

Hi,

Welcome to the September edition of the Open Mobile Media newsletter.

The Open Mobile Summit San Francisco is just 6 weeks away now. Registrations are rolling in. I booked my flight and hotel yesterday, and I'm looking forward to the discussions with great anticipation!

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Open Mobile Summit Nov 8-10: Record registrations at early bird

It's official. The third largest Open Mobile Summit is going to be our biggest yet. We experienced record registrations last week, and are on track to sell out early this year, despite having taken on a much larger venue.

If you would like to attend, please [register here](#) as soon as possible to avoid disappointment.

It's particularly exciting to see such a high profile group of individuals registering – most of whom are peers with our speakers this year. It's also great to see how much people like the new content we've created for Appcelerate – indeed over 80% of registrations to date have been for all 3 days.

Please note, if you have not yet booked your accommodation in San Francisco for Nov 8-10 you need to do so right away. San Francisco is very busy in the Fall - the conference hotel is full, and our room block at nearby hotels are reaching capacity. Contact alison@openmobilemedia.com for details of our group rates and conference room block.

*** San Francisco 2010: Complete speaker line-up**

We have a tremendous group of individuals gathered to lead the conversations this year. Here's the complete line-up – including recent additions from AT&T, Microsoft, Huff Post and Linked In:

Operators, and Network Equipment:

- **Dan Hesse**, CEO, Sprint
- **Anthony Melone**, CTO, Verizon Wireless
- **Sanjiv Ahuja**, CEO, LightSquared
- **Hossein Moiin**, CTO, Nokia Siemens Networks
- **Danny Bowman**, President Integrated Solutions Group, Sprint
- **Erik Halberg**, SVP, TeliaSonera
- **Daniel Gurrola**, VP Strategy Consumer, Orange
- **Peters Suh**, CEO, WAC
- **Carleton Miller**, President & CEO, BLINQ
- **Sanjay MacWan**, AVP, AT&T
- **Brad Mohs**, VP, AT&T

OEMS and Silicon:

- **Alain Mutricy**, SVP, Motorola
- **Jérôme Nadel**, EVP, Sagem Wireless
- **Omar Khan**, CSO, Samsung
- **Jason Mackenzie**, President, Americas, HTC
- **Mike Bell**, Vice President UMG, Intel
- **Seshu Madhavapeddy**, GM Smartphones Business Line, TI
- **Sayed Choudhury**, Director of Product Management, Qualcomm
- **Tyler Lessard**, VP Global Alliances, RIM
- **Jason Kenagy**, VP Product Management, Qualcomm

Media and Publishing:

- **Bob Bowman**, CEO, MLB AB
- **John Loughlin**, EVP, Hearst Corporation
- **Bryan Perez**, SVP and GM, NBA Digital
- **Brandon Lucas**, VP and GM Mobile, BET
- **Tim Connolly**, VP Mobile and TV Everywhere, Disney/ESPN/ABC
- **Terry Fitzpatrick**, EVP Distribution, Sesame Workshop
- **Kinsey Wilson**, SVP Digital, NPR
- **Christa Quarles**, CFO, Playdom
- **Greg Coleman**, President, Huffington Post
- **Morgan P. Guenther**, CEO, Next Issue Media

Internet and mobile web:

- **Hilary Schneider**, EVP, Yahoo!
- **Jason Spero**, Director Mobile, Google
- **Justin Siegel**, Co-Founder and CEO, Mocospace
- **Mark Curtis**, CEO, Flirtomatic
- **Ben Keighran**, CEO and Co-Founder, Chomp
- **Tom Conrad**, CTO, Pandora
- **Gustav Söderström**, VP Products, Spotify
- **Barak Berkowitz**, Managing Director, Wolfram Alpha
- **Giles Corbett**, CEO, ON
- **Sam Altman**, CEO, Loopt
- **John Trimble**, Chief Revenue Officer, Pandora
- **Adam Nash**, VP Platforms, LinkedIn

