

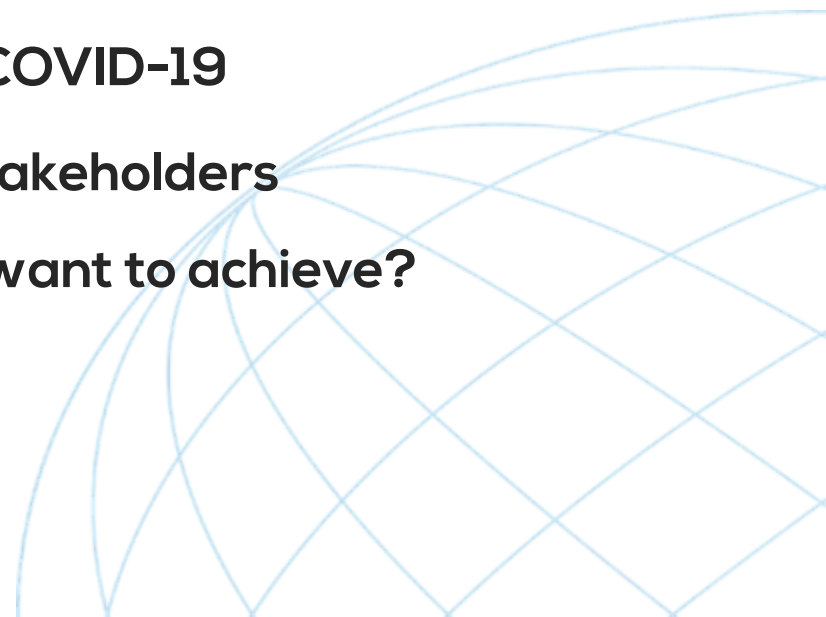


# Content & Advertising

January 19<sup>th</sup> 2023

- 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** News
- 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

## European heavyweights seek EC nod for advertising JV

[in](#) LinkedIn [Twitter](#) [Facebook](#) [+ More](#) 1



10 JAN 2023  
AUTHOR



Chris Donkin

Chris joined the Mobile World Live team in November 2016 having previously worked at a number of UK media outlets including Trinity Mirror, The Press Association and UK telecoms publication Mobile News. After spending 10 years in journalism, he moved...

[Read more](#)

### RELATED

Ghana tentatively clears Telecel, Vodafone transaction

German players claim network rollout successes

Los gigantes europeos piden a la CE que apruebe su alianza publicitaria

ESPAÑOL

Orange, Vodafone Group, Deutsche Telekom and Telefonica applied to the European Commission (EC) for approval to form a joint venture aimed at supporting targeted advertising services by third parties, including various privacy elements for consumer control.

The quartet are yet to make a detailed public statement about the move, but the EC filing on the proposal supplied an outline of the plan with the authority's competition policy chiefs working to a provisional deadline of 10 February.

A Vodafone representative told *Mobile World Live* the parties would not be commenting on the proposed JV while the EC was considering the application.

The filing shows the venture would be equally owned and controlled by the four.

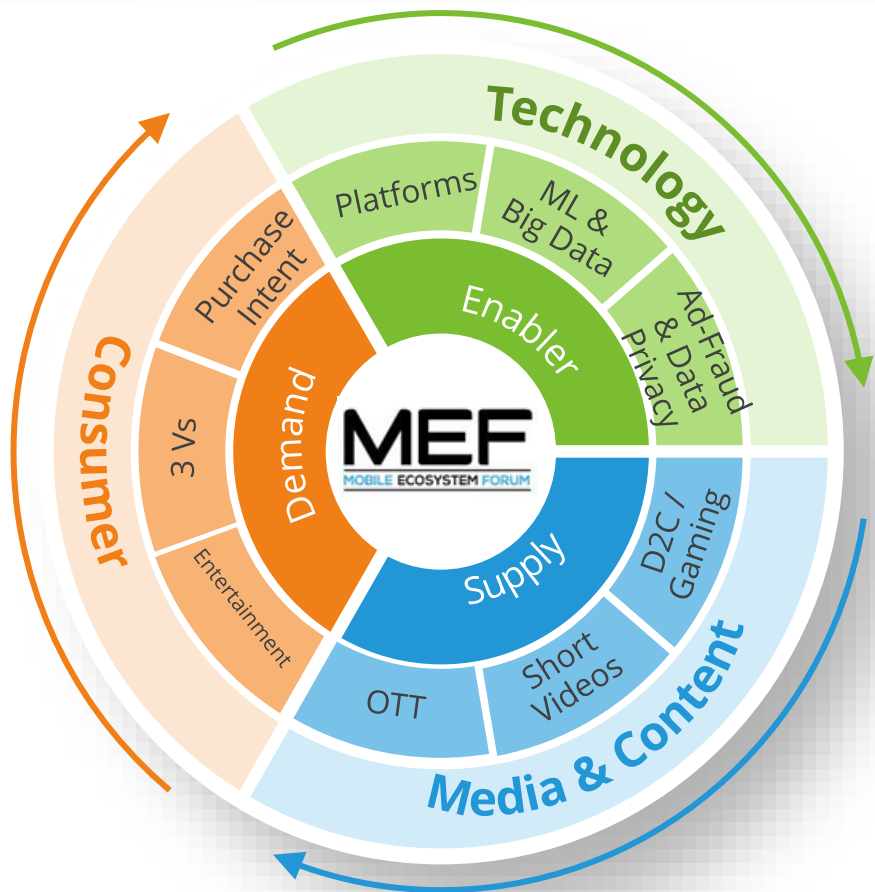
If approved, it is set to offer what is described as a "privacy-led, digital identification solution to support the digital marketing and advertising activities of brands and publishers".

