

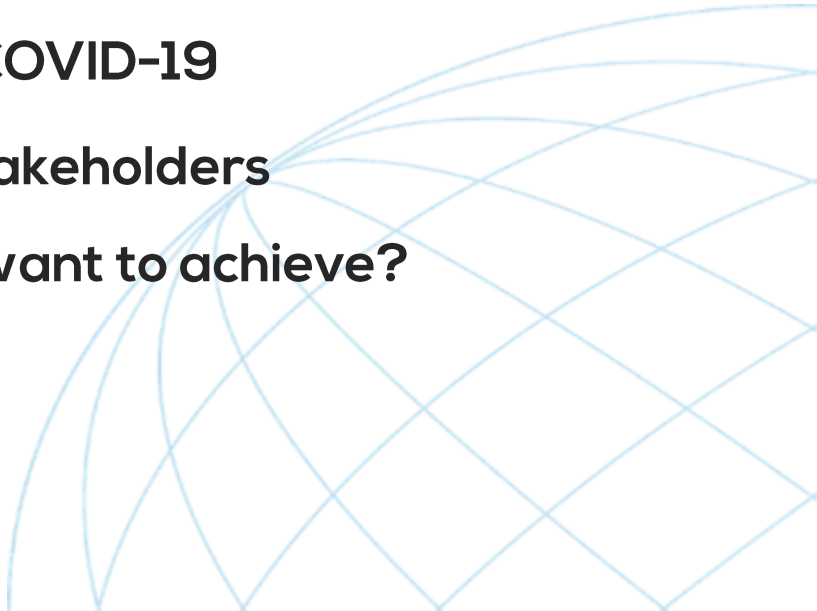


Content & Advertising

May 18th 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

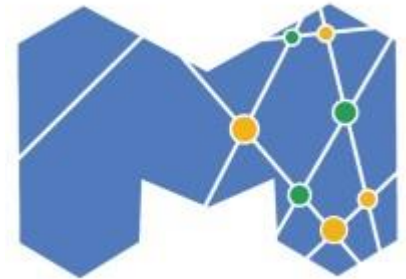
DELIVERABLES: (NB. At this time these are ideas and it is up to you, MEF members, to ultimately decide the direction this – or any – working group takes when things get underway in 2022)

- 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

The logo for dharam consists of the word "dharam" in a green, lowercase, sans-serif font. A horizontal green line is positioned above the letters "h", "a", and "r".

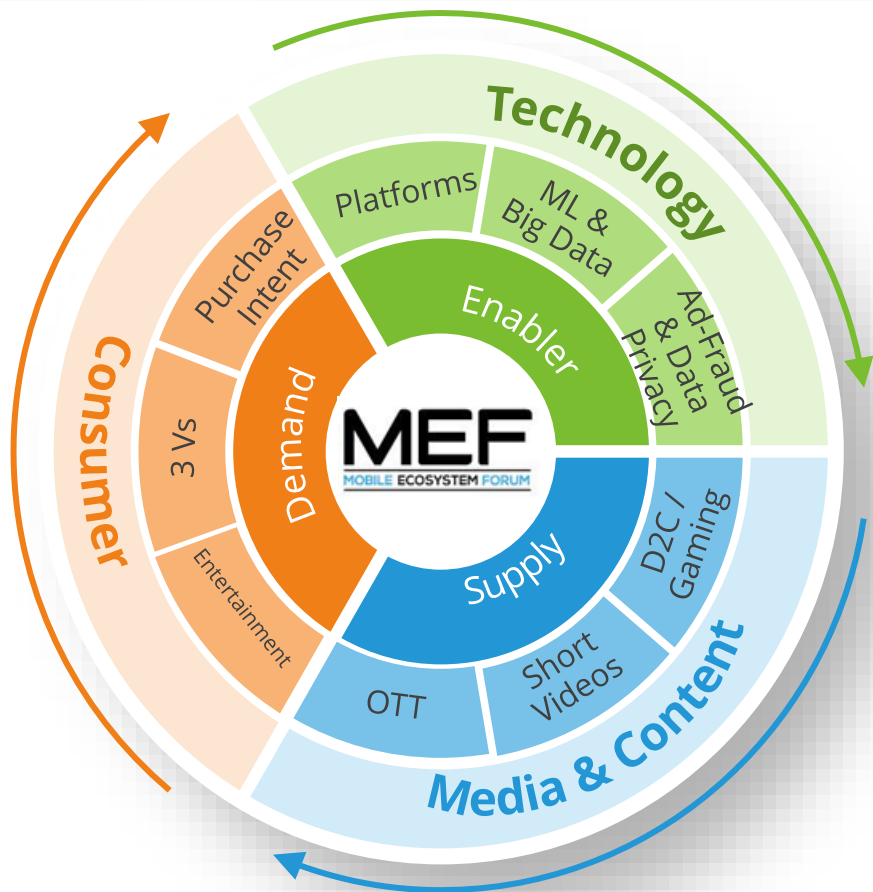
Mr. Ranjith Balakrishnan and Mr. Sumeet Mehta

