14 New Service Case Studies

PREMIUM MESSAGING

Leveraging your SMS, MMS and IM services to maximise revenue generation

Hotel Barcelo Sants, Barcelona • 3rd – 6th November 2003

- **Drive the growth of the SMS market to maximise your ROI**
- **Capitalise on your premium SMS, MMS and IM messaging services to increase revenue generation**
- **Exploit enterprise messaging as a value-added service to optimise ARPU**

Including key contributions from:

Head, O$_2$ Wholesale SMS **mm0$_2$**	Head of Commercial Partnership Sales **Vodafone UK**	Marketing Manager, Business Segment **T-Mobile Austria**
Chief Commercial Officer **Eurotel Praha**	Head of VAS **sunrise**	General Manager for Services Development **Telefónica Móviles**
Chair, MMS Task Force **GSM Association**	Research & Innovation **Telecom Italia Lab**	Head of SMS Business Development **Manx Telecom**
Regulatory Chair **Mobile Entertainment Forum**	External Affairs Manager **ICSTIS**	MMS Product Manager **Wind Telecomunicazioni**

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Conference Day 1
Monday 3 November 2003

9.00 Registration and Refreshments

9.25 Welcome Address
Georgina Hajdu,
Conference Producer,
IIR

9.30 Opening Remarks from the Chair
Mike Short
Vice President
mmO2
& Chairman
MOBILE DATA ASSSOCIATION

Growing SMS Revenues

9.40 **Analysing Market Trends In SMS Usage And Revenues Across Different European Markets**
- Examining the volume growth in SMS usage in different countries
- Establishing which demographic segments are growing and why in order to target your SMS marketing campaigns in the most cost-effective way
- Developing new business models to reflect the changes in SMS usage and ensure maximum revenue generation
- Evaluating the impact of MMS on SMS
John Delaney
Principal Analyst
OVUM

10.20 **Case Study: Examining How To Effectively Package Your SMS Services To Answer Your Customers' Needs And Maximise Service Up-Take**
- Exploiting customer profiling and segmentation data to understand the needs of your subscribers and develop compelling messaging services for them
- Evaluating ways in which to relate your packaged services to customer lifestyle rather than purely to available technology
- Determining how to package your products and services to reflect market trends
- Learning how to develop and target differentiated service offerings more effectively in order to increase their use
Garrison Macri
Chief Commercial Officer
EUROTEL PRAHA

OPERATOR

11.00 Morning Refreshments

11.20 **Case Study: Using Fixed Line SMS To Maximise Revenue Generation**
- Understanding how to leverage fixed line SMS to maximise interactive and multimedia messaging use
- Overcoming the technical and commercial challenges to implementing fixed line SMS
- Examining how to ensure the success of fixed line SMS
- Learning how to market your customers to encourage service up-take
For speaker updates, visit
www.iir-conferences.com/messaging

12.00 **Case Study: Understanding The Value Chain For Today's Messaging Market And Developing A Business Model To Fully Exploit The Opportunities It Presents**
- Discussing T-Mobile Austria's position in the Austrian market, the main players involved in the messaging market and the drivers behind it
- Determining who is involved in the mobile channel value chain today
  – Understanding how to effectively incorporate new players from the media and content market
- Learning how to manage the number of partners involved in the most cost-effective manner
  – Evaluating how to resolve the conflicting

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agendas of different people in the value chain and maximise co-operation
- Establishing who owns the customer and who is responsible for delivering the quality of service
  – Ensuring data confidentiality and security
- Developing a new business model to manage the number of actors involved in the industry today and, in turn, the complexity of the value chain
Bernhard Witzeling
Business Segment Marketing Manager
T-MOBILE AUSTRIA

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12.40 Lunch

Interactive Messaging

14.00 **Case Study: Capitalising On The Potential Of Interactive Messaging For Increasing Revenue Generation**
- Analysing the market for interactive messaging in terms of customer use and segmentation
- Optimising revenues by ensuring effective co-operation between network operators, content providers and broadcasters
- Overcoming the technical and commercial challenges to securing cost-effective interactive messaging
- Establishing what the pricing and billing requirements are for interactive messaging and how to integrate them into the network in the most cost-effective way
Robert Hercz
CEO
TELETOPIA

