



Main conference: **14 & 15 March 2012**  
 Pre-conference workshops: **13 March 2012**  
 Venue: **Prince Hotel & Residence Kuala Lumpur, Malaysia**

[www.mobilevasasia.com](http://www.mobilevasasia.com)

Book before  
**5 January 2012**  
 and save up to  
**US\$800!**

\*see booking form for details

**Leverage on operators' existing capabilities to generate more revenue from your application store, mobile social media, mobile commerce and cloud based mobile applications**

The **6th Annual Mobile VAS Summit 2012** is the **LONGEST-RUNNING** mobile value added services conference in Asia. The event has a unique focus on success stories and real-life innovations to boost profit margins in mobile VAS - directly from top-notch experts in the telecommunications industry. This is the **ONLY** conference where you can meet experts from the telecom, handset manufacturing and the multimedia industry to shape the future development of mobile VAS.

**What's New This Year?**

**Application Stores:** How can operators create a winning case to gain full control over their revenue and subscriber base?

**Mobile Social Media:** Leveraging on mobile social networks to drive mobile data and SMS revenues

**Mobile Commerce:** Assessing the technologies, business models, and the future players of the mobile commerce Industry

**Cloud-Based Mobile Applications:** Providing cloud-based mobile applications to meet the increasing needs of multi-mobile devices (smartphone, tablet and computer) users and to improve customer stickiness

**Convergence of TV, Newspaper, Internet and Mobile:** Implementation, key statistics, lessons learned and future developments

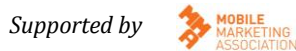
**PLUS! Don't miss out on our expert-led, separately bookable workshops:**

**Workshop A: The Mobile Applications Eco-System**

Sameer Yogi, Head - Rich Media & 3G Services, Tata Docomo

**Workshop B: Creating a Successful Business Case to Improve Your Bottom Line in Mobile Advertising**

S.P. Narayanan, Senior Vice President & Head VAS, Mobile, Commerce & Long Distance, Idea Cellular Ltd



**Hear Leading Insights From:**

- Roland Beckmann**, Group Director Content Etisalat, UAE
- Sumantri J. Yuwono** Group Head Product Development & Management Indosat, Indonesia
- Jeff Chen** Chief Engineer - Mobile Cloud Chunghwa Telecom, Taiwan
- Rogers Zhao** Senior Telecom Expert and Strategist Chinese Operator
- Supaporn Preechakitanant** New Services Manager AIS, Thailand
- Mohamed Alsayed** Director, Products & Services Viva Bahrain (STC)
- A.S.M. Rafiq Ullah** DGM, Content & Applications Grameenphone, Bangladesh
- Iqbal Siraj** Head - New Products & Services U-Mobile, Malaysia
- Revie Sylviana** Group GM VAS PT Bakrie Telecom
- Adnan Bin Taj** Manager - VAS & Innovations, Marketing Citycell, Bangladesh
- Suresh Jayaraju** Vice President, Head - New Age VAS, 3G Services, Reliance Communications
- Sheikh Taimur Nawaz** Manager MNP & Supply Chain Commercial Division, Telenor Pakistan
- S.P. Narayanan** Senior Vice President & Head VAS, Mobile Commerce & Long Distance Idea Cellular Ltd
- Saleem Mobhani** Vice President - Data, Content and Portals, du
- Sameer Yogi** Head - Rich Media & 3G Services Tata Docomo
- Jil Go** Head, Beyond Access Products - Digital Media Division, Globe Telecom

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**100%**  
Operator-Led Sessions

**85%**  
New Speakers

**OVER 16**  
Speakers

**2-Day**  
Focused Summit



### Who you'll meet:

Dear Telecom Professional,

With the emergence of smart phones, handset vendors, operating systems and independent players now have application stores that cannot only market and distribute services, but can also do direct billing. Intense competition means that mobile operators are losing their position as the go-to-market medium for VAS providers.