Agency and brands:

- **Alan Cohen**, CEO, OMD US
- **Nancy Hill**, President, 4A's
- **Mark Rolston**, Chief Creative Officer, frog design
- **Hampus Jakobsson**, Co-founder, TAT
- **Christian Lindholm**, Managing Partner, Fjord
- **Gene Keenan**, VP, Isobar
- **Michael Chang**, CEO, Greystripe
- **Will Pinnell**, Director of Mobile Strategy, Sabre
- **Nathan Maehren**, Head of Mobile Channels, Target
- **Jinee Ellis**, VP Mobile, Walls Fargo
- **Steve Yankovitch**, VP Mobile and Platforms, eBay

Venture Capital:

- **Ann Winblad**, Managing Director, Hummer Winblad Venture Partners
- **John Malloy**, Co-founder, BlueRun Ventures

- **Rich Wong**, Partner, Accel Partners
- **Daniel Deeney**, Partner, New Venture Partners
- **Patrick Chung**, Managing Director, SK Telecom Ventures

Press and Analysts:

- **Kara Swisher**, All Things Digital
- **Sue Marek**, Editor-in-Chief, FierceMarkets
- **Kevin Fitchard**, Senior Editor, Connected Planet
- **John Jackson**, VP Research, CCS Insight
- **Julie Ask**, VP, Forrester Research
- **Mark Lowenstein**, Managing Director, Mobile Ecosystem
- **Matt Kapko**, Features Editor, RCR Wireless

Software:

- **Dr Nagappan Arunchalam (Arun)**, CMO, Newbay Software
- **Jon Von Tetzchner**, Co-founder, Opera Software
- **Ken Denman**, CEO, Openwave
- **Jay Sullivan**, VP, Mozilla
- **Charles Jolley**, CEO, Strobe
- **Joel Hughes**, CEO, Umber Systems
- **Vineet Gupta**, CTO Java Embedded Group & VP, Oracle
- **Eric Chu**, Group Manager Android Mobile Platforms, Google
- **Todd Brix**, Senior Director Windows Marketplace, Microsoft
- **David Marcus**, CEO, Zong
- **Mark Britto**, CEO, Boku
- **Kevin Wagner**, Senior Vice President, Aepona
- **Patrick Mork**, CMO, Getjar

Appcelerate App idols:

- **Jeff Smith**, CEO, Smule
- **Keith Lee**, CEO and Co-founder, Booyah
- **Jeff Sellinger**, Co-Founder, Shopkick
- **Neil Young**, CEO, ngmoco
- **Calvin Carter**, CEO, Bottle Rocket
- **Chuck Goldman**, CEO, Apperian
- **Hiroki Oohashi**, CEO, NTT Solmare
- **Randy Breen**, CEO, SGN
- **Jen Herman**, Director of Farmville, Zynga
- **Theodore Gray**, Author, The Elements
- **Amit Kumar**, CEO, SocialScope
- **Chris Nesladek**, Commerce UI Lead, Google
- **Scott Kveton**, CEO, Urban Airship
- **Craig Dos Santos**, Executive Producer Mobile Games, Playdom

[You can see the full agenda here.](#)

* Sponsors and Exhibitors

- **Open Mobile Summit:**
Intel; Aepona; Alcatel Lucent; Boku; Funambol; Mozilla; Newbay; Nokia Siemens Networks; Openwave; Opera ; Oracle; Qualcomm; TAT; Texas Instruments; Umber Systems; WindRiver

- **Appcelerate:**
on; Flurry; Google; GetJar; Qualcomm and Zong

*** Partner event**

Check out Connected Planet's Virtual Industry Forum, happening on October 26, 2010
[Click here for more info](#)

*** The next mobile battlegrounds: Advertising, video and mass market media**

Since 08, the Open Mobile Summit has tracked the process of the key battlegrounds as mobile, Internet, high tech and media worlds collide. As in any post disruption era, these are the years when the winners and losers of the new value chain are decided. Where major players – and upstarts – from previously distinct industries jostle for position in the new world order.

