

Meeting with...Mobile content

Mobile content: anytime, anywhere, in any format?

Organized with the EBU Eurovision TV Department

EBU, Geneva
19 & 20 June 2008

EBU International Training



Objectives

- Learn from mobile telecom operators, content aggregators and producers about the latest trends with regards to mobile content and about their positioning & development strategies to embrace this new market;
- Review EBU Members' first experiences with mobile content (content & format; production and workflow; business issues) and bring back ideas and best practices to your company;
- Meet & network with Mobile content experts from inside & outside the broadcasting environment

Who should attend

- EBU Members only
- Heads of New Media, Cross-media department
- Professionals in charge of mobile content creation, production & distribution

How should Public Service Broadcasters approach mobile content?

"For most people, mobile phones have become one of life's necessities and with the increasing consumer demand for entertainment and information - anytime, anywhere and in any format - mobile content is becoming a must. Interactivity is one of the key drivers for reaching an audience that is nowadays more and more unreachable, and the mobile device is the only one capable of instant two-way interactivity on-the-move.

Public Service Broadcasters, in order to strengthen their offer, increase audience loyalty and meet citizen's expectations for modern services, have to be present on mobile platforms whether with existing TV programs or stand-alone applications.

How can a broadcaster, taking the massive amount of content available into account, create its own exclusive "differentiated" content? Can Mobile Content help increase(ing) brand awareness? Is paid content and advertising the only way to sustain Mobile TV development? What will future mobile content and distribution look like with Mobile Web 2.0? These are some of the issues the Meeting with...mobile content will address alongside the fundamental question: how to get the right content to the right user at the right time?"

Ferhan Cook, Senior Interactive media specialist, Head of MIPCOM Mobile TV Awards Jury

Thursday 19 June

13:20 – 13:40 Registration & Coffee

Moderator: **Ferhan Cook**
President, Any Screen Productions, Head of MIPCOM Mobile TV Awards Jury

13:40 – 13:45 Welcome by Nicoletta Iacobacci, Head of Eurovision TV Interactive

13:45 – 14:00 Introductory remarks and mobile content showcase
by Ferhan Cook

Mobile TV platforms; where are broadcast mobile TV and convergent networks going?

14:00– 14:30 **A world tour on Mobile TV developments**
by Dermot Nolan, Consultant, UK

14:30 – 14:50 **The increasing role of the hand-set in Mobile content**
by Serge Ferré, VP Director of Strategy and Business Development, Nokia

14:50 – 15:10 **The role of 3G on mobile TV**
by Kurt Sillen, VP Ericsson Mobility World

15:10 – 15:30 **What will make it work and take off?**
discussion and Q & As moderated by Ferhan Cook

15:20 – 15:45 Coffee break

Mobile Content, Cool interfaces and enabling tools—where is it going?

15:45 – 16:05 Jop Pollmann, Chairman, Momac, The Netherlands

16:05 – 16:25 Vincent Roger, Mobibase, France

16:25 – 16:45 **Participation TV with mobile interaction**
by Gabriele Gresta, VP Digital Magics Group, Italy

16:45 – 17:00 Panel discussion and Q&As

Mobile Web 2.0: What is the potential of Mobile Social communities as a content marketing and distribution platform?

17:00 – 17:20 by Antonio Vince Staybl, CEO, itsmy.com

17:20 – 17:30 Q & As

17:30 – 18:30 Cocktail

Friday 20 June

EBU Members' experiences with mobile content

Moderator	Nicoletta Iacobacci
09:30 – 09:45	EBU overview on mobile applications & services by Alexander Schulzycki, SIS, EBU
09:45 – 10:15	Oneseg and Mojie : NHK Mobile TV and mobile web project of Japan by Hiroshi Tanaka, Associate Director, Digital Services Development, NHK, Japan
10:15 – 10:30	France 24 by Stanislas Leridon, Internet & New Media Director, France 24, France
10:30 – 10:45	Denmark: Market challenges & drivers, TV cross media and innovative projects" by Johan Winbladh, Commissioning channel editor, mobile services, DR, Denmark
10:45 – 11:15	Coffee break
11:15 – 11:30	NRK by Lars Lønne, Head of Projects, NRK, Norway
11:30 – 11:45	NOS by Roeland Stekelenburg, Head of New Media, NOS, The Netherlands
11:45 – 12:00	BBC by Daniel Pike, Programme Director, Mobile Broadcasting, BBC, UK
12:00 – 12:15	" 100 secondes": a news bulletin for mobile phones by Gaël Hurlimann, Head of New Projects, TSR Multimedia, Switzerland
12:15 – 12:30	RAI by Gianluca Stazio , Marketing Director, RAI Net, Italy
12:30 – 13:00	Discussion on New Format Evolution, final questions & wrap up EBU Project
13:00 – 14:30	Lunch
14:30	End of the Meeting with...