

Hello all,

Welcome to the June edition of the Open Mobile Media newsletter!

We're back from a tremendous second annual Open Mobile Summit London event, and are now moving full steam ahead confirming speakers and sponsors for the third annual Open Mobile Summit San Francisco, happening November 8-10. There's so much excitement around this event, it's incredible – this is going to be a very major happening in Silicon Valley this year.

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- * Presentations and Podcasts
- * Press Coverage and News Stories
- * The Open Mobile Summit San Francisco – Nov 8-10
- * And Finally

The Open Mobile Summit London - it's a wrap!

Our second annual Open Mobile Summit London happened this past May 26-27. We had a great audience again this year, with 330 participants and a great mix across the ecosystem. Fantastic to see more of the developer community attending – and yet still 21% operators, 17% OEMs, 17% Internet, 20% content and media and lots of the folks in between that make the tools and platforms that bring it all together.

Keynote speakers included Alberto Torres EVP MeeGo computing at Nokia (in his much anticipated first public appearance since he took the role), Olaf Swantee, SEVP France Telecom with responsibility across the Orange mobile group globally, Håkan Dahlström who heads up mobile across Scandinavia's largest operator group, Andrew Gilbert EVP Qualcomm and Olivier Baujard, CTO of Deutsche Telekom (parent of T-Mobile group).

I have to say, this is just the greatest time to be in mobile, and / or the Internet, since the Internet emerged in the late 90s. There's so much disruption, and so much change and opportunity – it's impossible to see what's coming very far around the corner.

That's why I love the Open Mobile Summit. You can never predict exactly who will be there. And whatever I set as the agenda, the conversation always takes on a life of its own, and picks up on all the major themes up for global discussion.

For example, Adobe and Apple didn't make it this year. But by mid-day on Day 1 people were talking of little else. Hank Skorny from Real Networks stirred things up by asserting that Apple and Google were 'running away with the mobile Internet', said that Apple had turned AT&T into a 'dumb pipe' and that Apple's application environment was a walled garden into which operators can't penetrate.



You can hear the responses of Andy Gilbert EVP Qualcomm, Olaf Swantee SEVP France Telecom (Orange) and Olivier Baujard CTO Deutsche Telekom (T-Mobile), as well as Moderator Rajeev Chand, in the Day one keynote panel podcast. Download here: <http://www.openmobilesummit.com/lon10/agenda.asp>
[X](#)

Picture Left: Olivier Baujard CTO Deutsche Telekom, Andrew Gilbert EVP Qualcomm, Alberto Torres EVP

Nokia, and me (far right)

Meanwhile, the 'will the web win' conversation was scheduled to happen for the Closing Plenary, which I was kind of hoping would end up as a wrap of the 2 day discussions, and the debate duly opened morning day 2 when Opera co-founder Jon Von Tetzchner insisted, repeatedly, that there was no other answer than the open mobile web touting the browser as the great unifier. In a pointedly anti-Apple stance both Jon and Nokia's EVP Alberto Torres stated their public support for Adobe, with Jon Von Tetzchner stating boldly "It is the only proprietary part of the Web we support" (lots of coverage of this – see <http://www.openmobilesummit.com/lon10/press.aspx>)



Picture Left: Håkan Dahlström (TeliaSonera), John Von Tetzchner (Opera), Alberto Torres and Jim Zemline debate Open Where: Platforms vs Networks

I particularly liked Clive Akass's analysis of the headline themes and debates 'Apple is not the Microsoft of mobile' here:

<http://www.theinquirer.net/inquirer/feature/1651578/apple-microsoft-mobile>

Other recurring themes this year included:

*** Impact of the iPad:**

General consensus – it's a success, but we don't know why. Much debate over the usage case. It is a £500 photo frame, a social media device for women watching TV, a remote control with extras (BSkyB) or an ereader-killer? (Christian Lindholm's presentation is good on this, as was the following panel Future of Publishing and Entertainment Anywhere – Day 1 Track B)

*** Mobile broadband explosion – and how to handle it if you're an operator:**

Lots of discussion on this. France Telecom's Olaf Swantee said the 'absolutely phenomenal' increase in data usage had led management to have weekly reviews of network usage, a marked change from just a couple of years ago 'where the business side took the network side for granted.'

