

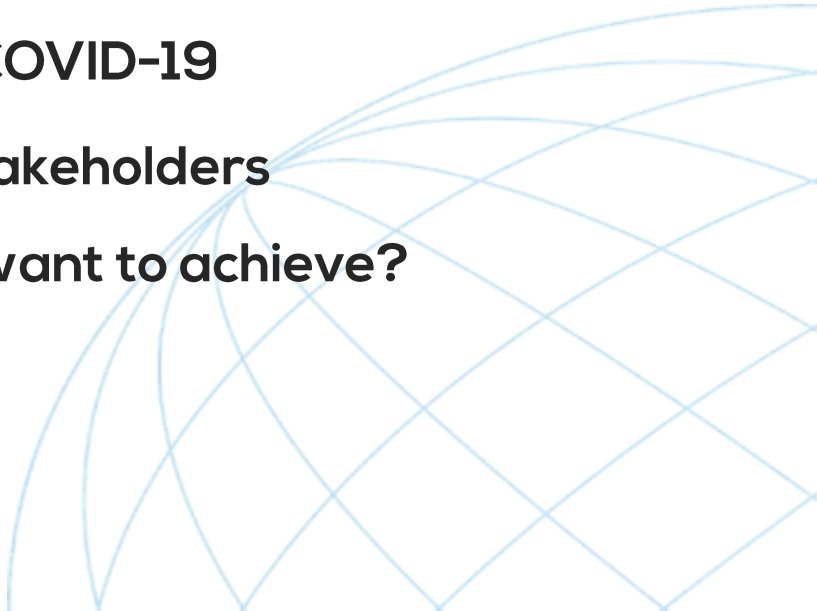


Content & Advertising

July 20th 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

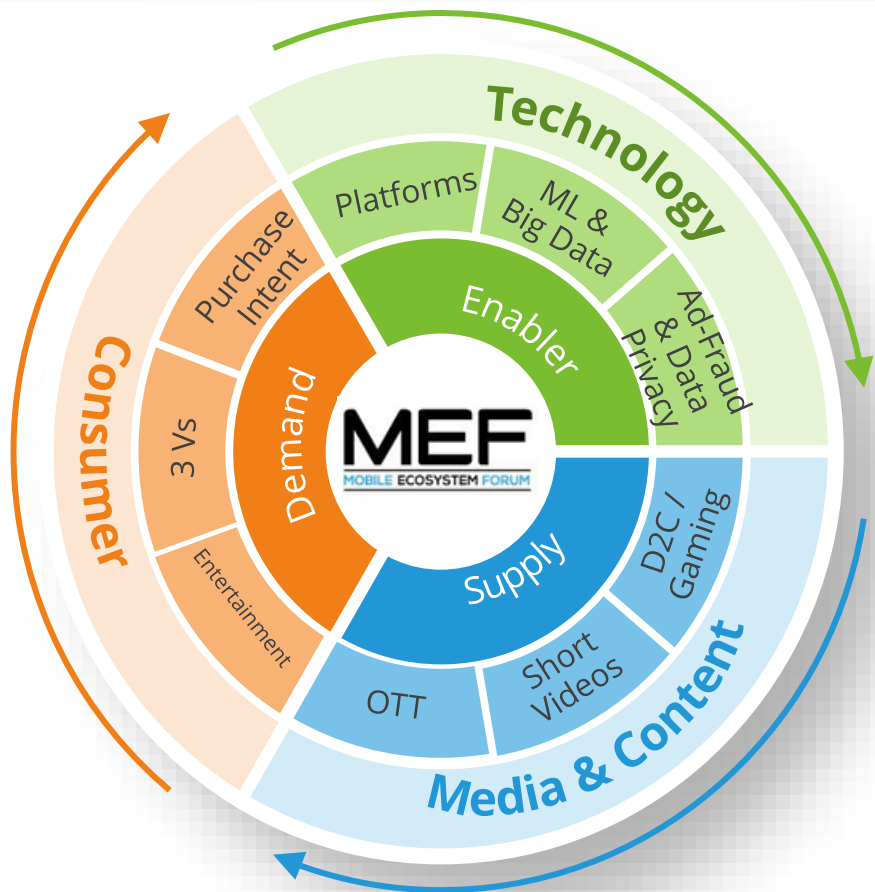
FOUNDER MEMBERS:

- 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

Key industry impacts across all geographies:

