

Hi,

Welcome to the May edition of the Open Mobile Media newsletter. The volcanic dust has settled, Spring has sprung here in the UK and we've just 3 weeks to go until the second annual Open Mobile Summit London. I can't wait to meet everyone and find out what the next chapter of the open mobile revolution has in store!

This month's newsletter includes:

- **Open Mobile Summit London, 3 weeks to go! Speaker and sponsor updates**
- **What's the future of Search and Discovery? Siri, Gowalla and more**
- **What I learned at Telco 2**
- **TOMS San Francisco Nov 8-10 – new speakers confirmed**
- **And finally: HP bought Palm. Why?**

Open Mobile Summit London, 3 weeks to go!

The Open Mobile Summit happens 26-27 May at the Hilton Tower Bridge. We are almost at capacity at the venue so ACT NOW if you plan to attend. Saver pricing is also in effect 'til this Friday May 7. [You can register here](#)

This week, Nokia joined Qualcomm as the second Gold sponsor of the event. At the Silver tier Flash Networks joined TAT, Openwave, Oracle (Java) and Analysys Mason. Opera are sponsoring lunch, and Device Anywhere and Penrillian are demo-ing.

New speaker announcements: Kim Byjberg GM M2M at KPN and Emmanuel Routier M2M at Orange join Any Device and Open Networks. Francis Charig CEO and founder of Antix Labs brings the gaming angle to 'Entertainment Anywhere'. Joaquim Croca head of health solutions at Vodafone joins 'Opening mobile for healthcare. And vice versa'. Mark Curtis CEO Flirtomatic joins 'Will the web win?' Jon Von Tetzchner CEO Opera joins 'Open where? Platforms v Networks'. Jerome Nadel, EVP at Sagem Wireless and Julien-David Nitech Head of Devices at France Telecom Group join 'Beyond the Phone: Devices in an Open Mobile Era'.

We have a couple more surprises in the pipe for those joining us in 3 weeks time. [Find out more here](#)

What's the future of Search and Discovery?

We introduced a new session in San Francisco last year looking at 'New dimensions in Navigation and Search' which featured, amongst others, Dag Kittlaus CEO of little know start-up Siri. [podcast available online](#)

Siri's an iPhone app that helps you find and book / purchase things in the real world, leveraging your location and other data from APIs. It's also voice driven. And it's really smart. Google helps you find web pages. Siri is more personal, it gets to know you, it learns what you like, it takes location and time and your own personal preferences and it helps you find things in the real world.

Apple acquired these guys last week, which is exciting.

But what's really exciting about Siri is the way they've hooked into the open API explosion. This is an app that actively leverages the open ecosystem to create a new and better lifestyle service. Siri's GUI connects into a bunch of openly available APIs from

services like Opentable and Flightstats – and will continue to evolve and add APIs to make the discovery process smarter and richer as it evolves.

That's the new dimension – not the (great) voice recognition software – but the way the app connects and leverages the open API ecosystem.

In short, Siri is a great example of how search and discovery is evolving in the open mobile Internet era. And Apple has it.

Another such example is Gowalla, the hot new start-up out of the US that is leveraging location and social to create a viral application that's building a pretty powerful map of the world's shops and restaurants through user 'check ins'. Along with rival Foursquare, Gowalla is gaining increasing popularity and reach – building a network of people and merchants that could start to rival Google maps, as well as many listings businesses. (No surprise then that Yell.com are headed in the same direction..)

I really believe this space at the intersection of social and location, search and discovery contains the key to the next phase of the web, which will integrate much more fluidly in and out of the fabric of daily life as the open mobile revolution progresses.

Part of this is about the proliferation of devices connected to the Internet, devices that can talk to each other as well as their owners, and the creation of 'the Internet of things'.

But another very large part of it is about how connecting location with social and other distinct bits of data can change the way we discover content, services and indeed things in the real world.

This is a big theme at the [Open Mobile Summit London](#) this month:

- Gowalla's CEO Josh Williams will be joining us and sharing how he plans to leverage the value at the intersection of mobile and social.
- Pieter Knook Director of Internet at Vodafone shares his strategy for using social to inform discovery.
- CBS Radio Oli Stephensen shares Last FM's experience to date in this space
- New on the social scene, Spotify VP Product Gustav Soderstrom will discuss how they plan to continue to drive revenues from mobile content and services
- The VP of Audience at Yahoo, the CEO of Shazam, Amdocs Interactive, BSkyB and O2 come together to explore the future of mobile search, application discovery and App stores
- The closing plenary 'Will the Web Win' brings the CEOs of Opera, Handmark and others together explore the 'apps' vs 'mobile web' debate. This one's really interesting which is why we're closing on it. The big question is:

Is the application world a staging post on the way to a fully open mobile web? Or, is the application world the next phase of the Internet itself? Line up behind Apple and Google guys, this is going to be a hell of a battle, and there's a lot at stake.

Oh, and as the tentacles of the Internet increasingly reach out into the real world to help us locate things, people and places....the line between real and virtual blurs further still with Augmented Reality – Mark Rolston from Frog Design has some interesting things to say on that in 'Strange Days: How the mobile experience is turning inside out'.