Many operators were in favour of offloading data wherever possible to Wi-Fi networks or femtocells. Baujard said Deutsche Telekom would ultimately like to offload 20% of its outdoor cellular traffic onto WiFi.

There was also talk of tiered pricing from Openwave's CEO Ken Denman ('it absolutely has to happen') and Liam Gain CEO Flash Networks, who said operators will only be able to discriminate upwards. That said, DT's Baujard referenced possible cases where it would be necessary to 'slow down certain services when need be for the global comfort

of the customers’.

The business model for LTE was discussed by Håkan Dahlström, President of mobile services at Scandinavia’s largest telco TeliaSonera, and Olivier Baujard announced DT would be trialling LTE this year. Afternoon panels dove more deeply into new revenue streams for operators, the wholesale / M2M business case, and the mHealth ecosystem.

Finally, Andrew Gilbert, EVP Qualcomm made the important point that developers should be encouraged to create efficient applications that won’t use a lot of data.

Given AT&T’s recent introduction of tiered pricing in the US, O2 UK’s announcement yesterday that they will do the same, and the reactions of the developer community to date, you can be sure that the question of ‘Who Pays for Mobile Broadband’ will be a recurring theme of The Open Mobile Summit in San Francisco this November 8-10. Watch this space!

*** Smartphone goes mass market:**

2010 is the year of the smartphone. Shift from hardware to software is now irreversible. Much excitement around low cost mass market smartphones running Android and Symbian hitting customers second half of this year. Orange expect 50% of new handsets they buy will be running a smartphone OS. Nokia’s keynote emphasised their commitment to win in the smartphone market – and announced the MeeGo release 1 is available for download. Supported by their application showcase in the networking lounge, they highlighted the growth of the OVI platforms (1.75M downloads of apps / content per day), success of mobile maps, and apps for emerging markets (1.5M users of Nokia Life tools).

*** User Experience is key:**

And there is a lot more scope for this to evolve...listen to Hampus Jacobsen from TAT and Mark Rolston of frog design, also Ben Wood’s panel ‘Future of devices’ panel morning of Day 2 with HTC, France Telecom, Acer and Sagem Wireless.

*** Monetisation, mPayments and mobile advertising:**

mPayments a critical area for publishers and developers – lots of different approaches here, hard for publishers to distinguish. Many still feel this area is the ‘jewel’ in the operators crown. (We’ll have an mPayments showcase in San Francisco to address this...contact me if you’d like to be featured)

Meanwhile mobile advertising is growing in importance, many believe future revenues here could far outstrip revenue from apps....emphasised by Apple’s iAd announcement.

Picture Right: Gustav Soderström of Spotify, speaking on Monetisation, and Spotify’s product development strategy



* **Device evolution 'beyond the phone':**

This is the dawn of the Internet of things –interconnected devices / services from entertainment through to enterprise. Andrew Gilbert's keynote on Day 1 addressed this, as did Ben Wood's Day 2 morning panel, Day one pm track A sessions: Any device and open networks, M2M and evolving verticals, mHealth etc and Day one pm track B sessions: Future of publishing, and of entertainment Anywhere.

* **Platform wars, apps vs the web, and have Google and Apple won?**

General consensus: Yes, for now, but not necessarily for good! As Jim Zemlin president of the Linux foundation put it "We are in the first five minutes of a very long game."

Presentations and Podcasts:

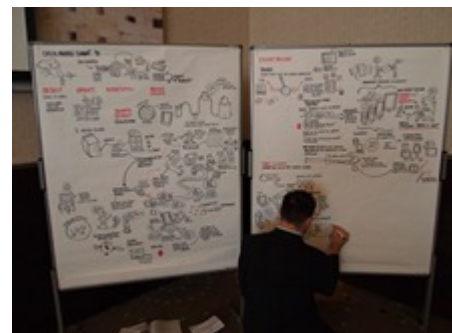
I'm happy to say ALL of the conference content (bar one panel) is available in podcast format, so you can hear it for yourself...click here <http://www.openmobilesummit.com/lon10/agenda.aspx>

Favourite presentation? It's got to be a tie between Richard Windsor of Nomura capital for his straight talking analysis of where the value lies in the open mobile ecosystem, and Mark Rolston's presentation which was a tour de force of new design concepts exploring future possibilities at the intersection of the real world and the digital world. I am pleased to say Mark Rolston will be joining us in San Francisco so there will be another chance to see him live.

