

Welcome to the April edition of the Open Mobile Media newsletter.

With just 7 weeks to go until the Open Mobile Summit London May 26-27, the buzz is mounting daily. Registrations are currently tracking at 3x the London 09 event so the community is coming together fast. Note: The early bird discount expires next Wednesday, April 14th - so act now if you are planning to attend. You can register here:  
<http://www.openmobilesummit.com/lon/register>.

Once that's taken care of, make yourself a nice cup of tea and read on..

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\*The Open Mobile Summit London - Agenda Highlights

We've a packed agenda for the next Open Mobile Summit taking place in London next month.

From the operator side we have heavyweight keynote participation and sessions exploring Who pays for Mobile Broadband?, Monetizing the Application Ecosystem, The Business Case for LTE, Open Models from Theory to Practice, Any Device and Open Networks, mHealth and Regulation and the mobile Internet.

From the application ecosystem we have a deep dive into The Future of Publishing, Entertainment Anywhere, Monetizing Content, Where Mobile Meets Social, The future of App Stores and Discovery and the very latest on Mobile Advertising.

Our morning plenary panels explore The New Value Chain, The Future of Device Evolution and Open Platforms vs Open Networks. And the closing plenary brings mobile, Internet and media legends together to discuss 'Will the web win'.

All that plus a party on the evening of 26th where we can all let our hair down and have some fun. It's going to be a great event!

You can download the complete PDF agenda here:  
[www.openmobilesummit.com/docs/Open\\_Mobile\\_Summit\\_London\\_May\\_2627.pdf](http://www.openmobilesummit.com/docs/Open_Mobile_Summit_London_May_2627.pdf).

(Act soon if you plan to attend - early bird discounts end this wednesday!)

\*Partner event: Telco 2.0, 28-29 April

Our friends at STL Partners are holding the next Telco 2.0 event in London, this April 28-29. The Telco 2.0 events provide a deep dive into the evolution of both fixed and mobile operators business model, in the light of the changing dynamics of today's marketplace. Simon Torrance, Managing Partner of STL Partners and the founder of Telco 2.0 will also be speaking at the Open Mobile Summit in London, May 26-27, where he'll share some of the outputs of the recent discussion.

You can find more information about STL's Telco 2.0 event here:  
[www.telco2.net/event](http://www.telco2.net/event)

\*Dates confirmed for The Open Mobile Summit San Francisco - 8-10 November!

Stop press! The 3rd annual Open Mobile Summit San Francisco is taking place 8-10 November. This is 1 week later than originally planned.

Please update your calendar.

We're moving to a 3 day event format, and building out more content around 'the business of innovation' with a special The Open Mobile Summit (TOMS) Developer Day on the 10th.

This week we shortlisted our keynote wish-list and the invitations have gone out. Watch this space! We're also closing the primary sponsors right now so email me if you'd like to get involved.

\*The anatomy of the mobile developer

As we build out the content for The Open Mobile Summit San Francisco I've been taking a deep dive into understanding the developer community in the mobile space these past few months. We'll have some exciting announcements soon, but in the meantime I'd like to share some of the outcomes of this research.

Let's start with a question

How many of the suited gentlemen lining up for the hands-on Android App Development workshop at the Mobile World Congress were developers, and how many were businessmen looking to get a free Nexus one?

I'd warrant more of the latter, but either way the great Android phone giveaway drew the crowds and put Google centre stage at the Mobile World Congress Apps World. As well as no doubt pleasing the growing Android developer fan-club too.

Having said that, mobile developers today are far from a homogenous group. If my research has shown anything it's that typecasting the mobile developer today is a foolish pursuit!

The folks that we see at the Open Mobile Summit run a fantastic range of 'developer influencers' or 'App creators' driving application / service development from ad agencies, web design agencies, specialist mobile shops (large and small), Publishing and Broadcasting giants, Games developers, Enterprise developers as well as Internet entrepreneurs and start-ups in many app specific niches.

And in each grouping, you have the start-up shops and the giants, the new entrants enabled by a more open mobile ecosystem and the incumbents looking to understand the new environment.

Then there are the different platform tribes, who develop specifically for iPhone, Windows, Nokia, whatever.

And there's a distinction between the people driving the business of apps development - building the business models, making calls on which platforms to develop for and how to tackle fragmentation, how to market these services, how to monetize them - and the developers actually writing the code. Again, the nature of the conversations at the Open Mobile Summit tend to attract more of the former, but we are also seeing more of the 'developer entrepreneur' who often wears both hats.

My prediction is that as the ecosystem continues to open, the 'developer community' will diversify further, as new players emerge and older tribes move to mobile.

Also that, before long we will see the two tribes of web developers and mobile developers come together - as Internet and mobile worlds continue on their collision course.

Lastly, as embedded markets progress and devices 'beyond the phone' continue to evolve, everyone - and no-one - will be a 'mobile' developer per se.

That's all for this month!

Robin

P.S. Don't forget if you are planning to come to the London event, register by this Wednesday April 14th to get in at the discounted rate!  
[www.openmobilesummit.com/lon/register](http://www.openmobilesummit.com/lon/register)