What's more, the convergence of the mobile, machine, internet, TV and publication are having profound effects on traditional telecom, internet, device manufacturing, business and media industries. We are going to see more conventional magnates and innovators trying to grab a share of the mobile VAS pie. This is the time for operators to make every effort to avoid becoming a mere transmission pipeline.

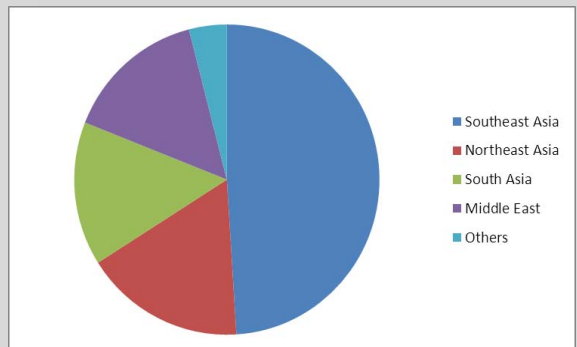
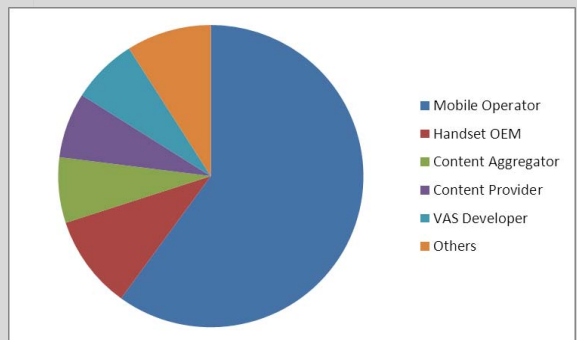
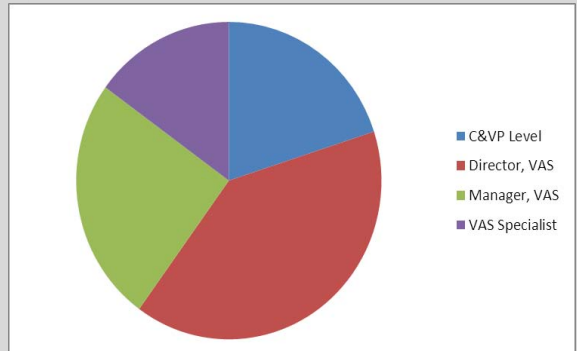
Building on the success of its past five years' Mobile VAS Summit, the **6th Annual Mobile VAS Asia Summit** will gather industry leaders from the telecom, handset manufacturing and operating system industries to shape the future development of mobile VAS.

Secure your seat at the LONGEST-RUNNING mobile value-added services conference in Asia. Don't miss out on networking with the industry's heavyweights and learning key 2012 trends and innovations to boost your profit margins.

I look forward to welcoming you next March!

Yours sincerely,  
**Yang Chuang**  
Conference Director  
Telecom IQ

P.S. Book before **5 January 2012** and save up to US\$800! Contact us at [enquiry@iqpc.com.sg](mailto:enquiry@iqpc.com.sg) or at +65 6722 9388 now!



### Sponsorship and Exhibition Opportunities

If you have solutions to help our delegates meet their objectives, **6th Annual Mobile VAS Summit 2012** is absolutely where you need to be to get inspired, meet people and strike real deals!

Our attendees want to hear from you on how they can increase their subscriber growth! Every year, Telecom IQ's Mobile VAS Summit attracts senior-level representatives from mobile operators who have returned to their organisations armed with the latest strategies, technological solutions and content initiatives to improve their bottom-line results in Mobile VAS.

By taking advantage of the sponsorship opportunities at the 6th Annual Mobile VAS Summit 2012 you will be able to showcase strategies to help VAS and Marketing Heads from mobile operators across Asia dramatically increase their VAS revenue contribution.

To find out more about becoming a sponsor at this event, please call +65 6722 9388 or email [sponsorship@iqpc.com.sg](mailto:sponsorship@iqpc.com.sg), for more details.