SERVICE PROVIDER

14.40 **Case Study: Implementing Interactive Mobile Messaging To Maximise Your Revenues**
- Analysing the value chain for interactive messaging in order to fully understand the roles and interactions of the different companies involved and thereby optimise the success of your service
- Examining the proven business models for the efficient and cost-effective implementation of your interactive messaging service
- Discussing the lessons learnt by Lleidanet
Francisco del Sol
Country Manager, Iberica
MOBILEWAY
& Sisco Sapena
General Manager
LLEIDANET

SERVICE PROVIDER

15.20 Afternoon Refreshments

15.40 **Understanding How To Support The Interaction Required For Interactive Messaging And How To Manage The Peaks In Network Infrastructure Demand That It Creates**
- Developing real-time applications to ensure a sufficient response rate and that
  – Are fast enough to avoid any data loss
  – Will make sure that all messages sent are delivered
- Determining how to rapidly process the messages sent and then deliver confirmation messages back to participating subscribers
- Evaluating ways of evolving the network infrastructure to manage peak demands
  – Investment in more SMSCs and MARs
  – De-coupling the application SMS traffic from peer to peer SMS traffic in order to route interactive messages to a separate server
- Discussing methods for managing the traffic flows in a more cost-effective and efficient manner
  – Examining the potential for switching the SMS traffic to the voice channel
Jeff Wilson
Chairman
TELSIS

16.20 **Panel Discussion: How Should The Revenues Generated By Messaging Services Be Distributed And Who Should Have Responsibility For Service Delivery And Security?**
- Evaluating how much customers are prepared

to pay for different messaging services
- Determining whether content or access should be used as the basis for revenue allocation
- Understanding how to use the value chain to ensure the appropriate distribution of revenue generated by messaging services
  – What is "appropriate distribution"?
- Establishing who should take responsibility for delivering fully effective messaging services
  – Should the company receiving the greatest percentage of the revenues have to take all the risks?
- Examining who should be accountable for content security and copyright
Speakers of the day will discuss these key issues and answer your questions

17.00 Closing Remarks from the Chair

17.10 End of Conference Day One

Drinks Reception
All delegates and speakers
are invited to attend

Conference Day 2
Tuesday 4 November 2003

9.00 Registration and Refreshments

9.30 Opening Remarks from the Chair
Alun Lewis
Independent Consultant

Premium Messaging

9.40 **Establishing The Potential Of Premium Messaging Services For Increasing Revenue Generation**
- Understanding what constitutes a premium messaging service
- Assessing the value of the premium messaging market today
  – What is the predicted growth in the market?
- Determining and overcoming the constraints for developing the premium messaging market
  – Technical   – Commercial
  – Regulatory
- Evaluating ways of using premium content to expand the mobile content market
- Examining the opportunities for increasing revenues for mobile operators and the level of investment required to benefit from these services
- Identifying the key success factors for the premium messaging market
  – Interconnection   – Roaming
  – Billing   – Handsets
Marieke Effting
Global Market Development Manager
LOGICACMG

10.20 **Case Study: Evaluating The Success Of Vodafone's Premium Messaging Services: Vodafone Wholesale And Vodafone Target**
- Discussing Vodafone's approach to the premium messaging market both historically and today
- Understanding how Vodafone are targeting their customers in order to maximise customer use of their services and, in turn, ARPU
- Analysing the commercial model used and how to manage new and existing partners to optimise revenue generation
Richard Hurring
Head of Commercial Partnership Sales
VODAFONE UK

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11.00 Morning Refreshments

Keynote Address
11.20 **Enhancing The Seamless Global Delivery Of MMS To Consumers While Driving Operators' Data Revenues**
- Understanding how to further the acceleration of
  – MMS roaming

