



# Content & Advertising

November 17<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



- **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

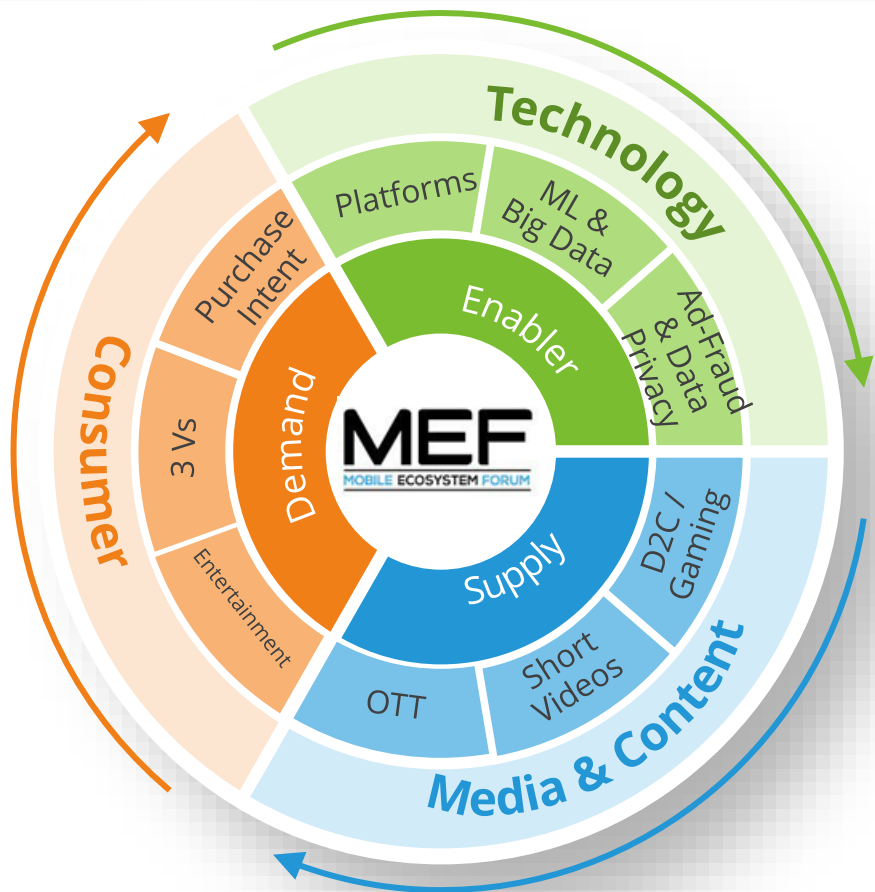
### CEO and Founder at clipfeed

- clipfeed is one of our newest MEF members
- Presenting to us will be CEO and founder, Michael Whelan
- Over to you Michael – 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'

