



# Content & Advertising

June 23<sup>rd</sup> 2022

- Anti-trust law prohibits agreements (written or implicit) between competitors that may negatively impact consumers or competitors and sharing of confidential information
- Anti-trust violations do not require proof of a formal agreement. A violation may be alleged based upon the mere appearance of unlawful activity.
- 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
  - DO NOT give rise to barriers to market entry
  - DO NOT discuss or exchange specific, confidential or commercially sensitive data on pricing, promotions and business plans
- Anti-trust laws do not prohibit petitioning the government, educating and informing the public, improving quality and safety standards, or protecting the public from fraud.

- 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



- **ROSS FLYNN** (Spain)
- MEF Advisor



- **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
- Enabl
- 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
- TeleSign

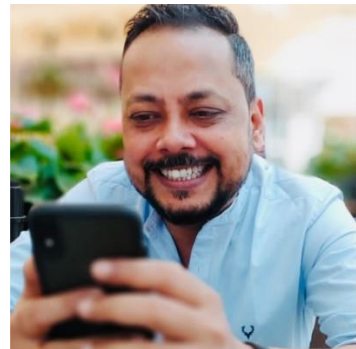
### Director APAC at IAB Tech Lab

- Working with MEF on Content & Advertising, Payments and Personal Data & Identity initiatives
- Joined MEF recently from the world of Advertising
- Over to you Ross – tell us more!



## Co-founder & CBO at EYWA Media

- Anshuman has around two decades of experience in verticals like CX, Telecom, Wireless, Martech, Emerging Tech, SAAS, VAS, CPAAS, CVM, NFT, Web 3.0
- Has contributed toward leadership roles across product management, strategy, alliances, fund raising and sales during his global professional career
- He has served both large and startup companies like Tata, Wipro, Ushacomm, Cellcast and BCGI

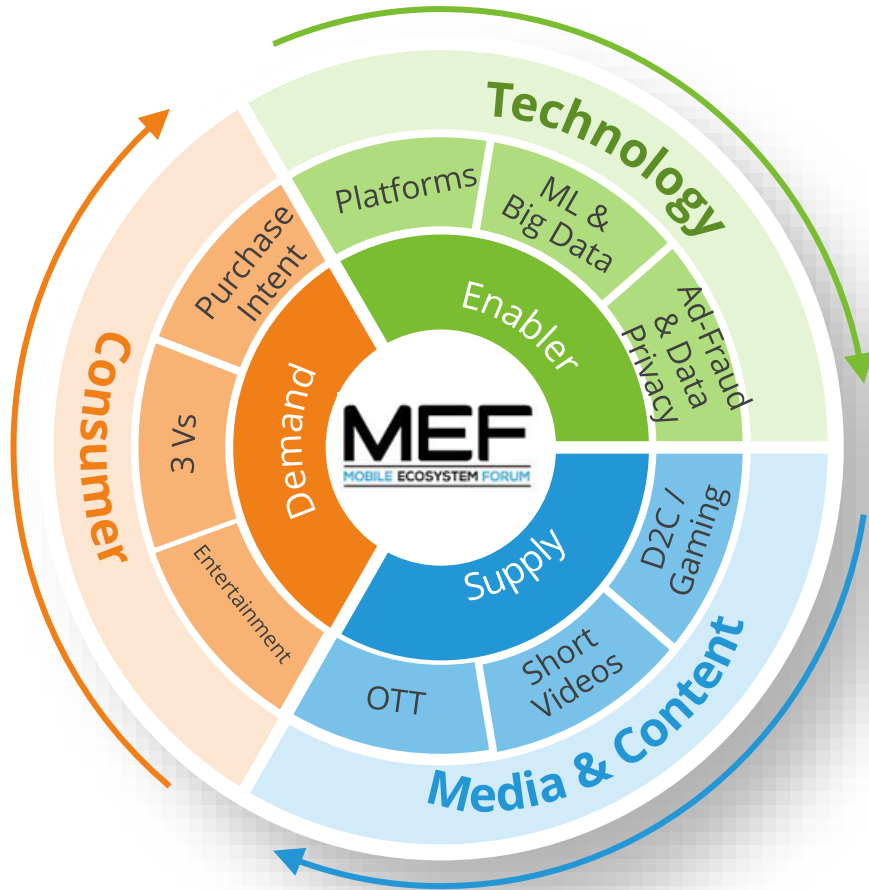


<https://www.linkedin.com/in/anshchaudhary/>

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'