- – National MMS network inter-working
- – Terminal interoperability
- Learning how to move to a global platform of interoperability and improved service capability
- Ensuring the evolution of MMS services to provide greater consumer choice and enhanced capabilities such as improved image resolution and video clips
- Optimising data usage and increasing the value of your investments and the customer's experience

Friedhelm Hillebrand
Chair, MMS Task Force
GSM ASSOCIATION
& Senior Advisor
T-MOBILE INTERNATIONAL

OPERATOR

12.00 Case Study: Understanding How Wind Telecommunicazioni Developed Their Successful MMS Messaging Services And Pricing Strategy To Maximise Subscriber Up-Take
- Ensuring the cost-effective launch of Wind's MMS services
- Developing a content portfolio and content development strategy
- Discussing the success of the MMS Services
- Examining Wind's pricing strategy and their key findings on its effect on MMS usage
- Determining the interaction between SMS and MMS

Claudio Rossi
MMS Product Manager
WIND TELECOMUNICAZIONI

12.40 Case Study: Leveraging The Capability Of Messaging Services To Create Mobile Premium Applications And Services To Generate Increased Revenues
- Understanding how mature technologies like SMS and Sim Tool Kit (STK) can generate additional revenues through investment in innovation to create "easy-to-use" services
- Learning how STK programmability can optimise the user experience for SMS voting
- Evaluating the technical solutions for implementing m-commerce using SMS
  - – Evolution towards a multi-trading environment
- Assessing the importance of pricing models for user adoption of new services
  - – Discussing the MMS content charging issues
- Examining the progress towards application downloading on mobiles
  - – Advanced home security systems case study

Gianluca Zaffiro
Research & Innovation
TELECOM ITALIA LAB

13.20 Lunch

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14.40 Case Study: Overcoming The Technical And Financial Challenges Of Developing And Deploying Premium Messaging Services To Increase Revenue Generation
- Increasing revenue margins by investing in service development to create personalised, higher value offerings that answer the needs of each subscriber group and enhance their loyalty
- Optimising network usage by developing direct and indirect synergies between your premium messaging services and basic network functionality
- Understanding how to ensure that your current billing and service deployment technology supports personalised premium services
- Improving your accounting process by achieving billing transparency, charging consistency and revenue predictability
- Learning how to widen your service portfolio by increasing co-operation with 3rd parties
  - – Delegating responsibility for self-provisioning, self-management and monitoring of the service

Hans H. Hansen
VP Technology & Business Development
MOBILE COHESION
& Senior Representative
European Mobile Operator

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15.20 Case Study: Understanding How Telefónica Móviles Are Maximising The Success of Their Premium Information and Imaging Messaging Services
- Examining how to manage premium rate numbers to ensure the success of your messaging services
- Evaluating the importance of real-time charging for achieving fraud control and thereby optimising revenue generation
- Establishing how to
  - – Secure the co-operation of all parties involved in the value chain
  - – Develop an effective revenue-sharing solution
  - – Manage the billing process in the most cost-effective way
- Learning how to achieve price flexibility, sensitivity and elasticity for your premium messaging services
- Ensuring that your pricing strategy evolves with new technologies and content, such as MMS and J2ME

Luis Ezcurra
General Manager for Services Development
TELEFONICA MOVILES

16.00 Afternoon Refreshments

16.20 Examining The Success Of Billing Systems Implemented Across Europe In Supporting Today's Premium Messaging Services
- Evaluating the pros and cons of different billing models
  - – SMSC billing
  - – Premium mobile-originated billing (P-MO)
  - – Premium mobile-terminated billing (P-MT)
  - – Event billing
  - – USC and keyword based billing
  - – Shared code concept
- Examining the practicalities of implementing next generation billing
- Determining the impact on your billing solutions of
  - – Fixed network premium SMS
  - – Mobile number portability
- Understanding the effect of different national regulations on your billing systems
  - – Pricing information
  - – Toll free confirmation SMS
  - – Spam monitoring
  - – Chat and youth market
- Overcoming the problems to billing solutions of the different tariff rates and revenue shares associated with interoperability
- Analysing the advantages and disadvantages for content providers of having a direct billing relationship with the MNO compared to billing via a WASP
  - – Examining the different approaches on a national and international basis

