

## Open Mobile Media July Newsletter: Podcasts Up, SF '09 Goes Live

Dear all,

Welcome to edition 5 of the Open Mobile Media newsletter. This is a special issue, with a post-event wrap from our recent sell-out London event, as well as an exclusive preview of the Open Mobile Summit San Francisco November 4-5 and pre launch special offer.

So, take a moment to step back from the daily 'to do', make yourself a nice cup of tea, and read on.

In this edition:

\* Open Mobile Summit London Event highlights

- App Stores, Emerging Markets, Pc vs Phone, Monetizing content, Beyond the App
- Download the presentations and podcasts now

\* Announcing Open Mobile Summit San Francisco

- Save the new date! Nov 4-5
- Speakers to date
- Open Mobile Summit San Francisco: Call for input
- Registration opens: First 20 tickets half price!

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\* Open Mobile Summit London - Event highlights  
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Our first London event took place in June and was a sell-out success, with 230 registered attendees and 69 speakers! If that's not a sign of health of the open mobile economy I don't know what is. Thanks to all who participated and helped to make it a really groundbreaking event.

Travel was once again an issue, though not for the reasons you might imagine. London had a city wide tube strike that started the night before and finished the night after the event. Still, as many of 193 attendees, and almost all the 69 speakers, walked, bussed and taxied across a gridlocked city to get to us. Prize for most innovative transportation goes to the Vodafone exec who came on roller blades - nice job! Thanks again to all for making the huge effort to get to us!

Here are some of the highlights / themes that emerged from the discussions:

\* Apps and App Stores were high on the agenda\*

- Christopher Schlafer, Group Product and Innovation Officer across the T-Mobile group worldwide called for interoperability across App Stores in his keynote address.

See Unstrung story here:

[http://www.unstrung.com/blog.asp?blog\\_sectionid=414&doc\\_id=177871](http://www.unstrung.com/blog.asp?blog_sectionid=414&doc_id=177871)

or download the presentation / audio podcast here:

<http://www.openmobilesummit.com/lon/agenda.aspx>

- Vodafone's Pieter Knook, O2's Tanya Field and 3's Christiana Veilo had an animated fireside chat with Rajeev Chand, exploring the operator role in content / service delivery (Listen to it at - <http://www.openmobilesummit.com/lon/agenda.aspx> - Day 2, 2pm, "What's over the garden wall")

- We closed the conference with the panel App Store: Fad or Future - where Nokia and Vodafone discussed the challenges of running co-opetitive App Stores, along with Amdocs, Bango and Taptu (podcast coming soon)

\* Open Mobile in the Developing World\*

- Orange/France Telecom SVP Yves Maitre spoke about the huge market potential for connecting the developing world to the Internet, in many cases for the first time, and celebrated Open Source's role in lowering the costs of devices to do so. He spoke about the need to address the volume market for apps in India, and Africa - with open models to bring prices down and enable volume business.

\* PC vs Phone\*

- The new categories of devices 'Beyond the Phone' was an ongoing theme throughout the discussions, and a keynote panel with Aymar de Lencquesaing SVP Acer, Orange / France Telecom and Qualcomm addressed the issue head on - exploring the relative merits of netbooks and smartbooks. Picking up the developing world theme, Dean Bubley posed the question as to why someone in the developing world would rather access the Internet on a phone rather than a notebook. Panellists cited battery life as an advantage in the phone camp. Listen to the debate online at <http://www.openmobilesummit.com/lon/content.aspx> - Panel: Beyond the Phone'Day two, mid-morning.

\* Evolution of Form Factors, iPhone and Palm Pre\* Christian Lindholm, 'father of the Nokia UI' and now with Fjord, explained how mobile was becoming the next mass media, explored the evolution of the form factor and in particular the display, citing the iPhone touchscreen as a transformative stage but also claiming that the Palm Pre had pushed the envelope to a new level and was the new benchmark for the open mobile user experience.

\* Monetizing content / mobile media\*

Lindholm described a future where 'snacking content at bubblegum prices could be a massive business', and exhorted content providers not to be frightened of experimenting with cheaper pricing models, reminding them that 'small streams form a big river'. In the Monetization panel, music industry digital guru Barney Wragg and other panellists discussed the challenges in getting the mobile music model right, the enormous risk and finite returns involved, and consumer perception that 'stuff on the internet is free'. The consensus was that the industry needed to identify new models based on deeper relationships, such as 'fan funding' - leveraging digital channels to cultivate a fan base - who will then pay premium prices for exclusive product, like premium seating at events. This sort of model could translate to journalism, with fans subscribing to individual blogs, articles etc by journalist, as opposed to buying a newspaper.

