

3 and 4 May 2005, Renaissance Hotel, Amsterdam

Digital Trend Days

Mobile opportunities in the media portfolio

Key themes:

- > Trends & forecasts of mobile usage – how this shapes cross-media content strategy
- > Overview of mobile publishing trends from around the globe
- > Expanding your markets through mobile services and content
- > Seeking win-win solutions from partnerships
- > New technologies & platforms: taking mobile content to the next level
- > Extending your brand and service into the mobile generation

Digital Trend Days

Mobile opportunities in the

Why you should attend

The role of mobile as an integrated part of cross media publishing strategy has boomed over the past few years. Publishing houses have tested out an array of services in combination with print and online to see which are successful in reaching readers, which are profitable and which build brand awareness.

However, the learning curve is steep and many publishers are faced with new obstacles everyday, such as revenue splitting, digital rights management and technology. This 1,5 day conference aims to give an overview on how publishing companies can build successful strategies and bring content delivery one step further.

Who should attend

CEOs, New Media Executives, Business Development Executives, Marketing Executives.

Tuesday, 3rd May 2005

Chairman's opening comments

10.00 – 10.30

Keynote:

MTV – Involving your audience in a cross-media environment

*Branco Scherer, Manager Digital Media,
MTV Networks Benelux bv*

10.30 – 11.30

Session 1 – The mobile landscape

A look at how trends and forecasts in mobile usage, technology such as 3G and communications are shaping content strategies. Plus a look at developments in Asia.

Overview of European wireless market:

key trends and opportunities

Thomas Husson, Analyst, Jupiter Media Research

Focus on Asia – ideas & cases to implement

Stig Nordqvist, Director Business Development, Ifra

12.00 – 17.30

Session 2 – Expanding markets through mobile services & content

This session looks at effective mobile services and how they are integrated into cross-media strategy. Presentations will highlight which services bring in revenue, which reach customers, and which are good for building brand awareness.

Putting together a mobile strategy

*Gunnar Springfieldt, Development Director,
Göteborgs-Posten*

Mobile advertising

*Christophe Rasch, Manager, Television & Multimedia,
Edipresse Publications SA*

SMS – Send Me Stuff or Stop Messaging S...?

Constantine Kamaras, CEO, Sport.gr

Mobile as a relationship driver

*Gillian Kennedy, Director of Commercial Development,
EMAP*

Mobile internet – substitution or complement to the web

Emilio Plana, Director of Development, elmundo.es

Early bird rate until 1 April 2005



media portfolio

Wednesday, 4th May 2005

9.00 – 10.30

Session 3 – Forming win-win partnerships in the value chain

Understanding the value chain is a vital part of mobile publishing strategy. Who are the players and how can we form effective partnerships, which in the long-run will lead to successful business models?

Strengthening the mobile content value chain

Speaker to be confirmed

Revenue splitting with the Telcos – regional trends and concrete tips

Stig Nordqvist, Director Business Development, Ifra

Mobile Digital Rights Management – A business perspective

Sissel Henriette Larsson, Co-Founder & Marketing Director, Beep Science

11.00 – 13.00

Session 4 – Future technologies and networks

As publishers look for more sophisticated content to deliver and more control of delivery, how can the various technologies and networks support their needs?

Video on mobile

Christophe Rasch, Manager, Television & Multimedia, Edipresse Publications SA

Becoming your own operator – Mobile Virtual Network Operators

Speaker to be confirmed

Content applications of the future

Speaker to be confirmed

Speaker updates on www.ifra.com

Conference Venue

Renaissance Amsterdam Hotel

Kattengat 1

1012 SZ Amsterdam

The venue is in walking distance (5 minutes) from the Central Station

Conference Schedule

3 May 2005: 10:00 – 17:30 followed by drinks reception

4 May 2005: 09:00 – 13:00 followed by concluding lunch

Registration

Early bird until 1 April

Ifra members EUR 790

Non-members EUR 990

Standard rate

Ifra members EUR 850

Non-members EUR 1050

Please mail or fax your registration form to:

Ifra

Events Department

Washingtonplatz

64287 Darmstadt

Germany

Tel.: + 49.6151.733-6

Fax: +49.6151.733-832

E-Mail: events@ifra.com

Online registration: www.ifra.com

Accommodation

If you need accommodation please contact the Renaissance Amsterdam Hotel. A block booking has been made until 21st March, after this rooms and rate are subject to availability.

Rate: EUR 189 per room per night excluding breakfast and excluding 5% city tax.

Tel: + 31 20 621 2223· Fax: +31 20 627 5245

www.renaissancehotels.com

Reference: "Ifra"

Or you can also book your favourite hotel under

www.amsterdam-hotels.com

Cancellation

Should you register but be unable to attend, you may send a colleague. However, we would appreciate being informed of this in advance. Cancellations are accepted (less 10 % handling charge) if made in writing and received before 18 April 2005. Any cancellations received hereafter will not be refunded

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Please copy, fill in
and fax or mail to:

Ifra
Washingtonplatz
64287 Darmstadt
Germany
Tel.: + 49.6151.733-6
Fax: +49.6151.733-832

Company information:

Company _____

Street _____

Postal code _____

City _____

Country _____

Company E-mail _____

Telephone _____

Telefax _____

Ifra member Yes No

Please register the following persons:

Last/First name E-Mail Position

Last/First name E-Mail Position

Last/First name E-Mail Position

Invoice should be addressed to Mr./Mrs./Ms. _____

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Please charge amount due to my credit card account.

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at Dresdner Bank, Darmstadt, Germany (please await invoice).