Rudolf Bäumer
Product Manager, Business Unit Communications
MATERNA INFORMATION & COMMUNICATIONS

17.00 Case Study: Managing The Impact Of A Changing Messaging Market On Your Current Messaging Platform
- Understanding what the technical requirements are for delivering cost-effective premium messaging services
- Leveraging investments in infrastructure, applications and appliances by ensuring close integration of the messaging platform with
  - – Personalisation   – DRM
  - – Transcoding
  - – Location and presence solutions
- Learning how to open up the messaging platform to 3rd party service providers while retaining control over the delivery value chain
- Ensuring flexible charging and promotion of services
  - – Examining tools to empower the marketing team

Colm Healy
CEO
XIAM
& Senior Representative
European Telco Operator

17.40 Closing Remarks from the Chair

17.50 End of Conference Day Two

Conference Day 3
Wednesday 4 November 2003

9.00 Registration and Refreshments

9.30 Opening Remarks from the Chair
Tomi Ahonen
3G Strategy Consultant

Premium Messaging

9.40 Premium SMS And Regulation: How To Make Money And Stay Within The Rules
- An introduction to ICSTIS and co-regulation
- Understanding how to build consumer confidence and a sustainable business environment
- Examining ICSTIS's revised guidance on premium SMS
- Discussing how to work together to tackle SMS spam and scam
  - – Differences between spam and scam
  - – Ensuring co-operation with network operators, other regulators and service providers
- Determining the potential problems of premium SMS in a 3G World and possible solutions

Richard Sullivan
External Affairs Manager
ICSTIS

10.05 Navigating The Regulatory Landscape For Creating Profitable Mobile Entertainment Services
- Making sense of the European regulation
  - – ICSTIS approach
  - – E-Money
  - – EU Directive on e-Privacy
- Assessing the industry impact of such regulations and the opportunities for maximising revenues whilst protecting consumers
- Examining regulation for mobile entertainment services in the future
  - – MMS and mobile content regulation

Andrew Bud
Regulatory Chair
MOBILE ENTERTAINMENT FORUM
& Chairman
MBLOX

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10.30 Case Study: Examining How mmO$_2$ Are Maximising The Revenues Generated By Their Premium And L2M Messaging Services
- Understanding the UK wholesale SMS market drivers
- Discussing mmO$_2$'s market position and how they have differentiated their messaging services
- Assessing the business model used to manage the aggregators, application providers and end-users in the messaging value chain
  - – Learning how to develop partnerships that benefit the value chain
- Optimising the growth in the corporate market to increase both operator and 3rd party messaging revenues
- Overcoming the regulatory challenges of implementing messaging services such as adult (chat) content and location based services

Iain McCallum
Head, O$_2$ Wholesale SMS (O$_2$ Products)
MMO$_2$

11.10 Morning Refreshments

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11.30 Case Study: Understanding How To Ensure The Successful Marketing And Pricing Of Games And Ring Tones To Optimise Subscriber Use
- Examining the development in entertainment messaging services over the last four years, the situation today and the outlook for the future
- Establishing what are the most effective marketing channels for promoting your entertainment services to your customers
- Determining how to price your entertainment messaging services to maximise revenue generation

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- Analysing the lessons learnt by sunrise in the implementation of their games and ring tones services
  - The challenges   – The flops

Peter Grupp
Head of Value Added Services
SUNRISE (TDC SWITZERLAND)

