



# Content & Advertising

March 24<sup>th</sup> 2022

- Anti-trust law prohibits agreements (written or implicit) between competitors that may negatively impact consumers or competitors and sharing of confidential information
  
- Severe fines are in place in multiple jurisdictions for infringements
  
- All meeting participants must abide by the following rules:
  - DO clearly identify the positive purpose of each project and follow it
  - DO NOT enter into agreements that restrict other parties' actions or creates barriers to market entry
  - DO NOT discuss or exchange specific, confidential or commercially sensitive data on pricing and business plans
  
- MEF is here to monitor the correct development of the discussion
  - DO ask for advice if you consider a topic for discussion sensitive.

- 01** Welcome
- 02** Guest Speaker
- 03** Digital Advertising: post COVID-19
- 04** Ecosystem & Platform Stakeholders
- 05** Members – what do you want to achieve?
- 06** Upcoming Events
- 07** Next Meeting Date



- **NARAYAN JAESINGH** (India)
- Partner of Industry Practice



- **JAMES WILLIAMS** (UK)
- Director of Programmes



- **EWA PEPPITT** (UK)
- Administrative Lead for Content & Advertising

**MISSION**

To Become the Industry Voice on How to Better Serve Customers Through Personalisation Whilst Protecting Consumer Trust in the Digital Era

**DELIVERABLES:** (NB. At this time these are ideas and it is up to you, MEF members, to ultimately decide the direction this – or any – working group takes when things get underway in 2022)

- Monthly forum for the review and discussions of new industry trends impacting all stakeholders viz. Consumer, Technology and Media / Content
- Whitepaper/reports/infographics/webinars/videos/social media to educate the market and stakeholders
- Creation of best practices for enhancing Digital Advertising, customer experiences across media platforms and Protecting Consumer Trust (Ad Fraud) (C&A Best Practice)
- Aligning Media, MNOs & D2C organisations with thought leader approaches for designing aspects of (i) Monetisation, (ii) Personalisation, (iii) Adoption and (iv) Ad-Fraud / Data Privacy innovations that are applicable multi country / geography

**FOUNDER MEMBERS:**

- Aegis Mobile
- Alchemy Telco
- AWG
- BICS
- BT
- Cheetah Digital
- China Mobile International
- Dexatel
- Direqt
- Dotgo
- Empello
- Enabld
- Engage Mobile
- Global Point View
- Globe Teleservices
- GMS
- Golden Goose
- imimobile
- Infobip

- Intis Telecom
- Kaleyra
- LANCK Telecom
- Mavenir
- Messente
- MCP Insight
- Mobilesquared
- Morethan160
- Ooredoo Group
- Out There Media
- PM Connect
- Sam Media
- TeleSig
- Vodafone Carrier Services