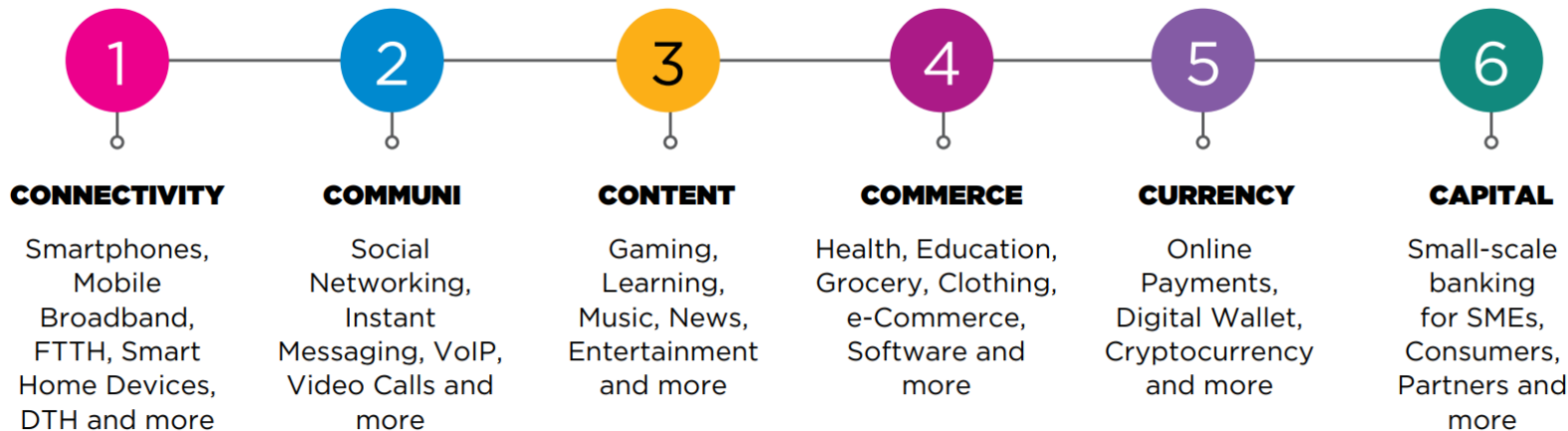




**360-Degree**  
approach to  
cohort formation

## 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:

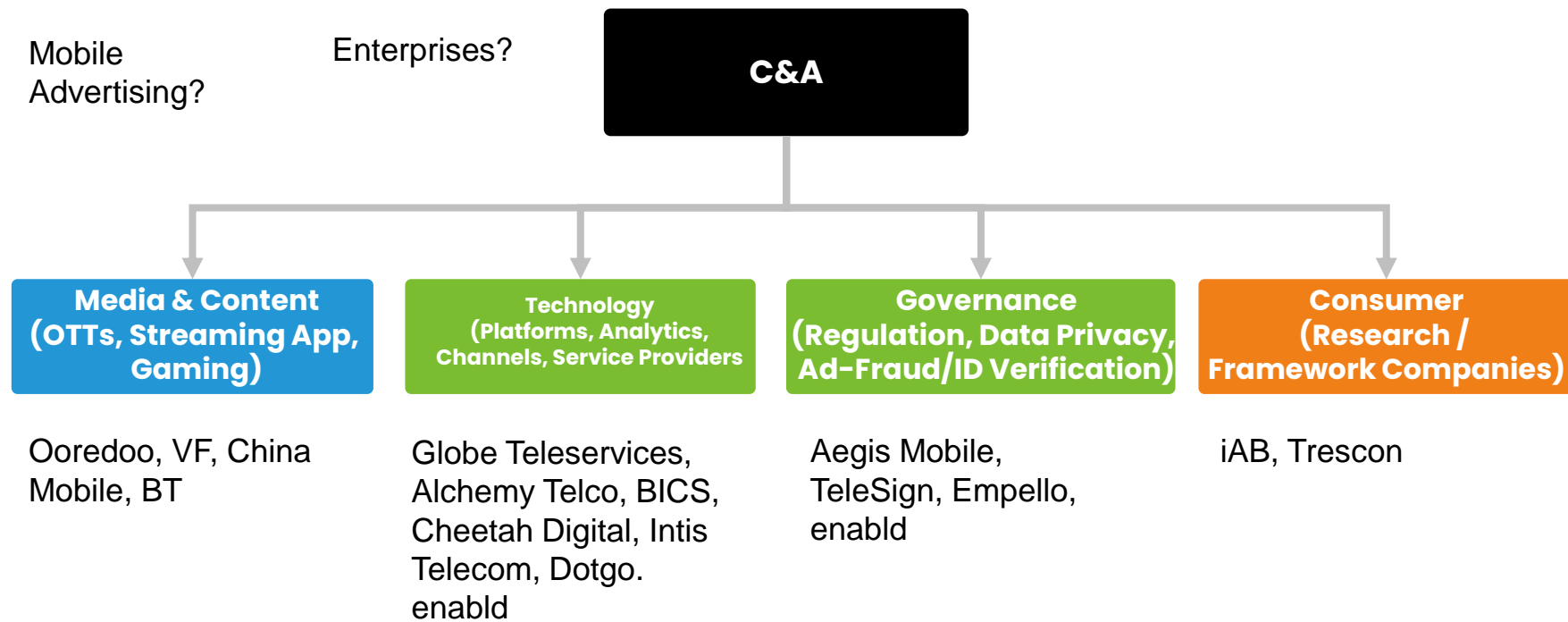
- Data assets to learn/personalise
- How to gather data/insights
- Gaining customer consent
- How to take a customer from unknown to known
- Gaining a direct customer relationship
- Research on customer behaviours

