GSMA

MOBILE™
WORLD CONGRESS

Barcelona | 14-17 February 2011

LEADING
THE TRANSFORMATION

New interactive features
and videos inside!

www.MobileWorldCongress.com

MOBILE.™
WORLD CONGRESS

GSMA™

LEADING
THE TRANSFORMATION

The mobile industry is undergoing a continuous transformation. The word "mobile" used to mean a small phone that allowed someone to place calls without wires.

Today, "mobile" is a method of spreading the message about a new product, watching television, and connecting to our friends. Mobile technology is embedded in our vehicles, our books, our homes. Mobile phones allow the unbanked to send money and can help diagnose illnesses of people in remote locations. Mobile devices are able to do more than anyone thought was possible, yet we've only begun to tap into its potential. In short, mobile is transforming our lives.
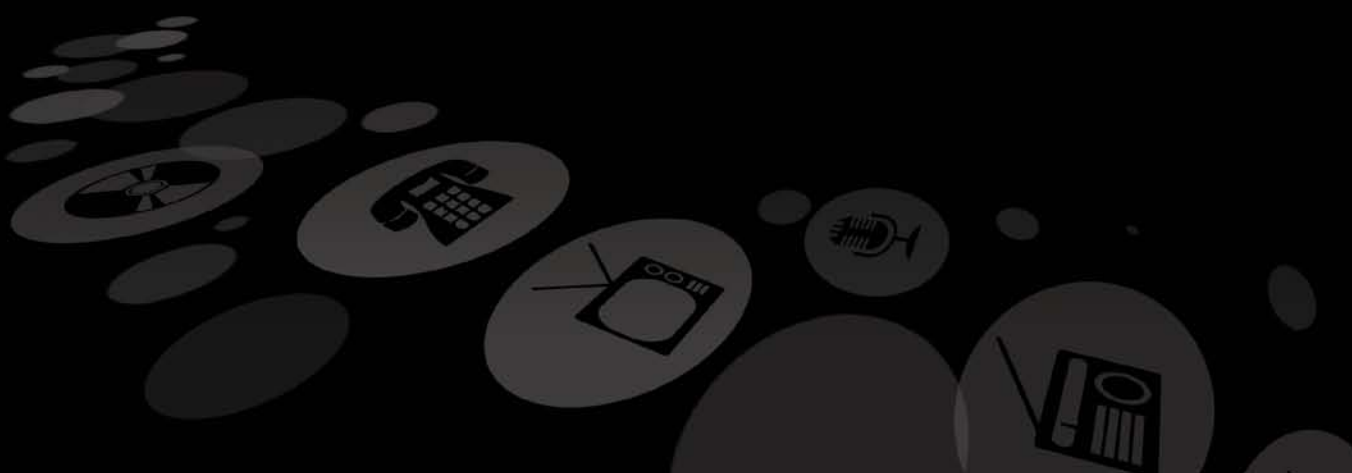
At Mobile World Congress 2011:

- CEOs of the world's most influential companies will share their observations and visions of the future while inspiring attendees of our **thought-leadership conference**.

- More than 1,300 of the industry's leading suppliers of mobile products, services and technologies will become part of **the most exciting and anticipated exhibition of the year**.

- More than 10,000 application developers will gather for **App Planet**, the Centre of the Mobile Applications Universe, to be educated, energised, and challenged by this stimulating programme.

- We will recognise the industry's greatest achievements, new technologies, innovative devices and ideas through the 16th Annual **Global Mobile Awards**.

- More than 50,000 attendees will gather to **meet, connect, network**, and share ideas.

- One of our attendees will have the spark of an idea that will revolutionise tomorrow.

Most importantly, at Mobile World Congress 2011, we are **Leading the Transformation**.

Be there to be part of it.