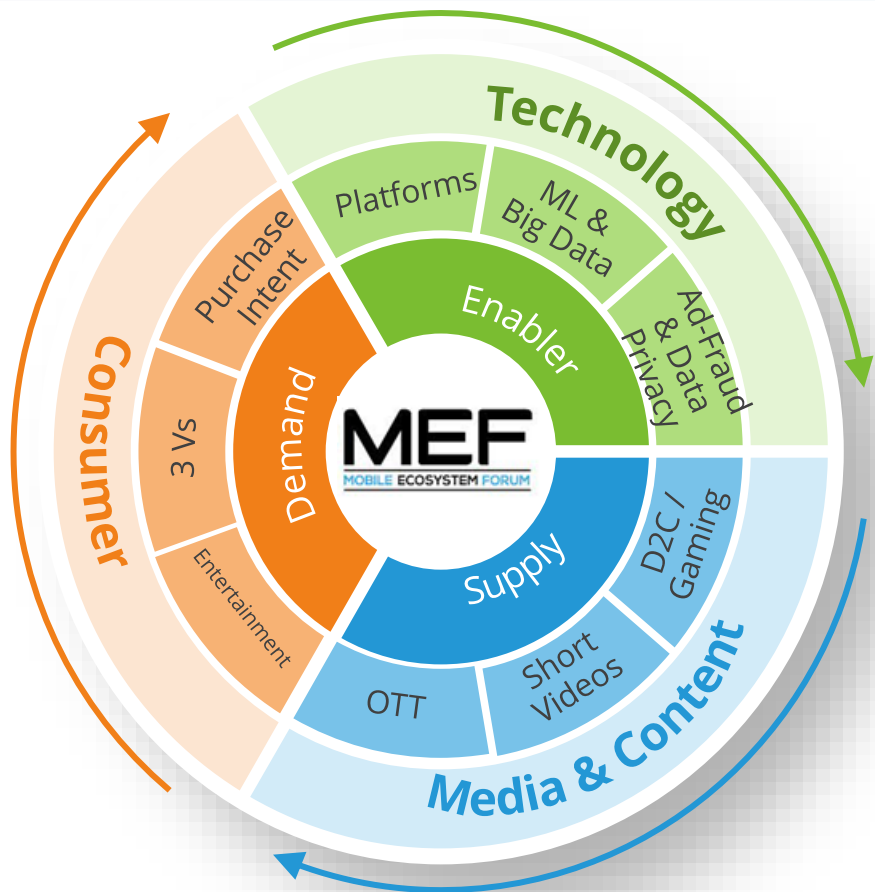
Personal information management & self-sovereign identity (SSI) advisor, strategist, product owner, speaker, researcher and educator.

- **Identity Praxis:** Founder & CEO
- **MEF:** Strategic Advisor, Personal Data & Identity
- **MEF:** Digital Transformation 2022 Programme Director
- **Assurant:** Strategic Advisor, Identity & Personal Information Management Solutions
- **Humanity Power:** Board Member
- **Predii:** Strategic Advisor, Board Member
- **Phoji:** Strategic Advisor
- **National University:** Adjunct Professor – Digital, Social, Mobile & Connected Marketing
- Co-author of ‘Mobile Marketing Essentials’



Key industry impacts across all geographies:

- In-app advertising budgets to grow
- 3 'Vs' to dominate: '*Monetization through Personalization*'
  - ✓ Voice based search
  - ✓ Vernacular language
  - ✓ Video content consumption
- Convergence of (i) Digital Payments, (ii) Messaging Platforms & (iii) Advertising
- Online to Offline: **OOH** (out-of-home) progressing to **DOOH** (digital out-of-home)
- Transitioning from SMS based business engagement to chat app messaging
- Analytics: ML / Big Data to curate 'Next Best Product'

