



# Content & Advertising

September 8<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
- 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

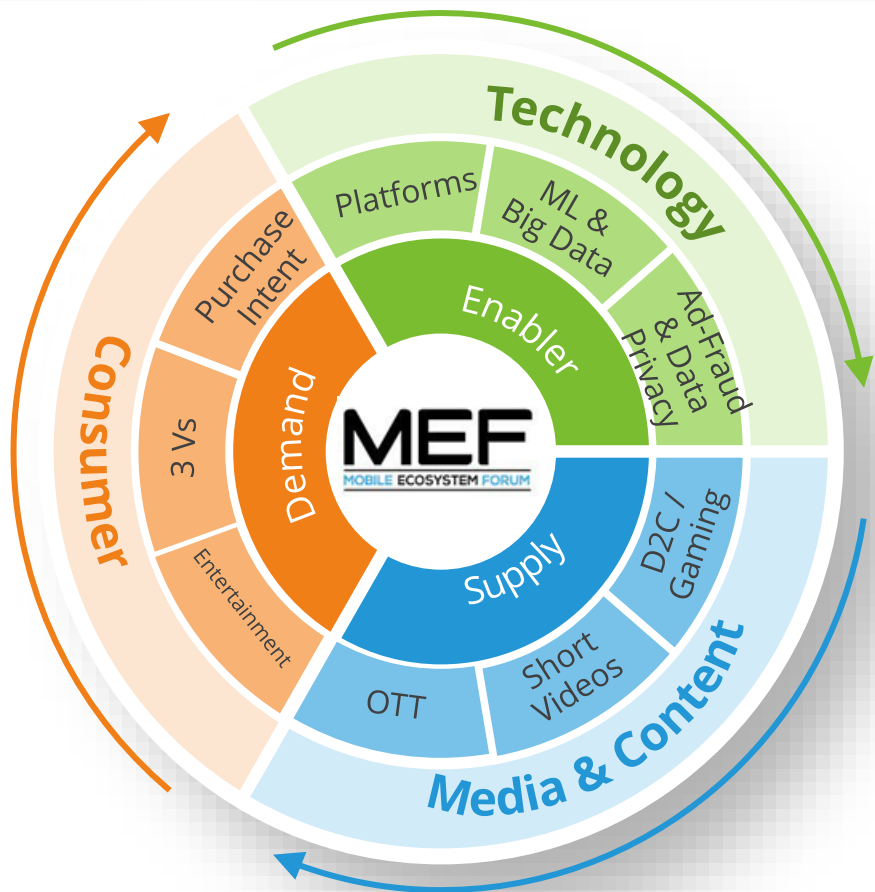
### Co-Founder and Commercial Director at TVadSync Limited

- TVadSync is a managed service agency utilizing TV data to inform their ad buying engine and campaign attribution.
- Pieter is the co-founder.
- Over to you Pieter – tell us more!



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'

