

Dear all

Welcome to the April edition of the Open Mobile Media newsletter. With just 6 week to go until our London show, The Open Mobile Summit: Connecting Everything, 8-9 June - I'm excited to say we're looking to set a new standard this year – and if the response to last week's early bird deadline is anything to go by, we're going to sell out ahead of time, which will be a first in London!

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Connecting Everything

The theme of this year's event is Connecting Everything – referencing the explosion of connected devices, from smartphones to tablets, connected TVs and beyond, the business case for connecting 'everything', and the future app publishing and media landscape in this multi-screen media future.

From a consumer standpoint, this is one of the most exciting aspects of the mobile Internet revolution and one which looks set to transform entertainment, and online commerce. It's also going to bring a new level of convergence and disruption to the entertainment, media, consumer electronics and device manufacturing industries. And offers a wealth of new opportunities for operators and electronics manufacturers looking to bring connectivity to a whole new range of devices for Machine to Machine communications, mobile Health and more.

We'll be exploring the many angles at this year's Open Mobile Summit London, 8-9 June. For this month's newsletter, here's a preview of the consumer media side of the story..

[Take your tablets](#)

Given the early successes of the iPad launched last year and the intensity of the competition from Samsung, Motorola, Palm, RIM and others in the tablet market, this new screen appears to be here to stay.

Tablets add a powerful new dimension to the app opportunity – as well as to the fragmentation challenge for app publishers. Early winners in tablet publishing – such as Condé Nast and FT – will be sharing how they have leveraged this new 'screen' to their advantage, and how it fits into their overall digital strategy at the London summit this June.

We'll also hear from Jonas Bonnier, CEO Bonnier and Charlie Redmayne, EVP Harper Collins, as to how mobile, and tablets, are transforming the book publishing business, in The Future of Publishing: Take your tablets, moderated by Charles Arthur, Tech editor of The Guardian.

In the apps world, don't miss app idols Mike Putnam, head of mobile at Trip Advisor, whose iPad app has reached #1 in free travel apps in 82 countries, Julius Wiedemann from luxury book publishers Taschen, and Mike Cunningham CTO Kraft Foods, creators of the hugely successful 'Big Fork Little Fork' iPad cooking app share their experiences building for the iPad.

But the killer app of tablets surely has to be video. In my mind, these devices were **made** for video conferencing, with the screen in perfect proportion to the human head, and offering so much more portability than a laptop. They're also screaming out for great video, TV and rich media content.

Witness the rash of deals between Samsung and leading content companies as they look to tempt users to the Galaxy Tab.

The future of TV

When it comes to video content, whether you think the tablet is a primary, or companion device, is a matter of great debate – and your answer will likely depend on where your business interests lie. There are some tricky licensing and rights issues at play here, before you begin to think about the business model, much less the consumer experience.

And as Connected TV's arrive on the consumer electronics horizon, the battle for control of the digital living room is set to step up.

It's a high stakes battle, as the winners will control the lions share not only of digital life, but of future entertainment and media consumption.

Once again, Apple appear to be in a powerful position, having taken the digital living room by stealth with a plethora of non traditional media devices – iPod, iPod touch, iPhone, iPad – as well as Macs. There are now Apple families out there – where everyone has an iTunes account.

To media owners and publishers, the threat of Apple dominance of these new screens is a huge as the opportunity they present – as it threatens ceding control of the entire business model.

And now, as both Apple and Google set their sights on the Connected TV, players like Samsung and LG Electronics need to fight hard to secure their competitive edge in this new, multi-screen world.

At the Open Mobile Summit in London on June 8th, we explore 'Where the Smartphone meet the tablet and the connected TV' on June 8th, with a great cast – Emma Lloyd Director Emerging Products BSkyB, Olivier Manuel until recently head of Samsung Smart TV now with New York based accelerator EA accelerator, Jim Eadie SVP Digital at MTV and Michael Paull EVP Digital at Sony Music.

Interconnected Entertainment

Beyond the devices, is the experience. Many brands – especially entertainment brands – are wrestling with the issue of how to deliver a joined up experience across these different screens –from PCs to smartphones, to TVs, tablets and beyond.

That's the holy grail, if you're the consumer. Who wants some stuff on one device, some on another? We can all see it. So, there are some pretty big rights issues involved here. But there's also a fundamental experience question.

