



# Content & Advertising

September 14<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/Co-Founder at Intentful

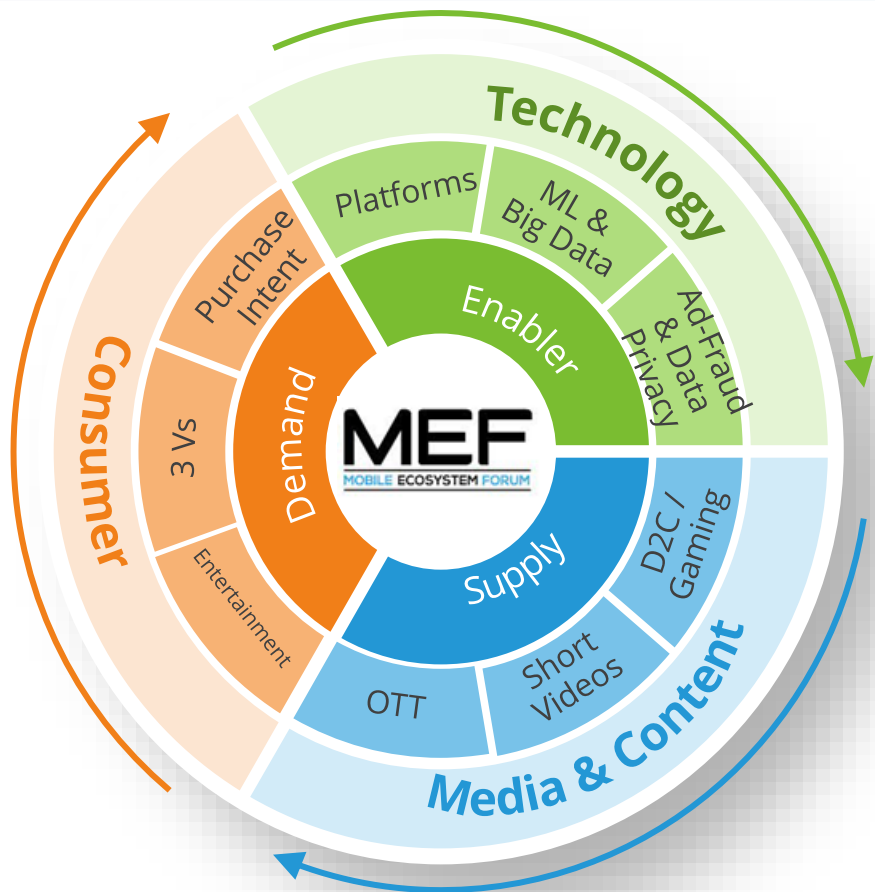
- Intentful is a content creation company. That leverages data and AI to create content in different ways
- Presenting to us will be CEO, Marina Petrova
- Over to you Marina – tell us more!



**INTENTFUL**<sup>®</sup>  
The Future of Content

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'

