



Content & Advertising

March 16th 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



clipfeed expands into LATAM




We're thrilled to announce that clipfeed has expanded its global reach into LATAM, thanks to a new partnership with Renxo. As one of the most well-known and established Mobile Entertainment Media investors in Argentina, Peru, Ecuador, Colombia, Uruguay, and Chile, Renxo is the perfect partner to bring our Esports destinations to end-users in the region.


Renxo offers both On Deck and White Label optimization offers, as well as internal media buying for operators through WAP on-portal, SAT Push notifications, SMS, and more. They're also a certified Google partner, maintaining a minimum optimization score of at least 70%.

We've already received immensely positive feedback from LATAM operators, with rollouts being planned and schedules set. We

Case Study CFM + Smadex by Entravision and the formula towards success

 **300 - 400**
Weekly subscriptions in their
biggest Europe country


 **70 - 150**
More weekly subscriptions
in the rest of Europe

About the client:
CFM (Content For Mobile) is a company that connects mobile carriers with the top brands from gaming and Esports such as Disney, Marvel, FIFA, & NBA. Due to working with these brands, **quality, security, and compliance**, feature high up in their priorities when it comes to promoting their products. Given they are often working directly with carriers, CFM takes no risks with their reputation, and especially when it comes to traffic.

The Challenge:
CFM had previously restricted traffic to trusted sources before reaching out to Smadex by Entravision **looking to increase the reach of their products in Europe**, seeking to achieve their cost objectives whilst growing their customer base, and meeting strict KPIs for compliance.

The Strategy:
To reach our client's goals, we put in place a strategy based on the following pillars:

- Establishment of daily subscriptions goals
- Check KPIs for quality of traffic sources
- Campaigns optimization to meet target CPA
- Ad creative optimization and adaptation based on geo-targeting
- Improvement of user segmentation through IP targeting




The Results:
With the help of Smadex by Entravision, during 2022, CFM achieved:

- KPIs closely matching other trusted sources
- Addition of between **300 and 400 new customers weekly** in their biggest country
- Between **70 and 150 more weekly subscriptions** in other European carriers
- Accomplish their target CPA

“

We cannot take risks with our brands and seeing that Smadex had approval from certain regulators and carriers was a key factor in starting with them. Since then, we have seen steady growth with good KPIs and the start of a long-term partnership.”



Gaby Busch CEO

Content & Advertising Winner: Mobibox – OUT OF THE BOX TECHNOLOGY



Mobibox – OUT OF THE BOX TECHNOLOGY – is a “ALL CONNECTED” state-of-the-art turnkey monetization solution platform for enhancing the overall Mobile VAS monetization experience combined with up-to-date technologies in one place.

MobiBox products suite speeds time to market for companies to build their online payment and advertising business and achieve their turnover goals with flexibility, scalability and reliability.



Apple Is Changing How Digital Ads Work. Are Advertisers Prepared?

by Julian Runge and Eric Seufert

April 26, 2021



Harvirm/Getty Images

Summary. The rollout of Apple's new privacy settings is upending the rules of digital advertising on the iOS platform. By limiting advertisers' ability to track user behavior, Apple is forcing them to adapt to a new paradigm — and fast. As other tech companies may soon... [more](#)

Apple is turning the privacy settings of its mobile ecosystem upside down. When it releases its app tracking transparency (ATT) framework with iOS 14.5 on April 26, it will shut off a stream of data that app developers, measurement companies, and advertisers have used to link users' behavior across apps and mobile websites — a move that could reshape the digital advertising industry. With the update, the “identifier for advertisers” (IDFA), which has been activated by default on Apple devices and provides access to user-level data to app publishers, will be switched off and users will need to grant apps explicit permission to access it. With in-app prompts asking users, “Allow [app name] to track your activity across other companies' apps and websites?” opt-in rates will likely be low.

We anticipate that Apple's ATT initiative will deliver a major blow to targeted advertising, which is crucial to the business models of publishers of online content such as Facebook, Google, and many news outlets. But while large digital content providers will feel the effects of ATT, the large proprietary datasets they've amassed may protect them in the long term. Smaller companies, such as e-commerce operations that rely on targeted advertising to reach customers, and mobile measurement providers, which collect and organize app data, will likely find it harder going — a point Facebook has tried to bring home in a [campaign](#) responding to Apple's policy changes.