12.10 Implementing A Messaging Services Delivery Platform For Maximising Revenues

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- Establishing open network API for:
  - Hiding network complexity
  - Seamless integration of 3rd party service providers
- Defining messaging service delivery platform architectures
  - B2B integration
  - Performance and scalability
  - Compliance with standard API/architecture: OSA/Parlay, Web Services, Parlay X
  - Interfaces to network enablers
- Analysing the success of different service models and their associated delivery and charging workflows
  - Premium mobile-originated services
  - Push mobile-terminated services
  - Coupling with location based services
- Examining the lessons learnt from case studies across Europe

Johan Lambert
Telco Business Development Director International
KABIRA TECHNOLOGIES

12.50 Lunch

Enterprise Messaging

14.10 Determining The Market For Enterprise Messaging And Understanding How To Promote The Service To Your Corporate Customers

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- Examining the revenue potential of enterprise messaging and the importance of the SoHo market
- Understanding the role of voice and data based services and access: what is in it for the enterprise?
- Evaluating the predicted growth of the enterprise messaging market for the future
- Exploiting corporate messaging as a means for B2C messaging as well as B2E

SERVICE PROVIDER

- Discussing the role of converged solutions in maximising the growth of the enterprise messaging market
  - Case study: assessing the economics, challenges and value chain for implementing a messaging application for SoHo use

Edward Nugent   **& Declan Pettit**
CEO   *CEO*
MOBILE METRIX   **ETX TOUCHPOINT**

14.50 Overcoming The Challenges Of Implementing And Charging For Mobile Instant Messaging (IM) For The Corporate Market

- Analysing the business case for IM for both intra- and inter- company messaging
- Establishing how to sell IM solutions to your corporate customers in terms of
  - Increased efficiency and productivity
  - Cost savings
  - Security
  - Simplicity and availability
- Learning how to integrate IM with existing network infrastructures and applications
  - Overcoming the problems of interconnection, compliance and security
  - Understanding how to roll out IM across different countries
- Developing a business model to establish who should be paying for the service
  - Customer
  - Operator
  - Content provider
  - Service provider
- Evaluating the potential of wireless IM services for workgroup messaging

Régis de Baracé
Mobile Office Solution Manager
ALCATEL MOBILE COMMUNICATIONS

15.30 Afternoon Refreshments

15.50 Case Study: Developing A High Performance Business-To-Business Messaging Solution For The International Mobile Messaging Market

OPERATOR

- Overcoming the challenges to the operator of launching the service
  - Exploiting partner expertise and technical capabilities
- Understanding how to use quality of service

and high performance to deliver advanced messaging services
- Learning how to differentiate your service in order to generate increased market share
  - Leveraging technical capabilities to offer advanced services
  - Managing interconnection in order to ensure least cost service
  - Evaluating the case of the network operator versus the intermediary
  - Examining business models to capitalise on SMS inter-working charges
- Using your B2B solution to provide cost-effective and innovative new services
  - Managed messaging services
  - "Pay as you go"
  - GSM to TDMA/CDMA messaging interconnection

OPERATOR

Tom Meageen
Head of SMS Business Development
MANX TELECOM

16.30 Analysing The Business Case For Push to Talk And Its Potential As A Value-Added Service For The Corporate Market

- Understanding what push to talk actually is and how it works
- Evaluating the business case for push to talk: is it worth it?
- Examining the potential of push to talk as a value-added service for your corporate customers
- Analysing the impact of push to talk on switch voice revenues
- Determining how to overcome implementation problems concerning
  - Interconnection
  - Compatibility with next generation technologies
- Extending the business case into the consumer market

Chris Horton
Principal Consultant
MOTOROLA

17.10 Closing Remarks from the Chair

17.20 End of Conference Day Three

POST-CONFERENCE WORKSHOP - Thursday 6th November

Application Messaging:
Growing Revenues For Operators And Service Providers

Led by: Empower Interactive Group with IBM

Registration and refreshments will begin at 9.30. The workshop will run from 10.00 to 16.00 and will include breaks for lunch, tea and coffee.

