

Asia Pacific's
premier mobile
content event

MOBILE CONTENT WORLD

11-12 May 2005, InterContinental Hotel, Sydney, Australia

Featured speakers:



Martin Hoffman
CEO
ninemsn



Grahame Maher
CEO
Vodafone Australia



Lee Cheok Yew
Executive Vice President, Southeast
Asia, Mobile
MTV Networks Asia Pacific



A.Reza Jafari
Chairman and CEO
The Omega Partners



Graham Gordon
General Manager, Wireless,
Consumer and Data Services
Telstra Corporation



Mark Pesce
Author, Lecturer, Journalist
and Media Futurist



Where mobile and
content meet

Asia Pacific's most important mobile content conference

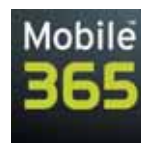
- Featuring visionary keynotes, "talk-show" style panel sessions, networking activities and industry relationship building
- Covering the hottest trends and issues
- Live and exclusive mobile content demonstrations
- A must-attend conference for all serious players

Plus! Don't miss the separately bookable post-conference workshop on "Digital Rights Management"
Mr Andrew Perry, Special Counsel, Gadens Lawyers
Mr Jim Stewart, Director, Stew Art Media

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Where mobile and content meet

Strategy + innovation + partnerships + technology = The winning formula

For the mobile content industry, 2005 will be a year of opportunity and change. Advanced networks and platforms have been installed and the penetration of devices with cameras, colour screens and other enhancements is increasing. This presents significant opportunities for mobile carriers and content providers alike. The whole industry is shifting into a new phase of development, partnership and profitability.

Mobile Content World Asia Pacific 2005 is a world leading, interactive conference experience. It features the regions pre-eminent speakers and innovators in a no-holds barred information fest.

Hear them discuss and debate the hottest topics, including:

- Role of carriers in delivering mobile content
- Future models for mobile content commerce and distribution
- Role of aggregators, labels, and third party content providers
- Personalisation and community development
- Mobile media content delivery and interoperability
- Digital Rights Management
- Mobile TV
- Mobile infotainment
- Mobile music
- Mobile gaming
- Mobile films and video
- Mobile billing and payments

Mobile Content World Asia Pacific 2005 is all about the converging world of mobile, media, communications, and technology – it's about the new frontiers in mobile entertainment. And most importantly it's about monetising these opportunities.

If you have asked yourself the following questions, you need to be at **Mobile Content World Asia Pacific 2005!**

1. How big is the market for mobile content and entertainment services in the Asia Pacific, and how quickly will it grow?
2. What are the key drivers and barriers that will influence the rate of market growth for different types of mobile content and entertainment?
3. What is the forecast value of different types of mobile content and entertainment?
4. How will the revenue for mobile content and entertainment service split along the value chain?
5. How will the services that contribute to mobile content and entertainment evolve over time?
6. How can we develop and implement coherent content strategies?
7. How do we fully exploit content services?
8. How do we leverage our brand on the mobile channel?

The event's advisory board consists of some of the most respected names in the business:



Steve Watson
GM, Portals and Entertainment
Legion Interactive



Brad Keeling
Co-Founder and Head of Marketing
Slice Wireless



Esther Bailey
President
AIMIA NSW



Andrew Cuccurullo
Director
B33Hive



Cyrus Allen
Lead, 3GSM and Services Portfolio Management, WCDS, TTIP
Telstra Corporation



Claudia Sagripanti
Director
VentureOne



Niamh Collins
Director of Wireless
ninemsn



Jennifer Wilson
Head of Mobile
HWW

The future of mobile content and entertainment services have attracted a large number and wide range of companies to this market. Mobile carriers, non-carrier portals, content aggregators, games publishers, content developers, content owners and media companies are all trying to define their role in the market for mobile content and entertainment services, and to compete for a share in the associated revenue.

