

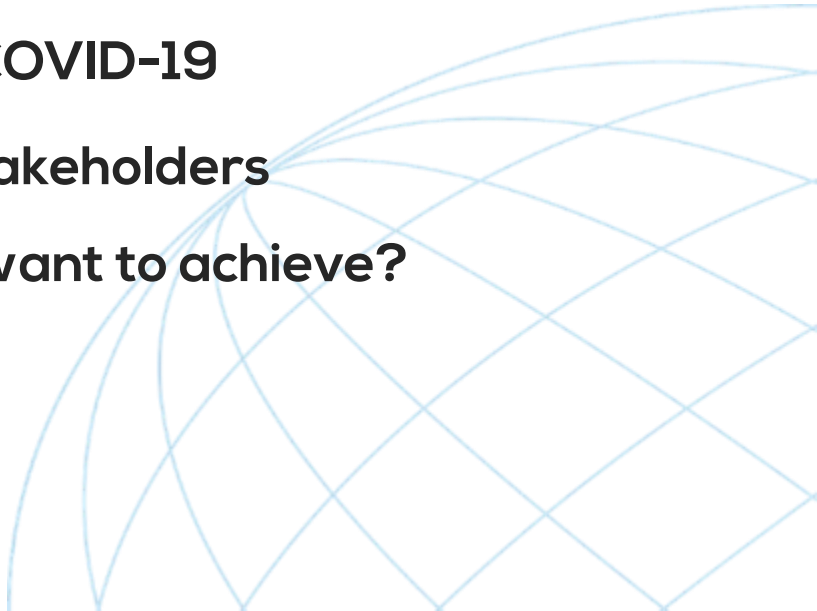


Content & Advertising

October 13th 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





- **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

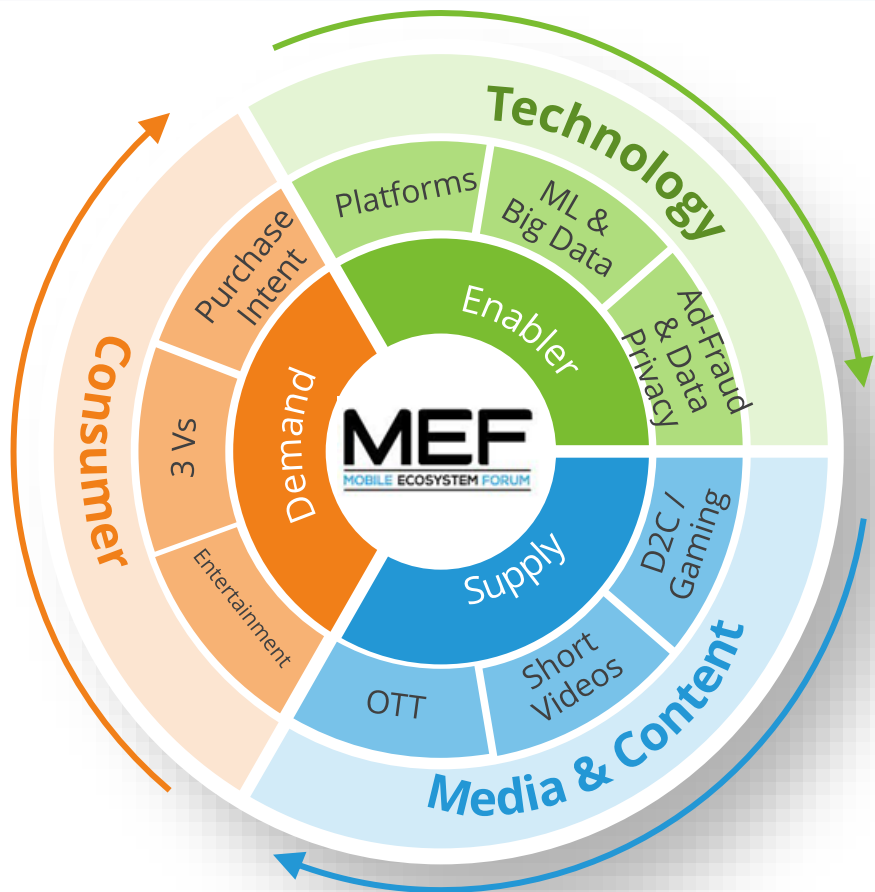
Co-Founder and Commercial Director at TVadSync Limited