Table of Contents

▶ **Click to View MWC Overview Video**

Choose Your Pass

Better Value at Mobile World Congress 2011

Mobile World Congress 2011 has something for everyone, and we offer four types of passes to meet the needs of all attendees. Whether you'd like to browse the exhibition, attend the industry's best thought-leadership conference, or experience five-star platinum networking, we have an offering for you:
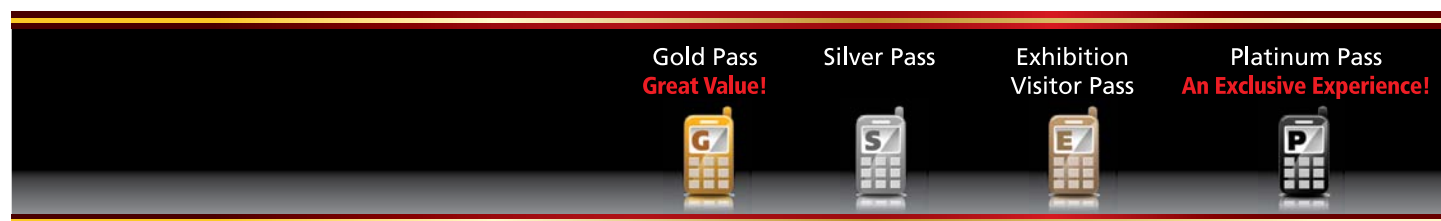
	Gold Pass **Great Value!**	Silver Pass	Exhibition Visitor Pass	Platinum Pass **An Exclusive Experience!**
My MWC	◆	◆	◆	◆
App Planet	◆	◆	◆	◆
Exhibition	◆	◆	◆	◆
GSMA Seminars	◆	◆	◆	◆
Thought-Leadership Conference *The leaders of the world's most innovative companies will share and discuss the transformation of the industry*	◆	◆		◆
Post-event Access to Conference Presentations	◆	◆		◆
Wireless Intelligence Report *Receive a complimentary copy of the 4th Quarter 2010 Wireless Intelligence Report*	◆	◆		◆
Exclusive Research Content *Receive a complimentary copy of white paper from Juniper Research*	◆			◆
VIP Networking Lounge *Find a seat, hold a meeting or make new contacts in the improved VIP Networking Lounge*	◆			◆
Congress Lunch *Network with fellow attendees in the centre of the action*	◆			◆
Global Mobile Awards Ceremony *Tuesday, 15 February. Watch as the industry's best received recognition at this afternoon ceremony*	◆			◆
Platinum Experience *Experience unparalleled networking opportunities and exclusive access to key industry leaders*				◆
Congress Party and Awards Celebration *Tuesday, 15 February at the National Palace in Montjuïc. Celebrate with Global Mobile Awards winners and enjoy a great evening networking with your fellow attendees*	†	†	†	◆
Pass Price	€2,699	€2,099	€649	€4,999

† Tickets to the Congress Party and Awards Celebration may be added to Gold, Silver and Exhibition Visitor Passes for €200 each when registering

Pricing Notes & Discount Information

- All passes are subject to VAT
- GSMA Members are eligible to receive a 30% discount on all pass purchases
- The official currency of the 2011 GSMA Mobile World Congress is the Euro
- Accepted forms of payment are credit cards and wire transfer/bank draft

We've added even more value to Mobile World Congress passes this year. One of the ways we've done this is through our expanded networking opportunities for our Gold and Platinum Pass holders.

VIP Networking Lounge

Once again, we're bringing an elite lounge atmosphere to the centre of Mobile World Congress!

Included in the Platinum and Gold Passes, the VIP Networking Lounge will offer you an ideal place for conversing with fellow industry leaders. Whether you want to make connections with attendees, simply want a place to sit quietly or to catch up with the office back home, you'll find a spot in the VIP Networking Lounge to do so. Amenities include:

• Complimentary beverages, including a selection of beer and wine
• Access to complimentary wireless Internet connections, computer workstations, printing and photocopying services
• Comfortable seating groups to accommodate casual meetings; enclosed meeting rooms for more formal or private meetings

Meeting rooms may be booked upon arrival. (Note: meeting rooms are complimentary for Platinum Pass holders and available to Gold Pass holders for a nominal fee.)