Who should attend

Business Leaders

- CEOs
- CTOs
- COOs
- CFOs

Directors and Heads of:

- Wireless and mobile services
- Mobile
- Music and Video
- Content and media partnerships
- Mobile media
- Sales and marketing
- New media and technology
- Digital delivery and distribution
- Corporate strategy and venture investment
- Gaming officer
- Applications and services
- Business development
- Planning and strategy
- M-commerce

From the following industries:

- Entertainment and media
- Operators and carriers
- Analysts and legal
- Aggregators
- Content companies
- Content developers
- Device designers and manufacturers
- Handset component manufacturer
- Marketing media services
- Media network owners
- Multimedia service providers
- Music/games/record companies
- Personalisation providers/ringtones/logos etc
- Portal providers
- Premium rate service providers
- Platform system companies
- Retailers/distributors
- Security providers
- Software developers
- Systems Integrators
- Wireless connectivity companies

This is a chance you cannot afford to miss!
Call Isabelle today on +61 2 9005 0707 to ensure your attendance at Asia-Pacific's only and premier event where the mobile content industry gathers!

NEW increased interactivity – get involved and have your say

- 5 panel sessions – very hands on, very controversial
- Speed Networking – easy and efficient, get to know your peers
- Idea exchange – facilitated sharing of ideas driving the industry
- “Parkinson-style” – chairing and facilitating of all conference sessions
- SMS voting of best content driven application

Speed Networking



Our networking innovation allows you to make the most of this event. All delegates and speakers participate in a professionally facilitated speed networking session guaranteeing you'll go home with a handful of business cards and far more industry connections than you arrived with. Make sure you bring all of your business cards along!

Where mobile and content meet

8:15 Registration and welcome coffee

THE MOBILE CONTENT REVOLUTION

International Keynote Address and Opening remarks from the Chair

8:45 Convergence of mobile and multimedia

- Mobile content: enriching people's lives
- Creating and exploiting content in the digital space
- Successful content = entertaining content
- The development of new social communities

Mark Pesce, *Author, Lecturer, Journalist and Media Futurist*

Keynote Address

9:20 Overview of the mobile content market

- The state of the mobile content industry
- What content do consumers use and what do they expect?
- Market development and profit potential

Graham Gordon, *General Manager, Wireless, Consumer and Data Services, Telstra Corporation*

9:50 Morning tea

Keynote Address

10:20 The role of carriers in delivering mobile content

- The right content and being associated with the right brands
- Content strategy, presentation, marketing, promotion
- Carriers as a distribution channel for third party content
- The carrier portal model as the market matures
- The role of carriers in delivering mobile content

Grahame Maher, *CEO, Vodafone*

Roundtable Discussion

10:45 The role of carriers in delivering mobile content

The Chair will moderate this panel

Jerry De La Cruz, *Proposition Manager, New Markets, Vodafone*

Graham Gordon, *General Manager, Wireless, Consumer and Data Services, Telstra Corporation*

Amanda Hutton, *Head of Content, 3 Mobile*

Michael Ungerboeck, *Manager, Content Partnerships, Singtel Optus Mobile*

BUSINESS MODELS AND STRATEGIES

International Featured Presentation

11:25 Future models for mobile content

- Consumer centric content services
- Increasing collaboration in mobile content
- Distributing revenue across the value chain
- Assessing new content opportunities for mobile

A. Reza Jafari, *Chairman and CEO, The Omega Partners*

Case Study

11:50 The role of brands, content owners, aggregators, and third party content providers

- The relationship between device; operator; infrastructure provider; platform and content developers
- Exposing and protecting your brand
- Creating rich end-user experiences
- Think global, act local

Jennifer Wilson, *Head of Mobile, HWW*

12:15 Luncheon and showcase viewing

PERSONALISATION, BRANDING, AND COMMUNITY DEVELOPMENT

Case Study

1:30 Any media, any network, any device: creating a seamless experience for the mobile consumer

- MSN story – seamlessly communicate when away from the PC
- Volvo story – integrated user experience with WAP, mobile video and email
- Citibank story – financial info on the go for executives
- Sony Pictures story – movie launch via mobile marketing

Matthew Talbot, *Managing Director, Mobile Services Asia, Mobile 365*

Case Study

1:55 Engineering the DNA of the Australian mobile content market

- Developing and implementing coherent content strategies
- Regulation, advertisers and portals
- How will the services that contribute to mobile content and entertainment evolve over time?