TikTok Expands Ad Data Verification Partnership with Integral Ad Science

Published May 9, 2022

By [Andrew Hutchinson](#)

Content and Social Media Manager



TikTok has announced an expansion of its partnership with ad data verification and auditing service Integral Ad Science, which will see IAS broaden its TikTok ad measurement capacity to viewability, invalid traffic (IVT) and app-level brand safety, providing more ways for brands and agencies to more effectively measure the results of their TikTok ad efforts.

HOME APPS NEWS

Docomo unit invests in gaming start-up

in LinkedIn Twitter Facebook + More



13 FEB 2023

AUTHOR



Joseph Waring

Joseph Waring joins Mobile World Live as the Asia editor for its new Asia channel. Before joining the GSMA, Joseph was group editor for Telecom Asia for more than ten years. In addition to writing features, news and blogs, he...

[Read more](#)

RELATED

Tencent boosts stake in Ubisoft

China approves first games since mid-2021

Entertainment, social apps set for 2022 boost

APPS

TAGS

gaming

NTT-DoCoMo

streaming platform

NTT Docomo Ventures invested an undisclosed amount in a US-based start-up which launched a mobile cloud streaming platform for gamers, supporting the operator's parent company's push to develop multi-device metaverse services.

In a statement, NTT Docomo explained now.gg's cloud rendering technologies and gaming environment "are highly compatible" with ongoing efforts to improve communication and enable its customers to enjoy a wide range of digital content on their browser.

The operator said it will explore launching joint projects with now.gg. The start-up released its streaming platform in July 2021, racking up 42 million users by the beginning of February.

It claims to be the first mobile platform-as-a-service for game developers.

Using cloud rendering technologies, its mobile cloud enables gaming communities to play on any device or OS, share games via social channels and pay in-game through channels they already have.

Recommended game URLs can be shared, allowing users to play with others via SharePlay, the company stated. The gaming environment also allows in-game user-to-user communication.

Q&A: Cloud games offer operator opportunity

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Javier Polo, CEO of European start-up PlayGiga (pictured, below) discussed the benefits operators can gain from investing in cloud-based gaming with *Mobile World Live*.

Why should operators invest in cloud gaming?

Javier Polo (JP): There are a number of reasons. It is a customer acquisition tool, representing the first big opportunity in some time for an operator to offer a completely new category of digital services to their subscribers, expanding their entertainment portfolio and providing a key differentiator for their product if they are early to adopt.



It's also an upselling tool: the possibility to enjoy high-end games on a TV or PC represents a good reason for customers on current ADSL/cable connections to upgrade to premium connections.

Cloud gaming can also be a retention tool, promoting customer loyalty and reducing churn when bundled in top-tier tariffs together with connectivity and pay-TV subscriptions.

Lastly it increases ARPU and adds more value through the set-top box (STB), as the launch of a games streaming service is often associated

09 APR 2019

AUTHOR



Saleha Riaz

Saleha joined Mobile World Live in October 2014 as a reporter and works across all e-newsletters - creating content, writing blogs and reports as well as conducting feature interviews...[More](#)

[Read more](#)

RELATED

[Dooom unit invests in gaming start-up](#)

[Tencent boosts stake in Ubisoft](#)

