

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

We're back from San Francisco after a tremendous conference there earlier this month. Thanks to all who participated. For those that didn't make it, this is a special 'wrap' edition so read on to catch up on the latest news from the open mobile community.

Plus, find out how to download the presentations and podcasts, free of charge.

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* Save the Dates:

* Open Mobile Summit London May 25-27

* Open Mobile Summit San Francisco November 2-4

Interested in speaking / sponsoring? Enquire now. 20% discount before Dec 20th.

* Open Mobile Summit San Francisco - event highlights*

1. Who attended?

The Open Mobile Summit hit the big time this year. Over 450 people made it to the San Francisco event. The conference sold out a week in advance (apologies to those who could not get a ticket). But most importantly, it was our most senior crowd to date - a real cross-section of the heavyweight executives in our fast converging industries.

We're expecting further growth in 2010, but will remain focused on our core objective: To provide an alternative to the major

mobile trade shows and a place for intimate discussion among the most senior executives in converging wireless, Internet and media ecosystems to explore the future of mobile

2. Exhibition highlights:

We had 15 stands this year and lots of active demos:

- Google brought the Droid to the party with a Google Maps demo from project manager Michael Siliski.
- Funambol announced its acquisition of Zapatec - a leader in AJAX Web 2.0 frameworks.
- LiMo demoed the new Vodafone 360 user interface built on top of LiMo's Release 2 running on Samsung's H1 model phone.
- Palm demo'd 'Ares' - their new browser-based Web development environment, by building an app and deploying it to a phone, live on stage.

Other exhibiting / sponsoring companies included Motricity, Oracle, Openwave, SAP, a group of Android apps developers, Ericsson, Intel, Access, FunMail, SVOX and Qualcomm. The reception was hosted by Sun Microsystem's Java team.

3. Conference highlights

We have published most of the presentations, as well as audio recordings of the conference on the conference website - to view, please click here:

<http://www.openmobilesummit.com/sf09/content.aspx>

Scroll through the agenda pages looking for the PDF or Audio symbols to see what's available - or see our top picks, below.

Whilst T-Mobile's announcement was the most widely reported on, the morning of Day 2, expertly facilitated by Wall Street Journal's Personal Technology Columnist Walt Mossberg, and featuring Vint Cerf and other heavyweights, was the highlight for me personally.

If you don't have much time, download the Keynote Panel 'Platforms for Innovation: Which degree of open-ness?' on Day 2 for a great flavour of the conference and key debates.

Other highlights include:

- T-Mobile CTO Cole Brodman's announced that T-Mobile USA is to integrate Android application purchases into its billing platform (much press coverage of this). Podcast available, please click here:

<http://www.openmobilesummit.com/sf09/content.aspx>

- Kevin Lynch, CTO Adobe gave an awesome demo on "Connecting the Screens of Life", with a live demo of a media interface providing a seamless web experience across an on-stage TV, notebook and mobile. Podcast available, please click here:

<http://www.openmobilesummit.com/sf09/agenda.aspx>

- Palm's SVP Software Michael Abbot demo-d their new web-based app creation platform for WebOS codenamed 'Ares', and took a tough question from Walt Mossberg on the lack of apps for the Pre to date. Podcast available, please click here:

<http://www.openmobilesummit.com/sf09/agenda.aspx>

- AT&T CTO John Donovan took some real heat from Wall Street Journal's Walt Mossberg over network capacity. Yet he ultimately drew applause from the audience by questioning why open-ness should only apply to 'north-bound APIs of layer 2 protocol' - calling instead for across the applications, service and software ecosystem. Podcast available, please click here:

<http://www.openmobilesummit.com/sf09/agenda.aspx>

- Amazon Kindle Director Russell Baker confirmed that the company would no longer be selling the Sprint Nextel-powered Kindle and would focus its efforts on it's GSM-based Kindle eReader that uses the AT&T network and is able to roam internationally. Panel: Any device and Open Networks. Podcast available, please click here:

