

Hi,

Welcome to the November edition of The Open Mobile Media newsletter – fresh from the San Francisco Open Mobile Summit we've a ton of high value content to share with you in this edition.

The wonderful thing about this industry / space at this point in time is it's continually evolving. The status quo doesn't last for long. We had two incredible events in San Francisco earlier this month – both the Open Mobile Summit, and Appcelerate - that really pushed the conversation forwards.

800 people attended in total – and as usual it was a VIP crowd of super senior executives from across diverse, converging spaces.

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Open Mobile Summit 2011 – Key themes

- **Age of Commerce**

- 2012 will be the age of mobile commerce. Mobile commerce is the next major opportunity, and we had the largest showing of both ecommerce, physical retailers and financial / ecommerce institutions at The Open Mobile Summit this year.
- eBay, Amazon and Google are racing to capitalize on the tremendous market opportunity presented - you can hear [eBay's CEO, John Donahoe's predictions](#) for yourself here –[slides and audio](#) are also available.
- The mobile payments market is ready to explode and Google, PayPal, ISIS, Visa, Square and others are working hard to bring their solutions to market amongst OEMs, retailers and end users. Check out the [Wallet Wars panel](#) (Day 1, Track B) from earlier this month to hear the latest.
- Plus hear The Gap, Choice Hotels, 7 Eleven and Jill Braff, EVP HSN share the retailers perspective in the closing panel on Nov 2nd.
- Ad agencies and marketers that miss this trend will have some serious catching up to do.

"One of the best conferences I've been to in 40 years of doing business. The topics were bang on, the speakers best in class and the networking amazing"

William Berlin, SVP Sales, Ringtail International Communications

- **SoLoMo**

- The battle for control over the consumer in the mobile and social dimensions is heating up. Will the titans of tech - Google, Apple, Facebook find the sweet spot between social and local and mobile or will specialists like Foursquare or Groupon scale quick enough to grab the opportunity?

- Don't miss [Charlene Li's panel](#) (Day 2, Track B) on social and context in the cloud featuring **Foursquare, Nokia, Loopt** and **SCVNGR**.

- How will the rise of social commerce progress? Will social commerce transactions happen within the existing commerce space, informed by the social graph, or might social environments such as Facebook become transactional platforms?

- Check out [Kara Swisher's keynote panel](#) on Day 2 with John Donahoe, Jeff Jordan, Larry Weber and Matt Freeman

- **The case for 4G**

- There was a lot of excitement, and uncertainty, around 4G and what it might do for the next wave of mobile Internet. This pervaded a lot of the discussions

- Media companies and app publishers are excited for the prospect of ubiquitous, super fast mobile broadband, especially with regard to the potential for mobile video

- There are worries about how 4G will be brought to market especially pricing / packaging

- Carriers too are struggling with the conundrum of delivering a marketable offering to consumers which delivers a proportional return on the network investment

Check out:

- Kim Larsen, SVP Technology Economics at Deutsche Telekom's rich presentation on the subject

- The Keynote Panel Day 1 with CTO's Verizon Wireless and Sprint, Scott Devitt Head of Consumer Internet Research at Morgan Stanley and Rob Glaser of Real Networks – some great insights here

- **Connecting everything - and new operator revenue streams**

- Ubiquitous 4G brings the opportunity to 'connect everything' to the open mobile internet. We had a special focus on the rise of the connected home and connected car with **Sprint, Verizon Telecom, Chrysler, LG Electronics, Best Buy Mobile** and **Pandigital** giving their views (find these panels in the [afternoon of Day 1](#))

- Sanjiv Ahuja's vision for LightSquared to be the ultimate open mobile provider and the 'ultimate dumb pipe' provided lots of discussion around the role for networks. Be sure not to miss the video of his [keynote presentation](#) on the morning of Day 1.

- **Future of TV, entertainment and the cloud**

- Very strong attendance from the media and especially TV sectors this year. Lots of talk about the multi-platform media future – centering around 3 key areas: The changing business model, the evolving user experience, and the future of the entertainment brand.

- Don't miss the killer panel featuring Albert Cheng, EVP Digital for ABC / Disney, on the Future of TV (Find the audio on Day 1, Track B, 2.15pm).

- Check out 'Apps movies and merchandising – the future of the entertainment brand' with 20th Century Fox (Rio, Glee etc), Fremantle Media (American Idol), Outfit 7 (Talking Tomcat) and MTV (Jersey Shore).

- We'll look at these themes in more detail in the next newsletter, as they'll be headline topics of the upcoming London Open Mobile Summit – but if you can't wait – [check out the audio online today](#).