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TAGS

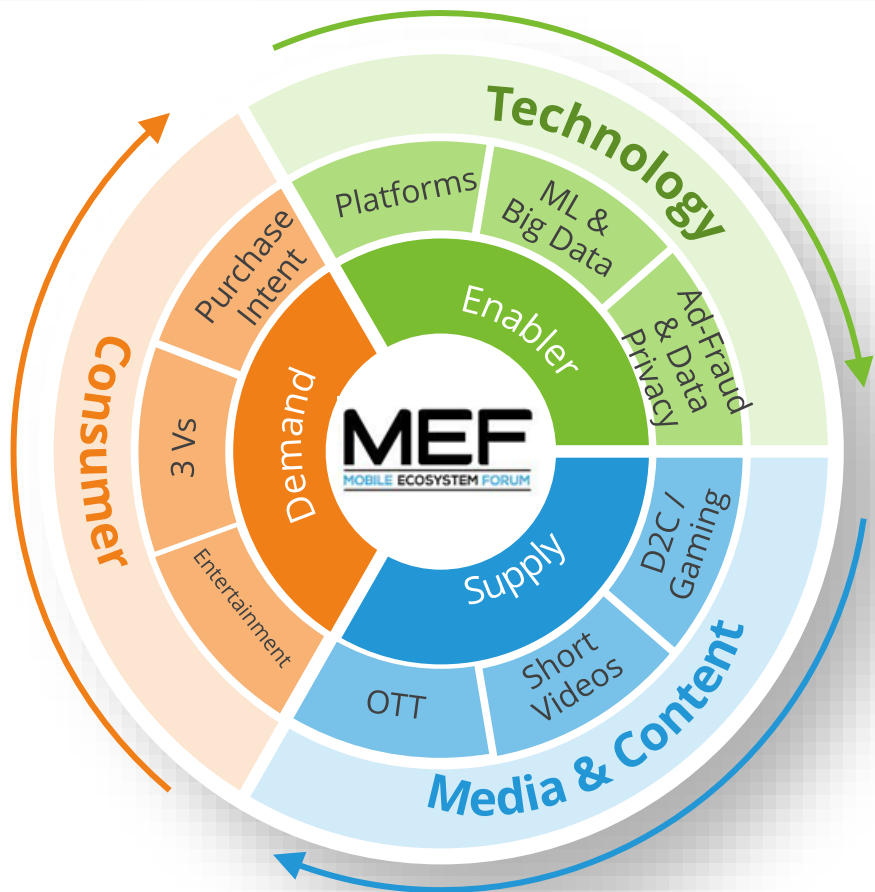
[cloud](#)

[gaming](#)

[mobile operators](#)

Key industry impacts across all geographies:

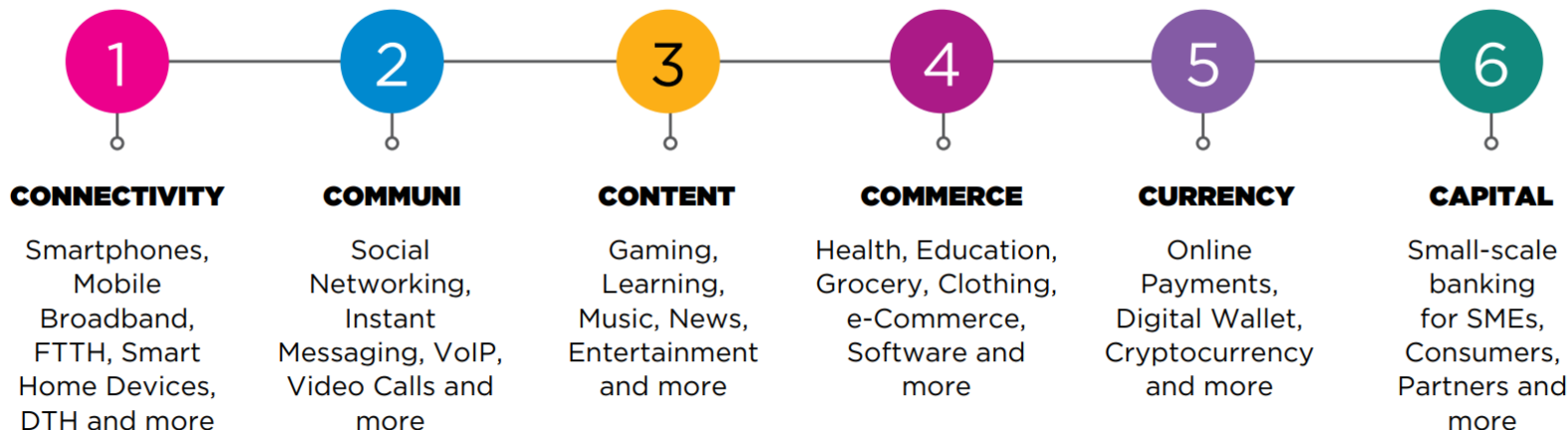
- In-app advertising budgets to grow
- 3 'Vs' to dominate: '*Monetization through Personalization*'
 - ✓ Voice based search
 - ✓ Vernacular language
 - ✓ Video content consumption
- Convergence of (i) Digital Payments, (ii) Messaging Platforms & (iii) Advertising
- Online to Offline: **OOH** (out-of-home)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