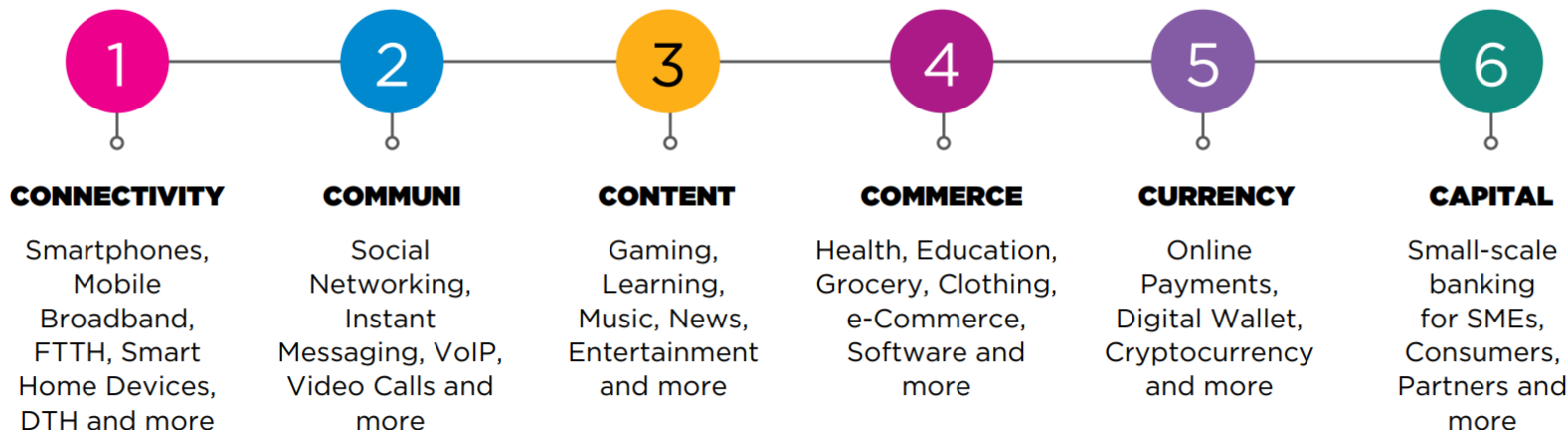
- In-app advertising budgets to grow
- 3 'Vs' to dominate: '*Monetization through Personalization*'
 - ✓ Voice based search
 - ✓ Vernacular language
 - ✓ Video content consumption
- Convergence of (i) Digital Payments, (ii) Messaging Platforms & (iii) Advertising
- Online to Offline: **OOH** (out-of-home)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

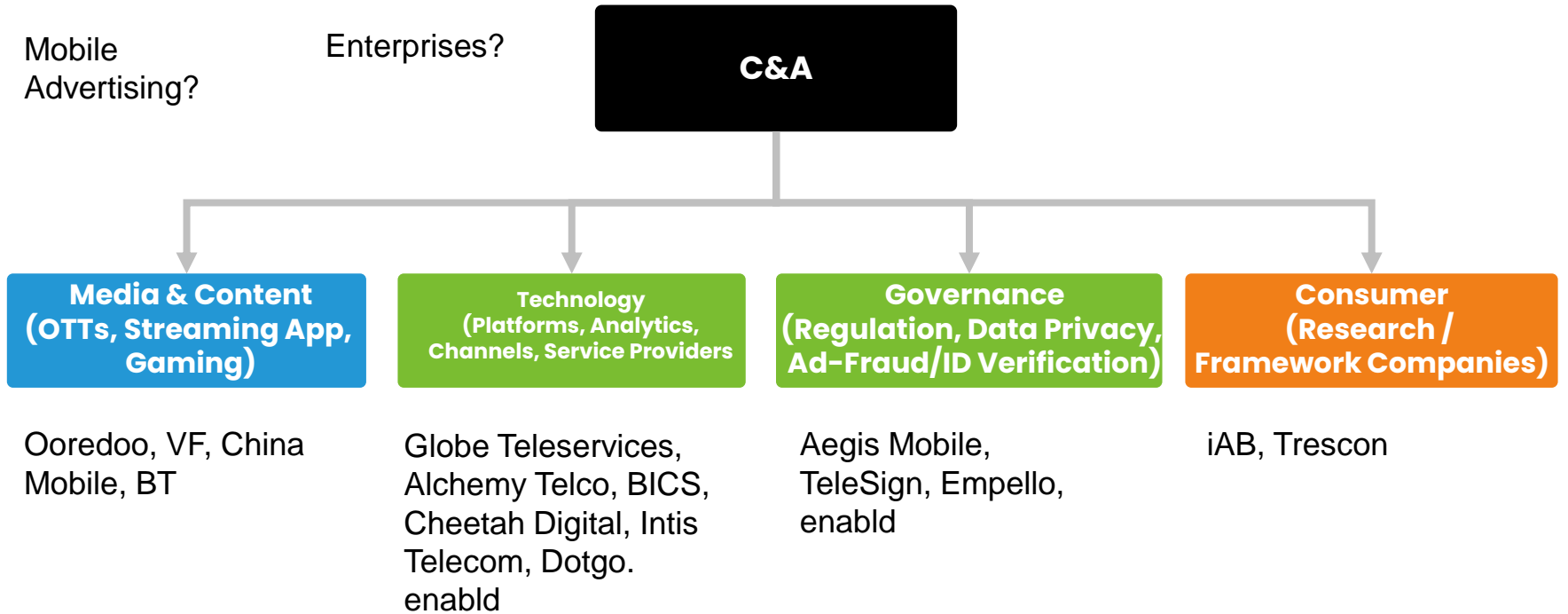
- Data assets to learn/personalise
- How to gather data/insights
- Gaining customer consent
- How to take a customer from unknown to known
- Gaining a direct customer relationship
- Research on customer behaviours