We had some really great moderators this time around too – notably Ben Wood of CCS Insight (morning keynotes day 2 + two great panels 'Open where: Platforms vs Networks' and 'Device evolution 'beyond the phone') – thanks for 'keeping it real' Ben. And for accidentally leaving your brand new Dell Streak in the press room so we had something to play with after the conference.

Creds also to Rajeev Chand who did a great job of bringing the global perspective, and big cross-industry themes, to the morning of Day 1.

Other notable sessions included 'Future of Publishing' with Steve Haber President Sony Digital Reading Division, Alisa Bowen SVP Thompson Reuters and Richard Titus of AND who announced they'd be launching an iPad for UK newspaper 'The Metro' the following week, at the show. Christian Lindholm's take on the tablet / ebook revolution. Hampus Jackobsen of TAT's analysis of the evolution of the UI. Plus Spotify, mHealth, Any Device and Open Networks and Mark Donovan's panel with Gowalla, Vodafone CBS radio. And much more.



We have also created a unique post conference conversation piece in partnership with Fjord, featuring excerpts from the Open Mobile Summit cartoon which was created in real time during the 2 day conference. The report will be released to the community in a month or so (priority goes to London '10 attendees).

Picture Right: The Open Mobile Summit cartoon in creation

Thank you!

Special thanks to all of those who participated – speakers who beat the volcano to get flights into London, attendees who took a chance on our unique event and participated actively...and of course the sponsors who made it all possible. Namely Qualcomm and Nokia (Gold), Openwave, Flash, TAT, Amdocs, Oracle and Analysis Mason (Silver) as well as the demo companies, lunch sponsors and other players who took part.

Both receptions were a lot of fun too – thanks to some champagne, our request-playing pianist and generally good company, we all had a ton of fun on the evening of May 26th...and it was good to see so many of you sticking around for a drink at the end of the 27th too.

There was such a great energy at the London summit this year, it was really something.

If you didn't make it, you missed out!

No matter because – The Open Mobile Summit San Francisco is just around the corner. Dates for your diary – November 8-10 (note the change from our original published dates).

Some attendee feedback

"An excellent event! Interesting content and networking, with many tier one industry execs attending" Ben Wood, CCS Insight

"The Open Mobile Summit was probably the best conference I've been to - great range of perspectives, good (several excellent) speakers, good facilitators. I learnt a huge amount and found it a great way to develop my own ideas about the future of mobile and the associated value chain" Colin Wooldridge, Strategy Manager, Telefónica O2 UK Limited

"The best mobile conference in 2010 so far. Great crowd and many new faces to meet and greet. ***** 5 stars" Alex Jonsson, CEO, Mosync AB

"Fantastic event from a content perspective, great calibre of speakers" Gyane Dewnarain, Senior Manager, LIMO Foundation

"This was an excellent, informative and connected event and surely one which has redefined the industry's thinking on open mobile" Nigel Grace, MD, HFI

Press Coverage and News Stories

[Nokia, Opera Publicly Back Flash](#)

[Browser apps are 'as good as native'](#)

Clive Akass, The Inquirer

[Nokia's first Meego device has an ARM chip](#)

Inquirer

[Gowalla CEO Searches For A Place In Location Sharing Rush](#)

Robert Andrews, Paid Content UK: Audio Interview

[HTC plans a tablet and sees women as a major market](#)

Inquirer

[Apple is not the Microsoft of mobile](#)

The Inquirer, Clive Akass

[Deutsche Telekom to Trial LTE This Year](#)

Light Reading Mobile, Michelle Donegan

[iPad to lead 'absolutely phenomenal' mobile data growth](#)

David Meyer, Senior Reporter, ZDNet

[Deutsche Telekom Joins Rush to WiFi Offload](#)

Michelle Donegan, Light Reading Mobile

[Apple and Google are clear winners in mobile Internet](#)

Dan Worth, Reporter, The Inquirer

[Real Networks stays out of Apple's spat with Adobe](#)

[E-readers 'will survive the Ipad'](#)

Clive Akass, Reporter, The Inquirer

[Open Mobile Summit 2010 - Qualcomm on connected things](#)

Tony Dennis, Reporter, GoMo News

[Real Networks refuses to take sides in Apple Adobe battle](#)

Apple and Google pulling away in mobile Internet

[Operators must be context aware](#)

Openwave - Keith Dyer, Editor, Mobile Europe

['Connected intelligence' next stage in mobile development](#)

