

# 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<sub>2</sub> Wholesale SMS  
mm0<sub>2</sub>

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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# PREMIUM MESSAGING

## 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*  
mm02  
& *Chairman*  
MOBILE DATA ASSOCIATION

### 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

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](http://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

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

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

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

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- 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

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

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- 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**

**12.00 Case Study: Understanding How Wind Telecomunicazioni 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**

**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**

**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**

**10.30 Case Study: Examining How mmO<sub>2</sub> Are Maximising The Revenues Generated By Their Premium And L2M Messaging Services**

- Understanding the UK wholesale SMS market drivers
- Discussing mmO<sub>2</sub>'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<sub>2</sub> Wholesale SMS (O<sub>2</sub> Products)*  
**MIMO<sub>2</sub>**

**11.10 Morning Refreshments**

**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

- 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

- 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

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- 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

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

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- 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

**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

#### 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

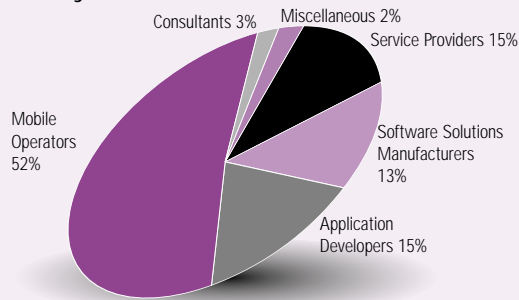
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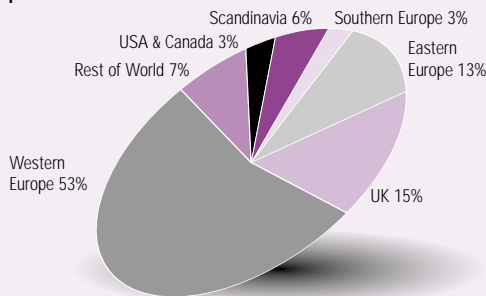
# PREMIUM MESSAGING

## Delegate Breakdown for SMS 2002:

### Industry Breakdown:



### Geographical breakdown:



## 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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### 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](http://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 mm02, 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>



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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](http://www.gsmworld.com)



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](http://www.mda-mobiledata.org) • [www.text.it](http://www.text.it) • e-mail: [info@mda-mobiledata.org](mailto:info@mda-mobiledata.org) • Telephone: 07041 340235



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](http://www.mobileentertainmentforum.org)  
Contact Rimma Perelmuter, MEF General Secretary, T: +44-208-432-1266, E: [rimma@mobileentertainmentforum.org](mailto:rimma@mobileentertainmentforum.org)

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

CG2144C  
CG2144M  
CG2144N  
CG2144W

Please do not remove this label, even if incorrect - it contains your customer code

## Venue and Accommodation Details

**Barcelo Sants Hotel, Plaza Dels Paisos Catalans, Wagramer Strasse 21, Barcelona 08014 Spain Tel: +34 93 490 9595 Fax: +34 93 490 6045**  
Delegates are responsible for the arrangement and payment of their own travel and accommodation. However, IIR has negotiated a special room rate at a number of hotels. If you wish to book a room, please call Venue Search on +44 (0) 20 8546 6166 stating that you are an IIR delegate.

### UNABLE TO ATTEND?

**Nothing compares to being there - but you need not miss out.**

Simply tick the box, complete your details below and send the form along with payment. Your username and password for your online documentation will be sent to you within five working days of the event being held.

**Online docs @ £399** VAT is not charged  
Visit the website for samples and other available documentation  
Fax the form to : +44(0) 20 7915 5056

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



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
<input type="checkbox"/>	Conference Day One	Monday 3 November 2003	CG2144C
<input type="checkbox"/>	Conference Day Two	Tuesday 4 November 2003	CG2144M
<input type="checkbox"/>	Conference Day Three	Wednesday 5 November 2003	CG2144N
<input type="checkbox"/>	Post-Conference Workshop	Thursday 6 November 2003	CG2144W

## Step 2 Work out the price

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

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.

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
<input type="checkbox"/> All four days	£2190 + VAT@ 16% = £2540.40	<input type="checkbox"/> All four days	£2290 + VAT@ 16% = £2656.40
<input type="checkbox"/> Three days	£1690 + VAT@ 16% = £1960.40	<input type="checkbox"/> Three days	£1790 + VAT@ 16% = £2076.40
<input type="checkbox"/> Two days	£1095 + VAT@ 16% = £1270.20	<input type="checkbox"/> Two days	£1195 + VAT @ 16% = £1386.20
<input type="checkbox"/> One day	£695 + VAT @ 16% = £806.20	<input type="checkbox"/> 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

**Data Protection**- Personal data is gathered in accordance with the Data Protection Act 1998. Your details may be passed to other companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please write to the Database Manager at the above address.

**What Happens If I Have to Cancel?**- Confirm your CANCELLATION in writing (letter or fax) before 20th October 2003 and receive a refund less a 10% service charge. Should you cancel between this date and 27th October 2003 then you will receive a refund less a 50% service charge. Regrettably, no refunds can be made for cancellations received less than one week prior to the conference.

**Incorrect Mailing.** If you are receiving multiple mailings or you would like us to change any details or remove your name from our database, please contact our Database Department on +44 (0) 20 7915 5135/5693 quoting the reference number printed on your mailing label. Alternatively, fax this brochure to the mailing department on fax number +44 (0) 20 7915 5679 or email: integrity@iirtd.co.uk. Amendments can take up to six weeks so please accept our apologies for any inconvenience caused in the meantime.



**Additional Requirements**- Please notify IIR at least one month before the conference date if you have any additional requirements e.g. wheelchair access, large print etc.

www.iir-conferences.com/messaging

Tel. +44 (0) 20 7915 5055