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



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

26-29
JUNE
MEF FEATURING AT
GSMA FASG#26
📍 BUCHAREST - ROMANIA

18
JULY
MEF MEET-UP
CANADA
📍 TORONTO - CANADA

18
JULY
LEADERSHIP FORUM
CANADA
📍 TORONTO - CANADA

22-23
AUGUST
MEF FEATURING AT
LONDON DOMAIN SUMMIT
📍 LONDON - UK

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

7
SEPTEMBER
MEF CONNECTS
IoT
📍 ONLINE - UK TIME

7-8
SEPTEMBER
MEF FEATURING AT
GSMA M360 APAC
📍 SEOUL - SOUTH KOREA

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

24

OCTOBER

MEF CONNECTS
BRAZIL

📍 SÃO PAULO - BRAZIL

24

OCTOBER

MEF MEET-UP
SÃO PAULO

📍 SÃO PAULO - BRAZIL

13

NOVEMBER

MEF MEET-UP
CAPE TOWN

📍 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

21-24

JANUARY

MEF FEATURING AT
PTC

📍 HONOLULU - HAWAII

5

FEBRUARY

MEF MEET-UP
MIDDLE EAST

📍 DUBAI

6-8

FEBRUARY

MEF FEATURING AT
CAPACITY MIDDLE EAST

📍 DUBAI

25

FEBRUARY

MEF LOUNGE

📍 BARCELONA - SPAIN

25-26

FEBRUARY

GLOBAL FORUM

📍 BARCELONA - SPAIN

25-26

FEBRUARY

CLUB MEF + EXPO

📍 BARCELONA - SPAIN

26

FEBRUARY

MEF ELECTIONS

📍 BARCELONA - SPAIN

26

FEBRUARY

MEFFYS AWARD
SHOW + PARTY

📍 BARCELONA - SPAIN

27

FEBRUARY

MEF @ MWC BARCELONA
THE FUTURE OF MOBILE SUMMIT

📍 BARCELONA - SPAIN

18

MARCH

MEF MEET-UP

MIAMI
📍 MIAMI - USA

19

MARCH

LEADERSHIP FORUM
AMERICAS

📍 MIAMI - USA

9

APRIL

RCS WORLD
AMERICA

📍 NEW YORK

16

APRIL

MEF MEET-UP
INDIA

📍 DELHI

17

APRIL

MEF CONNECTS
INDIA

📍 DELHI

23

APRIL

MEF MEET-UP
TBD

📍 TBD

24

APRIL

MEF CONNECTS
BUSINESS MESSAGING

📍 TBD

7
MAY
MEF MEET-UP
ROME
📍 RIOME - ITALY

7
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

21
MAY
MEF CONNECTS
ID & AUTH: PD&I
📍 LONDON - UK

4-5
JUNE
MEF FEATURING AT
MESSAGING & SMS WORLD
📍 LONDON - UK

11
JUNE
MEF MEET-UP
STOCKHOLM
📍 STOCKHOLM - SWEDEN

12
JUNE
MEF CONNECTS
NORDICS
📍 STOCKHOLM - SWEDEN

16
JULY
MEF MEET-UP
CANADA
📍 TORONTO - CANADA

16
JULY
LEADERSHIP FORUM
CANADA
📍 TORONTO - CANADA

17
JULY
MEF MEET-UP
JAKARTA
📍 JAKARTA - INDONESIA

18
JULY
MEF CONNECTS
ASIA
📍 JAKARTA - INDONESIA

14
AUGUST
MEF MEET-UP
KENYA
📍 KENYA - AFRICA

3
SEPTEMBER
MEF CONNECTS
SECURITY & ANTI FRAUD
📍 LONDON - UK

10
SEPTEMBER
MEF CONNECTS
IoT
📍 ONLINE - UK TIME

24
SEPTEMBER
MEF MEET-UP
LAS VEGAS
📍 LAS VEGAS - USA

24
SEPTEMBER
LEADERSHIP FORUM
USA
📍 LAS VEGAS - USA

9-10
OCTOBER
MEF CONNECTS
WHOLESALE
📍 ONLINE

13
NOVEMBER

ROUNDTABLE
AFRICA

📍 CAPE TOWN - SOUTH AFRICA

13
NOVEMBER

MEF MEET-UP
AFRICA

📍 CAPE TOWN - SOUTH AFRICA

18
NOVEMBER

AGM
LONDON

📍 LONDON - UK

18
NOVEMBER

MEF MEET-UP
LONDON

📍 LONDON - UK

19-20
NOVEMBER

MEF CONNECTS
OMNICHANNEL

📍 LONDON - UK

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 on **September 14th!**