- blackNgreen is a leading MVAS solution
- Presenting to us will be Ranjith, Vice President (Client Services and Global Operations) and Sumeet, International Sales Head
- Over to you – tell us more!



Key industry impacts across all geographies:

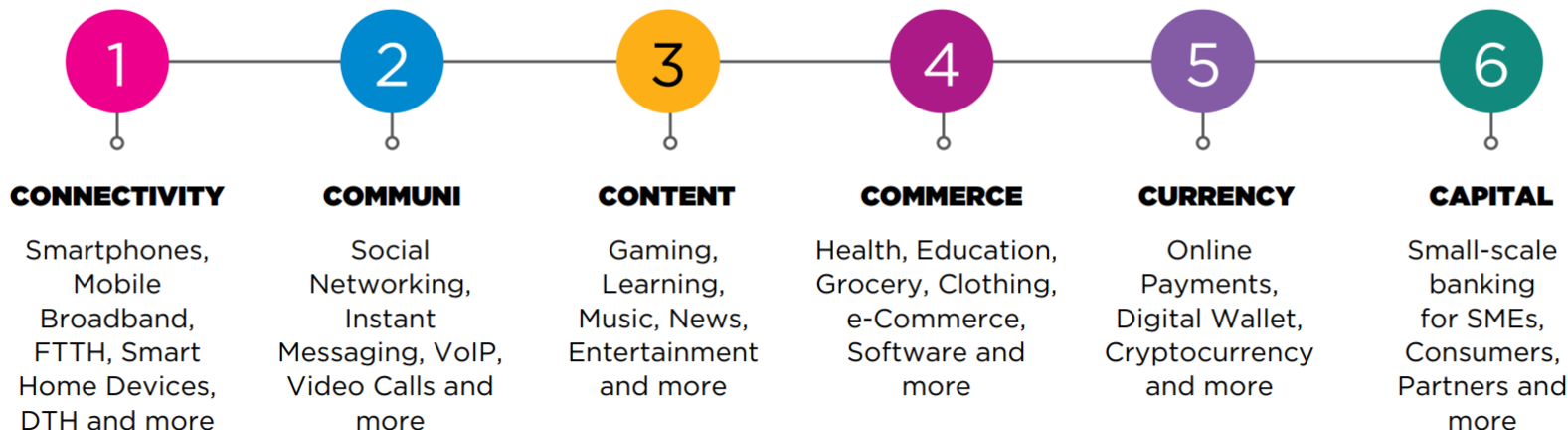
- In-app advertising budgets to grow
- 3 'Vs' to dominate: '*Monetization through Personalization*'
 - ✓ Voice based search
 - ✓ Vernacular language
 - ✓ Video content consumption
- Convergence of (i) Digital Payments, (ii) Messaging Platforms & (iii) Advertising
- Online to Offline: **OOH** (out-of-home)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