David Burden, *CEO, Legion Interactive*

Case Study

2:20 Using the mobile medium to improve customer and brand loyalty

- "Relevant for me": an "opt-in" policy for mobile marketing
- Executing lucrative, forward thinking promotions
- Viral messaging as a community builder

Karson Stimson, *Director and Owner, Spin*

Panel Discussion

2:45 Our customers are our business: advertising in mobile content

- Targeted services for Gen X and Gen Y users via mobile
- Delivering mobile services that meet clear commercial and communication objectives
- Distribution partnerships and standards for mobile advertising

The Chair will moderate this panel

Warren Billington, *CEO, 5th Finger*

Christopher Flintoft, *Group Manager, Wireless and Broadcast, Hyro*

Karson Stimson, *Director and Owner, Spin*

Robert Stock, *Managing Director, Sputnik Agency*

Simon van Wyk, *Managing Director, HotHouse Interactive*

3:25 Afternoon tea

STANDARDS AND DIGITAL RIGHTS MANAGEMENT

Case Study

3:55 Repurposing, packaging, distributing rich mobile content

- Who are the players (buyers, sellers, content aggregators)
- Licensing branded content to the mobile medium
- "Packaging" rich mobile content

Che Metcalfe, *Managing Director, Kukan Studios*

Case Study

4:20 Open standards and interoperability

- Interoperability and the seamless consumer experience
- Standards facilitate growth – open platforms for the future
- Optimisation leads to more business

Elmar Platzer, *General Manager, Asia, Mobile Internet Group*

Panel Discussion

4:45 Applying DRM to mobile content

- Digital convergence, content security and digital rights
- Apportioning responsibility between content provider, consumer, carrier and distributor
- What you pay is what you get
- DRM technology in delivery systems for mass use

The Chair will moderate this panel

Dr Renato Iannella, *Chief Research Scientist, Live Events*

Richard Mallett, *Director, Media Licensing, Australasian Performing Rights Association*

Andrew Perry, *Special Counsel, Gagens Lawyers*

Jim Stewart, *Director, Stew Art Media*

5:25 Closing remarks from the Chair

5:35 Speed networking and networking drinks

Where mobile and content meet

8:15 Welcome coffee

8:45 Opening remarks from the Chair
Rosalie Nelson, *Research Director (Telecoms), Asia Pacific, Ovum*

MOBILE ENTERTAINMENT CONCEPTS

Media Address

8:55 Future of entertainment for the "always-on" generation

- Media and mobile: clash or partnership?
- How has the media used the mobile platform for its content?
- How do media companies see their brand alongside mobile?

Martin Hoffman, *CEO, ninemsn*

International Keynote Address

9:35 Strategies for delivering mobile entertainment

- Designing, developing, and delivering mobile content
- Adapting content and making it cheaper and interoperable
- Maximising content downloads
- Delivering a unique product and content propositions in retail

Cameron Stewart, *Global Product Marketing Manager, Sony Ericsson Mobile Communications*

10:15 Morning tea

MOBILE INFOTAINMENT: BRINGING HOLYWOOD TO YOUR HANDSET

Case Study

10:45 Lights, camera, mobile phone!

- Marketing mobile video services to maximise user take-up
- Strategies for success in mobile films and videos
- Content strategies in the Mobile Video Market
- Facing the challenges of video delivery technology

David Wong, *Executive Vice President and General Manager, Mobile Media Asia Pacific*

Case Study

11:10 Mobile infotainment: the show that never stops

- Developing and delivering i-mode entertainment services
- Programming, advertising and interactive services in i-mode
- Content management and over the air delivery
- i-mode expanding into worldwide GSM markets

Cyrus Allen, *Lead, 3GSM and Services Portfolio Management, WCDS, TTIP, Telstra Corporation*

Case Study

11:35 "TV anywhere and anytime": making it a reality

- Producing and creating entertaining TV content for mobile
- Opportunities for broadcasters, carriers and manufacturers
- How has mobile enhanced iTV programming?