How you will benefit
- Capitalise on the growth of SMS and application messaging
- Analyse and meet your application messaging needs to fully exploit its potential
- Examine and overcome the high-level technical and commercial challenges of implementing and delivering application messaging
- Participate in an interactive messaging session using SMS in a TV programme link-up

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1: Introductions and expectations

2: Pushing the boundaries of application messaging to maximise revenue generation
- Driving the continuing growth of application messaging
- Developing business models for
  - Operators   – Service providers
- Understanding the commercial barriers to interactive messaging and how to resolve them
- Examining the value chain for application messaging
- Evaluating what content drives the most revenues for all parties involved

3: How not to kill the cash cow of Peer to Peer messaging but facilitate application-driven SMS and MMS messaging
- Overcoming the technical constraints of implementing interactive messaging to ensure its success

- Making the most of existing SMS and MMS infrastructure whilst building technology solutions to handle growth
- Investing in your infrastructure to maximise revenue generation

4: Cashing in on the exponential SMS growth in TV and other media sectors
- Ensuring that you meet the needs of media clients
- Case studies

5: Broadening your horizons through growth in EMEA and expansion into Asia Pacific and the US
- Replicating current successful solutions into other markets

6: Discussing topics as pre-defined in the first session of the day to meet the needs of all participants

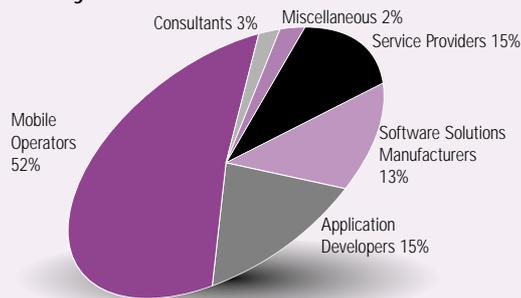**About Empower Interactive Group**
Since launching in early 2000, Empower Interactive Group has become one of the leading providers of wireless messaging infrastructure software. During that time they have worked with many of the premier telecommunications companies while being involved in some of Europe's largest and most ground-breaking messaging initiatives. Their focus is on application-driven messaging - providing connectivity for applications to wireless data infrastructure and dynamic message switching capabilities. Telephone +44 20 7920 9400, email info@ eigroup.com, visit www.eigroup.com. For information regarding this conference, email Hazel Short hazel.short@eigroup.com

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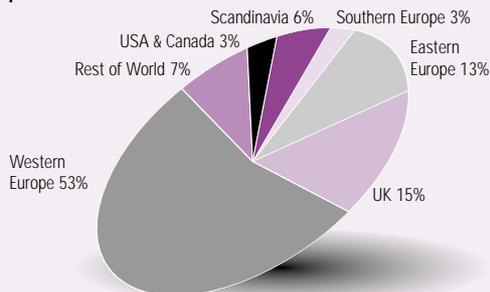
Delegate Breakdown for SMS 2002:

Industry Breakdown:

Consultants 3%
Miscellaneous 2%
Service Providers 15%
Software Solutions Manufacturers 13%
Mobile Operators 52%
Application Developers 15%

Geographical breakdown:

Scandinavia 6%
Southern Europe 3%
USA & Canada 3%
Rest of World 7%
Eastern Europe 13%
Western Europe 53%
UK 15%

Make sure you are at Premium Messaging if you want to:

- Maximise the growth of your SMS revenues
- Optimise the success of your SMS, MMS and IM services
- Develop business models that fully exploit the opportunities presented by today's messaging value chain
- Ensure interoperability and drive the growth of the MMS market
- Capitalise on the potential of interactive messaging
- Generate increased market share through your enterprise messaging solutions
- Benefit from the first-hand experiences of your global, operator-led speaker panel
- Discuss the challenges to and solutions for pushing the messaging market forward and increasing revenue generation today

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Telsis
The Text and Voice Experts