<http://www.openmobilesummit.com/sf09/agenda.aspx>

- Vint Cerf, Chief Internet Evangelist with Google brought a fresh and far-reaching perspective to the discussions, opening the second day of the conference. Specifically he:

- o Advocated spectrum sharing, stating that the technology was ready to make much more efficient usage of spectrum possible

- o Stated that the TCP/IP protocols that govern today's Internet

needed rethinking, and suggested that the protocols being developed for interplanetary communications could be usefully applied for 'hostile' environments such as mobile

- o He also said that different devices should be able to identify each other and interact intelligently for different uses

- o Plus, where else - and from who else - would you hear this: "The speed of light -- it's just too slow. Then there is the problem of celestial motion. The planets rotate, and we can't figure out how to stop that."

- o Day 2 first keynote - Podcast available, please click here: <http://www.openmobilesummit.com/sf09/agenda.aspx>

Key Themes:

- Fragmentation and Application discoverability

Fragmentation was high on the agenda. Ericsson's SVP and advisor to CEO Jan Uddenfeldt espoused the concept of 'horizontality' - via a common control plane architecture in the operators network that could bridge the differences between different platforms.

* Podcasts available: Jan Uddenfeldt's keynote. Also Chetan Sharma's panel 'What open means to apps providers', with the CxOs of Pandora, Digital Chocolate, Tapulous, TuneWiki and Truphone addressed this issue in more detail, alongside the other 2 key challenges: Discoverability and Monetization

Podcasts are ALL available here:

<http://www.openmobilesummit.com/sf09/agenda.aspx>

- Apps vs. the web

Will the mobile Internet evolve beyond the App Store? Is the holy grail of 'open mobile' a horizontal, fully open Internet environment where people search across an open web of content? Or a series of vertical app stores? Will / should content be locked to the device? What is the future of discoverability, and what is the carrier role in application discovery.

Cole Brodman said he thought embedded apps would be dominant for a while yet, due to 'glanceability' i.e. push apps being better adapted for the mobile device vs browser based 'pull'. He did say

that browsers would be important to leverage the long tail of content.

Christa Quarles, Internet analyst with Thomas Weisel Partners Associates saw apps as a temporary pitstop on the way to the fully blown open mobile Internet "The app environment is perfect for right now. "Those apps are a mini-Internet that will hopefully explode into the broader Internet."

Meanwhile Intel's EVP and GM Architecture Dadi Perlmutter said devices must be open to multiple application ecosystems or risk stifling the market. 'You don't buy a car that takes you only to Macy's, not Woolworth's.

* Podcasts available:

Keynote panel: Opening the Value Chain - Day 1 before lunch
New dimensions in Navigation and Search - Day 2 track B 14.15
Keynote Cole Brodman, Dadi Perlmutter - Day 1

Podcasts are ALL available here:

<http://www.openmobilesummit.com/sf09/agenda.aspx>

- App Stores, carriers and discoverability

There was some debate over the carriers' role in App Stores. Verizon said they might replace Android Market with their own VCAST store on some Android Phones.

T-Mobile announced the creation of a T-Mobile channel on Android Market, as well as an apps hit list - aimed to help solve challenges of consumer discoverability.

And at the other end of the spectrum, Sprint said they would not be creating their own app stores on webOS or Android devices.

Nokia are seeking the middle ground, to enable both OVI and carrier app stores to co-exist, and are seeking to align the business models accordingly.

* Podcasts available: Listen to 'Future of the Carrier Deck' (Day 2, track A 14.15), 'App Store: Fad or Future' (Day 2 closing plenary panel) and Cole Brodman's keynote on Day 1 *

Podcasts are ALL available here:

<http://www.openmobilesummit.com/sf09/agenda.aspx>

- Security and privacy

AT&T said there need to be boundaries around openness to respect people's privacy and security. Walt Mossberg grilled Vint Cerf on Google's approach to privacy vs personalisation across their application and search offering.

This is going to be an ongoing theme at future summits.

Podcasts available: Keynote Panel 'Platforms for Innovation: Which degree of open-ness?' on Day 2 before lunch.