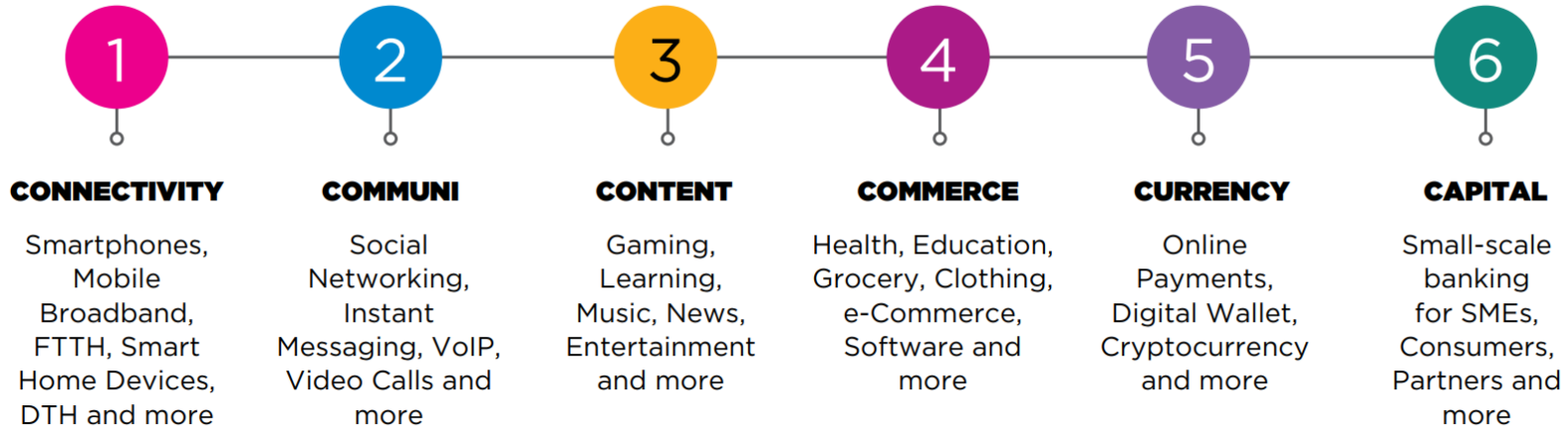


**360-Degree**  
approach to  
cohort formation



## THE 6C DIGITAL PLATFORM MATRIX

Connectivity is the lubricant to engines of Community, Content, Commerce, Currency & Capital



(Source: Greyhound Research)

**D2C** platforms will propel commerce & content consumption across sectors hence demanding sharper personalization for better user experience

- Mobile Advertising is a USD 200 billion a year industry. Bigger than desktop. 70% of Digital Advertising spend is on Mobile. How can we convert advertising on Mobile to Rich Messaging in one click. QR? Both the landing and ongoing customer experiences need to be looked at
- Use cases / case studies
- Fraud angle: social engineering techniques -> voice based search -> conversational commerce
- Micro-targeting

## Understanding the Customer:

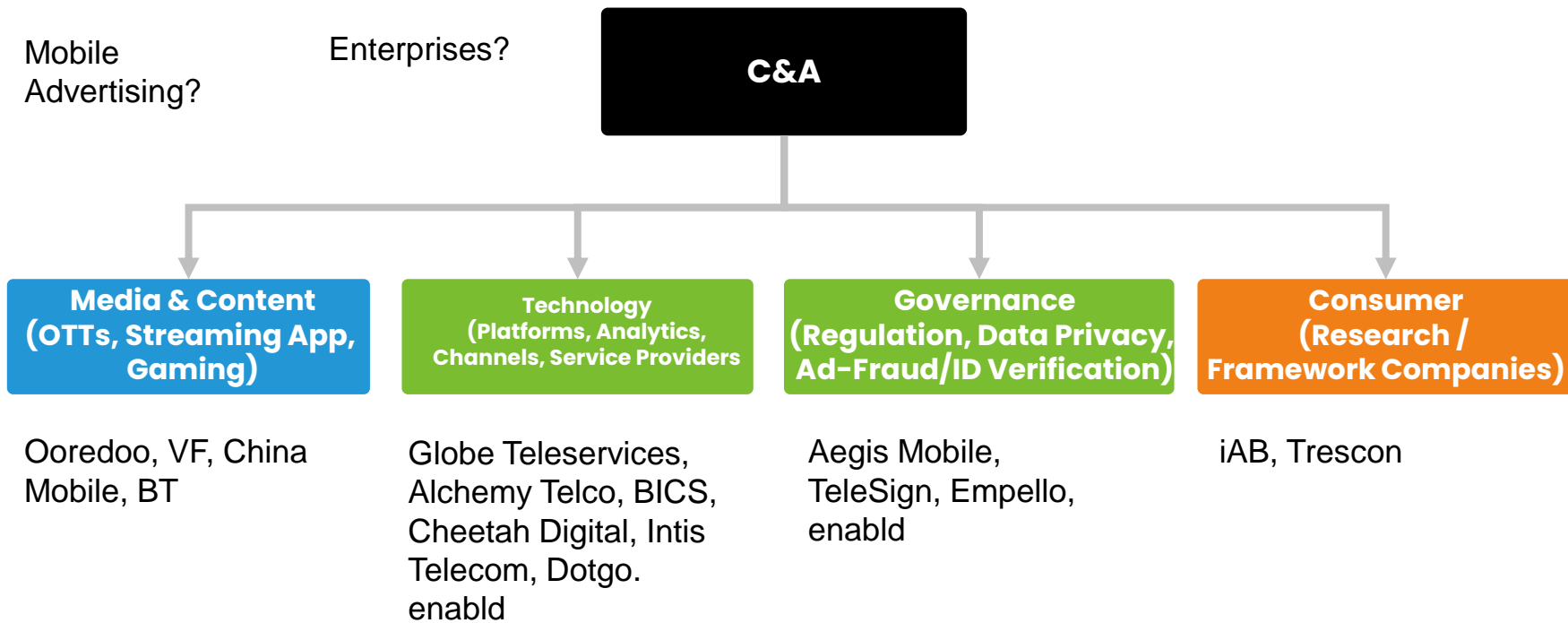
- Data assets to learn/personalise
- How to gather data/insights
- Gaining customer consent
- How to take a customer from unknown to known
- Gaining a direct customer relationship
- Research on customer behaviours