## 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



JUN 15:00 - 16:00   
**27** Personal Data & Identity – Working Group meeting



JUN 13:00 - 14:00   
**30** Mobile IoT – Working Group meeting



JUL 13:00 - 14:00   
**8** Wholesale Working Group Meeting



JUL 14:00 - 15:00  
**20** Fraud & Revenue Assurance Meeting



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



JUL 14:00 - 15:00  
**21** International Commercial Models Meeting

# 06 Upcoming events



JUN 15:00 - 20:00  
**27** MEF Meet-up London



JUN June 28 - June 29  
**28** Messaging & SMS World



JUN 11:30 - 13:00  
**28** MEF Workshop @ Messaging & SMS World



JUL July 12 - July 13  
**12** RCS World



JUL July 18 - July 19  
**18** MEF CONNECTS Digital Transformation



AUG All day  
**24** MEF CONNECTS LATAM



| EVENT TITLE   | DATE   | COUNTRY                 |
|---|--|-------------------------|
| MEF MEET UP - SMS WORLD + REGISTRY BANKS MTG (online participation)                     | June 27 <sup>th</sup>                                  | UK (London)             |
| RCS World UK + Registry Banks mtg + RCS MEET UP [GOOGLE FOUNDRY] (Online Participation) | July 12 <sup>th</sup> -13 <sup>th</sup>                | Ireland (Dublin)        |
| MEF CONNECTS Digital Transformation [IoT+Cybersecurity/Payments]                        | July 18 <sup>th</sup> -19 <sup>th</sup>                | Online (UK time)        |
| MEF CONNECTS LATAM + MEET UP (Hybrid)   | August 24 <sup>th</sup>                                | Sao Paulo (Brazil time) |
| MEF CONNECTS Wholesale  | September 14 <sup>th</sup> -15 <sup>th</sup>           | Online (UK time)        |
| MEF @ Global Carrier Billing Summit   | September 26 <sup>th</sup>                             | Germany (Berlin)        |
| MEF CONNECTS MESSAGING USA + MEET UP  | September 27 <sup>th</sup>                             | USA (Las Vegas)         |
| MEF Roundtable: Registry Event - Banks London   | October 6 <sup>th</sup> - TBC                          | UK (London_             |
| MEF MEET UPS at AfricaCom   | November 7 <sup>th</sup> and 8 <sup>th</sup>           | Africa (Cape Town)      |
| MEF CONNECTS Omnichannel (Hybrid) London + MEET UP + AGM                                | November 29/30 <sup>th</sup> -December 1 <sup>st</sup> | UK (London)             |
| RCS MEET UP   | December 1 <sup>st</sup>                               | UK (London)             |



