

Hi,

Welcome to the December issue of The Open Mobile Media newsletter. This month features loads of **free content** from November's Open Mobile Summit and Appcelerate San Francisco – so read on!

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Introduction

We had an incredible **Open Mobile Summit in San Francisco** last month – with headliners like Dan Hesse CEO Sprint and Dennis Crowley CEO Foursquare – and **over 650 VIP attendees**.

Our new event - **Appcelerate** - stole the show on the Wednesday with over 500 attendees, a star-studded cast of many of the world's leading app developers brought rave reviews from across the Silicon Valley mobile / Internet community – which is really something given the amount of mobile app events around right now.

“It was the best show I've been to all year, and I've been to 4 in the last week” Joe Monastiero, VP Business Development, appMobi

Meanwhile we're gearing up for the 2011 program and I'm excited to announce **Stephen Elop CEO Nokia** as our first **Keynote for London 2011, June 8-9!**

Upcoming events: Open Mobile Summit London 2011 – June 8/9

The third annual London event will be our biggest yet, with a CEO line-up of operators, mobile platforms and handset manufacturers, Internet and apps providers, media and content owners, and agencies.

The theme this year is: **Monetizing platforms, apps, and multi screen media**

Why? We get a lot of media companies and an increasing number of agencies and brands coming to the Open Mobile Summit. Mobile is the next mass medium, and anyone in 'digital' knows they need to be in 'mobile'.

Meanwhile, all the mobile web and app players come to the Open Mobile Summit to see the future market direction and explore strategies to monetize, attract and retain customers.

To me the step change for everyone will be the proliferation of multiple “screens of life” – when everything is connected – and media, entertainment and advertising is consumed over multiple different devices. The iPad has already made a massive step in

this direction.

But a multi-screen media strategy, or an app monetization strategy, is only going to be successful if it accounts for the fast changing dynamics of the overall marketplace, and especially the evolution of devices and platforms. So this remains a key focus of the event.

And of course, the cornerstone of the event - as always - is monetization. We'll be exploring the business models, products and new revenue streams, for everyone in the ecosystem from apps and media through to platforms, infrastructure and network operators.

Timeline, speakers and sponsors:

We're in the process of finalising sponsors, inviting Keynote speakers, and shortlisting the remainder of speakers to invite.

You can watch the agenda filling up with the best and brightest from the diverse, fast converging worlds of apps, media, gaming, publishing, handsets, consumer electronics, mobile networks and mobile software throughout January.

Registration will launch 1 Feb so keep an eye out for the 'first fifty at 50%' launch offer. Last year we sold the first fifty tickets in 3 days. Retail is £1595 – half price = £800.

If you're interested in speaking or sponsoring, email robin@openmobilemedia.com and james@openmobilemedia.com ASAP.

Speakers to date: Stephen Elop CEO Nokia is confirmed as our first Keynote speaker. I expect to be announcing others shortly. Meanwhile, Daniel Gurolla VP Group Strategy at Orange/ France Telecom, Justin Siegel CEO Mocospace and Will Pinnell Director Mobile at Travelocity are also confirmed. There will be over 60 speakers in total so – watch this space.

Upcoming events: Open Mobile Summit San Francisco and Appcelerate 2011

We're in the planning stages for both Appcelerate and Open Mobile Summit San Francisco, and have already begun work on the Keynote speakers, and core sponsors.

Mark the dates – 8-10 November – and watch this space.

Note to Sponsors: The deadline for resign pricing is **today, December 15th** – so if you know you'd like to participate and haven't yet spoken with us about it email james@openmobilemedia.com on +44 207 096 0028 **now**.

See what you missed – Content from The Open Mobile Summit and Appcelerate 2010!

Over 650 VIPs from around the world attended The Open Mobile Summit and Appcelerate in San Francisco last month.

The keynote speakers were: Dan Hesse CEO Sprint, Dennis Crowley CEO Foursquare, Tony Melone CTO Verizon Wireless, Hossein Moiiin CTO NSN, Raymie Stata CTO Yahoo! and Sanjiv Ahuja CEO LightSquared.

Over 100 speakers joined us in total – [see the full line-up here](#)

The event was reported on by major news outlets from Forbes to the Financial Times, PC World, ZDnet, Fierce Wireless, Connected Planet and more.

A number of major global announcements were made, from NSN and LightSquared's launch of their California innovation lab in the opening Keynote through to Smule launching the Magic Fiddle app with a live on stage performance at Appcelerate ([listen to it here](#)).

[See what made the headlines here](#)

We had an incredible, insightful discussion that really shed light both on the future evolution of the converging mobile markets (Open Mobile Summit), as well as on the practical realities of building and monetizing a killer app business today (Appcelerate)

[You can access presentations and audio recordings from the conference here](#)

You can see 2 days of visual notes, created in partnership with Fjord, in [the Open Mobile Summit 'cartoon' here](#)

For a delegate's eye view of some of the major themes and discussions, check out [the Arvani report here](#)

And here's what people said:

"I was very impressed with the level of attendance, quality of speakers, and intrigue of topics" Kevin Shatzkamer, Chief Mobility Architect, Cisco Systems

"I was really quite shocked by the size of the event this year, and yet the level of influence and diversity of the speakers and attendees remained really high" Mark Curtis, CEO, Flirtomatic

"Great event – top notch speakers and content, and very high quality attendance" Cimarron Buser, VP, Apperian

"Thanks again for putting together a great venue for us to connect with exciting players in the mobile industry" John Kwon, Business Strategy Group, Mobile Communications Company, LG Electronics Inc.

"Mobile is the next mass media and the Open Mobile Summit provides agencies with critical insight to navigate the fragmented web of tools, platforms, OS's, carriers and protocols" Andrew Hoerberichts, SVP, Group Account Director, Carat

"This is a very powerful conference bringing together service providers, entrepreneurs, and venture capitalists, all under the same roof. I made many important new connections and gained exceptional insights into the overall market development. I would highly recommend the Open Mobile Summit to anyone looking to do business in the area of innovation in telecommunications" Daniel Gurrola, VP Group Strategy, Orange / France Telecom

I do hope you enjoy the podcasts and presentations. You'll need to take a good look through the [agenda](#) to find the content most relevant to you – scroll down to Day 3 for Appcelerate – and look out for a PDF symbol for the slides and a musical note symbol to denote availability of the audio recording.

And finally

Lots more to announce in January, but meanwhile I am off to India for 2 weeks. If you'd like to get involved in our 2011 programme, shoot me a mail and I'll get back to you in the New Year. If you have a sponsorship enquiry email james@openmobilemedia.com. For all other queries contact alison@openmobilemedia.com.

Wishing you all a very Merry Christmas - or Happy Holidays if you prefer - and all the best for a fantastic 2011. It's going to be quite a year.

Robin

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The Open Mobile Summit '11 London - June 8-9
The Open Mobile Summit '11 SF - Nov 8-10
<http://www.openmobilesummit.com>

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