



# Content & Advertising Working Group

April 27<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

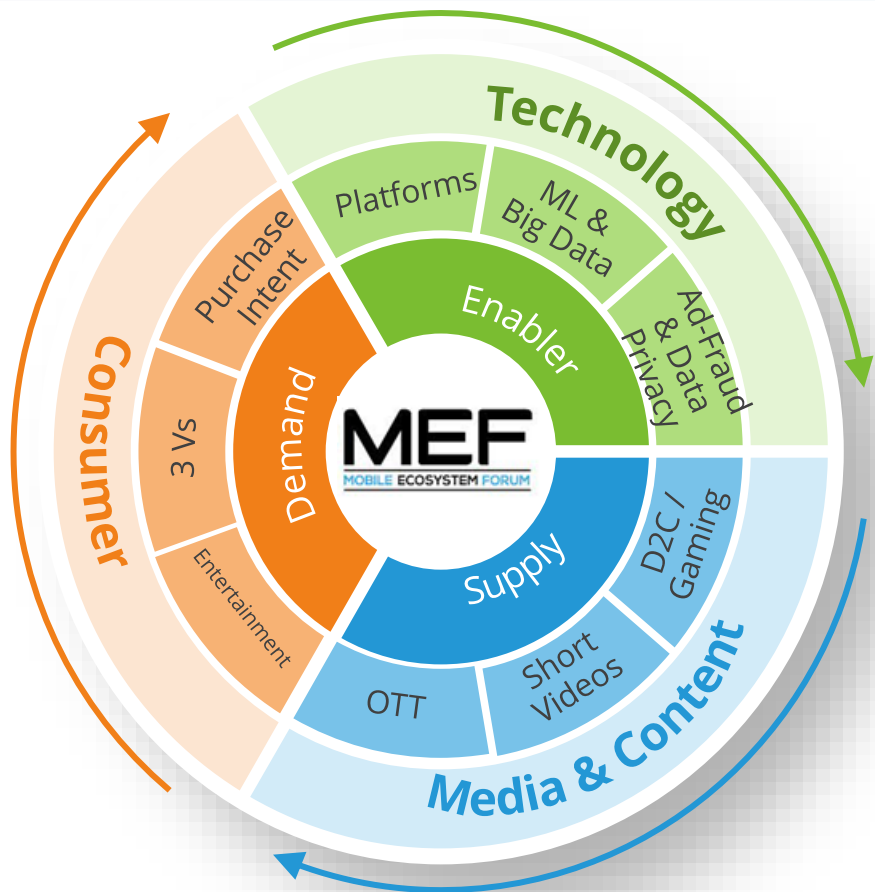
## CEO at Opticks

- Opticks is an ad-fraud detection and prevention solution for leading digital advertisers
- Presenting to us today will be CEO, Eduardo Aznar
- Over to you Eduardo – 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'