Podcasts are ALL available here:

<http://www.openmobilesummit.com/sf09/agenda.aspx>

- Who Pays for Mobile Broadband?

Lots of discussions over the carrier business model for open this year, and it was great to see so many carriers participating in the discussions.

AT&T shared their challenges accommodating mobile broadband growth in John Donovan's keynote. He said wireless data growth at AT&T was almost 5000% over the last 12 quarters. T-Mobile's CTO echoed these comments saying that Android user's data consumption is fifty times the average.

* Podcasts available Sue Marek's panel 'Who Pays for Mobile Broadband' addressed these issues head on. Day 1, Track A, 14.30.

Plus: New Revenue Opportunities for Carriers, Day 1 Track A 13.30

Podcasts are ALL available here:

<http://www.openmobilesummit.com/sf09/agenda.aspx>

- Beyond the Phone

Always a big theme of the Open Mobile Summit is the evolution of the device landscape, in particular the evolution of devices 'beyond the phone' - from netbooks smartbooks and MID's (and their operating systems), through to ebooks, in vehicle systems and other connected consumer electronics devices.

*Podcasts available: Sue Marek: Any Device and Open Networks. Day 1 Track A, 16.00 with AT&T , T-Mobile, SAP and Kindle.

Podcasts are ALL available here:

<http://www.openmobilesummit.com/sf09/agenda.aspx>

- Future of the OS

Google's Eric Chu took on Larry Berkin from Symbian and LiMo's Morgan Gillis in the Future of the OS debate, facilitated by Kevin Fitchard of Telephony. Rob Chandhok VP Software at Qualcomm joined the debate.

* Podcast available: Day 1 track B 13.30

Podcasts are ALL available click here:

<http://www.openmobilesummit.com/sf09/agenda.aspx>

- Content, apps and monetization

3 great panels on Mobile Advertising (Day 1 16.15 Track B), Monetizing Content (Day 2 13.15 Track A) and Entertainment Anywhere (Day 2 15.45 Track B), addressed the key issues for the mobile content / media. Also available for download, please click here:

<http://www.openmobilesummit.com/sf09/agenda.aspx>

4. What folks had to say:

"I must commend you for putting together such a brilliant conference. I participate in events around the globe on a regular basis and must say that this was cream of the crop. Excellent speakers, audience, and substantive discussion."

Chetan Sharma, President, Chetan Sharma Consulting

"The quality of the content at the Open Mobile Summit was unusually high compared even to other high-profile conferences. Walt Mossberg's facilitation, in particular, cut through the corporate veneer to get to the real issues,"

Dave Hagan, CEO, Boingo Wireless.

"The quality of speakers was superb. This is one of the best conferences of the year to meet and interact with the movers and shakers of the mobile industry,"

Eric Klein, VP Java Marketing, Sun Microsystems.

"I attend a lot of conferences around the world and this was one of the best I have attended in a long time. The OMS had a real CxO crowd, and unlike the big trade shows there was real networking"

Pascal Lorne, CEO, Miyowa

"This is THE conference in mobile"

Brandon Lucas, VP and GM Mobile, Black Entertainment Television

5. What the papers said

We tracked over 70 press outlets with coverage of the event - a full listing is available online, please click here:

<http://www.openmobilesummit.com/sf09/press.aspx>

Here are some of the highlights:

- SF Chronicle - T-Mobile ramps up for an Android future, Ryan Kim.
http://www.sfgate.com/cgi-bin/blogs/techchron/detail?entry_id=50971
- Financial Times - Android Market remains baffling bazaar, Chris Nuttall.
<http://blogs.ft.com/techblog/2009/11/android-market-remains-baffling-bazaar/>
- GigaOM - Vint Cerf Plugs His Plucky Space Web Protocol Into Android, Sebastian Rupley.
<http://gigaom.com/2009/11/06/vint-cerf-plugs-his-plucky-space-web-protocol-into-android/>
- TelephonyOnline - Open Mobile Summit growing despite the economy.
<http://blog.telephonyonline.com/unfiltered/2009/11/09/open-mobile-summit-growing-despite-the-economy/>
- TelephonyOnline - Debating the future of open mobility, Kevin Fitchard.
<http://telephonyonline.com/3g4g/news/debating-future-open-mobility-1105/>
- Unstrung - Android's steep climb, Dan Jones.