I try to keep The Open Mobile Summit squarely focused on the eye of this storm – and on the key mobile battlegrounds. Recurring themes include: The OS wars; where the PC meets Phone; mobile vs Internet giants; and apps vs the web.

This year 2 new battle grounds are coming to centre stage: The battle for control of advertising revenues on mobilize devices, and the battle for mobile video. Together they will define the future of mainstream mobile media. Combine these with the ongoing platform wars and you have the themes for our 3 Keynote panels this year.

Mobile video

Mobile video will be the main 4G battleground – presenting huge promise from an apps and service perspective, but considerable challenges especially with regard to service provider business models. These dynamics could change the balance of power between operators, OEMs and the apps world.

The battle for mobile video is the subject of the Keynote Panel on Nov 8th this year, featuring Antony Melone CTO Verizon Wireless, Bob Bowman CEO MLB.com, Sanjiv Ahuja CEO LightSquared and Hossein Moiiin CTO Nokia Siemens Networks.

We revisit the topic from a content / service perspective in “Beyond the Digital Living Room: Entertainment Anywhere” with Disney, NPR, Sesame Workshop, Black Entertainment TV and Pandora later that afternoon.

Advertising and Monetization

In advertising markets, Apple appears to have taken an early lead with iAd, but there are many powerful interest groups at play, as content owners, ad networks and Internet giants compete to monetize mobile content, apps and services.

The future of advertising, and monetization models in general – and the bearing this has on the evolution of apps and the mobile web – are the subject of our Keynote Panel on Day 2 this year, led by Kara Swisher, and featuring NBA’s Bryan Perez, Hilary Schneider EVP Yahoo! and Alan Cohen CEO of leading digital agency OMD.

To provide a full 360 on this critical battleground, we’ll also explore it from the perspective of the different interest groups across the 3 days. You will hear from ad networks Google and Greystripe. Learn how major publishers and content owners MLB, NBA, Disney and Hearst plan to leverage their branded content. And find out how Internet giant Yahoo! plans to bring big brand \$\$ to the portal platform.

Alan Cohen CEO OMD, Gene Keenan VP Mobile Isobar and Nancy Hill President of the Advertising Association of the Americas bring the all important agency perspective, and Forrester’s Julie Ask leads the conversation with brands eBay, Target, Sabre and Wells

Fargo.

Finally, at Appcelerate on November 10th Brandon Lucas VP Mobile at BET will be leading a hands-on breakout on how to monetize mobile apps via advertising – and specifically how to sell advertising – today.

Platform Wars and Devices

The third keynote panel revisits the platform wars, featuring Jason MacKenzie, President, HTC Americas, Alain Mutricy SVP Motorola, Mike Bell VP Intel, and Omar Khan CSO Samsung. And the Opening panel for Appcelerate brings Google's Eric Chu, RIM's Tyler Lessard and Microsoft's Todd Brix together with Rich Wong from Accel partners to discuss the changing landscape for app developers.

Last but not least, another battle is shaping up over who owns the content in the cloud – which I believe will be one of the keys to customer ownership, and content discovery, going forward. There's a session on that too, with Loopt, Linked In, Newbay, on and AT&T.

All in all, I think we have the major battlegrounds covered this year. [Take a look at the full agenda online](#) and let me know if you agree. If I'm doing my job right, a couple of days at The Open Mobile Summit this year should shed some light on who might win these key battles, and what the future value chain will look like.

I hope you can join us!

Best
Robin

Robin Batt
Founder and Managing Director
Open Mobile Media Ltd
robin@openmobilemedia.com

The Open Mobile Summit & Appcelerate, San Francisco, November 8-10
<http://www.openmobilesummit.com>