

Westminster eForum Keynote Seminar: Smartphones, tablets and apps - the future for mobile

Timing: Morning, Tuesday, 1st March 2011

Venue: Congress Hall, Congress Centre, 28 Great Russell Street, London WC1B 3LS



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Agenda subject to change

- 8.45 - 9.00 Registration
- 9.00 - 9.05 **Chairman's opening remarks**
Roger Darlington, Member for England, Communications Consumer Panel
- 9.05 - 9.15 **More than a phone - defining 'mobile'**
What does 'mobile' mean today and what is it likely to mean tomorrow? How do the current revenue streams compare and what are the trends going forward? How are the major players in the mobile market performing, and are new entrants making gains? How does the UK mobile market compare internationally? What are the growth areas in mobile?
Stephen Bates, Managing Director, UK, Research in Motion (RIM)
- 9.15 - 9.30 **How apps drive next generation mobile**
Russ Shaw, Vice President and General Manager for Mobile, Skype
- 9.30 - 10.20 **Changing revenue streams, the app effect and industry structures**
How are revenue streams changing over time? What impact have apps and the unique features of mobile internet had on revenue streams? How have the new capabilities of mobile handset and web-enabled devices altered the relationship between network operators, application developers, service providers and handset manufacturers? Who look set to be the winners and losers in the current market? How will eBooks and mobile marketing change the dynamic between app developers and service providers?
Ashley Highfield, Managing Director & Vice President, Consumer & Online UK, Microsoft
Maurice Patrick, Director, Equity Research, Barclays Capital
Ian Carrington, Mobile Advertising Sales Director for North and Central Europe, Google
Andrew Bud, Founder and Chief Strategy Officer, mBlox and Chair, Mobile Entertainment Forum
Questions and comments from the floor with **Stephen Bates**, Managing Director, UK, Research in Motion (RIM) and **Russ Shaw**, Vice President and General Manager for Mobile, Skype
- 10.20 - 11.00 **Focus on M-Commerce - future markets, and the regulatory challenges**
What has been the consumer reaction to m-commerce so far? How is m-commerce set to develop in the future? What are the regulatory challenges posed by the increasing use of the mobile phone as a payment device? How can privacy and security issues be dealt with?
Bradley Brady, Director of Strategy and Communications, PhonepayPlus
Bob Warner, Member, Communications Consumer Panel
Anil Malhotra, Co-Founder and Senior Vice-President, Marketing, Bango
Robyn Durie, Regulatory Director, Everything Everywhere
Questions and comments from the floor
- 11.00 - 11.05 **Chairman's closing remarks**
Roger Darlington, Member for England, Communications Consumer Panel
- 11.05 - 11.30 Coffee
- 11.30 - 11.35 **Chairman's opening remarks**
Lord Razzall, Member, House of Lords Communications Committee
- 11.35 - 11.50 **The mobile industry in the next decade**
What are the priorities for the mobile industry in the next decade? What are the prospects for the market?
Ronan Dunne, Chief Executive Officer, Telefónica O2 UK
- 11.50 - 12.05 **The mobile space - the emerging policy challenges**
David Stewart, Director, Competition Policy Group, Ofcom
- 12.05 - 12.55 **Competition in the mobile market**
How competitive is the mobile market in the UK? What effect has the growth of O2, the merger of Orange and T-Mobile, and the global power of Vodafone had on the UK market? Has the size of the top three networks made it difficult for new entrants? In which areas are they competing? Is there likely to be further consolidation?
Andrew Riseley, Associate Director, EU & Competition, Berwin Leighton Paisner
Graeme Oxyby, Executive Director of Mobile & Home Phone, Virgin Media
Mark Falcon, Head of Economic Regulation, Three
Charles Arthur, Technology Editor, The Guardian
Questions and comments from the floor with **Ronan Dunne**, Chief Executive, Telefónica O2 UK and **David Stewart**, Director, Competition Policy Group, Ofcom
- 12.55 - 13.00 **Chairman's and Westminster eForum closing remarks**
Lord Razzall, Member, House of Lords Communications Committee
Thomas Raynsford, Senior Producer, Westminster eForum