- **Enterprise mobile**

- There's a lot of interest in the market for enterprise apps, but it's still early days.
- We're seeing an increasing number of enterprise IT executives attend the summit, but these are the tip of an iceberg - some of the really forward looking folks in the industry trying to get a handle on the potential opportunity.
- The enterprise panel featured 3 CIOs – ING Direct, Texas Medical Resources and YUM IT Brands (Pizza Hut, TacoBell and Kentucky Fried Chicken) – plus Cisco and VMware
- Enterprise app markets were also the subject of a number of the hottest discussion groups – and app idol presentations – at Appcelerate this year.

"Open Mobile is a revelation: incisive C-level players and thinkers at the top of their game. Highly recommended for senior executives looking for the right mobile intersection."

Lucy Hood, Founder of Fox Mobile and CEO of USC's CTM Institute

- **Devices, Patents and Silicon**

There was a lot of talk about the disruption in device markets, the changing fortunes of the major players, and predictions for how Apple and Samsung would compete in the next 12-18 months, how "Googlerola" will fare in the market, given permission, excitement for the Kindle Fire – and more than a little talk about Windows 7 and the new Nokia devices.

[We've almost a complete set of presentations, and audio recordings from the Open Mobile Summit San Francisco freely available for you to access here. Enjoy!](#)

- **Press, photos and testimonials**

RCR were on site filming many of the sessions. Here's some of the [media coverage](#). You can also [check out the photos](#) here, and see what those who attended thought by [checking out the testimonials here](#)

Thanks to sponsors Intel, Cisco, Ericsson, Marvell, Acision, Mobile Intelligence Solutions, Openwave, Opera, SanDisk, Texas Instruments, VMware, AppCarousel, Gemalto, Immersion, Jumptap, Millennial Media, Towerstream, Boku, PayPal, Fiksu and Mootwin for your support.

If you think The Open Mobile Summit would be a powerful platform for your business in 2012 and would like to have a role beyond simply attending, email me to discuss promotional, hospitality and sponsorship options.

- **Appcelerate Highlights**

There's a lot of real experience out there in the apps world right now, which means there

really isn't that much need to speculate about how to best monetize, market or build apps in the current market, at least.

That's what Appcelerate is about – bringing that wealth of experience together and sharing best practices.

We're sharing most of the presentations, and audio recordings from the App idol plenaries online, so you can benefit too. Check out:

- Building in HTML5: What you need to know, **Rob Grimshaw, MD, FT.com**
- Building with agility: Getting great apps to market fast and cost effectively, **Sam Altman, CEO, Loopt**
- Building for the iPad: Making the iPad hall of fame, **Calvin Carter, CEO, BottleRocket**
- Building for 3 screens, **Mike Putnam, Head of Mobile Product, Trip Advisor**
- Building apps for the Enterprise, **Quinton Alsbury, President & CEO, MeLLmo**
- Changing the rules of engagement: Community discovery for 'free to play' apps, **Jeff Smith, CEO, Smule**
- The levers of engagement: Social hooks to drive engagement and discovery, **Tom Conrad, CTO, Pandora**
- Engagement and your brand franchise: How to stop your app from getting old, **Bart Decrem, VP and GM, Disney Mobile**
- App rankings and monetization: iOS vs. Android, **Riz Virk, CEO, Gameview Studios**
- Making money with Android, **Charles Hudson, CEO, Bionic Panda**
- Making money with virtual goods, **Suli Ali, CEO, Tiny Co.**
- Making money with game mechanics: How GREE achieves an ARPU 8x Zynga, **Eiji Araki, SVP Product, GREE US**

Plus check out the killer Opening Panel, led by Tim Chang featuring Robert Scoble (Scobleizer), Eric Schoenfeld (TechCrunch), Sam Altman (Loopt) and Simon Khalaf (Flurry) – for powerful context on the evolution of the app market in general.

"I had a wonderful time and learned quite a bit, which to me is the best possible outcome (and sadly, the rarest) from a conference!"

Tim Chang, Managing Director, Mayfield Fund

For the breakouts, you had to be there in person – these are open, unconference style discussion groups facilitated by some of the best minds in the space – and were a real hit this year.

Thanks to sponsors Google, Cisco, Flurry and Pontiflex for supporting this exciting day of brainstorming amongst the leaders of the mobile app economy.

"The Appcelerate kicker at the end was fantastic"
Michael T Cross, Kaiser Permanente

- **Next Stop: London 2012**

We're now full steam ahead building the summer 2012 European summit, which is happening in London May 29-30th.

We have some killer Keynotes in the pipeline – from device OEMs, Internet giants and operator leaders – and a wealth of innovators and market leaders from right across retail, commerce, apps, publishing, TV and more.

If you've input to share on the agenda – now's the time – email me with your thoughts, comments or suggestions.

That's all for this month – keep in touch!

Robin

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