Telsis is a world-class telecoms equipment manufacturer, offering a range of carrier-grade network infrastructure and value-added service platforms for text and voice services, including the world's first intelligent SMS Router. Telsis (www.telsis.com) has sales and support operations in France, Germany, Italy, The Netherlands, Spain, UK, Singapore and Australia, and has customers in over 50 countries, including members of the mmO2, Telefónica Móviles, T-Mobile, Virgin Mobile and Vodafone groups. Telsis offers complete solutions for text services and, in addition to the SMS Router, it also has an SMS SCP (SMS Service Control Point) for central intelligence and an SMS Interface Gateway supporting a wide range of protocols. All of these elements are high performance carrier-grade platforms. Operators can now implement, for example, SMS Voting solutions that approach the radio bandwidth limit - with significant financial benefits as all of the "voting opportunity" revenue is captured. The SMS Router enables more efficient use of existing infrastructure, providing additional capacity, higher performance and improved quality of service. It is also a platform for new innovative services, which offer operators further revenue opportunities from text messaging.

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The world's fastest growing GSM/GPRS and EDGE supplier, Alcatel has a dominant position in today's greenfield operators and expanding emerging markets, where it is now the leader with a 25% market share. Alcatel's end-to-end solution offering, includes its Evolium™ radio & core solutions, as well as transmission solutions, services platform and mobile terminals. Alcatel's Open Service Delivery Engine is the ideal applications environment enabling the implementation of a wide range of messaging solutions as well as a complete and convergent real-time payment chain. Alcatel's UMTS solutions are a reality today, with more than 20 UMTS pilot or pre-commercial networks delivered in Europe and in Asia. For more information, visit Alcatel on the Internet: http://www.alcatel.com

Kabira

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The GSM Association (GSMA) is the global trade association that exists to promote, protect and enhance the interests of GSM mobile operators throughout the world. At the end of June 2003, it consisted of more than 567 second and third generation mobile operators and 129 manufacturers and suppliers. The Association's members currently provide mobile services to 879 million customers across 197 countries and regions around the world. The GSMA aims to accelerate the implementation of collectively identified, commercially prioritised operator requirements and to take leadership in representing the global GSM mobile operator community with one voice on a wide variety of issues nationally, regionally and globally.The GSM family of wireless communications platforms, including GSM, GPRS (General Packet Radio Services), EDGE (Enhanced Data for GSM Evolution) and 3GSM (W?CDMA) account for 72 percent of the total digital wireless market today. The GSM Association is a unique organisation, with truly global reach, offering a full range of business, technical and public policy services to its members. For more information, visit the website at www.gsmworld.com

mda

The Mobile Data Association is a trade body representing the common voice of the mobile data industry, and is the official authorised consolidator of SMS and WAP market data on behalf of the four UK cellular networks. With over 60 members throughout Europe, the MDA provides a forum for the industry to meet and share information and is a credible point of contact for the press and consumers. The MDA promotes the uses and benefits of mobile data through conferences, seminars, the media and a dedicated website and maintains an informal dialogue with the appropriate government and regulatory bodies. www.mda-mobiledata.org • www.text.it • e-mail: info@mda-mobiledata.org • Telephone: 07041 340235

Mobile Entertainment Forum

The Mobile Entertainment Forum (MEF) is an open global trade association representing all participants in the value chain for delivering mobile entertainment services to the end-user. Established in February 2001, the MEF's mission is to provide a vehicle to drive the industry's evolution and commercial potential by identifying and working to resolve the critical issues faced by the industry. The focus of the MEF is to build a successful industry through education, advocacy and outreach to the entertainment and telecommunications industries, government, regulators, investors and analysts. www.mobileentertainmentforum.org
Contact Rimma Perelmuter, MEF General Secretary, T: +44-208-432-1266, E: rimma@mobileentertainmentforum.org

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3GB *Third Generation Bulletin*

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World Telemedia Magazine is the only publication dedicated to the business of premium entertainment and information services. World Telemedia Magazine showcases an industry that consistently turns "tomorrow's big opportunity" into "today's big boom business". Contact: colin@noconline.org

PREMIUM MESSAGING
Conference Day One - Monday 3 November 2003
Conference Day Two - Tuesday 4 November 2003
Conference Day Three - Wednesday 5 November 2003
Post-Conference Workshop - Thursday 6 November 2003

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Venue and Accommodation Details
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If you have any questions, please contact
IIR on +44 (0) 20 7915 5155

PREMIUM
MESSAGING

www.iir-documentation.com

Your VIP number is on the address label. If there is no label, please quote
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Step 1 | Decide what you want to attend for more than one delegate please photocopy this form.