The Platinum Experience

The Platinum Experience at Mobile World Congress offers an exclusive experience for our most distinguished attendees. Whether you're looking for outstanding networking opportunities or simply first-class treatment, the Platinum Experience is for you!

The **Networking Opportunities** and **Hospitality Benefits** of the Platinum Experience include:

• Mingle with industry leaders and other Platinum Pass holders at an elite, private networking reception
• Enjoy one of Barcelona's finest restaurants and grow your business during an exclusive networking dinner with industry insiders
• Preferred, reserved seating areas at conference keynote sessions
• Access to the VIP Networking Lounge, where industry leaders gather to meet, network and advance their businesses
• A special My MWC community just for our Platinum Pass holders so you can begin networking before the event and stay in touch afterwards
• Expedited registration queues exclusively for our Platinum Pass holders

Upgrade Your Pass any time!

If you wish to upgrade your pass, you will only pay the difference between the listed pass prices. Upgrade an Exhibition Visitor Pass to a Silver Pass for €1,450, or a Silver Pass to a Gold Pass for just €600! Save time onsite and upgrade before you arrive by logging on to the registration system at any time.

Tip!

Throughout this brochure, look for the Pass Icons shown below to help you identify which activities are included in your chosen pass!

▶ Get More Value at Mobile World Congress

Conference Agenda at a Glance

Monday 14 Feb

09:00 - 10:30		11:00 - 12:30		14:00 - 15:30		16:00 - 16:45		17:00 - 17:45
mHealth	Networking Break	mHealth	Networking Break	mHealth	Networking Break	Mobile World Live Keynote	Networking Break	Mobile World Live Keynote
App Planet Forum		App Planet Forum		App Planet Forum				
09:00 – 15:30 Business Services Symposium, developed with TM Forum								

Tuesday 15 Feb

09:00 - 11:00		11:15 - 12:45		14:00 - 15:30		16:00 - 17:30		17:45 - 18:30
Keynote 1: View from the Top	Networking Break	Keynote 2: The Power of Applications	Networking Break	Mobile Advertising	Networking Break	Mobile Advertising	Networking Break	Mobile World Live Keynote
				Mobile Enterprise		Mobile Cloud		
				Social Networking		Augmented Reality		
				Network Breaking Point		Network Breaking Point		
				15:45 – 17:15 Global Mobile Awards Ceremony				

19:45 onwards
Congress Party & Awards Celebration, National Palace in Montjuïc

Wednesday 16 Feb

09:00 - 10:30		11:00 - 12:30		14:00 - 15:30		16:00 - 17:30
Keynote 3: The Evolution of the Mobile Internet	Networking Break	Keynote 4: Connecting the Dots: A 360 Degree View on Consumer Electronics	Networking Break	Mobile Advertising	Networking Break	Mobile Advertising
				Mobile TV		mPublishing
				Mobile Innovation: a Vision of 2020		Strategies for Wholesale
				Strategies for Growth		Strategies for Growth
				Regional Focus		Mobile Devices

Thursday 17 Feb

09:30 - 11:00		11:30 - 12:30		14:00 - 15:00		15:30 - 16:30
09:30 - 16:00 Network Technology Evolution, developed with NGMN						
Embedded Autos	Networking Break	Embedded Consumer Electronics	Networking Break	Embedded Utilities	Networking Break	Embedded Government
Mobile Money		Mobile Money		Mobile Money		Mobile Money

Conference Programme

DAY 1 Monday, 14 February 2011

Conference Sessions

Can mHealth Become a Profitable Business? How and When?

09:00 – 10:30

In theory, there are several ways of developing mHealth into a profitable business. But with healthcare costs increasing all over the world, the difficulties become clear when the stakeholders of this long value chain come together to discuss pressing issues such as reimbursement rates, data privacy, regulation, as well as determining who pays whom.