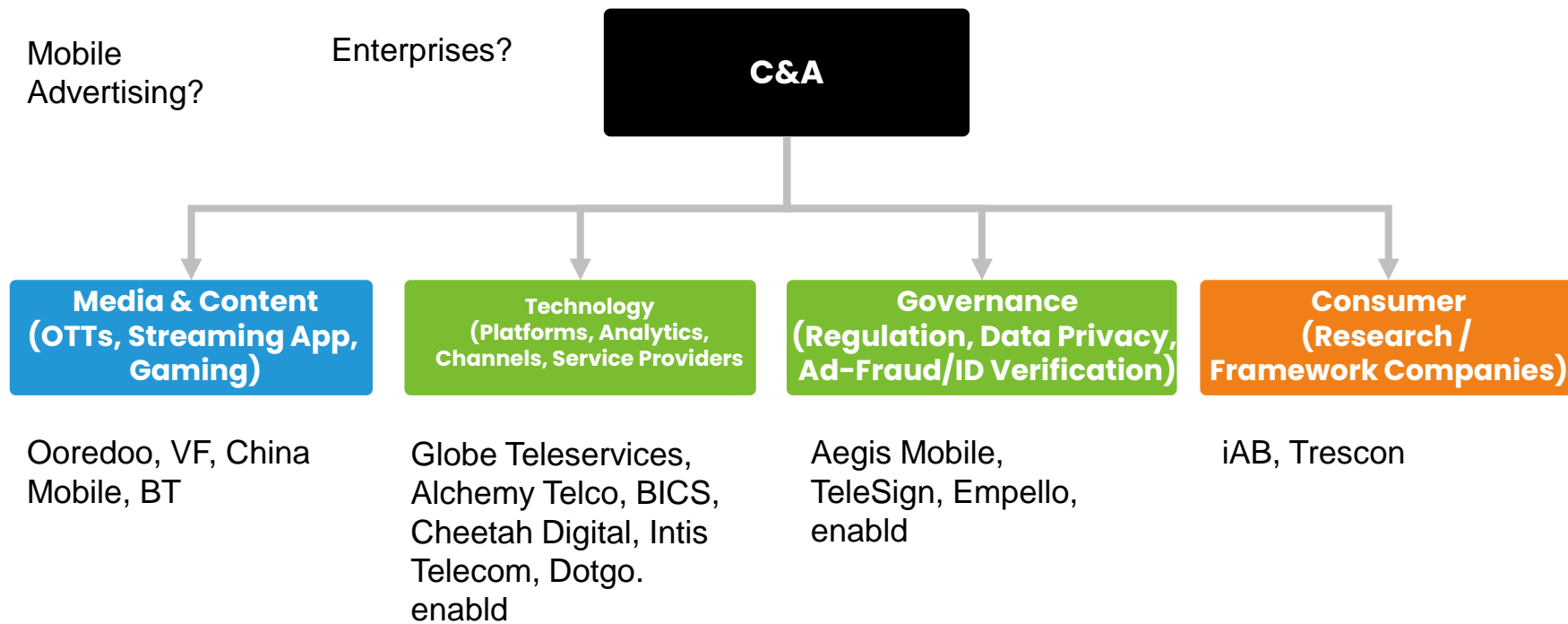
- Data assets to learn/personalise
- How to gather data/insights
- Gaining customer consent
- How to take a customer from unknown to known
- Gaining a direct customer relationship
- Research on customer behaviours

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



MEF MEET UP MIAMI



On the day before MEF LEADERSHIP FORUM AMERICAS we'll host members and guests in Miami and we look forward to seeing members and guests there! Details are being put together now and as soon as everything is finalised and registration opens, you'll be the second to know right here!

MEF MEET-UP MIAMI
20th March 2023 - 17:30 - 20:30 EDT
Hyatt Regency Coral Gables
50 Alhambra Plaza
Miami, FL 33134 United States



MEF LEADERSHIP FORUM AMERICAS



MEF Leadership Forum Americas, our packed one-day event, will be held in Miami on Tuesday 21st March 2023. The event will have global reach, however we anticipate the audience primarily to be North, Central and South America, plus Caribbean and Europe. We will be bringing together experts in the field of text messaging and other technologies to discuss the latest trends. The thought-leadership conference will focus on the role of trust, identity, and interoperability in the future of messaging.