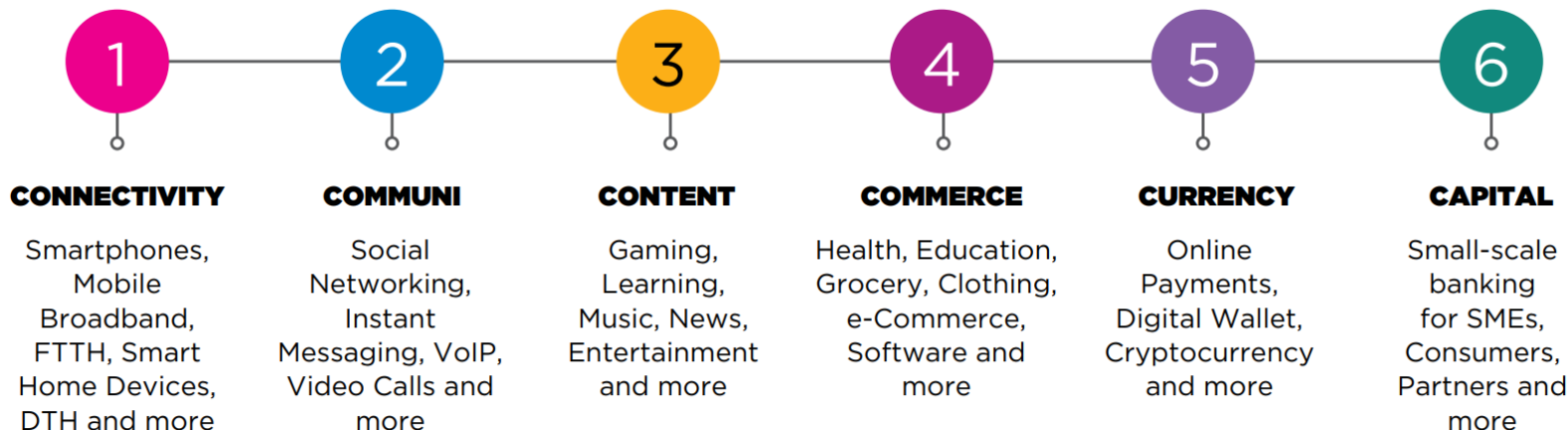


**360-Degree**  
approach to  
cohort formation



## 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:

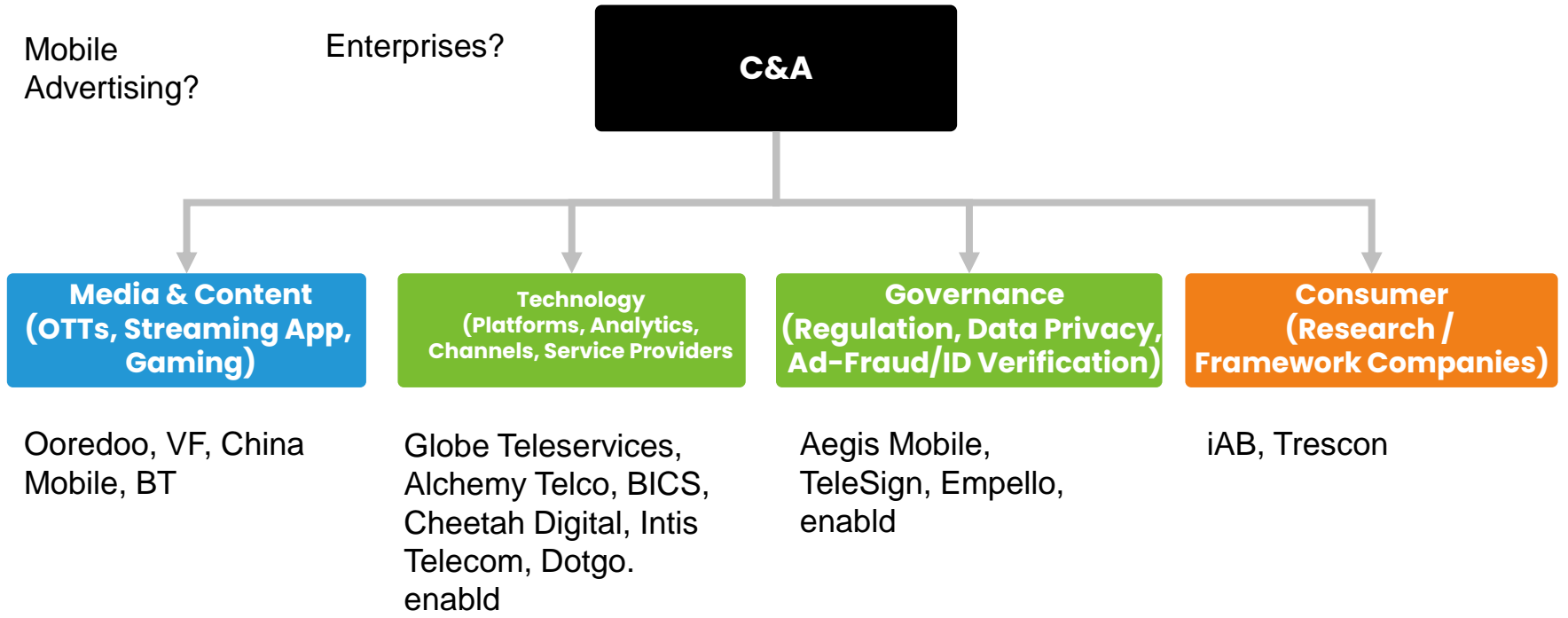
- Data assets to learn/personalise
- How to gather data/insights
- Gaining customer consent
- How to take a customer from unknown to known
- Gaining a direct customer relationship
- Research on customer behaviours

## 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





# MEF LEADERSHIP FORUM

ITALY & THE NEW MOBILE SERVICES

ROME, MAY 9<sup>TH</sup> 2023







MAY 9TH, AN EXCLUSIVE INVITATION TO:



## POWERING DIGITALISATION IN ITALY

9.00 AM

 in ITALIAN

A morning to interact with the leaders of the Italian digitalisation.