Are tablets a primary screen, or should they be viewed as a companion device to the TV? Right now they belong in mobile divisions, classified as a 'lean forward' experience – whereas TV is 'lean back' – but how many of us use our iPads on the sofa, or in bed?

Will TV extend to the tablet and the smartphone – and which apps will make the journey in the other direction, from the smartphone, to the tablet, to the big screen?

And how can we deliver seamless, fluid experiences across these multiple 'screens of life'?

In London we've brought You Tube's mobile product manager together with the heads of TV giants Endemol and FremantleMedia's global digital divisions, and Kristian Segerstrale founder and CEO of EA Games owned social gaming leader, Playfish together to explore this question – in the panel Interconnected Entertainment on June 8th.

Oh, and Kevin Lynch, Adobe's CTO, is Keynoting on June 9th with a brand new live demo of the latest in connected and multi-screen media.

To html 5, and beyond!

Many believe that the arrival of tablets, and multiple connected devices, will ultimately drive the move to the open mobile web.

Web browsing is a fundamentally better experience on a tablet than a smartphone, that's for sure – and many tablet publishers are already taking advantage of this to develop web based tablet apps. Steve Yankovich, head of mobile at eBay, who's joining our mobile commerce panel in London this year, has a lot to say about 'the tablet web'.

There's also the idea that, in a world where we all have multiple devices – and even may share some of these devices (TVs, even tablets) amongst family members – content, even applications, should move to the cloud. Thus enabling users to access their 'stuff' from whatever device they happen to be working on.

We'll explore this more in 'Roadmaps for the Open Mobile Web', and 'Location, Social and the Context in the Cloud', on June 9th.

Monetisation

For content and media owners, and app publishers, monetization remains the heart of the issue – and the problem is not getting any easier, as the arrival of these new screens creates an ever more complex, fragmented landscape.

A good digital publisher needs to keep his or her eyes on all the developments to stay ahead of the game – and make smart decisions about which platforms, and devices to support, in order to build – and sustain - a viable business.

On the upside, the rise of in-app payments has made subscription models possible, hot competition in mobile payments drives further innovation, and today app publishers at the cutting edge are learning how to use game mechanics, virtual goods, virtual currencies and affiliate marketing principles to find new monetisation channels.

Meanwhile app store players from independent Get Jar through to new challenger Amazon and beyond are applying all their considerable expertise to help solve the problem – and provide alternatives to Apple.

Some believe the point will come when the balance will shift and the 30% standard margin for app publishers will become a thing of the past.

We've some of the world's app monetisation experts coming to discuss this in London this year. From the CEO of Zong and co-founder of Boku, Get Jar's CEO Ilja Laurs, and Amazon's app store lead Aaron Rubenson – through to app publishers Rovio, Zynga, Flirtomatic, MTV and mig 33 and more.

I expect there will be a fair few new learnings emerge as these leaders share their experiences and experiments with new monetisation models.

Meet the sponsors: San Francisco 2011 - The Open Mobile Summit and Appcelerate

After London we're headed to San Francisco, November 2-4, for the 4th annual Open Mobile Summit and the 2nd annual Appcelerate. We reached critical mass in San Francisco last year and the stage is now set for two killer events in 2011.

The agenda's starting to take shape and we're working on key speakers – watch this space for announcements.

Meanwhile I'm happy to announce the sponsors of the events to date:

Intel is a Platinum sponsor this year, and will have a major presence at the event this year.

And at the Silver level, we're happy to welcome Millennial Media, Openwave, Texas Instruments and Umber Systems. Google are sponsoring Appcelerate again this year, and other event sponsors include Boku and Zong.

Note: Watch out for imitation events. We only run one Open Mobile Summit in the US and it happens in November at the Marriot Marquis. Appcelerate, for the leaders of the mobile app economy, is co-located. Both events are produced by my company, Open Mobile Media Ltd and we have no affiliation with any other organisers.

That's all for now. I'm super excited to be seeing so many of you in London in just 6 weeks time, and I'll be reporting back to the rest of the community after the show.

Best

Robin

P.S. We had a huge rush on the early bird pricing for London – so we've introduced an intermediate 'Saver' pricing in effect 'til May 20th – to help keep the event accessible to late comers.

Robin Batt
Managing Director
Open Mobile Media Ltd
+44 (0) 7968 006635
+44 (0) 207 096 0102

The Open Mobile Summit '11 London - June 8-9

The Open Mobile Summit '11 San Francisco – November 2-4

Appcelerate 2011, San Francisco - November 4th