EDS, Emoblio, Freever, Game Mission, Irdeto Access, Mobile Media Production, Mobile Data Group, Motricity, Nokia, One A Fun, Portal Software, Qpass, Trivnet, Unipier, Valista, Volantis, Wireless Information Network

Mobile Content World is how you make your brand stand out, how you achieve global marketing coverage, how you make sales. It's Europe's mobile content marketplace.

You have less than 8 weeks to sponsor or exhibit at this year's event. With many packages already sold out! **Make the call today to book your space!**

**Taz Shariff, Project Director Tel: +44 (0) 20 7827 4163
or email: taz.shariff@terrapinn.com**

Response form Fax Back to +44 (0)20 7242 1508

Yes I am interested in sponsorship opportunities. Please contact me immediately
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Event Code 1090

Press registration

Qualified press are eligible to attend the Mobile Content World conference for free. In order to qualify for a press pass, please download and complete the form at www.mobilecontentworld.biz. All fields must be completed in order for your press registration to be considered. Alternatively, please contact Jaimie Brook, Senior Marketing Manager on +44 (0)20 7827 5952 or email: jaimie.brook@terrapinn.com

***Please note: After we have received your credentials, they will be reviewed and are subject to approval based on press space allocation and management's discretion. If approved, you will receive an e-mail confirming your registration status. Thank you*

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5 easy ways to register

Contact: Robert De Gouveia
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Email: robert.degouveia@terrapinn.com
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Yes, please register me for:

Package	Dates	Received before 15 th July 2005	Received after 15 th July 2005
<input type="checkbox"/> 3 day conference	13 - 15 September 2005	£1,645 + VAT £287.87 = £1,932.87 Save £250	£1,895.00 + VAT £331.63 = £2,226.63
<input type="checkbox"/> Any two days	<input type="checkbox"/> 13 <input type="checkbox"/> 14 <input type="checkbox"/> 15 September 2005	£1,195 + VAT £209.13 = £1404.13 Save £200	£1,395.00 + VAT £244.13 = £1,639.13
<input type="checkbox"/> Any one day	<input type="checkbox"/> 13 <input type="checkbox"/> 14 <input type="checkbox"/> 15 September 2005	£795 + VAT £139.13 = £934.13 Save £100	£895 + VAT £156.63 = £1,051.63

*The registration fee includes lunch, refreshments, cocktail party and full conference documentation. The fee does not include hotel accommodation. Payment terms are 7 days. Delegates may be refused admission if payment is not received prior to the conference.

Corporate groups. Yes, I want to send the team and save even more.

Delegates	Package	Normal price	Group price
<input type="checkbox"/> 3	3 day conference	£5,685 + VAT £994.88 = £6,679.88	£4,832.25 + VAT £845.64 = £5,677.89 Save £852.75
<input type="checkbox"/> 6	3 day conference	£11,370 + VAT £1,989.75 = £13,359.75	£9,096 + VAT £1,591.80 = £10,687.80 Save £2,274.00

**Corporate booking prices cannot be used in conjunction with any other promotional prices

Attendee details

Mr/Mrs/Ms	Full name	Job title	Telephone	Email
1				
2				
3				
4				
5				
6				

For groups of more than 6 please attach a separate sheet with details of all attendees. Alternatively call +44 (0) 207 242 2324.

Company details

Company name:
 Address:

 Postcode: Country:
 Fax:

Venue and hotel accommodation

Venue: Olympia Conference Centre, Hammersmith Road, London, W14 8UX, United Kingdom. Tel: +44 (0) 20 7598 2557, Fax: +44 (0) 20 7598 2495, Email: info@eco.co.uk
Hotel accommodation: The conference fee does not include accommodation. Terrapinn has obtained specially discounted rates for all attendees. A hotel booking form will be sent to all registered attendees. Alternatively, please download the booking form at www.mobilecontentworld.biz. Please book your accommodation early to avoid disappointment.

Method of payment

Payment is required BEFORE the conference date. The conference registration pack will be sent to you once payment has been received.

Bank Transfer
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Terry McBride
 CEO
 Network Productions



Manish Jha
 Senior Vice President
 ESPN Mobile



Ross Levinsohn
 Senior Vice President and
 General Manager
 FOX Sports Interactive



Rio Carraeff
 Senior Vice President
 Universal Music



Get it on!

Where Hollywood + Content + Technology come together

- A truly **global** line up of speakers – meet the trailblazers of the digital entertainment economy
- A **must see** programme bringing the mobile content, gaming, music and entertainment worlds together
- **Talk show** format and controversial panels guaranteed to stimulate interactivity
- **Youth focus group** – get the inside track from the killer audience for mobile content
- **Network and do business** with the key decision makers in the industry – Mobile Content World 2005 includes over 11 hours of dedicated networking opportunities

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