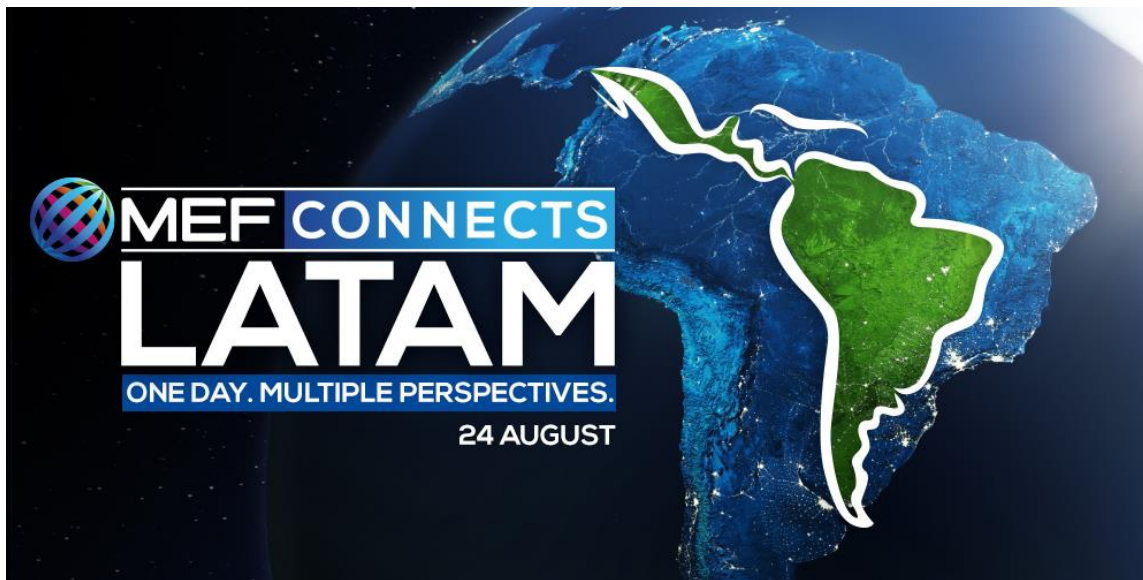
| EVENT TITLE  | DATE   | COUNTRY                 |
|--|--|-------------------------|
| MEF ROUNDTABLE + MEET UP   | January 10 <sup>th</sup> –11 <sup>th</sup>     | Malaysia (Kuala Lumpur) |
| MEF @ MWC 2023 [MEF LOUNGE + MEFFYS AWARDS + MSG MEET UP + FUTURE OF MOBILE CONFERENCE | February 26 <sup>th</sup> –Mar 1 <sup>st</sup> | Spain (Barcelona)       |
| MEF CONNECTS USA, LATAM + CARIBBEAN  | March TBC                                      | USA (Miami)             |
| ITW 2023   | May 14 <sup>th</sup> –17 <sup>th</sup>         | Washington, D.C.        |
| PARIS DCB PAYMENTS ROUNDTABLE + MEET UP  | DATE TBC                                       | France (Paris)          |
| MEF ROUNDTABLE + MEET UP – FINANCIAL SECTOR  | DATE TBC                                       | Singapore               |
| MEF ROUNDTABLE + MEET UP – INDIA   | DATA TBC                                       | India                   |

Please contact [Susan@MobileEcosystemForum.com](mailto:Susan@MobileEcosystemForum.com) to take part, sponsor, or for more information – thank you



## MEF @ Messaging & SMS World – 15% discount for members – MEF15

- MEF Meet-up in London – @ Tate Modern on Monday, 27<sup>th</sup> June –
- MEF Sessions at Messaging & SMS World, MEF members side event at the conference



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**CALL FOR  
SPEAKERS**

- 1 day
- Live in São Paulo – streamed online
- Sessions in English, Portuguese and Spanish. Contact Carol ([carol@mobileecosystemforum.com](mailto:carol@mobileecosystemforum.com)) for details.



SUN – MON + MEFFYS –  
TUES@FIRA



GET IN TOUCH WITH SUSAN

# AOB?

**If not, see you at the next meeting on July 28<sup>th</sup> at 2pm UK time!**