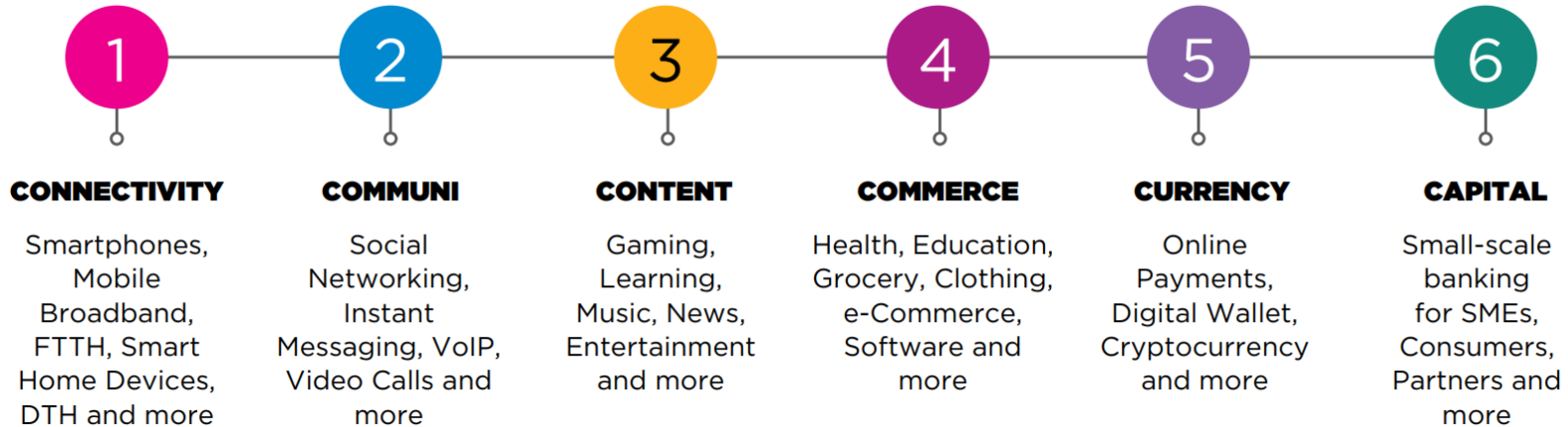


**360-Degree**  
approach to  
cohort formation



## 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:

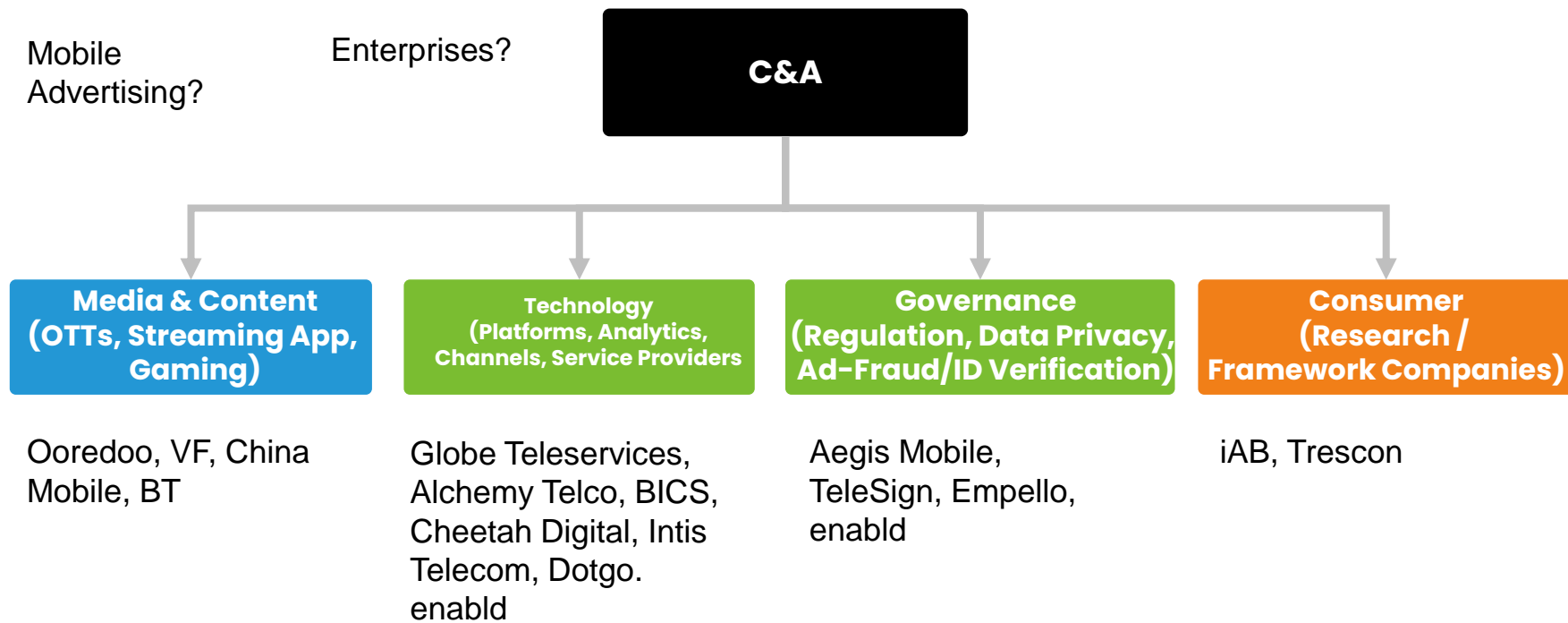
- Data assets to learn/personalise
- How to gather data/insights
- Gaining customer consent
- How to take a customer from unknown to known
- Gaining a direct customer relationship
- Research on customer behaviours

## 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



EVENT TITLE	DATE	COUNTRY
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 & ROUNDTABLE 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

## CONTENT & ADVERTISING AND MOBILE PAYMENTS

Supported by



Date: January 11<sup>th</sup> & 12<sup>th</sup>, 2023

Location: Kuala Lumpur, Malaysia

NB. Physical event – no online access

January 11th – informal networking: drinks & dinner 6pm to 10pm

Venue: TBD

January 12th – 9am to 5pm

Venue: Sam Media's office in Kuala Lumpur – Menara Ilham Suite 02, Level 11, No. 8, Lrg Binjai 50450