TAGS

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'

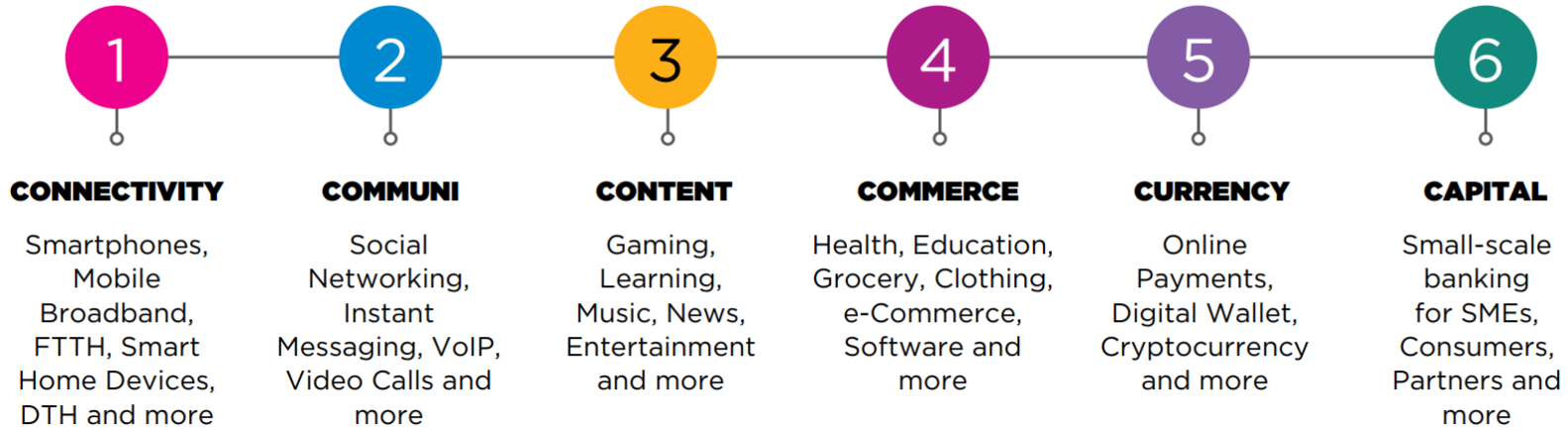




**360-Degree**  
approach to  
cohort formation

## 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:

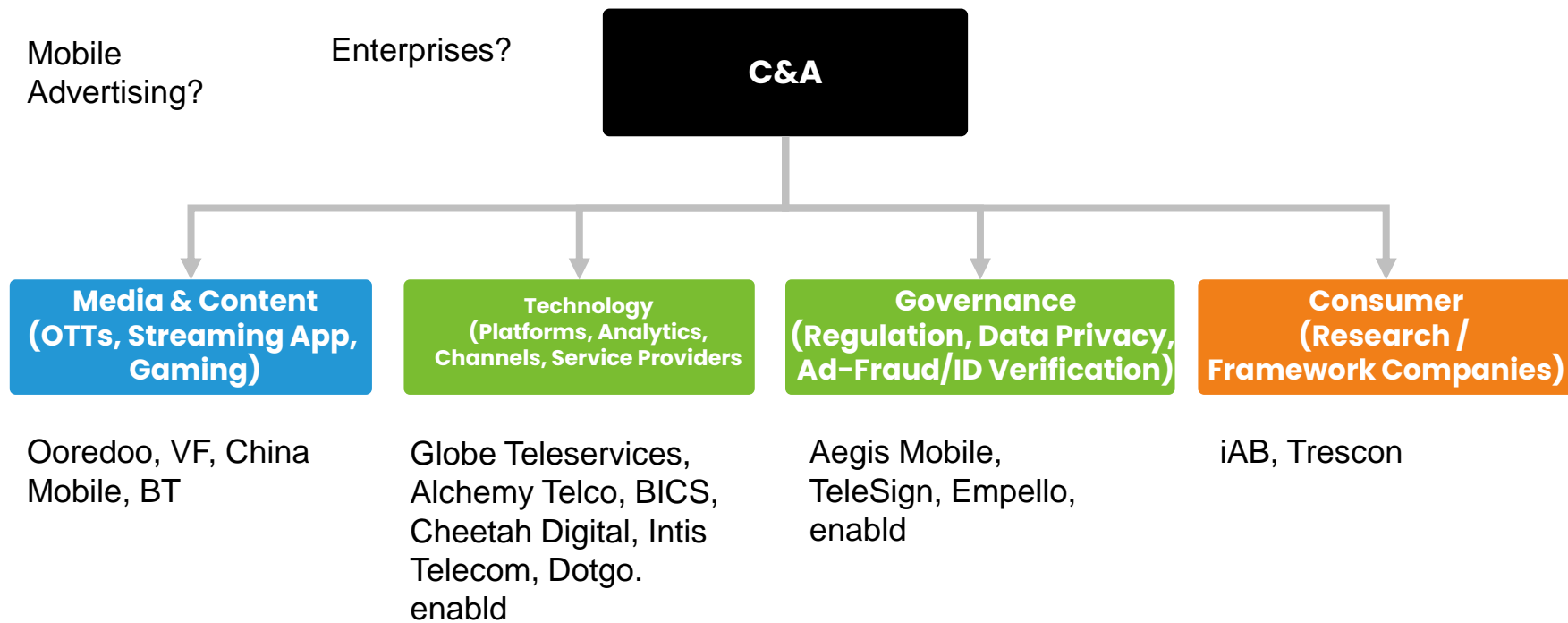
- Data assets to learn/personalise
- How to gather data/insights
- Gaining customer consent
- How to take a customer from unknown to known
- Gaining a direct customer relationship
- Research on customer behaviours

## 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





We're looking for your top products/services/use-cases from 2022 to be nominated for each of the MEFFYS Award Categories. The nominations are open to all companies, but only MEF Members and MEF Minute Subscribers can vote for the winners.

<https://mobileecosystemforum.com/meffys-2023/> - submit your nomination NOW!

