

## Westminster eForum Keynote Seminar: The future of mobile 2012

Timing: Morning, Tuesday, 27<sup>th</sup> March 2012

Venue: Lecture Theatre, Institution of Mechanical Engineers, One Birdcage Walk, London SW1H 9JJ

Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**  
Senior Parliamentarian
- 9.05 - 9.20 **Mobile advertising**  
**Ian Carrington**, Director, Mobile Advertising Sales, Google
- 9.20 - 10.10 **m-Commerce, payment by mobile and the effect of NFC**  
*What effect will the joint venture between O2, Vodafone and EE have on the use of mobile devices as methods of payment? What efforts are being made to create interoperability between mobile payment services in the UK and internationally? What are the advantages and disadvantages of continuing to treat payments by mobile as a premium rate service? What safeguards, such as premium opt-in or spending caps, can be put in place to prevent accidental or otherwise excessive charges; might such measures hinder growth in the market? How is the availability of NFC mobiles and NFC-enabled stores predicted to grow, and what are the projections for the future use by consumers of mobile devices as a means of payment? What effect will the low spending limits associated with NFC have on retailers; what will be the impact on per-customer expenditure when compared to other methods of payment?*  
**Paul Whiteing**, Chief Executive, PhonePayPlus  
**Russell Sheffield**, Director of Innovation and Development, Paythru  
**Bob Warner**, Chair, Communications Consumer Panel  
**Charles Cohen**, Chief Executive Officer, Probability  
**Fred Huet**, Founder and Managing Partner, Greenwich Consulting  
Questions and comments from the floor with **Ian Carrington**, Director, Mobile Advertising Sales, Google
- 10.10 - 10.25 **Mobile regulation in the UK**  
**David Stewart**, Director, Competition Policy Group, Ofcom
- 10.25 - 11.00 **Policy challenges for the mobile industry**  
*What are the policy priorities for the mobile industry in a forthcoming Communications Bill? What are the challenges to creating a 'converged' approach to regulation? What parts are in need of a joined-up approach and is it in the best interests of the industry and consumers? What will be the impact on mobile operators and services of proposed changes to the European Data Protection Framework eg. users' mobile experience being compromised by consent requests to process their data? How far will changes impact innovation in app development and services?*  
**Ilsa Godlovitch**, Director, European Competitive Telecommunication Association (ECTA)  
**Paul Morris**, Head of Government Affairs, Vodafone UK  
Senior representative, data protection  
Questions and comments from the floor with **David Stewart**, Director, Competition Policy Group, Ofcom
- 11.00 - 11.05 **Chairman's closing remarks**  
Senior Parliamentarian
- 11.05 - 11.30 Coffee
- 11.30 - 11.35 **Chairman's opening remarks**  
**Lord St John of Bletso**, Member, Lords Communications Committee
- 11.35 - 12.00 **4G and the UK's next generation mobile network**  
*What will 4G mean for consumers, business and the UK as a whole? What are operators doing to prepare their networks as well as customers for 4G? Will the 4G auction good ensure the long-term health of mobile technology in the UK?*  
**David Dyson**, Chief Executive Officer, Three  
Questions and comments from the floor
- 12.00 - 12.55 **4G auctions and the UK mobile industry's international competitive advantage**  
*Why has the UK fallen behind in terms of mobile infrastructure and technology, from holding one of the first, and most expensive, 3G auctions to holding one of the last for 4G? What lessons should be learnt from 3G rollout? Following the inflated sums paid by successful bidders in the first 3G auction will the 4G auctions be similarly costly? How will provisions put in place for the UK 4G auction affect the process, and competition for spectrum? What difference are consumers likely to see from 4G with bandwidth likely to be allocated to fill not-spots in the UK's superfast broadband network and with data usage from smartphones and other device continually increasing? How will mobile operators be affected by having their networks used for broadband - what will be the consequences, if any, to the UK's mobile telecommunications network?*  
**Alastair Davidson**, Managing Director, Government, Mobile and Enterprise, Arqiva  
**Amit Nagpal**, Partner, Aetha Consulting  
**Nicholas Blades**, Head of Regulatory Affairs, Telefónica O2 UK  
**Kip Meek**, Director and Founder, Communications Chambers and Senior Advisor, Everything Everywhere  
**James Britton**, Head of European Telecoms Equity Research, Nomura International  
Questions and comments from the floor
- 12.55 - 13.00 **Chairman's and Westminster eForum closing remarks**  
**Lord St John of Bletso**, Member, Lords Communications Committee  
**Thomas Raynsford**, Senior Producer, Westminster eForum

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