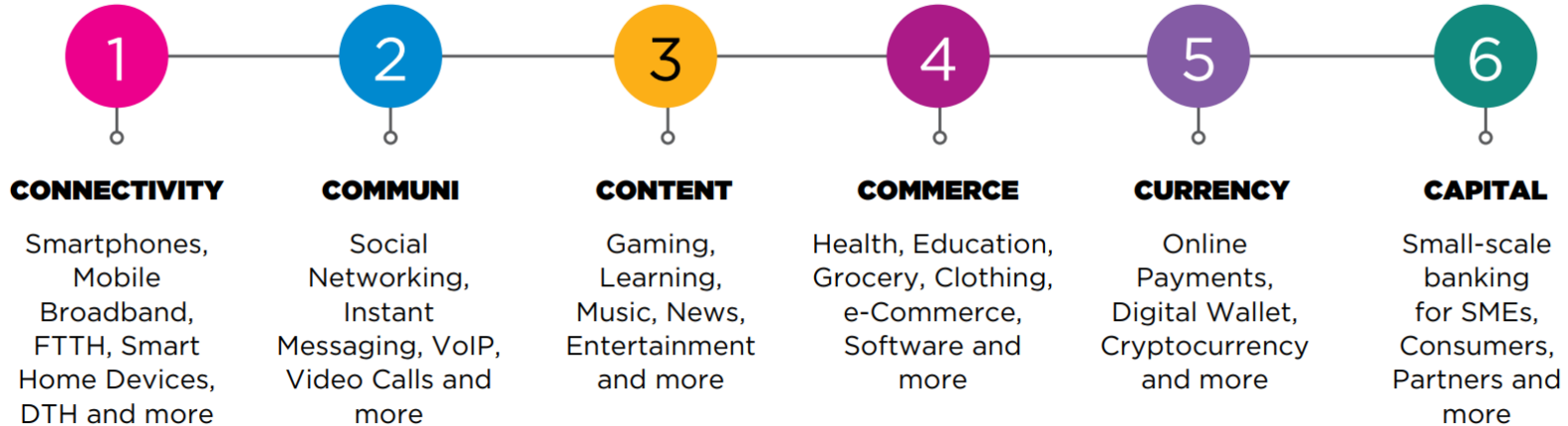


**360-Degree**  
approach to  
cohort formation



## 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:

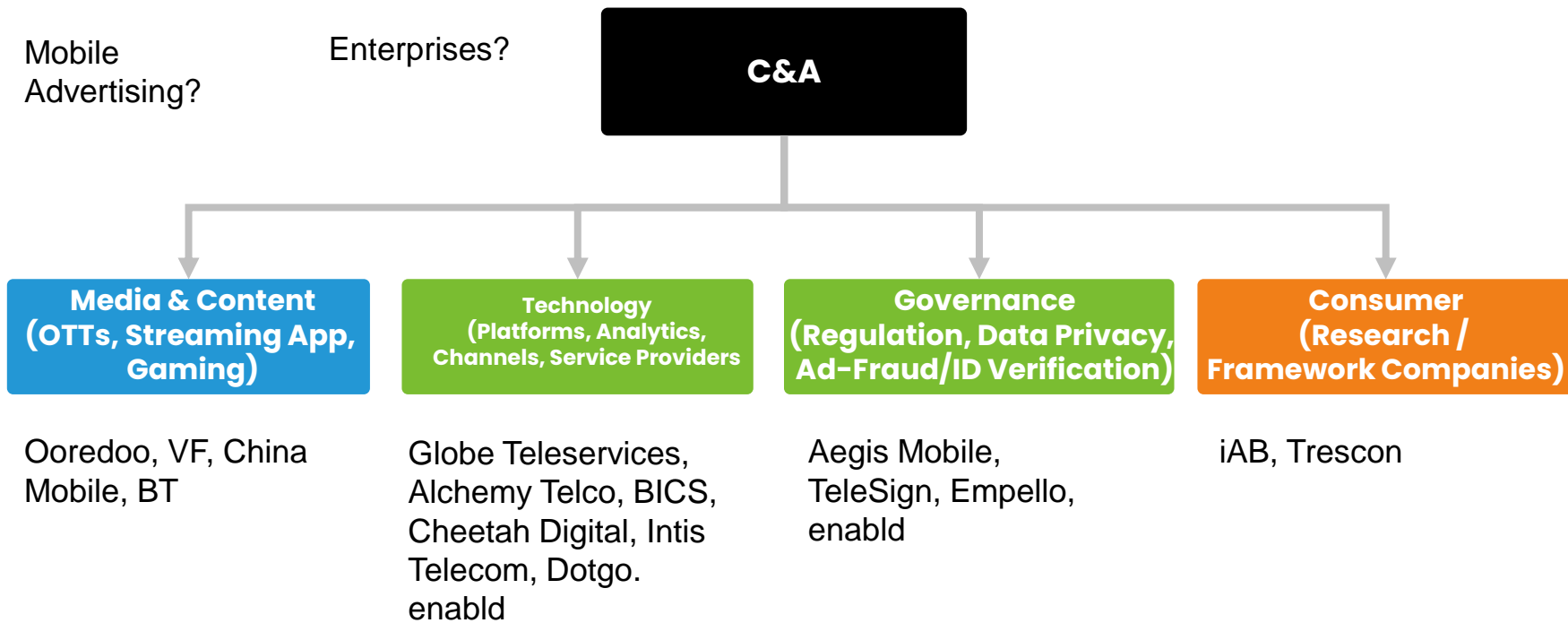
- Data assets to learn/personalise
- How to gather data/insights
- Gaining customer consent
- How to take a customer from unknown to known
- Gaining a direct customer relationship
- Research on customer behaviours