Date: April 11th & 12th 2023
Location: Mumbai, India

Supported by



NB. Physical event – no online access but sessions will be recorded

April 11th – informal networking: drinks & dinner 6pm to 10pm
Venue: TBC

April 12th (9am to 5.30pm)

Venue: Sofitel Mumbai BKC hotel, C 57, G Block BKC, Bandra Kurla Complex, Bandra East, Mumbai, Maharashtra 400051
<https://www.sofitel-mumbai-bkc.com/>

AGENDA

- **09:00** Registration & Networking 30 minutes
- **09:30** Welcome Address & Lamp Lighting Ceremony
- **09:45** Introductions and GTS presentation (MEF & GTS)
- **10:00** Keynote 30 minutes
- **10:30 Messaging Security & Antifraud: Threats Out There Today & How We Really Protect Consumers** 45 minutes (Moderator: Pallavi Kudtarkar, GMS)
 - How trusted today are the various Messaging channels?
 - What are the key threats destabilizing the market and how do we combat them in terms of technology (e.g. blockchain), commercial models etc.
 - What really needs to be done to improve trust, to REALLY bring Messaging to new markets and make consumers trust brands of all types, shapes and sizes?
- **11:15** Break & Networking 30 minutes
- **11:45 The Digital Personal Data Protection Bill** 30 minutes (Moderator: Rashmi Mishra, CERF)
- **12:15 The Authentication Game** 45 minutes (Moderator: James Williams, MEF)
- **13:00 Lunch & Networking** 75 minutes
- **14:15 Conversational Commerce & How To Make Money From It** 45 minutes (Moderator: James Williams, MEF)
 - How will the various Rich Messaging Channels achieve the success they deserve?
- **15:00 CPaaS Acceleration: How To Make It Relevant For All** 30 minutes (Moderator: James Williams, MEF)
 - My business is too small, I don't need it. It's hard to access. It's expensive. It's not secure
 - A look at how SMEs (and ultimately organisations of ALL types) can leverage the power of mobile digital channels to increase conversion rates and drive client engagement
- **15:30 Mobile Identity: The Role Mobile Operators Need To Play** 30 minutes (Moderator: TBD)
- **16:00-17:30 Event Conclusion – High Tea & Networking** 90 minutes

- The event will bring together c. 100 stakeholders from primarily the Business Messaging industry in India to discuss ALL the relevant issues – trust, security, the role of MNOs, how the benefits of Business Messaging can be brought to a wider audience, the commercial models in play and more! The topics of Mobile Content, Payments and IoT will come up though as well...

AGENDA FOR APRIL 18TH 2023

- 8.30am Registration, Breakfast & Networking 90 minutes
- 10am Official Opening (James Williams)
- 10am *Analyst Presentation* 30 minutes (Juniper) Session 1
- 10.30am The Rise Of The False Positive 45 minutes (LANCK Telecom) Session 2
- 11.15am Break 15 minutes**
- 11.30pm The MEF A To Z Of Almost Everything: **Authentication Under The Microscope** 45 minutes (MEF session) Session 3 **FULL**
- 12.15pm XXX 45 minutes (ENEA AdaptiveMobile Security) Session 4
- 1pm Lunch & Networking 75 minutes**
- 2.15pm Mobile Mastermind 15 minutes (MEF session) Session 5
- 2.30pm XXX 45 minutes (netnumber) Session 6
- 3.15pm XXX 45 minutes (Aegis Mobile) Session 7
- 4pm Break & Networking 30 minutes**
- 4.30pm The Power of Conversations 45 minutes (Rakuten Viber) Session 8
- 5.15pm Brands Talk 40 minutes (MEF session) Session 9
- 5.55pm Event close and transition to MEF Meet-Up networking event at same location
- 6pm – 8.30pm MEF Meet-Up networking event with drinks and food 150 minutes**

AGENDA FOR APRIL 19TH 2023

- 🌀 **8.30am Registration, Breakfast & Networking 60 minutes**
- 🌀 **9.30am Official Opening (James Williams)**
- 🌀 **9.30am *Analyst Presentation* 30 minutes (Mobilesquared) Session 1**
- 🌀 **10am XXX 30 minutes (Openmind Networks) Session 2**
- 🌀 **10.30am The Real Power Of Conversational Commerce: How Marketeers Need To Leverage It 30 minutes (MEF session) Session 3**
- 🌀 **11am Break 15 minutes 11.15am XXX 45 minutes (XConnect) Session 4**
- 🌀 **12pm The True Value Of A2P SMS 45 minutes (HAUD) Session 5**
- 🌀 **12.45pm A2P SMS: Is The Big Reset Inevitable? 30 minutes (MEF session) Session 6**
- 🌀 **1.15pm Event Close**
- 🌀 **1.15pm Networking Lunch (60 minutes)**

- 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

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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

- 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!