- BlackNGreen is one of our newest MEF members
- Presenting to us will be CEO, Mr Atul Madan and Mr Ranjith Balakrishnan, VP (Global Account Management)
- Over to you Atul and Ranjith – tell us more!



Key industry impacts across all geographies:

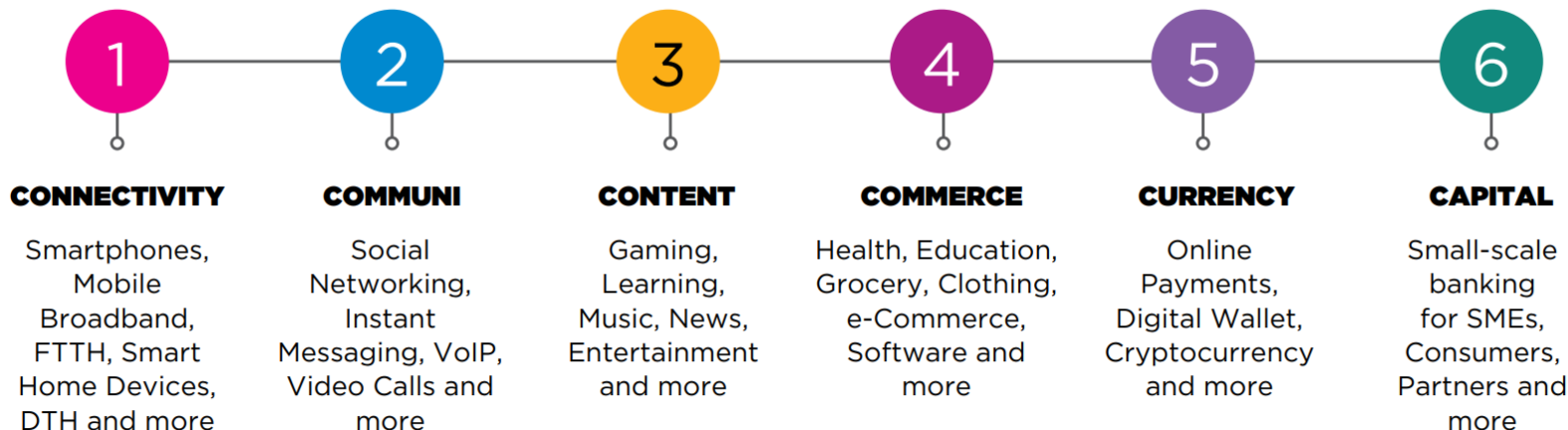
- In-app advertising budgets to grow
- 3 'Vs' to dominate: '*Monetization through Personalization*'
 - ✓ Voice based search
 - ✓ Vernacular language
 - ✓ Video content consumption
- Convergence of (i) Digital Payments, (ii) Messaging Platforms & (iii) Advertising
- Online to Offline: **OOH** (out-of-home) 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:

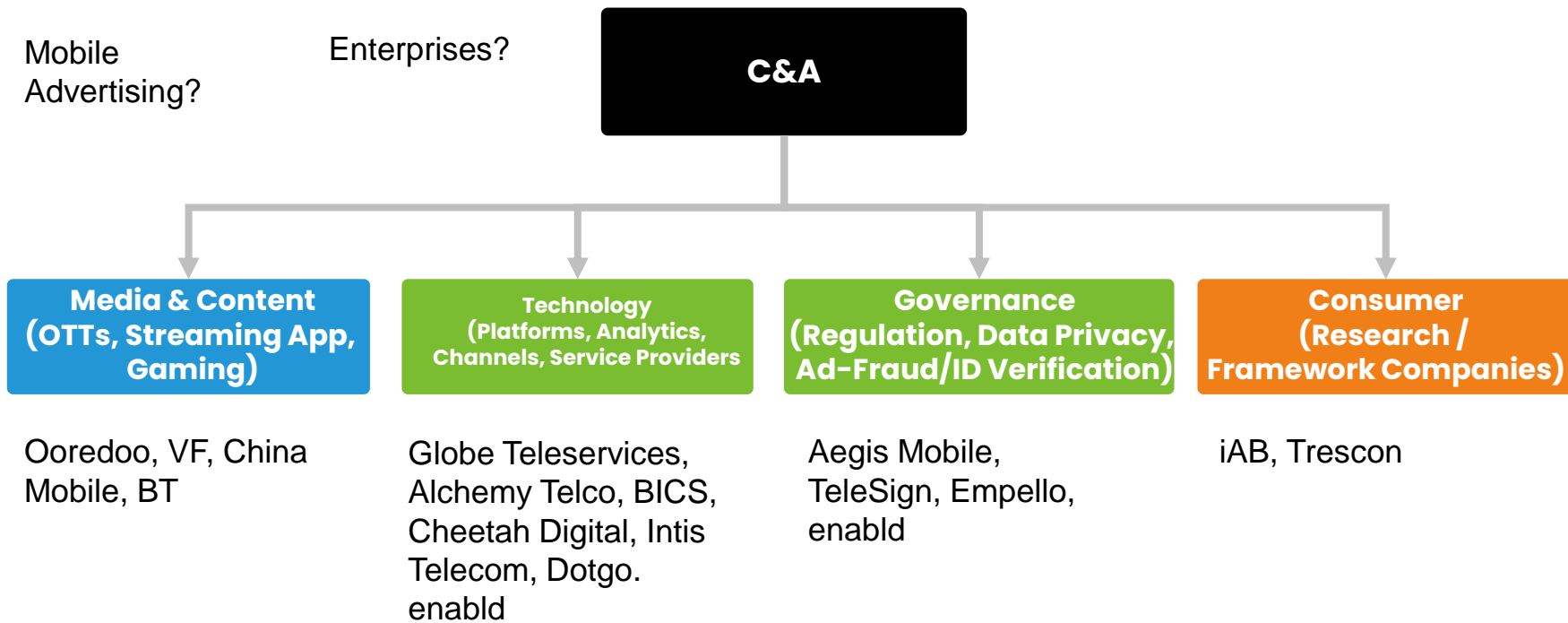
- Data assets to learn/personalise
- How to gather data/insights
- Gaining customer consent
- How to take a customer from unknown to known
- Gaining a direct customer relationship
- Research on customer behaviours

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 Roundtable: Registry Event – Banks London	October 6 th – TBC	UK (London)
MEF MEET UPS & ROUNDTABLE at AfricaCom	November 7 th and 8 th	Africa (Cape Town)
MEF CONNECTS Omnichannel (Hybrid) London + MEET UP + AGM	November 29/30 th –December 1 st	UK (London)
RCS MEET UP	December 1 st	UK (London)

EVENT TITLE	DATE	COUNTRY
MEF ROUNDTABLE + MEET UP	January 10 th -11 th	Malaysia (Kuala Lumpur)
MEF @ MWC 2023 [MEF LOUNGE + MEFFYS AWARDS + MSG MEET UP + FUTURE OF MOBILE CONFERENCE	February 26 th -Mar 1 st	Spain (Barcelona)
MEF CONNECTS USA, LATAM + CARIBBEAN	March TBC	USA (Miami)
ITW 2023	May 14 th -17 th	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 to take part, sponsor, or for more information – thank you

CONTENT & ADVERTISING AND MOBILE PAYMENTS

Supported by



Date: January 11th & 12th, 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)
- 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

AOB?

If not, see you at the next meeting!