# 2023 ROADMAP



- 11** JANUARY **MEF MEET-UP** KUALA LUMPUR  
KUALA LUMPUR - MALAYSIA
- 12** JANUARY **MEF CONNECTS** MOBILE CONTENT & PAYMENTS  
KUALA LUMPUR - MALAYSIA
- 26-27** FEBRUARY **GLOBAL FORUM**  
BARCELONA - SPAIN
- 26-27** FEBRUARY **CLUB MEF**  
BARCELONA - SPAIN
- 27** FEBRUARY **THE MEFFYS AWARDS**  
BARCELONA - SPAIN
- 27** FEBRUARY **THE MEFFYS BALL**  
BARCELONA - SPAIN
- 20** MARCH **MEF MEET-UP** MIAMI  
MIAMI - USA
- 21** MARCH **MEF CONNECTS** MESSAGING AMERICAS  
MIAMI - USA
- 12** APRIL **MEF MEET-UP** INDIA  
MUMBAI - INDIA
- 18** APRIL **MEF MEET-UP** DUBLIN  
DUBLIN - IRELAND
- 2** MAY **MEF MEET-UP** RIO DE JANEIRO  
RIO DE JANEIRO - BRAZIL
- 9** MAY **MEF MEET-UP** ROME  
ROME - ITALY
- 15** MAY **MEF MEET-UP** WASHINGTON - ITW  
WASHINGTON, D.C. - USA
- 25** MAY **MEF CONNECTS** PERSONAL DATA & IDENTITY  
LONDON - UK
- 15** JUNE **ROUNDTABLE** CYBERSECURITY - REGISTRY  
LONDON - UK
- 11** JULY **MEF CONNECTS** IoT  
ONLINE - UK TIME
- 18** JULY **MEF CONNECTS** CANADA  
MONTREAL - CANADA
- 15** AUGUST **MEF CONNECTS** BRAZIL  
SÃO PAULO - BRAZIL
- TBD** SEPTEMBER **MEF CONNECTS** USA  
LAS VEGAS - USA
- TBD** SEPTEMBER **MEF MEET-UP** LAS VEGAS  
LAS VEGAS - USA
- 26** FEBRUARY **MEF LOUNGE**  
BARCELONA - SPAIN
- 27** FEBRUARY **ELECTIONS**  
BARCELONA - SPAIN
- 28** FEBRUARY **MEF @ MWC BARCELONA** THE FUTURE OF MOBILE  
BARCELONA - SPAIN
- 11** APRIL **MEF MEET-UP** INDIA  
MUMBAI - INDIA
- 18-19** APRIL **MEF CONNECTS** BUSINESS MESSAGING  
DUBLIN - IRELAND
- 9** MAY **LEADERSHIP FORUM** ITALY  
ROME - ITALY
- 01** JUNE **MEF CONNECTS** NORDICS  
STOCKHOLM - SWEDEN
- TBD** JULY **LEADERSHIP FORUM** Wholesale Europe  
PARIS - FRANCE
- 15** AUGUST **MEF MEET-UP** SÃO PAULO  
SÃO PAULO - BRAZIL
- 18** SEPTEMBER **MEF MEET-UP** AMSTERDAM - GCBS  
AMSTERDAM - NETHERLANDS

- 02** OCTOBER **RCS WORLD**  
NEW YORK - USA
- 10-11** OCTOBER **MEF CONNECTS** WHOLESALE  
ONLINE - UK TIME
- 13** NOVEMBER **MEF MEET-UP** CAPE TOWN - AFRICOM  
CAPE TOWN - SOUTH AFRICA
- 14** NOVEMBER **ROUNDTABLE** AFRICA  
CAPE TOWN - SOUTH AFRICA
- 28** NOVEMBER **AGM** LONDON  
LONDON - UK
- 28** NOVEMBER **MEF MEET-UP** LONDON  
LONDON - UK
- 29-30** NOVEMBER **MEF CONNECTS** OMNICHANNEL  
LONDON - UK

FOR SPONSORSHIP ENQUIRIES AND TO REGISTER  
INTEREST CONTACT:

[SUSAN@MOBILEECOSYSTEMFORUM.COM](mailto:SUSAN@MOBILEECOSYSTEMFORUM.COM) +44 79  
442 3308



## 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



# MEF

MOBILE ECOSYSTEM FORUM

**IN BARCELONA FEB 26-28**

**CASA LLOTJA DE MAR + FIRA**

CLUB MEF | MEFFYS AWARDS + MEFFYS BALL  
PRODUCT LAUNCHES | GLOBAL FORUM  
MEDIA CENTRE + LIVE BROADCASTS  
MEF LOUNGE | THE FUTURE OF MOBILE SUMMIT





## MEF GLOBAL FORUM: SUNDAY 26 + MONDAY 27 FEB 2023

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The MEF Global Forum will host many important voices from the Mobile Ecosystem to share their topics with MEF members and the wider public. You will find many global industry bodies, and their audiences, represented under one palatial roof at CASA LLOTJA. We offer a mixture of conferences, live streaming and networking where members and industry collaborators drive the thought leadership. Ample exhibition, networking and hospitality space included. Widen your audience, broadcast your content, set your agenda.

MEF will have open its Media Centre at CASA LLOTJA to coincide with the Global Forum. Live press announcements and video interviews will take place over the two-day Forum. This will of course be subject to the consent and approval of all participants ahead of time.



## MEF GLOBAL FORUM: THE AGENDA 2023

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Please find the Agenda below for The MEF Global Forum at Casa Llotja de Mar on Sunday and Monday. There are two streams for the Global Forum. One will take place in the Consul's Hall the other will take place in the Plenary Hall. You can view the room features in this brochure.

Please note we will be promoting each 30min Session and Session speakers, within each 90 min Forum, separately.