\* Beyond the App\*

Many speakers cited what we at Open Mobile Media also firmly believe, which is that apps may be hot property right now but they are not the be-all-and-end-all. Listen to Scott Seaborn from Ogilvy's presentation for a tour de force of innovative mobile campaigns executed for big brands. Google spoke of the tremendous innovation in the past year as a result of the browser wars and suggested with html 5 the 'apps in the cloud' vision would become a reality much faster than anyone expected - a claim supported with live demos of gmail on the iPhone, and on an Android device - running in both cases as a web app, supported with offline caching. He also demoed google maps as a web app in html, on both the Palm Pre and the iPhone. The message was that app stores are important for distribution, but ultimately the web wins. We'll be picking up this theme and running with it at the next event in San Francisco, Nov 4-5.

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\* London Presentations and Podcasts Live  
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Presentations and podcasts from many of the sessions are now live at <http://www.openmobilesummit.com/lon/content.aspx> - scroll down the agenda page for the PDF and podcast icons to see what's available.

Other highlighted content available for download now includes Mitch Lazar MD Europe of Yahoo! Mobile on 'Search, Advertising and the open mobile ecosystem', Mike Grant's presentation 'Profit opportunities in an open mobile world', Kiyo Oishi CEO ACCESS's inspiring keynote on 'Open Mobile In Japan' and Lee Williams Executive Director Symbian Foundation's keynote.

More content from the London event is coming in the August newsletter, so watch this space!

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\* Announcing San Francisco: Mark your calendar November 4-5  
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We have tremendous momentum now as we approach the second annual Open Mobile Summit San Francisco, and the third in the global series. And a truly incredible line-up to share. Get ready for the big one folks, the Open Mobile Summit SF is going to ROCK!

\* Mark your calendar now for November 4-5! (note these are new dates)

\* Plus: September 18 - when the early bird discount expires. Set yourself a reminder now so you don't forget!

\* Speakers: Keynotes include: Vint Cerf, Chief Internet Evangelist Google; Kevin Lynch CTO Adobe; David Perlmutter EVP & GM Mobile Intel, Jan Uddenfeldt EVP Ericsson and Michael Abbot SVP Palm. Plus hear from Verizon, T-Mobile, Virgin Mobile, Vodafone, MySpace...

See the complete line-up to date at <http://www.openmobilesummit.com> !  
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\* Open Mobile Summit San Francisco: Call for input

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\* Nominate a speaker - email [robin@openmobilemedia.com](mailto:robin@openmobilemedia.com)

We don't do a call for papers, but we want to know who YOU want to hear from. Check out the speakers to date here: <http://www.openmobilesummit.com> and tell me who we're missing. And don't hold back - aim high - we do!

\* How to end it?

What's the hottest topic in the industry today?

At the Open Mobile Summit, we like to keep the best 'til last, and really end with a bang, rather than a fizzle. That's why we try to save the hottest topic til last. In 2008, it was Mobile Advertising - and we had a great panel with standing room only right through to the very end of the conference.

If, as Scott Seaborn from Ogilvy said in London '2008 was the year of mobile advertising', then it's fair to say 2009 is the year of the App Store - which is why we closed with the "App Store: Fad or future" panel in London 09 - once again, standing room only right through until the end.

So, what should the last session in San Francisco 09 be? Candidates are the App Store panel again, or Apps in the Cloud (browser as app framework), or 'Navigating the Open Mobile Internet' which explores the future of the physical UI for navigation as well as advances in search, and discoverability of apps.

Let me know what YOU think is the hottest topic in the industry. Email [robin@openmobilemedia.com](mailto:robin@openmobilemedia.com)

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\* Special offer - 20 HALF PRICE tickets for San Francisco - Act now!

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Special Offer - 50% discount for the next 20 registrations! Just \$750

Early bird pricing applies thereafter: \$1195. Regular price (after Sep 18) \$1495.

So, make sure you apply for the budget to attend, today! And hurry - 2 of 20 have already gone! Register here, using code SUPER50:

<https://www.openmobilesummit.com/sf/register/step1.aspx?DC=SUPER50>

Hope to see you there!

Robin Batt  
Executive Producer  
The Open Mobile Summit 09  
<http://www.openmobilesummit.com/>  
San Francisco, November 4-5

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