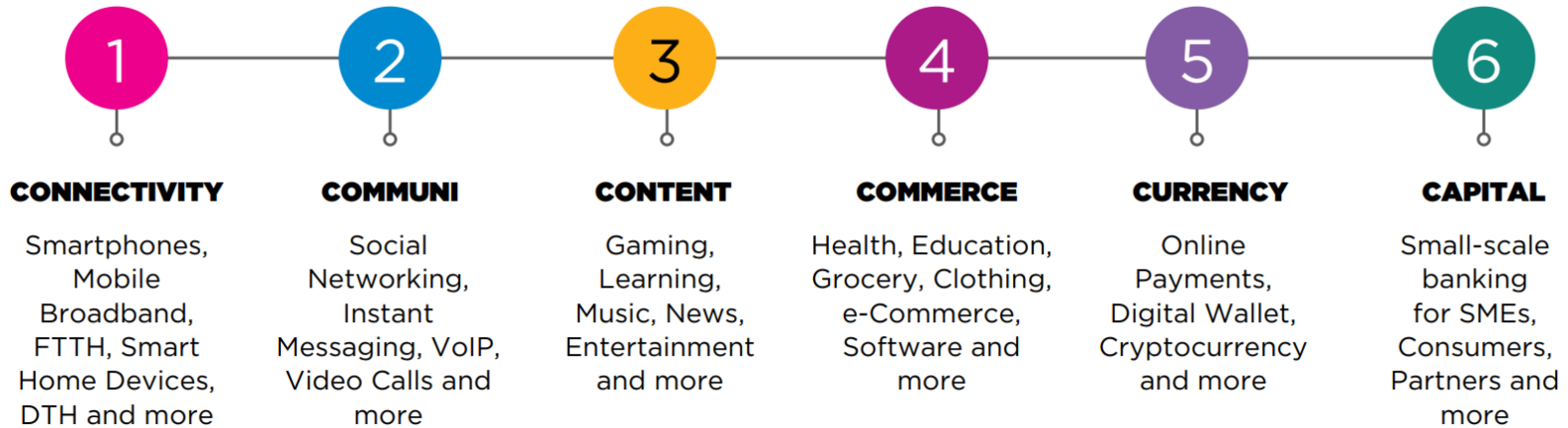


**360-Degree**  
approach to  
cohort formation



## 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:

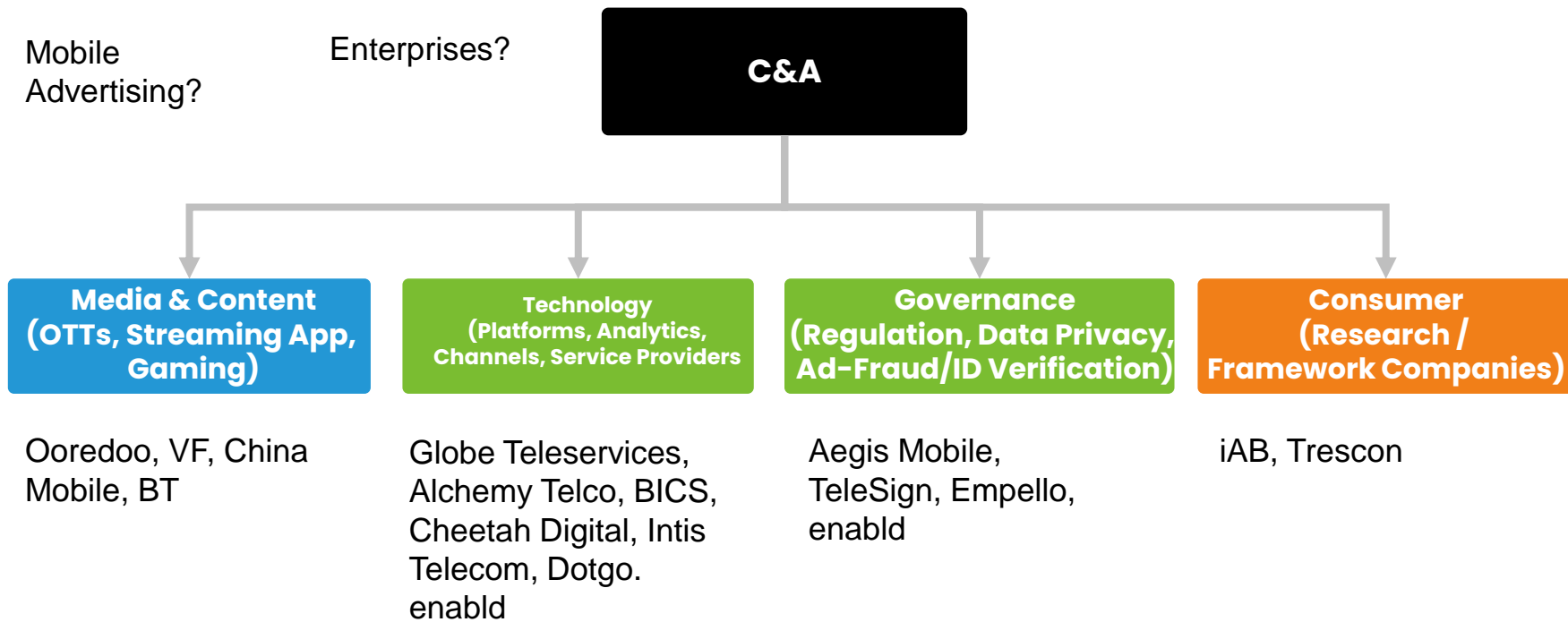
- Data assets to learn/personalise
- How to gather data/insights
- Gaining customer consent
- How to take a customer from unknown to known
- Gaining a direct customer relationship
- Research on customer behaviours

## 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



# 04 Upcoming Events



MEF is pleased to continue its close cooperation with Informa Tech who are producing GCBS 2023: our Director of Programmes James Williams will be chairing the whole event, moderating multiple sessions and will be a juror of *The Global Carrier Billing Awards 2023* – as will MEF Project Manager Ross Flynn who will be on moderation duty too!

Your MEF team will be providing a networking opportunity for you the evening of September 18<sup>th</sup> with an in-person MEF Payments Meet-Up in Amsterdam – and all thanks to Sam Media!