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Workshop A: Tuesday, 13 March 2012

09:00am – 12:00pm

(including networking break & lunch)

## The Mobile Applications Eco-System

*Facilitator:*

**Sameer Yogi**

Head – Rich Media & 3G Services

**Tata Docomo**

MNOs in order to retain control over their networks, while preventing customer churn, diminished profitability and brand devaluation, must shift their role from traffic carrier to “application enabler.” By attending this workshop, you will learn how to ensure success when setting up your applications store from every aspect of the Application Eco System.

- What are the critical success factors of the application eco System?
- Exploring MNO opportunity to offer the next wave of Smart Applications
- NAAS- Network as a Service or Intelligent Cloud
- Cross Platform MNO App store
- How to build your developer community via Partner Relationship Marketing
- Evaluating the current payment options including Payment & Settlement Engine
- Creating a knowledge Base and managing 3rd party and end customer experience
- Usability and quality management via crowdsourcing

The conference was very good. I like how it was very focused and specific to VAS – that’s very rare to find!

*Head – VAS Category Management, Globe Telecom*

It was a good opportunity to learn how to commercialise our existing VAS in a better way and how this can maximize revenue!

*VAS Planning Section Chief, S Fone*

### About our sponsor



Jinny Software is a leading global supplier of VAS solutions to wireless carriers. Jinny’s VAS products encompass a full suite of voice and messaging products, including the award-winning VAVOOMB™, which integrates voice and VAS over mobile broadband and across all devices. Frost & Sullivan designated Jinny Best in Class for Global Mobile Messaging Infrastructure 2011.  
[www.jinnysoftware.com](http://www.jinnysoftware.com)

Workshop B: Tuesday, 13 March 2012

1:00pm – 4:00pm

(including networking break)

## Creating a Successful Business Case to Improve Your Bottom Line in Mobile Advertising

*Facilitator:*

**S.P. Narayanan**

Senior Vice President & Head VAS, Mobile Commerce & Long Distance

**Idea Cellular Ltd**

The dizzying pace at which brand builders continue to deploy mobile marketing tools & solutions is hardly surprising. Mobile solutions have become an integral part of the brand communications landscape, and access to VAS can be leveraged through Mobile Advertising. With dynamic activity levels, how then will telcos continue to add value to the customer-brand experience using mobile marketing? Use this session as a jumping-off point to identify your strategy for Mobile Advertising in the VAS portfolio including:

- Lessons learned from the early launch of mobile advertising
- Promote the use of VAS services by offering base packages for free (subsidized by ads)
- Increase data revenue through additional interactions and service use promoted through mobile advertising
- Leverage on mobile social media to develop new advertising revenue models
- Crystal-ball gazing - where do operators see advertising revenues in the next 5 years?



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# CONFERENCE AGENDA

Day One: Wednesday, 14 March 2012



## 08:30 Registration and Refreshments

## 09:00 Chairman's Opening Remarks

### 09:10 Addressing Current Challenges and Future Trends for Mobile VAS in Asia

- Assess mobile VAS evolution for the mobile operators in the region
- Main trends in service utilisation: application, social network, internet, message, entertainment, commerce and cloud based application
- Overview of the current mobile VAS ecosystems with the emergence of new players – Apple, Google and Microsoft
- Evaluate operators' unique capabilities that can help leverage opportunities in the mobile VAS business

**Sheikh Taimur Nawaz**, Manager MNP & Supply Chain Commercial Division, **Telenor Pakistan**

### 09:50 Exploring Strategies that Get Subscribers to Spend More on Your VAS

- Understand the market requirements and develop strategies to address those needs
- Explore markets beyond the traditional consumer segment
- Analyse consumer activities and develop services to address those demands
- Look beyond the "consumer-pays" revenue model - what else is out there?