Tick	Title	Date	Code
☐	Conference Day One	Monday 3 November 2003	CG2144C
☐	Conference Day Two	Tuesday 4 November 2003	CG2144M
☐	Conference Day Three	Wednesday 5 November 2003	CG2144N
☐	Post-Conference Workshop	Thursday 6 November 2003	CG2144W

Step 2 | Work out the price

Remember, if two or more delegates would like to attend, please call Anthony Bennett on +44 (0) 20 7915 6667 or email abennett@iir-conferences.com for details of our multiple bookings discounts.

In addition to the multiple day discount, register before 26/09/03 and benefit from the following great early bird prices...

Use this column if registering before 26/09/03 (Tick box)	Early bird price - available for registrations before 26/09/03	Use this column if registering after 26/09/03 (Tick box)	Full price
☐ All four days	**£2190 + VAT@ 16% = £2540.40**	☐ All four days	**£2290 + VAT@ 16% = £2656.40**
☐ Three days	**£1690 + VAT@ 16% = £1960.40**	☐ Three days	**£1790 + VAT@ 16% = £2076.40**
☐ Two days	**£1095 + VAT@ 16% = £1270.20**	☐ Two days	**£1195 + VAT @ 16% = £1386.20**
☐ One day	**£695 + VAT @ 16% = £806.20**	☐ One day	**£795 + VAT @ 16% = £922.20**

(The conference fee includes 3 course lunch, refreshments and full course documentation. The fee does not include travel or hotel accommodation. Please photocopy this form for multiple bookings.)

Personal details	Mr/Mrs/Ms	First Name	Last name	Job Title	Department
1st delegate					
2nd delegate					

To assist us with administration of this booking please supply the following details :

	Mr/Mrs/Ms	First Name	Last name	Job Title	Department
Head of department					
Booking contact					

Company name: _____ Address: _____

_____

Post code/zip: _____ Tel: _____ Fax: _____ Email: _____

No. of employees on your site: 1) ☐ 0-49   2) ☐ 50-249   3) ☐ 250-499   4) ☐ 500-999   5) ☐ 1000+   Nature of your company's business: _____

Step 3 | Easy ways to pay

All registrations must be paid in advance of the event.

Billing address if different from above: _____

☐ **Cheque. £** _____ Enclosed is our cheque made payable to IIR Ltd. VAT No. AO 06 364 5F. Please ensure the conference code is written on the back of the cheque. Code: CG2144C/M/N/W

☐ **Credit Card.** Please debit my: ☐ Visa, ☐ Amex, ☐ Diners, ☐ Mastercard   Card no. _____

Expiry date: _____ Signature: _____ Please note that cards will be debited within 7 days of your registration on to the conference

☐ **By Bank Transfer** – should be made to: Barclays Bank plc, 54 Lombard Street, London, UK. Account name: IIR Ltd - Receipt Account Number: 80686468 Sort code: 20-00-00.   Swift code: BARCGB22 Please include the delegates' names, registration number and reference CG2144C/M/N/W in the transmission details.

Step 4 | Five easy ways to register

Telephone - +44 (0) 20 7915 5055
Email – registration@iir-conferences.com Please include the code printed on your address label in email correspondence, it will help us to process your order quickly.

Fax – complete form in black ink and fax to +44 (0) 20 7915 5056
Web – www.iir-conferences.com/messaging
Post – Customer Services Manager, IIR Ltd, 29 Bressenden Place, London SW1E 5DR, UK

www.iir-conferences.com/messaging   Tel. +44 (0) 20 7915 5055