### AGENDA

- 9am Registration & networking
- 10am Introductions and goals of the day (MEF & Sam Media)
- 10.15am XXX Analyst presentation? (30 minutes)
- 10.45am XXX (30 minutes)
- 11.30am Break (15 minutes)
- 11.45am XXX (30 minutes)
- 12:15pm XXX (30 minutes)
- 12.45pm XXX (30 minutes)
- 1.15pm Lunch & networking (60 minutes)
- 2.15pm XXX (30 minutes)
- 2.45pm XXX (30 minutes)
- 3.15pm XXX (30 minutes)
- 3.30pm Break (15 minutes)
- 3.45pm XXX (30 minutes)
- 4.15pm XXX (30 minutes)
- 4.45pm Event Conclusion

- Limited places – book in advance (email [james@mobileecosystemforum.com](mailto:james@mobileecosystemforum.com))
- Aimed at bringing together stakeholders from across the Content & Advertising and Payments industries across South East Asia to discuss ALL the relevant issues – trust, security, the role of MNOs, customer support excellence, monetisation, the commercial models in play and more!
- GOAL: to interact in person, sharing and developing great insights, all aimed at positively impacting the wider Content & Advertising and Payments worlds across Malaysia and the region

- Customer Care
- Fraud



# 06 MEF CONNECTS Wholesale: The Platform To Build From - Day 1, Wednesday September 14<sup>th</sup> 2022

- Virtual expo (opens at 9am)
- **MEF Welcome and Intro to Digital Transformation 2-Day Event** (10 minutes) 10am **Dario Betti**
- **MARKET VIEWS** Key note (30 minutes) 10.10am **Sponsored**
- **MARKET VIEWS** Analyst briefing (30 minutes) 10.40am OMDIA, **Julian Watson**
- **FUTURE READY** IoT: The Nature of Evolving IoT Traffic Will Require New Wholesale Business Models (40 minutes) 11.10am
- **FUTURE READY** Network Sustainability: Is Making It A Priority Viable? (40 minutes) 11.50am
- **NEW REVENUE STREAMS** Wholesale SMS: Scale and Differentiation (40 minutes) 12.30pm **Sponsored**
- **NEW REVENUE STREAMS** Number Information Services (NIS) As a CPaaS Ecosystem Enabler (40 minutes) 1.10pm **Sponsored**
- **NEW REVENUE STREAMS** New Revenue: Industry Looking for New Growth (10 minutes) 1.50pm (short session explaining MEF's Wholesale Working Group)
- **NEW REVENUE STREAMS** OTTs
- **NEW REVENUE STREAMS** What Does it Take to be Successful in Wholesale 5G Roaming? (40 minutes) 2.40pm **Sponsored**
- **CONCLUSION** Event close (5 minutes) 3.20pm

# 06 MEF CONNECTS Wholesale: The Platform To Build From - Day 2, Thursday September 15<sup>th</sup> 2022

- Virtual expo (opens at 9am)
- MEF Welcome and Intro to Digital Transformation Day 2 (5 minutes) 10am
- **MARKET VIEWS** Analyst Briefing (30 minutes) 10.05am **Kaleido Intelligence**
- **WHOLESALE TRANSFORMATION** Is Wholetail the New Wholesale? (40 minutes) 10.35am
- **WHOLESALE TRANSFORMATION** Automation Fuelling Innovation (40 minutes) 11.15am
- **WHOLESALE TRANSFORMATION** Voice – **Telegeography** analyst session (30 minutes) 11.55am
- **WHOLESALE TRANSFORMATION** Voice Today: Regional Challenges & Success Stories (40 minutes) 12.25pm **Sponsored**
- **WHOLESALE TRANSFORMATION** A2P Voice Flash Calling (30 minutes) 1.05pm **Sponsored**
- **WHOLESALE TRANSFORMATION** CPaaS: A Viable Opportunity For Wholesalers? (40 minutes) 1.35pm **Sponsored**
- **WHOLESALE TRANSFORMATION** CPaaS? (30 minutes) 2.15pm **Sponsored**
- **SECURITY XXX** (40 minutes) 2.45pm **Sponsored**
- **SECURITY** Security in Wholesale (20 minutes) 3.25pm **Sponsored**
- **SECURITY XXX** (40 minutes) 3.45pm **Sponsored**
- **CONCLUSION** Event close (5 minutes) 4.25pm

# AOB?

If not, see you at the next meeting on **October 13<sup>th</sup> at 2pm**  
UK time!