## 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



# 2023 ROADMAP



**11**

JANUARY

**MEF MEET-UP**

KUALA LUMPUR

KUALA LUMPUR - MALAYSIA

**12**

JANUARY

**MEF CONNECTS**

MOBILE CONTENT &amp; PAYMENTS

KUALA LUMPUR - MALAYSIA

**26**

FEBRUARY

**MEF LOUNGE**

BARCELONA - SPAIN

**26-27**

FEBRUARY

**GLOBAL FORUM**

BARCELONA - SPAIN

**26-27**

FEBRUARY

**CLUB MEF**

BARCELONA - SPAIN

**27**

FEBRUARY

**ELECTIONS**

BARCELONA - SPAIN

**27**

FEBRUARY

**THE MEFFYS AWARDS**

BARCELONA - SPAIN

**27**

FEBRUARY

**THE MEFFYS BALL**

BARCELONA - SPAIN

**28**

FEBRUARY

**MEF @ MWC BARCELONA**

THE FUTURE OF MOBILE

BARCELONA - SPAIN

**21**

MARCH

**MEF CONNECTS**

THE METAVERSE

MIAMI - USA

**21**

MARCH

**MEF MEET-UP**

MIAMI

MIAMI - USA

**22**

MARCH

**LEADERSHIP FORUM**

MESSAGING USA

MIAMI - USA

**12**

APRIL

**MEF MEET-UP**

INDIA

MUMBAI - INDIA

**13**

APRIL

**MEF CONNECTS**

INDIA

MUMBAI - INDIA

**18**

APRIL

**MEF MEET-UP**

DUBLIN

DUBLIN - IRELAND

**19**

APRIL

**MEF CONNECTS**

BUSINESS MESSAGING

DUBLIN - IRELAND

**9**

MAY

**MEF MEET-UP**

MILAN

MILAN - ITALY

**9**

MAY

**LEADERSHIP FORUM**

ITALY

MILAN - ITALY

**15**

MAY

**MEF MEET-UP**

WASHINGTON - ITW

📍 WASHINGTON, D.C. - USA

**25**

MAY

**MEF CONNECTS**

PERSONAL DATA &amp; IDENTITY

📍 LONDON - UK

**01**

JUNE

**LEADERSHIP FORUM**

MESSAGING - THE NORDICS

📍 STOCKHOLM - SWEDEN

**15**

JUNE

**ROUNDTABLE**

CYBERSECURITY - REGISTRY

📍 LONDON - UK

**11**

JULY

**MEF CONNECTS**

IoT

📍 LONDON - UK

**TBD**

JULY

**LEADERSHIP FORUM**

Wholesale Europe

📍 PARIS - FRANCE

**18**

JULY

**MEF CONNECTS**

CANADA

📍 MONTREAL - CANADA

**15**

AUGUST

**MEF CONNECTS**

BRAZIL

📍 SÃO PAULO - BRAZIL

**15**

AUGUST

**MEF MEET-UP**

SÃO PAULO

📍 SÃO PAULO - BRAZIL

**TBD**

SEPTEMBER

**MEF CONNECTS**

WHOLESALE

📍 ONLINE - UK TIME

**TBD**

SEPTEMBER

**MEF CONNECTS**

USA

📍 LAS VEGAS - USA

**TBD**

SEPTEMBER

**MEF MEET-UP**

LAS VEGAS

📍 LAS VEGAS - USA

**TBD**

SEPTEMBER

**MEF MEET-UP**

AMSTERDAM

📍 AMSTERDAM - NETHERLANDS

**02**

OCTOBER

**RCS WORLD**

📍 NEW YORK - USA

**13**

NOVEMBER

**MEF MEET-UP**

CAPE TOWN - AFRICACOM

📍 CAPE TOWN - SOUTH AFRICA

**14**

NOVEMBER

**ROUNDTABLE**

AFRICA

📍 CAPE TOWN - SOUTH AFRICA

**28**

NOVEMBER

**AGM**

📍 LONDON - UK

**28**

NOVEMBER

**MEF MEET-UP**

LONDON

📍 LONDON - UK

29-30

NOVEMBER

**MEF CONNECTS**

OMNICHANNEL

📍 LONDON - UK



## MOBILE CONTENT & PAYMENTS

Supported by



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