## THE FUTURE OF MOBILE

12.00 PM

 in ENGLISH

A discovery of the new services and potential of mobile services. Get ready for a new future.



## NETWORKING MEET UP

06.00 PM

A unique opportunity to get to expand your reach in the mobile ecosystem community.





# A FULL-IMMERSION IN THE FUTURE OF MOBILE

The day will include a breakfast session for the Italian Telecom Leadership. A Face-to-Face in Italian to discuss the challenges but also the potential of the industry across telecom, regulators and industrial champions.





# THE FUTURE OF MOBILE

A second section in English Language will explore the new services of smartphones: showcasing Italian innovations to the world and the world of new mobile services to the Italian telecom:



## THE NEW ROLE OF DIGITAL IDENTITY

The need for trusted, secure and smooth digital identity is a trend across organizations of all kinds; private companies, government bodies and civil society associations. What's on the horizon for future identity? Be with us and you will know



## HOW DO THE ITALIANS PAY?

Mobile payments are becoming popular but the war on cash meets resistance on several fronts. How to foster the digital culture? What are the strategies for innovative payment solutions? Join the discussion on this controversial topic.



## THE NEW CONTENT CREATION MODELS

How is artificial intelligence modifying the patterns of content creation? What are the benefits and limitations of using AI to create content? And what are the ethical considerations? Our panel will look for answers. Do not miss it.



## THE FUTURE OF NON-FUNGIBLE TOKENS

How are the utility and gaming industry picking up on the potential of the NFTs? Can they develop into functional and sustainable tokens you can use in daily life? The panel will try to figure out.



# JOINING THE NEW CONVERSATIONS



## TOP TRENDS OF METaverse

Will it become a main marketing channel? Will it focus on the more futuristic aspect of augmented reality? Will corporations implement digital dimensions where business can be done remotely, efficiently and intelligently? Let's take a look at the future.



## VIDEO GAMES: 5G WILL CHANGE THE INDUSTRY FOREVER

Cloud-based gaming is the new thing, and 5G is its perfect tool. With no need to endlessly buy new hardware, will games be accessible for more people than ever? How fast is the games market focusing on mobile?



## ESPORTS NEED OXYGEN

After hoovering up billions of dollars of investment, eSports teams are struggling. Will the money from advertising and investors come back? Will the games' publishers step in? Participate in the debate about the new frontier of entertainment.



## MOBILE ADVERTISING, THE NEW ELDORADO

Should media and creative planners focus in apps and games? Should they boost the influencers marketing? Will campaigns use more and more location-based ad targeting? Learn about all that and fine tune your advertising strategies.





# VENUE

HOTEL THE FIRST MUSICA  
LUNGOTEVERE DEI MELLINI, 26  
ROME, 00186 ITALY

THE FIRST  
Musica



MEF invites you to join a daylong event with the key players in the industry. Panels, interviews and keynote speeches will cover Italy's Telecommunications policies, investments, digital identity and payments, the potential of 5G, the ongoing development of Metaverse and new services.