**Adnan Bin Taj**, Manager – VAS & Innovations, Marketing, **Citycell, Bangladesh**

## 10:30 Speed Networking

## 10:50 Morning Tea and Networking

### 11:10 Generating Customer and Loyalty in the Use of Internet Navigation through the Mobile

- How to deliver more value to clients at the operator's portal for them to increase navigation duration and return to use the service?
- The positive evolution on exchanging the charging "per MB" to "per hour" and "per type of application"
- How are the excesses on the network limited by offering flat rates?
- Quality versus price – what are customers looking for?

**Saleem Mobhani**, Vice President - Data, Content and Portals, **du**

### 11:50 New Media Project – Convergence of TV, Newspaper, Internet and Mobile

- How to implement a new media project?
- Reviewing the statistics
  - Customer experience
  - Pricing strategies
  - Purchasing patterns
- What are the lessons learned?
- What can we expect from the future development of media convergence?

**Iqbal Siraj**, Head – New Products & Services, **U-Mobile**

## 12:30 Lunch and Networking

### 13:40 Application Stores: How Can Operators Create a Winning Case to Gain Full Control over Their Revenue and Subscriber Base?

- What are the operators' existing capabilities that will support their launch of an application store?

- How can operators launch their own application store without having to re-engineer existing processes/systems or strain resources?
- How can operators add more value to their customers compared to their competitors?
- How can operators ensure that subscribers will purchase applications from them instead of their competitors?

**Suresh Jayaraju**, Vice President, Head - New Age VAS, 3G Services **Reliance Communications**

### 14:20 Applications Management Methodology - Creating a Whole Ecosystem to Support, Develop and Provide Applications Both Online and at the Device Level

- Build an effective application store system at the back end to support an automated cycle of certifying an application
- Implement the right process to ensure applications submitted by content developers are properly scrutinized and tested before releasing to subscribers
- Develop application promotion methodologies to ensure all deserving applications are made available to subscribers
- Integrate application store system with operator's existing billing system to allow a single point of access to manage billing

**Sameer Yogi**, Head – Rich Media & 3G Services, **Tata Docomo**

## 15:00 Afternoon Tea and Networking

### 15:30 Developing an Effective Application Marketing Mechanism to Give All Application Developers a Favourable Selling Ground

- Manage the front end carefully to meet the demands of subscribers and ensure your value-added services are discovered by the right audience
- Equip application store system with embedded intelligence that can be integrated with operator's CRM system to leverage on the wealth of subscribers' behavioural information
- Develop convenient and simple Subscribers' end-to-end experience for a smooth purchase process – from browsing to purchase, installation, usage and updates

**S.P. Narayanan**, Senior Vice President & Head VAS, Mobile Commerce & Long Distance, **Idea Cellular Ltd**

### 16:10 Panel Discussion: How Can Operators Convince App Developers to Work with Them?

- What do app developers want and expect when partnering with an operator?
- What can an operator offer developers over and above OTT players in this area?
- What applications can the operator provide to ensure optimal integration with the app developer?
- To what extent can and should operators assist with funding and resource for application development for their customers?

**Sheikh Taimur Nawaz**, Manager MNP & Supply Chain Commercial Division, **Telenor Pakistan**

**Sameer Yogi**, Head – Rich Media & 3G Services, **Tata Docomo**

**Suresh Jayaraju**, Vice President, Head - New Age VAS, 3G Services, **Reliance Communications**

**S.P. Narayanan**, Senior Vice President & Head VAS, Mobile Commerce & Long Distance, **Idea Cellular Ltd**

**17:00 End of Conference Day One**

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# CONFERENCE AGENDA

Day Two: Thursday, 15 March 2012



**08:30 Registration and Refreshments**

**09:00 Chairman's Opening Remarks**

**09:10 Understanding the Role of the Mobile Operator in Mobile Social Networking**

- What is the role of the mobile operator in on-deck/off-deck communities?
- Explore possible roles for the operator in mobile social networking today
- Explore drivers that influence the opportunity generating mobile social networking
- What are the neglected areas that can be targeted for possible growth?