## Serving the Customer:

- Different environments and their distinctive properties - OTT, apps Mobile Wallet, messaging, social, web, gaming...metaverse
- Applying preferences/insights
- What content to use/not to use
- Best practice for engagement - cadence, channels, use of data, metrics

## Protecting the Customer:

- Ad Fraud
- SPAM
- Data Policy/Regulation - GDPR, IDFA, Android...
- Regulations - national, vertical, OS...
- Multinational considerations



# 06 Upcoming working group meetings



MAR 16:00 - 17:00  
**23** RCS Market Development Working Group Meeting



APR 16:00 - 17:30  
**12** RCS Roundtable Latin America



APR 16:00 - 17:00  
**20** Future of Messaging Programme Monthly Meeting

# 06 Upcoming events



MAR 16:00 - 17:00  
**24** What does the metaverse mean for the mobile ecosystem?



APR 15:00 - 16:00  
**7** With Passwords Everywhere, How Do Enterprises And End-Users REALLY Need To Adapt To Mitigate Threats?



APR April 13 - April 14  
**13** MEF Members Meet-up India



MAY May 10 - May 11  
**10** MEF CONNECTS Personal Data & Identity



JUN June 14 - June 15  
**14** MEF CONNECTS Business Messaging



JUL July 6 - July 7  
**6** RCS World



**MEF**  
MOBILE ECOSYSTEM FORUM

# MEF ROADMAP HI 2022

Event Title	Date	Country
<b>MEF LOUNGE</b>	<b>February 27th</b>	<b>Spain (Barcelona)</b>
<b>MEFFYS AWARDS</b>	<b>February 28th</b>	<b>Spain (Barcelona)</b>
<b>Future of Mobile @ MWC Barcelona + Elections + MESSAGING MEET UP</b>	<b>March 1st</b>	<b>Spain (Barcelona)</b>
<b>RCS Leadership Forum</b>	<b>March 9th</b>	<b>USA (Tampa)</b>
India MEET UP & Roundtable (Messaging)	April 13th-14th	India (Mumbai)
MEF MEET UP - ITW	May 9th-12th	USA (Maryland/Washington DC)
MEF MEET UP - MobiXD	May 9th	Brazil (Sao Paulo)
MEF CONNECTS Personal Data & Identity (hybrid) London + MEET UP	May 10th-11th	UK(London)
MEF MEETUP - IOT Solutions World Congress	May 10th-12th	Spain (Barcelona)
MEF CONNECTS Business Messaging + MESSAGING MEET UP	June 14th/15th	Netherlands (Amsterdam)