Lee Cheok Yew, *Executive Vice President, Southeast Asia, Mobile, MTV Networks Asia Pacific*

Panel Discussion

12:00 Formats for success in mobile entertainment

- What makes a compelling experience over 3G
- Service usability and the handset
- Putting content onto the mobile channel

The Chair will moderate this panel

Walter Adamson, *Founder and Principle, Digital Investment*
Esther Bailey, *President, AIMIA NSW*
Niamh Collins, *Director of Wireless, ninemsn*
Brad Keeling, *Co-Founder and Head of Marketing, Slice Wireless*
Steve Watson, *General Manager, Portals and Entertainment, Legion Interactive*

12:40 Luncheon and showcase viewing

MOBILE VICE: ADULT AND GAMING CONTENT

Interactive Case Study

1:55 Game on: taking mobile gaming to the next level

- Pricing and distribution models for mobile games
- Mobile multiplayer gaming – a key driver for increasing ARPU
- Mobile multiplayer gaming – a catalyst for community and viral marketing networks
- Adding another dimension – the move to 3D gaming

Vishal Gondal, *CEO, India Games*
David Kainer, *Director and CTO, Viva La Mobile*

Case Study

2:20 Sin city on your handset: mobile adult content

- Delivering adult content exclusively for adults
- Managing the negative brand issues
- Not just porn: violent games, gambling and dating services

Dan Rosen, *Head of Adult Entertainment, 3 Mobile*

Panel Discussion

2:45 Regulation and censorship of mobile content

- Regulating the distribution of adult services
- Adult content censorship
- Social responsibilities of mobile carriers
- Defining the boundaries of adult content

The Chair will moderate this panel

Vince Humphries, *Manager, Mobile Content and Credit Management, Australian Communications Authority*
Paul Hunt, *Deputy Director, Office of Film and Literature Classification*
Dan Rosen, *Head of Adult Entertainment, 3 Mobile*

3:25 Afternoon tea

MOBILE BLING-BLING: FROM RINGTONES TO MUSIC VIDEOS

Best Practice Case Study

3:55 Beyond the ringtones: the future of mobile music

- Mobile phones – set to become the ultimate music device
- Key conditions for success
- Hard drives, video capabilities, MP3 player, advanced sound and speakers – which will help the music market?
- The future vision for mobile music

Burton Katz, *Managing Director, Buongiorno Vitaminic*
Daryl "Dogman" Young, *Head of New Technology and Marketing, Death Row Records*

Panel Discussion

4:25 Mobile Music: pump up the volume

- What do consumers really want and willing to pay for?
- Piece of the pie – how will revenue for mobile music services get divided?
- Marketing for mobile music services
- Mobile – a fulcrum to promote and sell brands and artists?

This panel will be moderated by the Chair

Paul Buchanan, *General Manager, SOUNDBUZZ*
Tom Enright, *Head of Mobile, Universal Music*
Ben Liebmann, *Content Manager, Vodafone Australia*
Gavin Parry, *Director of Digital Services, Sony Music*
Jon Simon, *Head of New Media, Warner Music*

MOBILE PAYMENTS: DON'T LEAVE HOME WITHOUT IT

Case Study

5:05 Packaging bundled services to drive purchase of mobile content

- Supporting various access channels and payment methods
- Payment flexibility and ease of use
- Creating a financial package for the customer
- Capitalising on charging to drive new product usage and increase ARPU

Gregg Marshall, *Managing Director, Asia, Valista*

5:30 Closing Remarks from the Chair

5:40 Close of day two and conference

Separately bookable Post-Conference Workshop

Digital Rights Management

Led by:

Andrew Perry, *Special Counsel*, **Gadens Lawyers**

Jim Stewart, *Director*, **Stew Art Media**

DRM systems play a vital role in the mobile sector and are an integral part of the technologies that will enable the next generation of mobile content models. **Mobile Content World Asia Pacific 2005** workshop will explain how DRM systems work and what they mean for digital content.

This workshop will look at:

- 1. DRM as a business driver**
 - DRM an enabler for mobile content business
 - The importance of standards and interoperability
 - DRM affecting the mobile content value chain
 - Driving revenues with super distribution
 - Providing security for more valuable content
- 2. DRM opportunities from the enterprise to the consumer markets**
 - What business processes and applications will enterprises DRM enable first?
 - What criteria should enterprises use to evaluate DRM and document security systems?
 - How much DRM will consumers tolerate?
 - How can companies best exploit DRM as a revenue generator, rather than simply as a piracy protector?
- 3. Economics of DRM: who pays for DRM and counting the cost of media piracy**
 - How much is effective DRM worth and how should it be funded?
 - How much is media companies' responsibility and how much should investors in DRM vendors expect to get in return?
 - What is the true measure of media piracy?
 - Is it truly debilitating to the media industry and merely part of the general trend towards more public access to content?, or is it the media industry's scapegoat?