**Date:** 9<sup>th</sup> May

**Location:** Hotel The First Musica Lungotevere dei Mellini, 26 Rome, 00186 Italy

Join MEF and its members and guests for the Meet-up networking event in Rome right after the Leadership Forum

**Date:** 9<sup>th</sup> May

**Location:** Hotel The First Musica Lungotevere dei Mellini, 26 Rome, 00186 Italy

International Telecoms Week (ITW) came roaring back last year with thousands of delegates from around the world converging on Washington DC. Our Director of Programmes James Williams will be hosting an in-person MEF Meet-Up networking event the evening of Monday May 15th at the restaurant Succotash in National Harbor from 6.30pm to 9.30pm

**Date:** 15<sup>th</sup> May

**Location:** Succotash – National Harbor 186 Waterfront St, National Harbor, MD 20745, United States





## ***“The dawn of personal and organizational identity”***

Over fifty global leaders will be speaking in London on May 25 to explore organizational identity and personal identity, and data deeply, including leading brands and thought-leaders who are embracing and shaping the future of identity and data. **The event will be followed by a cocktails and canapes networking reception 17:30-20:30 join us!**

**Date:** 25<sup>th</sup> May

**Location:** One Moorgate Place, Chartered Accountants' Hall, 1 Moorgate Pl, London EC2R 6EA, United Kingdom



The evening of May 31st will bring together people from across the Mobile industry in the Nordics region for an evening of informal networking in a lovely environment in the beautiful city of Stockholm! Drinks, food and entertainment hosted by our Director of Programmes James Williams – join us!

**Date:** 31<sup>st</sup> May

**Location:** TBC



MEF CONNECTS Nordics is the place to hear from and be able to interact with stakeholders from across Mobile in the Nordic region. Business Messaging will figure heavily in the content for the day but other areas will no doubt come up too! We'll be showcasing the latest developments and use-cases from aggregators, CPaaS providers, MNOs, OTTs, technology suppliers and speaking with enterprises.

**Date:** 1<sup>st</sup> June

**Location:** Telia Office Stjärntorget 1 in Solna, Stockholm, Sweden



## “Virtual IoT Day: The Connected Future: How IoT is Transforming Our Lives”

The Virtual IoT Day: The Connected Future is an event that will explore how the Internet of Things (IoT) is transforming our lives. From the latest trends and innovations to the future potential of IoT, this event will feature keynote speakers, panel discussions, and case studies to provide attendees with a comprehensive understanding of the impact of IoT technology.

**Date:** 11<sup>th</sup> July  
**Location:** Online



## “Commemorating 20 Years of A2P Messaging in Canada”

The MEF and the CWTA are proud to announce their partnership to bring the industry together for a one-day event in Toronto on Tuesday, July 18th, 2023. The event will focus on the latest trends and technologies in text messaging, including the role of trust, identity, and interoperability.

**Date:** 18<sup>th</sup> July  
**Location:** TBC



True to its form, the MEF LATAM will be an action-packed event where we're bringing together brilliant minds and experts in their fields – business and technologies – covering the whole region. Attendees are expected to gain insights and valuable thought-leadership from keynote sessions plus very engaging panels and discussions.