**Date:** 18<sup>th</sup> September

**Location:** [Sam Media's office](#)

Van Diemenstraat 356, 1013 CR Amsterdam

On the 26<sup>th</sup> September join us for the VIP event of 2023 on the breathtaking Palms Hotel's wrap-around terrace on the 55<sup>th</sup> Floor of one of the most stunning hotels on the Strip for an exceptional MEF MEET UP like no other – The Ghost Bar.

MEF Members and Special Guests are invited for an evening of delicacies from around the world, drinks, music + DJ and networking in an awesome venue under the stars!

**Date:** 26<sup>th</sup> September

**Location:** [GhostBar](#)

55<sup>th</sup> floor Ivory Tower, 4321 W Flamingo Rd  
Las Vegas, NV NV 89103 United States



MEF launched the first RCS World event in partnership with Google last year, hosted at Google's HQ in Dublin with dedicated learning labs and multiple business connection and networking opportunities. To a packed audience in the auditorium and online, leading industry executives highlighted the potential of RBM – with real-life strategies, ROI, best practices and country comparisons with case-studies from established brands.

By overwhelmingly popular demand we have been asked to repeat the event, this time taking it to the next level!

**Date:** 3rd October

**Location:** [Google France](#)

8 Rue de Londres, Paris, 75009 France

MEF CONNECTS Wholesale 2023 on October 10th & 11th will be the fifth year we have been running this ONLINE ONLY event and we're pleased to say that the event is FREE for all! Our sessions over the two days will be uncovering all areas of Wholesale. Whether it's identifying new revenue streams and growth drivers for Wholesale, achieving efficiencies, sustainability, new commercial models, automation, the emergence of new industry segments, Mobile IoT, SMS, Voice, Roaming, 5G, CPaaS, regulation, commercial models, anti-fraud, industry talent and more – we'll be looking into everything!

**Date:** 10<sup>th</sup> - 11<sup>th</sup> October

**Location:** [Online](#)

# 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

MEF MEET-UP  
LAS VEGAS

📍 LAS VEGAS - USA

28

SEPTEMBER

MEF FEATURING AT  
IDENTITY TRUST CONFERENCE

📍 LONDON - UK

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

16-19

OCTOBER

MEF FEATURING AT  
GSMA WAS #18

📍 ŠIBENIK - CROATIA

1-2

NOVEMBER

MEF FEATURING AT  
DOMAIN DAYS

📍 DUBAI - UAE

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

4

DECEMBER

MEF MEET-UP  
PARIS

📍 PARIS - FRANCE

5

DECEMBER

LEADERSHIP FORUM  
WHOLESALE EUROPE

📍 PARIS - FRANCE



# 2024 ROADMAP



# 2024 ROADMAP



**10**  
JANUARY  
MEF MEET-UP  
KUALA LUMPUR  
📍 KUALA LUMPUR - MALAYSIA

**21-24**  
JANUARY  
MEF FEATURING AT  
PTC  
📍 HONOLULU - HAWAII

**25-26**  
FEBRUARY  
GLOBAL FORUM  
📍 BARCELONA - SPAIN

**26**  
FEBRUARY  
MEFFYS AWARD SHOW +  
PARTY  
📍 BARCELONA - SPAIN

**19**  
MARCH  
LEADERSHIP FORUM  
AMERICAS  
📍 MIAMI - USA

**24**  
APRIL  
LEADERSHIP FORUM  
DUBLIN  
📍 DUBLIN

**11**  
JANUARY  
MEF CONNECTS  
MOBILE CONTENT & PAYMENTS  
📍 KUALA LUMPUR - MALAYSIA

**6-8**  
FEBRUARY  
MEF FEATURING AT  
CAPACITY MIDDLE EAST  
📍 DUBAI

**25-26**  
FEBRUARY  
CLUB MEF + EXPO  
📍 BARCELONA - SPAIN

**27**  
FEBRUARY  
MEF @ MWC BARCELONA  
THE FUTURE OF MOBILE SUMMIT  
📍 BARCELONA - SPAIN

**9**  
APRIL  
RCS WORLD  
AMERICA  
📍 NEW YORK

**7**  
MAY  
MEF MEET-UP  
ROME  
📍 RIOME - ITALY

**21**  
JANUARY  
MEF MEET-UP  
HAWAII  
📍 HONOLULU - HAWAII

**25**  
FEBRUARY  
MEF LOUNGE  
📍 BARCELONA - SPAIN

**26**  
FEBRUARY  
MEF ELECTIONS  
📍 BARCELONA - SPAIN

**19**  
MARCH  
MEF MEET-UP  
MIAMI  
📍 MIAMI - USA

**15-16**  
APRIL  
MEF CONNECTS  
INDIA  
📍 DELHI

**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

3

SEPTEMBER

LEADERSHIP FORUM  
LONDON

📍 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](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 on September 14th!