**Location:** Kuala Lumpur, Malaysia NB. Physical event – no online

**Recommended Hotel:** Element by Westin (same building as location of event on January 12<sup>th</sup>)

**January 11<sup>th</sup> – informal networking: drinks & dinner 6pm to 10pm**

**Venue:** fuego Level 23A, Tower B, The Troika, 19 Persiaran KLCC

<https://troikaskydining.com/fuego/>

**January 12<sup>th</sup> – 9am to 5pm (MAXIMUM OF 80 PEOPLE)**

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

- 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

## AGENDA

- **9am** Registration & networking
- **10am** Introductions and goals of the day (James Williams, MEF & Sam Media)
- **10.15am** Ad Fraud & Digital Payments Fraud – Will The Industry Ever Be One Step Ahead Of Bad Actors? (30 minutes)
- **10.45am** Customer Care & Data – How To Leverage The Data Opportunity (30 minutes)
- **11.15am** Break (15 minutes)
- **11.30am** Products – How To Develop & Deliver Products That Surprise & Delight (30 minutes)
- **12pm** Compatibility – Can Products Really Meet The Needs Of Every Target Market & Audience? (30 minutes)
- **12.30pm** 5G & Media - Will The Next Big Battle Play Out In Advertising? (30 minutes)
- **1pm** Lunch & networking (60 minutes)
- **2pm** Is Advertising-Based Video On Demand (AVOD) The Way to Maintain Market Share? (30 minutes)
- **2.30pm** Convergence Of Telco, Media, Communication, Commerce & Payments - What Will ICT Look Like In 2025? (30 minutes)
- **3pm** Customer Data Platforms in Telcos – An Investment Or Cost? (30 minutes)
- **3.30pm** Break (15 minutes)
- **3.45pm** The Emergence Of Connected TV & Advertising – TV OEM & Media (30 minutes)
- **4.15pm** Personalisation Through Monetisation & Segmentation – Media + CPG / FMCG (30 minutes)
- **4.45pm** Event Conclusion (15 minutes - James Williams, MEF & Sam Media)
- **5pm – 6.30pm** Goodbye Drinks

- Panel #1: Ad Fraud & Digital Payments Fraud – Will The Industry Ever Be One Step Ahead Of Bad Actors?
- Panel #2: Customer Care & Data – How To Leverage The Data Opportunity
- Panel #3: Products – How To Develop & Deliver Products That Surprise & Delight
- Panel #4: Compatibility – Can Products Really Meet The Needs Of Every Target Market And Audience?
- Panel #5: 5G & Media - Will The Next Big Battle Play Out In Advertising?
- Panel #6: Is Advertising-Based Video On Demand (AVOD) The Way to Maintain Market Share?
- Panel #7: Convergence Of Telco, Media, Communication, Commerce & Payments - What Will ICT Look Like In 2025?
- Panel #8: Customer Data Platforms in Telcos – An Investment Or Cost?
- Panel #9: The Emergence of Connected TV & Advertising – TV OEM & Media
- Panel #10: Personalization through Monetization & Segmentation – Media + CPG / FMCG?

- Customer Care
- Fraud

# AOB?

**If not, see you at the next meeting!**

