



# Content & Advertising

February 15<sup>th</sup> 2024

- 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



- 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

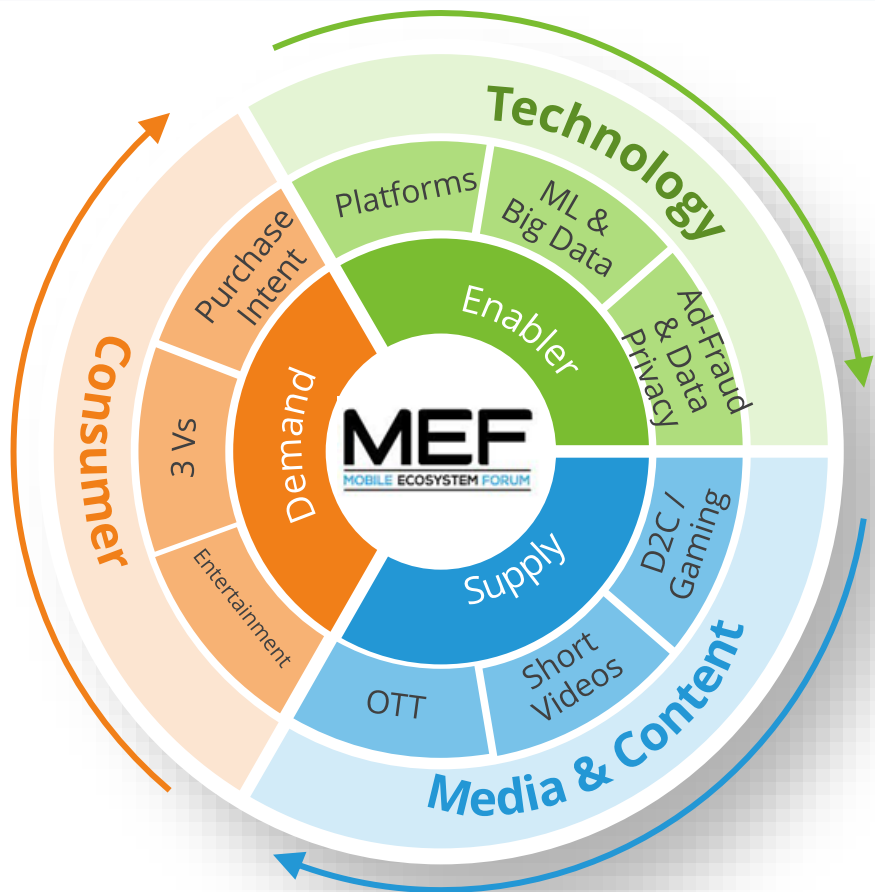
**FOUNDER MEMBERS:**

- 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:

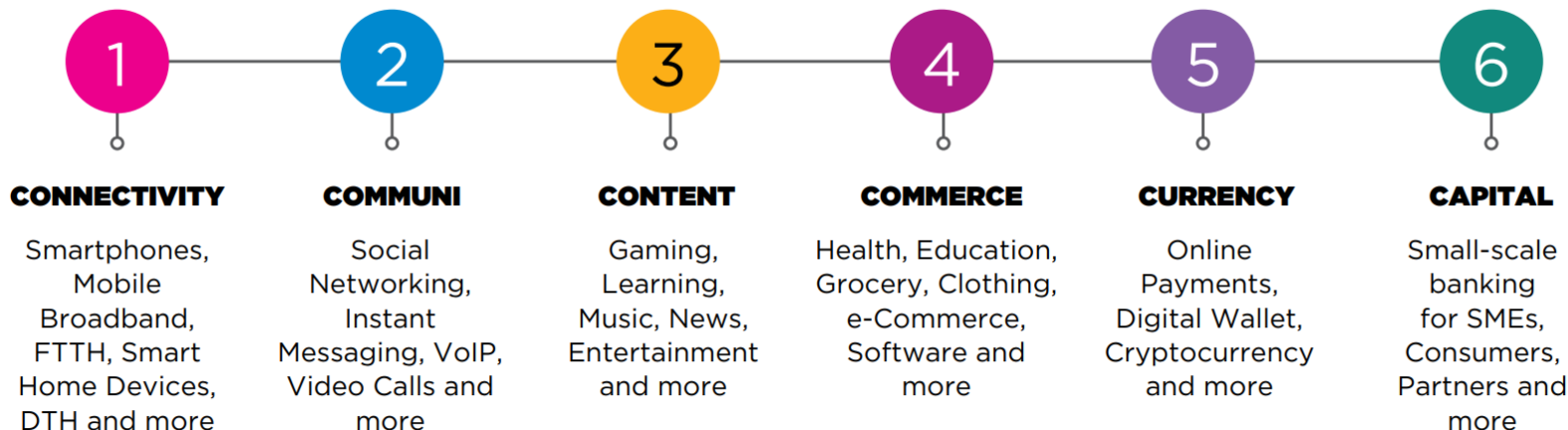
- In-app advertising budgets to grow
- 3 'Vs' to dominate: '*Monetization through Personalization*'
  - ✓ Voice based search
  - ✓ Vernacular language
  - ✓ Video content consumption
- Convergence of (i) Digital Payments, (ii) Messaging Platforms & (iii) Advertising
- Online to Offline: **OOH** (out-of-home)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

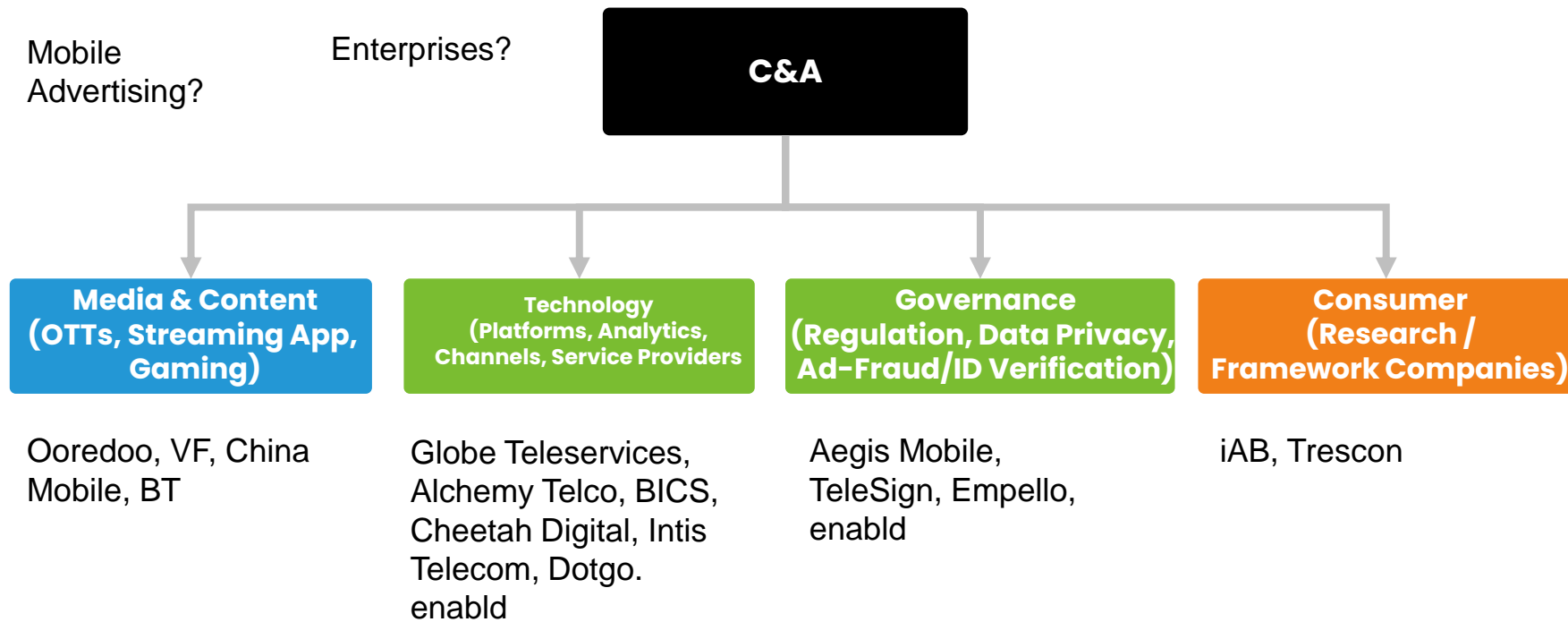
- Data assets to learn/personalise
- How to gather data/insights
- Gaining customer consent
- How to take a customer from unknown to known
- Gaining a direct customer relationship
- Research on customer behaviours