### Sunday 26 Feb -

12:00 Welcome Private Guided Tour of the historic Casa Llotja de Mar

12:00 Club MEF & EXPO opens

12:30 MEF Global Forum opens: **CONSUMER TRUST FORUM** [consuls] **THE CAMPAIGN REGISTRY SUMMIT** [plenary]

13:30 Networking Lunch

14:30 **MOBILE EDGE FORUM** [consuls] **INCLUSION FORUM** [plenary]

16:00 Networking Coffee

16:30 **REGULATION FORUM** [consuls] **SUSTAINABILITY FORUM** [plenary]

17:30 MEF Global Forum closes

17:30 MEF LOUNGE drinks, food, entertainment in stunning heated courtyard

21:30 MEF LOUNGE closes



## MEF GLOBAL FORUM: THE AGENDA 2023

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### Monday 27 Feb-

08:30 Club MEF & EXPO opens + Breakfast

09:00 MEF Global Forum opens: **SMS FORUM** [consuls] **CONTENT & ADVERTISING FORUM** [plenary]

10:30 Networking Coffee

11:00 **RICH MESSAGING FORUM** [consuls] **IOT FORUM** [plenary]

12:30 Networking Lunch

13:30 **ANTI FRAUD FORUM** [consuls] **WHOLESALE FORUM** [plenary]

14:30 **LANCK TELECOM SUMMIT** [consuls] **UK GOV FORUM** [plenary]

16:00 Networking Coffee

16:30 **IDENTITY FORUM** [consuls] **PAYMENTS FORUM** [plenary]

18:00 MEF Global Forum closes

18:00 MEF BOARD ELECTIONS

18:30 MEFFYS AWARDS Red Carpet and Welcome Drinks + tapas

19:30 MEFFYS AWARDS (black tie) show

21:30 MEFFYS PARTY (live entertainment, DJ, dancing, food & drinks) til late

### Tuesday 28 Feb -

15:00 MEF Future of Mobile Summit at MWC, Fira

19:00 Close



## PLENARY HALL GLOBAL FORUM

This is a space packed with history but fully re-modelled. It is the room that has undergone the most alterations at Llotja de Mar and is located in the former Montcada chapel. This room is like going back in time without moving from your chair.

It features state-of-the-art equipment for holding meetings, conferences, debates and press conferences.

It also boasts an integrated broadcasting system to transmit your content anywhere you want.

### **Capacity**

105 pax

### **Useful surface**

148 m<sup>2</sup>



## CONSULS' HALL

### GLOBAL FORUM & Expo

his room is like no other. Formerly the site of the Academy of Fine Arts, tasked with public education in Barcelona, it was here that architect Antoni Gaudí took his first steps in the world of architecture and Pablo Picasso produced his first paintings.

A 700-plus sq metre space harbouring historic occasions able to be recreated for any type of event.

**Capacity**  
360 pax

**Useful surface**  
726 m<sup>2</sup>



# MEF FUTURE OF MOBILE SUMMIT

28 FEBRUARY 2023  
FIRA BARCELONA

MEF's Future of Mobile Summit, will offer prominent keynote speaker, sessions on the following:

- Keynote
- Future of Messaging
- Future of Identity
- Quick Fire Brand
- Connectivity/Roaming
- Future of Gaming/Content
- Future Talent





## HALL OF LIONS

### GLOBAL FORUM HOSPITALITY SUITE

The antechamber to the Consuls' Hall, known as the Hall of Lions, gets its name from the two majestic plaster lions sculpted by Damià Campeny.

A unique setting for a cocktail party or corporate meeting, with style and singularity as the standout features. If you are looking for somewhere to hold a small event, this is the room for you.

**Capacity**  
160 pax

**Useful surface**  
160 m<sup>2</sup>



## GOLDEN HALL CLUB MEF EXPO 26-27/04/21

Each exhibitor will be provided one 191 x 90 cm pop up podium as pictured in this guide. **Please provide graphic to be displayed (191x90cm) by 03/02/23.**



- An expo booth offers exceptional visibility and enhances brand recognition through its strategic placement in a high traffic area, guaranteeing maximum reach and exposure to potential customers.
- An opportunity to display marketing materials & schedule one-to-one meetings
- Trial demos and pitches
- Pop up podium can be dismantled and used in future events including expo at the Fira for the Future of Mobile Summit.
- Please arrive at 10:30 am on 26th to set up your booth.
- You will need to dismantle your booth 10pm on the last day of the event (27th)