4. DRM and the role of technology

- Balancing content management, distribution control and mass marketing instincts
- The role of DRM technology in mobile technology delivery systems for mass use
- Possibilities and potential of DRM in the evolving mobile content arena

5. Future trends in DRM

- Copyright
- Privacy Protection
- Contractual issues
- Alternatives for DRM

The workshop will benefit marketing, product and service development managers, business unit managers as well as all technical professionals to whom it is necessary to understand the business possibilities of digital rights management in developing new applications and multimedia services for users working in the mobile environment. The target group will cover network and service operators, digital content solutions providers as well as manufacturers and software engineering companies.

Whether you have heard the term DRM and want to know what it all means, or whether you are already familiar with certain aspects of it and want to round out your knowledge, the DRM workshop will satisfy your desire to reach beyond the hype into the substance of DRM.

Course times and documentation

Registration starts at 8:30am. The course will commence at 9:00am and finish at 1:00pm. Morning tea will be provided. Participants will receive comprehensive documentation including all presentation material.

Register for this specifically designed workshop now to secure your place!

Call Isabelle on +61 2 9005 0777 to take advantage of this session.

About your workshop leaders



Andrew Perry, *Special Counsel*, **Gadens Lawyers**

Andrew is a special counsel in the corporate practice of Gadens Lawyers and its national head of the Intellectual Property and Technology Practice Group. Andrew's main areas of practice are telecommunications law, information technology and intellectual property. Andrew has experience in acting for a range of local and international telecommunications and technology companies both privately owned and publicly listed. Andrew has assisted and advised clients with respect to:

- Mobile content aggregators
- Wholesale and retail telecommunications supply agreements
- Telecommunications and technology distribution agreements
- Outsourcing agreements
- Telecommunications and Internet regulation
- Name protection: trade names, domain names and trade marks
- E-commerce solutions: including infrastructure development, online terms, security, encryption and digital signatures
- Technology licensing agreements
- Systems integration, facilities managements and outsourcing contracts
- Privacy Act and Spam Act Compliance
- Internet and intranet publishing service
- Development of internet aspects of employment policies

Andrew has written and presented seminars on digital rights management, authentication, spam, privacy, electronic transactions, legal implications of Internet publishing such as defamation and contempt of court, copyright issues for software development and cybercrime. Print and electronic media regularly interview him on these topics. Andrew is the Chair of the Law Society of NSW Legal Technology Committee.



Jim Stewart, *Director*, **Stew Art Media**

Jim has been producing and distributing online audio and video content since 1997. His company Stew Art Media has produced over 200 live webcasts and been responsible for distributing thousands of digitally rights managed files. In 1999 he wrote and produced the world's first online audio comedy series entitled The Netboat. It ran for 23 different episodes and averaged over 15,000 listeners per month from 22 different countries.

Between 1998 and 2001 Jim produced a daily technology news show called IOB Coffee Break which had over 45,000 viewers per month worldwide. In 2000 he designed and commissioned Australia's first DRM system for the Australian music industry. Working with Microsoft, undercover, BMG Music and EMI/Virgin, Jim gave many Australians their first experience with DRM. He also worked with S3 and BMG Music to make some Australian artists DRM tracks available on their Rio digital audio player. This was a first for Australian music.

In 2000-2001 Jim worked with the Asian institute for Broadcasting Development to train national broadcasters in the region in streaming media. He ran week-long workshops in Pakistan, Sri Lanka, Malaysia, Brunei, and Fiji. Prior to Stew Art Media, Jim was a technology commentator on ABC radio from 1997-2002 and has appeared on network 10's The Panel and The Nine Network's A Current Affair.

Where mobile and content meet

The who's who in mobile content



Grahame Maher,
CEO,
Vodafone, Australia

Grahame started his current role in September 2001. Since then, Vodafone Australia has undergone some significant changes. Overall, the company has refocused and become clear about its direction, strategy, values and brand – the end result being a greatly improved EBITDA, with the Australian business generating cash returns to its shareholders for the first time in its history. Prior to this role, Grahame was Managing Director of Vodafone New Zealand, where he grew the business from 17% market share to 46% and the customer base from 120,000 to 1.1 million over a three year period.



