



# International Commercial Models Meeting

October 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.

## MISSION

To educate stakeholders across the business messaging ecosystem about the importance of a balanced approach where commercial models are concerned, towards SMS and all other channels, particularly in the area of international hubs

## DELIVERABLES:

- Monthly forum for the review and discussion of business messaging commercial models impacting all stakeholders
- Create an educational document designed to highlight the risks to A2P SMS messaging of implementing sub-optimal commercial models which result in users of it moving off to alternative channels
- Promotion through whitepapers/reports/infographics/webinars/videos/social media (much of this created by members of this group) to educate the market and stakeholders



The image shows a preview of the MEF- MEMBERS' SURVEY 2023 form. At the top is a header with the MEF logo and a blue globe graphic. Below the header, the title "MEF- MEMBERS' SURVEY 2023" is displayed. A status bar indicates "Not shared" with a lock icon. A red asterisk note states "\* Indicates required question". The main body of the form contains a message from Dario Betti, MEF CEO, asking for feedback and promising a chance to win an iPhone 15. At the bottom, there is a large graphic of an iPhone 15 and a prompt to win the phone by filling in the survey and leaving an email.

**MEF- MEMBERS' SURVEY 2023**

Not shared

\* Indicates required question

**We need your passion, your ideas, your feedback...**  
Today we are asking you to spend 10 minutes answering some questions and giving us directions. Your answers will allow us to better tune our organisation to your needs and vision.

Thank you for being a member and for your continuing support.

Dario Betti  
MEF CEO

Win an iPhone 15 by filling in this survey ! (by leaving your email)

**iPhone 15**

MEF is member-led and there is no better time to share your MEF experiences than right now with our member survey. Any team member of a MEF member can complete the survey accessible here...

Enter to have your voice heard PLUS be in a chance to win an iPhone 15!

[https://docs.google.com/forms/d/e/1FAIpQLSdUL22CkFJE1Z3Wi-zWPCsSZ7sjRSAU9\\_nCp7n-mlh6nUNtzA/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdUL22CkFJE1Z3Wi-zWPCsSZ7sjRSAU9_nCp7n-mlh6nUNtzA/viewform)

- <https://mobileecosystemforum.com/enterprise-mobile-messaging-guide/>
- <https://mobileecosystemforum.com/programmes/a2p-sms-features-guide/>
- <https://mobileecosystemforum.com/programmes/future-of-messaging/fraud-management/trust-in-enterprise-messaging/a2p-code-of-conduct/> (NEW – v.2 released on December 14th, 2020)
- <https://mobileecosystemforum.com/enterprise-mobile-messaging-fraud-framework/> (NEW – v.3 released on January 27<sup>th</sup>, 2021)

MEF has an active SMS International Commercial Models working group and members had an idea to put a survey about A2P pricing. And here's the link to it! Please help by completing it!

<https://form.typeform.com/to/agvWNsWF>

## **National/International A2P SMS prices per region/market**

Following MEF's International Commercial Models webinar and survey, we're looking to validate estimated market prices for national/international A2P SMS traffic with the members of our working group.

This feedback will be used to recalibrate the pricing data (as a sense check) before we publish the data on the MEF blog to attract wider attention and urgency on this topic.

Group members agreed it would be a great idea to put together a document/report for general consumption both within and outside of the MEF community, which explains the commercial models situation today, the challenges, threats (how there is a correlation between challenging commercial models in play and higher incidences of fraud etc.) and indeed opportunities if done right. MEF's top two most downloaded reports last year were created by you the members in some of the other working groups and those who actively contributed got a lot of publicity for doing so...

Below is the link to the shared document created to get the working group project off the ground. All that remains to be done now is for us all to **agree a preliminary layout of the document** and to **decide who wants to work on what!**

<https://docs.google.com/document/d/1Sq5bBVf7AlxrLcfFZMmlLQ1qrKolrcif/edit>

So far the following companies/individuals have stepped forward. More active contributors welcome so just email [james@mobileecosystemforum.com](mailto:james@mobileecosystemforum.com) if you want to get involved!