I'm sorry, I'm going on. I'm just so excited – after months of planning – to finally have all these guys in the same room and be able to hear what they have to say!

Also, delighted to be witnessing the disruptive and creative force of the Internet change the world for the second time in my lifetime.

What I learned at Telco 2

So, enough of my conference, last week I was at another great conference here in London – and here's what I took from it.

The Telco 2 brainstorm is specifically focused on evolving the (fixed and mobile) operator business model and where it could go. In that sense we overlap and Simon Torrance will be sharing some of the outputs of the Telco 2 debate at the Open Mobile Summit next month.

Meanwhile, here are some quick bits I took away:

- Everyone (operators included) that the operator business model is broken and must be reinvented
- Not many people have a lot of faith in operators' ability to reinvent anything
- Everyone wants to know what will happen with WAC - again, not many people have high hopes (one participant said "WAC has every possibility of being a coalition of the losers once again"). WAC will be giving an update at the Open Mobile Summit next month.
- Opening APIs is not enough – operators must create services that perform a function, if third parties are going to leverage them to good effect
- The network costs of mobile data traffic are complex and vary from device to device. Dean Buble pointed out that the signalling strain created by a smartphone that checks into Facebook an average of 40 times a day could be much harder on the network than a laptop online for many hours performing bandwidth heavy tasks. (Dean's moderating our operator track again in London, so you can ask him about that in a few weeks time if you're attending.)
- M2M will be big, and operators have a real role to play here. SAP think the M2M opportunity could be as big as the App store and encouraged operators to grab it now. Telenor's VP Marie Austenaas highlighted the need for operators to collaborate, and build open platforms for M2M, that could enable devices to interconnect and share data with each other to deliver the real 'Internet of things' as opposed to the current vertically integrated M2M ecosystems.

My thoughts:

1/ The bit pipe model

What's wrong with Utilities? The bit pipe business doesn't have to be a bad business to be in. As they say with alcoholism, the first step to recovery is recognition that you have a problem. Those operators that can stand up and say 'I'm a Utility' should be able to build a good business. Just look at KPN, who did exactly that a few years back and have since outperformed their competitors. (They are also leading the way in M2M - hear from Kim Byberg GM M2M at KPN at the OMS London)

2/ Telcos and innovation

Telcos need to establish innovation divisions that are allowed to EXPERIMENT. This is kind of what Verizon did when they created Tony Lewis's Open Development Initiative – they created a sandbox that was outside of the Verizon core service offering to experiment with M2M. Those driving innovation within operators need the freedom to

flood the market with lots of different services, and then put the ones that work into robust product development streams. That's how Google does it. But telcos might have to do it IN DISGUISE. My point here is that telcos are trusted, and people expect their services to 'just work'. So if operators are going to experiment, perhaps they need to do it with unbranded services out in the application ecosystem. Thoughts?

3/ Telcos need a make-over

Telcos need a make-over, pretty badly. WAC is a case in point. It's an ambitious plan and it would be pretty cool if they could pull it off. The challenges to its success are not simply genetic or inherent, they also relate to external assumptions that they're going to fail.

Similarly, the idea that operators can generate new revenue streams by providing services to third parties is also ambitious. Again, this is not just due to the challenges innovating in a telco organisation. Operators also have to MARKET these enabling services.

And they don't have the best reputation amongst the Internet merchants, the software companies and application builders, the mobile web and the mobile content world. These are the very same folks that had to knock on their door to try to get services to market for the last 10+ years. Many are entrepreneurs and Internet players who think of operators as dinosaurs who have strangled innovation in mobile with walled gardens. And lobbying the regulator to tax Google is not going to win operators any more admirers in the Internet ecosystem.

For operators to succeed as enablers in the application ecosystem they need to turn to face outwards and start communicating with that ecosystem. And they might need the help of some spin doctors to turn their reputation around.

That's it for now. There was a lot more besides. That's one of the things I love about conferences. I always have my best ideas when I'm sitting in the audience, listening – or chatting with someone over lunch.

So thanks to STL Partners for inviting me to participate in their 9th Executive brainstrom

You can meet Simon Torrance and Dean Bublely, and get a fresh injection of inspiration yourself at the [Open Mobile Summit May 26-27 London](#).

TOMS San Francisco Nov 8-10 – new speakers confirmed

Two real Internet thought leaders, Ann Winblad of Hummer Winblad Venture Partners and Loic Le Meur have confirmed to speak at The Open Mobile Summit San Francisco . And Texas Instruments came on board as Silver sponsors this week. More to be announced shortly!

And finally

HP bought Palm. Why? Web Os on the slate for an open challenges to the iPad? Or Palm Pre as part of an enterprise field / sales force automation solution? We'll discuss at the Open Mobile Summit London...meanwhile, send me your thoughts over email

That's all for now. Next stop, the [Open Mobile Summit London May 26-27](#). Watch this space, it's going to be a landmark conversation!

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Last places available for the Open Mobile Summit '10 London - May 26-27! Click here now!

<http://www.openmobilesummit.com>