Martin Hoffman,
CEO,
ninemsn

Martin Hoffman commenced as CEO of ninemsn in February 2003. He was previously with John Fairfax Holdings Ltd in a number of senior roles between 1999 and 2002, including CEO of SOLD.com.au, Managing Director for On-line Classifieds with the f2 Network and most recently, as Publisher, Business Magazines, Fairfax Business Media.



Lee Cheok Yew,
Executive Vice President, Southeast Asia, Mobile,
MTV Networks Asia Pacific

As Executive Vice-President of Southeast Asia and Mobile/Online, Cheok Yew oversees MTV Asia's Southeast Asian operations, including its joint ventures in Indonesia, Philippines and Thailand, as well as the MTV Mobile/Online business across the whole of Asia. Mr Lee was previously CEO of SPH Mediaworks.



A.Reza Jafari,
Chairman and CEO,
The Omega Partners

Reza is the Chairman and CEO of The Omega Partners. Until July 2002, Dr Jafari was the President of EDS' Global Communications. Media and Entertainment Industry Group. Dr Jafari is a member of the Board of ITU TELECOM and the GSM Advisory Board. Dr Jafari is also the Executive Director of the India-China-America Institute.



Graham Gordon,
General Manager, Wireless, Consumer and Data Services,
Telstra Corporation

Graham has over twenty years experience in the communications and mobility industries. Graham's accountabilities include driving Telstra Mobile Data Revenue growth through the implementation and development of innovative wireless data services such as picture messaging, mobile video, SMS and third party content solutions and services. Recently, Graham played a key role in Telstra through the delivery of I-mode service into the Australian marketplace.



Mark Pesce,
Author, Lecturer, Journalist and Media Futurist

Internationally recognised as the man who brought virtual reality into the World Wide Web in 1994 with VRML, Mark Pesce has been exploring the frontiers of media, science and technology for over two decades. In 2004 The Australian Film Television and Radio School appointed Pesce as Lecturer in Interactive Media. Hyperpeople, Pesce's sixth book, has been recently published and explores the explosive superdistribution of digital media through file-sharing networks, which, when combined with the growing power of mobile digital social networks, will completely transform human communication.



David Wong,
Executive Vice President and General Manager,
Mobile Media Asia Pacific

David has over 12 years' experience in the wireless and telecommunications field. Previously Vice President of Marketing and co-founder of mobile content distribution company MoConDi, he has also held senior positions with E-go systems. Mr Wong was responsible for AT & T's Internet related business development activities in Asia and was a co-founder of the AT & T Global Clearinghouse (GCH).



David Burden,
CEO,
Legion Interactive

David has been CEO of Legion Interactive for the past eight years. David has been a pioneer in the promotional marketing industry since 1987 and has worked with high-end telecoms solutions for 17 years. David represents the Premium Rate Industry as a Director, is the Chairman of the Mobile Marketing Council and is Company Secretary of the Telephone Information Service Standards Council (TISSC).



Matthew Talbot,
Managing Director, Mobile Services Asia,
Mobile 365

Prior to Mobile 365, Matthew was based out of Beijing as the CEO of MIG (Mobile Internet Group). He built the client base of MIGs mobilised customers to include major brands such as Sony Pictures, Disney, MSN, TV shows like "Who wants to be a Millionaire" and "Big Brother", as well as NBA All-Star Yao-Ming.



Rosalie Nelson,
Research Director (Telecoms), Asia Pacific,
Ovum

Ms Nelson drives the Asia Pacific research programme across industry, fixed and mobile topics. Rosalie was seconded from the London office in January 2002, where she was research director for Digital Media. She was the project director on studies into Wireless Marketing, Mobile Gaming and Entertainment, MMS and branding. Prior to Ovum, Rosalie was Technology Editor for CNBC Europe, focussing on the telecommunications and new media sectors.



Cameron Stewart,
Global Product Marketing Manager,
Sony Ericsson Mobile Communications

Cameron has spent 5 years working as a Global Product Manager for Ericsson and Sony Ericsson Mobile Phones. During this time, Cameron was also commercial launch manager for the role out of the first GPRS, MMS and Java enabled devices and also Global Product Manager for the first two Sony Ericsson mobile phones.