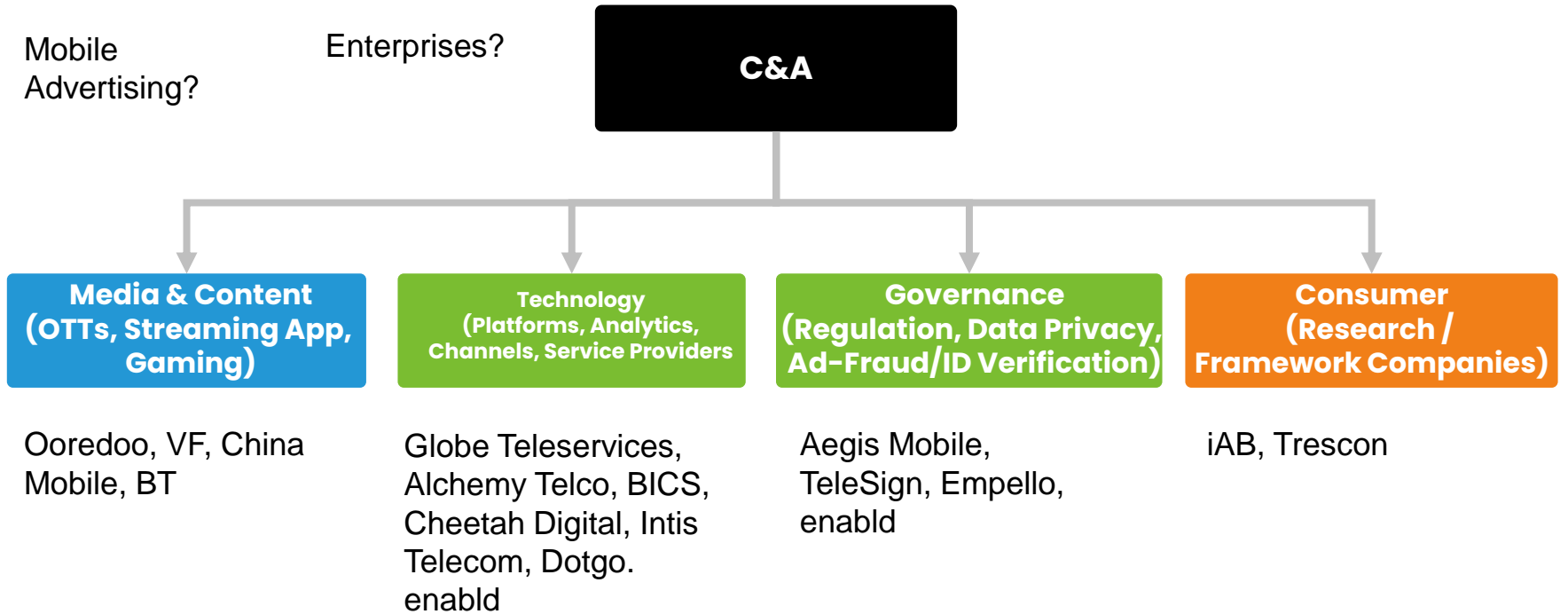
- Data assets to learn/personalise
- How to gather data/insights
- Gaining customer consent
- How to take a customer from unknown to known
- Gaining a direct customer relationship
- Research on customer behaviours

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 & PAYMENTS

📍 KUALA LUMPUR - MALAYSIA

26

FEBRUARY

MEF LOUNGE

📍 BARCELONA - SPAIN

26-27

FEBRUARY

GLOBAL FORUM

📍 BARCELONA - SPAIN

26-27

FEBRUARY

CLUB MEF + EXPO

📍 BARCELONA - SPAIN

27

FEBRUARY

ELECTIONS

📍 BARCELONA - SPAIN

27

FEBRUARY

**MEFFYS AWARD
SHOW + PARTY**

📍 BARCELONA - SPAIN

28

FEBRUARY

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

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

22-23

AUGUST

MEF FEATURING AT
LONDON DOMAIN SUMMIT

📍 LONDON - UK

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 CARRIER
BILLING SUMMIT

📍 AMSTERDAM - NETHERLANDS

26

SEPTEMBER

LEADERSHIP FORUM
USA

📍 LAS VEGAS - USA

26

SEPTEMBER

MEF MEET-UP
LAS VEGAS

📍 LAS VEGAS - USA

3

OCTOBER

RCS WORLD

📍 PARIS - FRANCE

9-10

OCTOBER

MEF FEATURING AT
WORLD TELEMEDIA

📍 MARBELLA - SPAIN

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

27

NOVEMBER

AGM
LONDON

📍 LONDON - UK

27

NOVEMBER

MEF MEET-UP
LONDON

📍 LONDON - UK

28-29

NOVEMBER

MEF CONNECTS
OMNICHANNEL

📍 LONDON - UK

5

DECEMBER

LEADERSHIP FORUM
WHOLESALE EUROPE

📍 PARIS - FRANCE

2024 ROADMAP



10

JANUARY

MEF MEET-UP

KUALA LUMPUR

📍 KUALA LUMPUR - MALAYSIA

11

JANUARY

MEF CONNECTS

MOBILE CONTENT & PAYMENTS

📍 KUALA LUMPUR - MALAYSIA

9

APRIL

RCS WORLD

AMERICA

📍 NEW YORK

16-17

APRIL

MEF CONNECTS

INDIA

📍 DELHI

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



MEF LEADERSHIP FORUM

ITALY & THE NEW MOBILE SERVICES

ROME, MAY 9TH 2023



- 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 on **June 22nd!**