http://www.unstrung.com/document.asp?doc_id=184166

- Moconews - T-Mobile USA Will Add Its Own Channel And Carrier Billing to Android Market, Tricia Duryee.
<http://moconews.net/article/419-t-mobile-usa-will-add-content-channel-and-carrier-billing-to-android-ma/>
- PC World - T-Mobile plans on-bill Android application purchases, Stephen Lawson.
http://www.pcworld.com/businesscenter/article/181415/tmobile_plans_onbill_android_purchases_nov_17.html
- Fierce Wireless - AT&T's Donovan defends network, touts connected devices, Sue Marek.
<http://www.fiercewireless.com/story/ts-donovan-says/2009-11-06>
- Fierce Wireless - Amazon stops selling Sprint-powered Kindles, Sue Marek.
<http://www.fiercewireless.com/story/amazon-stops-selling-sprint-powered-kindles/2009-11-05>
- Fierce Developer - Palm plans to launch a new developer platform, Sue Marek.
<http://www.fiercedeveloper.com/story/palm-plans-launch-new-developer-platform/2009-11-09>
- FierceBroadbandWireless - T-Mobile USA loses 77,000 subs while data revenues surge, Lynnette Luna.
<http://www.fiercebroadbandwireless.com/story/t-mobile-usa-loses-77-000-subs-while-data-revenues-surge/2009-11-08>
- The Register UK - T-Mobile backs into Android Marketplace, Bill Ray.
http://www.theregister.co.uk/2009/11/05/t_mobile_android/
- Mobile Industry Review - Funambol Acquires Zapatec (OMS), Michael Selvidge.
http://www.mobileindustryreview.com/2009/11/funambol_acquires_zapatec_oms.html
- IntoMobile.com - T-Mobile: Android Market to get carrier billing and custom app channel, Will Park.
<http://www.intomobile.com/2009/11/04/t-mobile-android-market-to-get-carrier-billing-and-custom-app-channel.html>

- B NET - T-Mobile to Bill for Google Android Apps, Get Android Market Channel, Clint Boulton.

<http://m.industry.bnet.com/technology/news-analysis/mobile-bill-google-android-apps/19002/>

- Mashable Blog - T-Mobile: Hey, We Sell Android Devices Too! Christina Warren.

<http://mashable.com/2009/11/04/t-mobile-android/>

- Mobile Entertainment - T-Mobile USA ramps up Android Efforts, Stuart Dredge.

<http://www.mobile-ent.biz/news/34948/T-Mobile-USA-ramps-up-Android-efforts>

- Rethink Wireless - Google calls for open spectrum rules, enabled by OFDM, Caroline Gabriel.

<http://www.rethink-wireless.com/2009/11/09/google-calls-open-spectrum-rules-enabled-ofdm.htm>

- Telecoms - T-Mobile Introduces carrier billing for Android Apps, James Middleton.

<http://www.telecoms.com/16062/t-mobile-introduces-carrier-billing-for-android-apps>

6. Two 3rd party wrap ups

Check out the following 2 reports from folks who attended the Summit. They provide quite quick, comprehensive highlights of the key themes:

Arvani Report on Open Mobile Summit:

<http://www.arvanigroup.com/arvaniReport.php?subID=33>

Genuity Research on wireless trends at Open Mobile Summit:

http://www.google.co.uk/search?sourceid=navclient&hl=en-GB&ie=UTF-8&rlz=1T4GZAZ_en-GBGB313GB313&q=genuity+open+mobile

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We're actively recruiting speakers right now, as well as offering a 20% discount on sponsorships before Dec 20th!

Thanks and all the best

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- * Open Mobile Summit '10 London - May 25-27
- * Open Mobile World '10 SF - Nov 2-4

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