**Revie Sylviana, Group GM VAS, PT Bakrie Telecom**

**09:50 Creating Strategies to Incorporate Social Media into Your VAS Offerings**

- Simplify the process to allow your subscribers to drive user-generated content
- Share your customer knowledge with application providers to create unique offerings
- Create higher-value bundle packs to increase download activity and boosts revenue
- Develop loyalty campaigns and rewards to increase consumer loyalty

**M. Rafiq Ullah, DGM, Content & Applications, Grameenphone Ltd.**

**10:30 Morning Tea and Networking**

**11:00 Leveraging On Mobile Social Network to Drive the Mobile Data and SMS Revenue**

- Understand the needs of customers accessing their SNS account by mobile phone
- What are the services that users are willing to pay?
- How to lead your customers spend more on their SNS account through mobile phone
- Lessons learned from the current social media products

**Jil Go, Head, Beyond Access Products -Digital Media Division, Globe Telecom**

**11:40 Assessing the Lessons Learned From Operator Social Interactive Gaming**

- How can operators overcome challenges when launching mobile social gaming?
- What are the current mobile social gaming statistics in terms of user behaviour and buying force?
- What are the efficient methods and channels to promote mobile social games?
- How to induce users spend more on your mobile social games?

**Roland Beckmann, Group Director Content, Etisalat, UAE**

**12:20 Lunch and Networking**

**13:30 C2C Mobile Advertising - Using Third Party Sponsors to Subsidise the Subscriber Cost**

- What are the opportunities for mobile advertising in creating extra revenue streams?
- How to get third party sponsors to subsidise the cost of customer reward subjected to frequent advertisement
- To what extent can third party sponsors be used to subsidise the cost of the subscriber, whilst maintaining ARPU and increase usage?

**Sumantri J. Yuwono, Group Head Product Development & Management, Indosat, Indonesia**

**14:10 Mobile Cloud Applications and Services – Integrating to Existing Mobile Services to Meet the Increasing Needs of Multi Mobile Device(Smartphone, Tablets And Computer) Users and Improve Customer Stickiness**

- Chunghwa Telecom's service integration policy
- How to integrate existing mobile services through mobile cloud technology?
- How to enable multi mobile devices and improve customer stickiness?
- Assess the future trends of mobile cloud computing and impact to operators' business

**Jeff Chen, Chief Engineer – Mobile Cloud, Chunghwa Telecom, Taiwan**

**14:50 Afternoon Tea and Networking**

**15:20 Assessing the Technologies, Business Models, and the Future Players of the Mobile Commerce Industry**

- Predict future development of M-commerce from the aspects of Acquisition(Advertising), Loyalty (Conversion) and Transaction (Payment)
- Examine new technologies and how they are going to shape the future development of M-commerce
- Explore potential business models by analysing the relationship between mobile operators and other m-commerce player including Bank, Payment Processor and Merchant
- Address the different approaches of mobile commerce – Feature phone VS Smart phone

**Rogers Zhao, Senior Telecom Expert and Strategist from a Chinese Operator**

**16:00 Panel Discussion: Explore the Approach for Telecom Operators to Deliver Converged Telecom and Internet Services**

- Understand what internet services can converge to operators' SMS and voice services:
  - Mailbox?
  - Instant messaging?
  - Twitter?
  - Facebook?
- Will the introduction of Internet services reduce operator revenue in existing telecom services?
- How to build win-win partnerships with internet service providers?
- How to leverage internet services to increase the operators' usage of existing services such as SMS, data and voice

**Adnan Bin Taj, Manager – VAS & Innovations, Marketing, Citycell, Bangladesh**

**Supaporn Preechakitanant, New Services Manager, AIS, Thailand**

**Mohamed Alsayed, Director, Products & Services, Viva Bahrain (STC)**

**16:50 End of Conference Day Two**

I can see how other operators have been successful in their VAS offerings who shared many ways to integrate effective VAS.

**Senior Executive Product Development, Hello**

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