## 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



# Upcoming Events



FEB ALL DAY  
**25** MEF Global Forum



FEB 17:00 - 21:00  
**25** MEF Lounge Barcelona



FEB 19:00 - 01:00  
**26** MEFFYS Awards

# 2024 ROADMAP



**25**  
FEBRUARY

**MEF LOUNGE**

📍 BARCELONA - SPAIN

**25-26**  
FEBRUARY

**GLOBAL FORUM**  
MEF CONNECTS

📍 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

**19**  
MARCH

**LEADERSHIP FORUM  
AMERICA**

📍 MIAMI - USA

**19**  
MARCH

**MEF MEET-UP  
AMERICA**

📍 MIAMI - USA

**15-16**  
APRIL

**MEF CONNECTS  
INDIA**

📍 DELHI

**24**  
APRIL

**LEADERSHIP FORUM  
BUSINESS MESSAGING**

📍 DUBLIN

**7**  
MAY

**LEADERSHIP FORUM  
ROME**

📍 ROME - ITALY

**7**  
MAY

**MEF MEET-UP  
ITALY**

📍 ROME - ITALY

**14-17**  
MAY

MEF FEATURING AT

**ITW**

📍 WASHINGTON, D.C. - USA

**4-5**  
JUNE

MEF FEATURING AT

**MESSAGING & SMS WORLD**

📍 LONDON - UK

**16**  
JULY

LEADERSHIP FORUM

**CANADA**

📍 TORONTO - CANADA

**18**  
JULY

MEF CONNECTS

**ASIA**

📍 JAKARTA - INDONESIA

**24**  
SEPTEMBER

LEADERSHIP FORUM

**LAS VEGAS**

📍 LAS VEGAS - USA

**9-10**  
OCTOBER

MEF CONNECTS

**WHOLESALE**

📍 ONLINE

**15**  
MAY

MEF MEET-UP

**WASHINGTON - ITW**

📍 WASHINGTON, D.C. - USA

**11**  
JUNE

MEF MEET-UP

**STOCKHOLM**

📍 STOCKHOLM - SWEDEN

**16**  
JULY

MEF MEET-UP

**CANADA**

📍 TORONTO - CANADA

**3**  
SEPTEMBER

LEADERSHIP FORUM

**FRAUD**

📍 LONDON - UK

**24**  
SEPTEMBER

MEF MEET-UP

**USA**

📍 LAS VEGAS - USA

**27**  
NOVEMBER

MEF MEET-UP

**LONDON**

📍 LONDON - UK

**21**  
MAY

MEF CONNECTS

**ID & AUTH: PD&I**

📍 LONDON - UK

**12**  
JUNE

MEF CONNECTS

**NORDICS**

📍 STOCKHOLM - SWEDEN

**17**  
JULY

MEF MEET-UP

**JAKARTA**

📍 JAKARTA - INDONESIA

**10**  
SEPTEMBER

MEF CONNECTS

**IoT**

📍 ONLINE

**9-10**  
OCTOBER

**MEF FEATURING AT  
WORLD TELEMEDIA**

📍 MARBELLA - SPAIN

**12**  
NOVEMBER

MEF MEET-UP

**AFRICA**

📍 CAPE TOWN - SOUTH AFRICA

## 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 March 14th!