## LOCATION

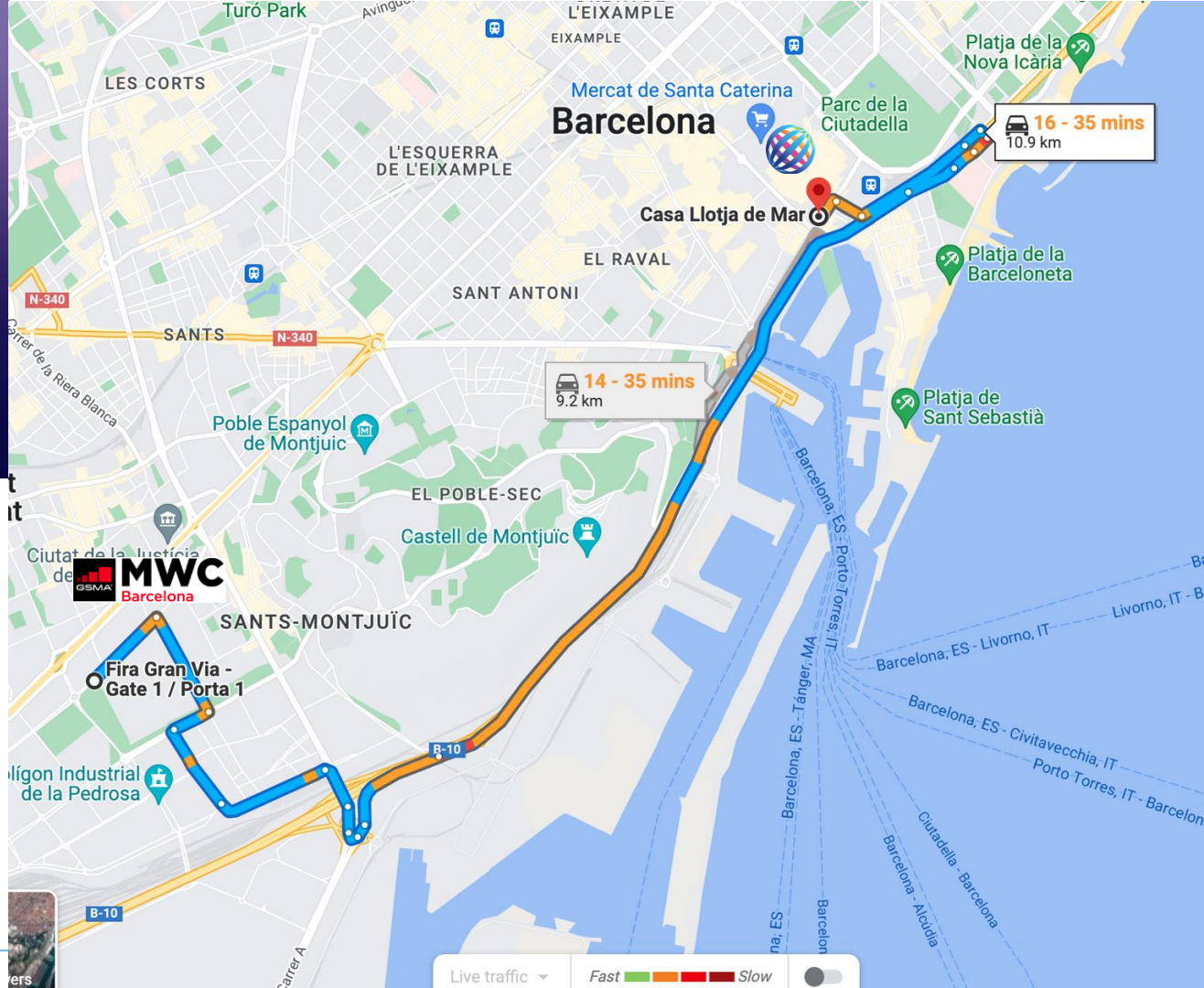
Fira Gran Via to Casa Llotja

Distance: 8.5km

Time: 15-35mins (traffic depending)

Metro: L4 Yellow Line, Barceloneta

Bus: H14 or D20 route.



Live traffic  Fast  Slow

## We're here to help your business grow!

Never forget that if you have any interesting reports, press releases, updates etc. of your own, MEF can get you more brand exposure by publishing these in our regular member publications – for example, our weekly newsletter which goes out on a Friday to 15k people

Email MEF's Global Communications Manager Sam Hill –  
**[sam@mobileecosystemforum.com](mailto:sam@mobileecosystemforum.com)**

- 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!