Burton Katz,
Managing Director,
Buongiorno Vitaminic

Burton is responsible for setting strategic direction and implementing the business plan for all of Bf's activities in the UK and US markets. Prior to joining Buongiorno, Burton was a Principal in PriceWaterhouseCooper's (PwC) Strategy and CRM practice where he advised global clients on pioneering new products, entering new markets, and developing digital distribution channels.



Vishal Gondal,
CEO,
India Games

Vishal, a frequent speaker at gaming and wireless technology conferences, has worked with major Hollywood studios, games publishers, handset manufacturers, technology companies, wireless operators, media entertainment companies and is instrumental in starting and growing the Gaming Industry in India. He heads the Mumbai chapter of the International Game Developers Association was part of The Nokia Advisory Council for Games.

Where mobile and content meet

Plus mobile content's most respected industry practitioners including:

- **Mr Walter Adamson**, *Founder and Principle, Digital Investment*
- **Mr Warren Billington**, *CEO, 5th Finger*
- **Mr Paul Buchanan**, *General Manager, SOUNDBUZZ*
- **Mr Jerry de la Cruz**, *Proposition Manager, New Markets, Vodafone*
- **Mr Tom Enright**, *Head of Mobile, Universal Music*
- **Mr Christopher Flintoft**, *Group Manager, Wireless and Broadcast, Hyro*
- **Mr Vince Humphries**, *Manager, Mobile Content and Credit Management, Australian Communications Authority*
- **Mr Paul Hunt**, *Deputy Director, Office of Film and Literature Classification*
- **Ms Amanda Hutton**, *Head of Content, 3 Mobile*
- **Dr Renato Iannella**, *Chief Research Scientist, Live Events*
- **Mr David Kainer**, *Director and CTO, Viva la Mobile*
- **Mr Ben Liebmann**, *Content Manager, Vodafone*
- **Mr Richard Mallett**, *Director, Media Licensing, Australasian Performing Rights Association*
- **Mr Gregg Marshall**, *Managing Director, Asia, Valista*
- **Mr Che Metcalfe**, *Managing Director, Kukan Studios*
- **Mr Gavin Parry**, *Director of Digital Services, Sony Music*
- **Mr Andrew Perry**, *Special Counsel, Gadens Lawyers*
- **Mr Elmar Platzer**, *General Manager, Asia, Mobile Internet Group*
- **Mr Dan Rosen**, *Head of Adult Entertainment, 3 Mobile*
- **Mr Jon Simon**, *Head of New Media, Warner Music*
- **Mr Jim Stewart**, *Director, Stew Art Media*
- **Mr Karson Stimson**, *Director and Owner, Spin*
- **Mr Robert Stock**, *Managing Director, Sputnik Agency*
- **Mr Matthew Talbot**, *Managing Director, Asia, Mobile 365*
- **Mr Michael Ungerboeck**, *Manager, Content Partnerships, Singtel Optus Mobile*
- **Mr Simon van Wyk**, *Managing Director, HotHouse Interactive*
- **Mr Daryl "Dogman" Young**, *Head of New Technology and Marketing, Death Row Records*

About the Venue



Overlooking one of the world's most stunning harbours, with the central business district and city attractions on its doorstep, is InterContinental Sydney.

Built around the heritage listed 1851 Treasury Building, the hotel is a Sydney landmark, combining unique charm and ambience with the highest levels of facilities.

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Your business is about much more than just knocking on doors. Your marketing strategy is much more than a lead generator. To generate sales, you need brand credibility and a genuine leadership position. To generate awareness and response, you need targeted, decision-maker focused, geographically effective marketing. To generate profits, you need marketing ROI.