Event Title	Date	Country
MEF CONNECTS RCS World UK + Registry Banks MEET UP	July 6th - 7th	Ireland (Dublin)
MEF CONNECTS Digital Transformation [Payments/IoT/Cybersecurity/Marketing]	July 18th-20th	Online (UK time)
MEF Roundtable: Registry Event – Banks London	September 7th	UK
MEF CONNECTS Wholesale	September 14th-15th	Online (UK time)
MEF MEET UP - Global Carrier Billing Summit	September 27th-28th	Germany (Berlin)
MEF CONNECTS Content & Advertising USA + MEET UP	September 27th	USA (Las Vegas)
MEF CONNECTS Africa	November 10th	Africa (Cape Town)
MEF CONNECTS Omnichannel (hybrid) London + MEET UP	November 29/30th-December 1st	UK (London)
RCS MEET UP	December 1st	UK (London)
Content & Advertising RT + MEET UP	DATE TBC	Kuala Lumpur
PARIS DCB PAYMENTS RT + MEET UP	DATE TBC	Paris
RT Registry Event + MEET UP - Banks Singapore	DATE TBC	Singapore



## MEF MESSAGING INDIA MEET UP

Supported by



Date: April 13<sup>th</sup> & 14<sup>th</sup> 2022

Location: Mumbai, India (exact location TBD)

NB. Physical event – no online access

April 13<sup>th</sup> – informal networking: drinks & dinner, starting at c. 7pm (exact timings TBC)

April 14<sup>th</sup> – conference format c. 9.30am to 4.30pm (exact timings TBC)

- Limited places – book in advance (email [carol@mobileecosystemforum.com](mailto:carol@mobileecosystemforum.com) & [james@mobileecosystemforum.com](mailto:james@mobileecosystemforum.com))
- Aimed at bringing together stakeholders from across the Business Messaging industry in India to discuss ALL the relevant issues – trust, security, the role of MNOs, how the benefits of Business Messaging can be brought to a wider audience, the commercial models in play and more!
- GOAL: to interact in person, sharing and developing great insights, all aimed at positively impacting the Messaging world across India

## NB. TENTATIVE PLAN

### AGENDA

- 09:00 Registration & networking
- 09:30 Welcome, introductions and goals of the day (MEF & GTS)
- 09:45 Status of the Messaging Market (analyst presentation)
  - Back to the Future: What is and what will be happening in the world of Messaging across India (Nick Lane, MobileSquared?)
- 10:15 Trust in Business Messaging: Identity Management in India (Moderator: James Williams)
  - How trusted today are the various Messaging channels?
  - What really needs to be done to improve trust, to REALLY bring Messaging to new markets and make consumers trust brands of all types, shapes and sizes
- 10:45 Messaging in India: The New Role of Mobile Operators (Moderator: TBD)
  - What has been the impact of COVID-19 and what will be its legacy?
  - Is the Messaging ecosystem at a crossroads with MNOs entering the CPaaS space?
- 11:15 Break (15 minutes)
- 11:30 Security and Anti-Fraud (Moderator: James Williams)
  - How successful has India's Blockchain DLT deployment been? Have fraud and complains really reduced?
  - Have perhaps the most advanced regulations in the SMS space globally done the job they were intended to?
- 12:15 Commercial Models: Past, Present and Future
- 13:00 Lunch & networking (60 minutes)
- 12:15 Business Messaging Use Cases: What's Hot in 2022? (presentation)
- 14:00 Rich Messaging & How To Make Money From It (Moderator: TBD)
  - How will the various Rich Messaging Channels achieve the success they deserve?
- 14:45 M&A Ripple Effects: The Changing Terrain of the CPaaS and Connectivity Industry (Moderator: TBD)
- 15:15 Business Messaging Everywhere: How To Integrate In A Frictionless Way
  - My business is too small, I don't need it. It's hard to access. It's expensive. It's not secure. It's difficult to find the right supplier. A look at how SMEs (and ultimately organisations of ALL types) can leverage the power of mobile digital channels to increase conversion rates and drive client engagement
- 16:00 Open Session – Informal Contributions From All Drawing Line Under Day
- 16:30 EVENT CONCLUSION – HIGH TEA

# AOB?

If not, see you at the next meeting on **April 21<sup>st</sup>**