- Infobip (Craig Selby?)
- iTouch Messaging (Waheed Adam)
- LANCK Telecom (Vladimir Smal)
- Lleida.net (Beatriz Garcia Torre)
- Mobilesquared?
- Openmind Networks (Jan Grootjes)
- Paul Ruppert
- Vox Solutions



# Upcoming MEF Events

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**November - December**  
**2023**

# Upcoming Working Group Meetings



OCT 14:00 - 15:00

**26** RCS Basic Messages Working Group Meeting



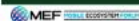
OCT 13:00 - 14:00

**27** Wholesale Working Group Meeting



OCT 14:00 - 15:00

**27** International Commercial Models – Working Group Meeting



NOV 16:00 - 17:00

**1** RCS Market Development Working Group Meeting



NOV 15:00 - 16:00

**13** Personal Data & Identity – Working Group meeting

# Upcoming Webinars and Events



NOV 16:00 - 17:00

**2** Digital Identity and Onboarding Processes



NOV 17:00 - 20:00

**13** MEF Meet-up Africa



NOV 15:00 - 21:00

**14** MEF Roundtable Africa



NOV 16:00 - 18:00

**27** MEF Annual General Meeting



NOV 18:00 - 21:00

**27** MEF Meet-up London



NOV November 28 - November 29

**28** MEF CONNECTS Omnichannel

# Upcoming MEF Events - November



**13th Nov** - MEF Meet-up Africa



**14th Nov** - MEF Roundtable Africa



**27th Nov** - MEF Annual General Meeting



**27th Nov** - MEF Meet-up London



**28-29th Nov** MEF CONNECTS Omnichannel





## 4th Dec - MEF Meet-Up Paris

This will be the precursor to the MEF Leadership Forum Wholesale Europe event taking place the day after at Orange's prestigious offices in Paris. **Numbers at both events are strictly limited.**



## 5th Dec - MEF Leadership Forum Wholesale Europe

Wholesale underpins so much and is a central pillar of our modern life. And we're going to be showing just how important it is in Paris on December 5<sup>th</sup> at our first ever **physical, in-person MEF Leadership Forum Wholesale Europe event** taking place at Orange's prestigious offices in Paris.

# 2023 ROADMAP



**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





**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  
**MEF MEET-UP**  
AMERICAS  
📍 MIAMI - USA

**24**  
APRIL  
**LEADERSHIP FORUM**  
BUSINESS MESSAGING  
📍 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  
**LEADERSHIP FORUM**  
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  
**LEADERSHIP FORUM**  
MIAMI  
📍 MIAMI - USA

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

**7**  
MAY  
**MEF MEET-UP**  
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

**LEADERSHIP FORUM**  
CANADA

📍 TORONTO - CANADA

16

JULY

**MEF MEET-UP**  
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

**LEADERSHIP FORUM**  
LAS VEGAS

📍 LAS VEGAS - USA

24

SEPTEMBER

**MEF MEET-UP**  
USA

📍 LAS VEGAS - USA

9-10

OCTOBER

**MEF CONNECTS**  
WHOLESALE

📍 ONLINE

12

NOVEMBER

**MEF MEET-UP**  
AFRICA

📍 CAPE TOWN - SOUTH AFRICA

13

NOVEMBER

**ROUNDTABLE**  
AFRICA

📍 CAPE TOWN - SOUTH AFRICA

18

NOVEMBER

**AGM**  
LONDON

📍 LONDON - UK



## We're here to help your business grow!

Never forget that if you have any interesting reports, 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 via email to thousands around the world.

Email MEF's Global Communications Manager Sam Hill –  
**[sam@mobileecosystemforum.com](mailto:sam@mobileecosystemforum.com)**

**January 2024, date TBD** (the topic of commercial models is being covered rather a lot during so many MEF events across November and December BUT those of you involved in the educational group work project, please do keep going – MEF will be checking in on you! 😊)