**Date:** 15<sup>th</sup> August  
**Location:** TBC

# Events Roadmap 2023

**11**  
JANUARY  
**MEF MEET-UP**  
KUALA LUMPUR  
📍 KUALA LUMPUR - MALAYSIA

**12**  
JANUARY  
**MEF CONNECTS**  
MOBILE CONTENT & PAYMENTS  
📍 KUALA LUMPUR - MALAYSIA

**26**  
FEBRUAR  
Y  
**MEF LOUNGE**  
📍 BARCELONA - SPAIN

**26-27**  
FEBRUAR  
Y  
**GLOBAL FORUM**  
📍 BARCELONA - SPAIN

**26-27**  
FEBRUAR  
Y  
**CLUB MEF + EXPO**  
📍 BARCELONA - SPAIN

**27**  
FEBRUAR  
Y  
**ELECTIONS**  
📍 BARCELONA - SPAIN

**27**  
FEBRUAR  
Y  
**MEFFYS AWARD**  
**SHOW + PARTY**  
📍 BARCELONA - SPAIN

**28**  
FEBRUAR  
Y  
**MEF @ MWC BARCELONA**  
THE FUTURE OF MOBILE  
📍 BARCELONA - SPAIN

**20**  
MARCH  
**MEF MEET-UP**  
MIAMI  
📍 MIAMI - USA

**21**  
MARCH  
**LEADERSHIP FORUM**  
AMERICAS  
📍 MIAMI - USA

**11**  
APRIL  
**MEF MEET-UP**  
INDIA  
📍 MUMBAI - INDIA

**12**  
APRIL  
**MEF CONNECTS**  
INDIA  
📍 MUMBAI - INDIA

**18**  
APRIL  
**MEF MEET-UP**  
DUBLIN  
📍 DUBLIN - IRELAND

**18-19**  
APRIL  
**MEF CONNECTS**  
BUSINESS MESSAGING  
📍 DUBLIN - IRELAND

**25-27**  
APRIL  
**MEF FEATURING AT**  
GCS FORUM  
📍 ATHENS - GREECE

**9**  
MAY  
**MEF MEET-UP**  
ROME  
📍 RIOME - ITALY

**9**  
MAY  
**LEADERSHIP FORUM**  
ITALY  
📍 ROME - ITALY

**14-17**  
MAY  
**MEF FEATURING AT**  
ITW  
📍 WASHINGTON, D.C. - USA

# Events Roadmap 2023

**15**  
MAY  
**MEF MEET-UP**  
WASHINGTON - ITW  
WASHINGTON, D.C. - USA

**25**  
MAY  
**MEF CONNECTS**  
ID & AUTH  
LONDON - UK

**25**  
MAY  
**MEF MEET-UP**  
LONDON  
LONDON - UK

**31**  
MAY  
**MEF MEET-UP**  
STOCKHOLM  
STOCKHOLM - SWEDEN

**1**  
JUNE  
**MEF CONNECTS**  
NORDICS  
STOCKHOLM - SWEDEN

**19-20**  
JUNE  
**MEF FEATURING AT**  
MESSAGING & SMS WORLD  
LONDON - UK

**11**  
JULY  
**MEF CONNECTS**  
IoT  
ONLINE - UK TIME

**18**  
JULY  
**MEF MEET-UP**  
CANADA  
TORONTO - CANADA

**18**  
JULY  
**LEADERSHIP FORUM**  
CANADA  
TORONTO - CANADA

**15**  
AUGUST  
**MEF CONNECTS**  
BRAZIL  
SÃO PAULO - BRAZIL

**15**  
AUGUST  
**MEF MEET-UP**  
SÃO PAULO  
SÃO PAULO - BRAZIL

**5**  
SEPTEMBER  
**MEF CONNECTS**  
SECURITY & ANTI FRAUD  
LONDON - UK

**18**  
SEPTEMBER  
**MEF MEET-UP**  
AMSTERDAM - GCBS  
AMSTERDAM - NETHERLANDS

**19-20**  
SEPTEMBER  
**MEF FEATURING AT**  
INFORMA'S GLOBAL BILLING SUMMIT  
AMSTERDAM - NETHERLANDS

**25**  
SEPTEMBER  
**MEF CONNECTS**  
USA  
LAS VEGAS - USA

**25**  
SEPTEMBER  
**MEF MEET-UP**  
LAS VEGAS  
LAS VEGAS - USA

**3**  
OCTOBER  
**RCS WORLD**  
PARIS - FRANCE

**9-10**  
OCTOBER  
**MEF FEATURING AT**  
TELEMEDIA  
MARBELLA - SPAIN



# Events Roadmap 2023

**10-11**  
OCTOBER

**MEF CONNECTS**  
WHOLESALE

📍 ONLINE - UK TIME

**13**  
NOVEMBER

**MEF MEET-UP**  
CAPE TOWN - AFRICACOM

📍 CAPE TOWN - SOUTH AFRICA

**14**  
NOVEMBER

**ROUNDTABLE**  
AFRICA

📍 CAPE TOWN - SOUTH AFRICA

**21-22**  
NOVEMBER

**MEF FEATURING AT**  
GLOBAL TELECOMS REIMAGINED

📍 AMSTERDAM - NETHERLANDS

**28**  
NOVEMBER

**AGM**  
LONDON

📍 LONDON - UK

**28**  
NOVEMBER

**MEF MEET-UP**  
LONDON

📍 LONDON - UK

**29-30**  
NOVEMBER

**MEF CONNECTS**  
OMNICHANNEL

📍 LONDON - UK

**5**  
DECEMBER

**LEADERSHIP FORUM**  
WHOLESALE EUROPE

📍 PARIS - FRANCE

## 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)**

# AOB?

**If not, Ross will see you at the next meeting on May 18th!**