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- Give you the best global coverage of any marketing channel
- Target your message to your precise audience

For sponsorship and showcase opportunities, please contact:

John Pozoglou, Project Director

Tel: +61 2 9005 0788

Email: john.pozoglou@terrapinn.com



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Registration Form



11-12 May 2005, InterContinental Hotel, Sydney, Australia

5 easy ways to register

Register: +61 2 9005 0777
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Mail: Mobile Content World Asia Pacific 2005, Terrapinn Ltd
 GPO Box 3924, Sydney, NSW, 2001

Yes, please register me for:

Package	Dates	Price before 25th February, 2005	Price after 25th February, 2005
<input type="checkbox"/> Two day conference only	11-12 May 2005	\$2425.50 + GST = \$2668.05	\$2695.00 + GST = \$2964.50
<input type="checkbox"/> Two day conference plus workshop	11-13 May 2005	\$2875.50 + GST = \$3163.05	\$3195.00 + GST = \$3514.50
<input type="checkbox"/> Workshop only	13 May 2005	\$805.50 + GST = \$886.05	\$895.00 + GST = \$984.50

Lunch, refreshments and documentation included. **Early Bird Discount:** Register and pay by **Friday 25th February 2005** and receive 10% discount off the pre-GST registration fee.
Payment terms: 14 days. GST is charged at the local rate. Registration fee includes lunch, refreshments and full conference documentation. Delegates may be refused admission if payment is not received prior to the conference. The fee does not include hotel accommodation.

Corporate groups. Yes, I want to send the team and save even more

Delegates	Package	Group price	
<input type="checkbox"/> 3	2 day conference only	\$7276.50 + GST = \$8004.15	SAVE \$80.85!
<input type="checkbox"/> 5	2 day conference only	\$11453.75 + GST = \$12599.13	SAVE \$875.87
<input type="checkbox"/> 8	2 day conference only	\$17248 + GST = \$18972.80	SAVE \$2587.20

** Corporate booking prices cannot be used in conjunction with any other promotional prices. Only one discount applies.

Attendee details

	Mr/Mrs/Ms	Full name	Job title	Telephone	Email
1					
2					
3					
4					

For groups of more than 4 please attach a separate sheet with details of all attendees.

Company details

Company name:
 Address:
 Postcode: Country:
 Fax:

Venue and hotel accommodation

Venue: InterContinental Hotel
 117 Macquarie Street, Sydney, Australia
 Phone: +61 2 9253 9000 Fax: +61 2 9240 1240

Travel and Accommodation:

TravelCorp has negotiated a special airfare and hotel accommodation rate for conference delegates. Please contact Portia at TravelCorp for all reservations. Tel: +61 2 9563 2906, Fax: +61 2 9563 2900, Email: portia@travelcorp.com.au

Method of payment

Registration is ONLY confirmed on receipt of payment
 Bank Transfer
 Crossed cheque payable to Terrapinn (Australia) Pty Ltd
 Please invoice me
 Diners Club Mastercard Visa American Express

Card No: _____ Expiry: _____
 Signature: _____

Bank Transfers: Account name: Terrapinn (Australia) Pty Ltd
 Bank Name: National Australia Bank
 Address: Pitt and Hunter Street, Sydney NSW 2000 Australia
 BSB Code: 082067
 Account Number: 04-714-0334
 Ref: 135003

Privacy Disclosure Statement

Any information provided by you in relation to this conference is being collected by Terrapinn (Australia) Pty Ltd ABN 46 003 220 424 and will be held in the strictest confidence. It will be added to our database for the primary purpose of providing you with information about future Terrapinn events and services. Please indicate here if you do not wish to receive this information and fax back to +61 2 9281 5517. We may also share information from our database with other professional organisations (including our event sponsors) to promote relevant services, and to list brokers for direct marketing purposes. Please indicate here if you do not wish your details to be passed on and fax back to +61 2 9281 5517. You may correct your personal information appearing on this form by indicating the changes and faxing back to +61 2 9281 5517. If you require access to your personal information or further details on our privacy policy, please call the Privacy Officer at Terrapinn on +61 2 9005 0700.

Cancellations

Should you be unable to attend, a substitute delegate is welcome at no extra charge. A charge of 50% of the registration fee plus \$250 (+GST) administrative charge will be made for cancellations received in writing at least 4 weeks prior to the conference. Alternatively, you may choose a credit note for the full value of the registration price which may be put towards another Terrapinn event. The company regrets that no cancellations will be accepted within four weeks of the conference start date. Prepayments will not be refunded and invoiced sums will be payable in full, except in cases where it has been possible to mitigate loss. Course documentation will, however, be sent to the delegate. Terrapinn reserves the right to alter the programme without notice.

For official use only

Received: Date: Conference code: 135003 ABCDEFGHJKLMNPOQRSTUVWXYZ