Dan Worth, Reporter, V3.co.uk

[Mobile internet touted as the future for telcos](#)

Dan Worth, Reporter, V3.co.uk

[Qualcomm outlines future smartphone dating](#)

Tony Dennis, Reporter, Techeye

[Orange to take mobile money to Europe this year](#)

Reuters (Tarmo Virki, David Holmes)

[Nokia sold only 100000 n900 smartphones](#)

The Inquirer

[Nokia faces struggle to claw back market share](#)

Dan Worth, Reporter, V3.co.uk

[Apple and Google pulling away in mobile market](#)

Dan Worth, Reporter, V3.co.uk

[Nokia N8 Sims 3, Need For Speed & Monopoly gaming get video demos](#)

Chris Davies, Zizot

[Orange to launch low-cost LG Android smartphone](#)

Nick Wood, Total Telecom

[Opera mobile strategy: really in love with open mobile standards?](#)

Cian O'Sullivan, Chief Reporter, GoMo News

[Apple and Google pulling away in mobile market](#)

The Frontline - v3, Dan Worth

[Nokia top model N900 sales below 100,000](#)

David Cowell, Reuters

[Operattorerernas Varld I Spillror](#)

Computer Sweden

And some blogs:

[MVNOs to take off in Latin America as mobile markets mature](#)

OSS News Review

[What are the side-effects of speed/vol tiering for mobile broadband?](#)

Dean Bubley, Disruptive Analysis

[Open Mobile Summit Day 1](#)

Andrew Till, VP, Teleca

[Open Mobile Summit Day 2](#)

Andrew Till, VP, Teleca

[Day 2 of The Open Mobile Summit](#)

Speed communications blog

[Streak in London \(Dell's new streak spotted at Open Mobile Summit\)](#)

Michelle Donergan, Light Reading

[Open Mobile Summit - Day One](#)

Mobile News 91 Mobiles

[A Context-aware Approach to Mobile Data Profits](#)

Openwave

[Nokia and Opera side with Adobe in Flash debate](#)

Electronista

[Nokia, Opera back Adobe Flash in Apple spat »](#)

OnlySoftwareBlog - By Rahul

[Nokia N900 sells just 100,000 units](#)

[Apple iPad deals for UK mobile broadband users](#)

The Open Mobile Summit San Francisco

We are now full steam ahead recruiting speakers for The Open Mobile Summit San Francisco.

My role has taken a 180 degree turn since we started out – where I was once charged with convincing the good and the great to join us to speak, my focus is now around selecting truly the best speakers possible from the many available!

Thanks to all for the unending stream of suggestions and ideas as to who, and what would be interesting. More input is still welcomed – as we build the speakership / agenda

over the next 6 weeks. But, to lay the ground rules, if you want to put your own company forward to speak, you must also give me your top 5 picks for non-related speakers / topics!

Expect some major keynote announcements over the next few weeks. Meanwhile we have begun to select our moderators, and I'm delighted to welcome Ann Winblad, legendary high tech vc and founder of Hummer Winblad Venture Partners who'll be moderating keynotes on Day One, as well as Loic Le Meur, infamous SV blogger, founder of Le Web and CEO of Seismic, Kevin Fitchard Senior Editor Telephony and John Malloy of Blue Run Venture Partners. Thanks also to Justin Siegel CEO Mocospace, Tom Conrad CTO Pandora and Mark Rolston CCO frog design who have also agreed to join us.

And that's just the tip of the iceberg!

Thanks also to our sponsors: Intel (Gold) and Opera, Openwave, Texas Instruments and Oracle (Silver)...plus many more in the pipeline. The support of these companies is critical to enable us to deliver a first class, independent event for the industry. Better still, the companies supporting the event this year really do count amongst the brave and the bold driving the industry forwards and as such can easily contribute to the conversation.

More soon on: The Expo, and the Developers' Day – new features for our Open Mobile Summit regulars, both of which will share the quality of participants, content and networking that you have come to expect from The Open Mobile Summit. We have some great companies and speakers lined up for you here too!

And Finally...

Well done to the US on Saturday. I have been known to say that, if we can't play in the World Series, maybe the US shouldn't be invited to play in the World Cup. But, I've come around to the idea and it's great to see the US giving us some serious competition over here in the beautiful game. Game on!

Until next time...

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