Mobile operators have recently joined this puzzle and they have a critical role to play, not only as connectivity providers, but also as the reaching arm that allows patients to be connected and accessible; increasing effectiveness and decreasing the costs of treatments.

This session will bring to light the latest business developments in the mHealth area from the business point of view, discussing the importance of involving the entire ecosystem in order to make this business work throughout its complex value chain.

mWellness: Remote Monitoring, Self-Diagnosis & Preventive Care

11:00 – 12:30

One of the key benefits of delivering healthcare services through mobile telephony is the possibility of moving some minor day-to-day general wellness activities away from doctors and into the hands of the patient.

Most illnesses need constant monitoring by specialists, either onsite or remotely. But to an individual that only needs a low level of monitoring, the option of self-monitoring indicators like body fat, weight, blood pressure, cholesterol, and heart rate can be extremely useful and cost efficient. While privacy concerns may hinder the upload of such results to physicians or hospitals, consumers have access to applications that allow them to store and compare their own data by wirelessly uploading data to their smartphones.

This session will discuss how mWellness can make a difference in people's lives, whether from the use of mobile diagnosis applications or SMS-based reminders established by hospitals to patients whose wellbeing depends on simple medication intake.

A Glimpse into the Future Business and Technology of mHealth

14:00 – 15:30

What will the market for mobile healthcare look like in five years? Will mHealth have developed into a fully sustainable business with its own set of rules and ecosystem? Will the key stakeholders find common ground and work together in a way that is both profitable for the industry and beneficial for society? What ground-breaking technological innovations will be revealed?

This session will look into the future of mHealth from both economical and technological standpoints.

Business Services Symposium

09:00 – 15:30

In today's ultra-competitive market, a new kind of service provider is emerging. "Transformation" now goes a long way beyond the major network investments of the past decade, encompassing every aspect of the operator business. Innovation, partnerships, creative business models and the customer experience are more than just the latest buzzwords — they are the keys to future growth.

The Business Services Symposium will examine the changing role of the operator while discussing how the definition of traditional BSS and the services they support is changing, as well as the reasons why the operator's business today must focus on its most vital asset – the customer.

Key focus areas will include:

• Delivering flexible, innovative services and business models
• Embedding flexibility and responsiveness within all facets of the business
• Gearing up for high-speed time-to-market strategies
• Understanding the critical role of standards in the transformed marketplace

Conference Partner

tmforum

Conference Agenda as of 15 November. All sessions take place in Hall 5.

7

Conference Programme

App Planet Forum

Making Apps Profitable

09:00 – 10:30

With most mobile apps generating thousands, rather than tens of thousands, of dollars in revenue, writing codes can feel like a hobby rather than a career. This can be an expensive hobby as developers are faced with the cost of supporting apps across an expanding array of OS platforms and device form factors. However, there are some signs that the apps ecosystem is now becoming more commercially astute as device manufacturers and mobile operators expand the monetisation options to developers.

This session will examine the consumer's willingness to pay for apps, as well as the pros and cons of the many different business models and technology platforms developers can use. It will also consider the costs of developing apps on each of the platforms, the size of the potential market and the scope for differentiation. Session participants will also debate how many platforms a developer should support and whether the arrival of HTML5-enabled web apps is a game changer.

Making Apps Smarter

11:00 – 12:30

Are apps smart enough? Most of today's mobile apps work the same way no matter who is using them or in what context. The only snippets of contextual information widely used by mobile apps are location and device type. However, apps could be customised on-the-fly according to the gender, age, social network or connection speed of the person using them. Moreover, apps could interact more with other apps to give the user a more personalised and relevant experience.

This session will explore the potential benefits of using contextual information to customise apps in real-time, as well as obstacles such as the availability of APIs and privacy concerns. It will also debate whether mobile operators, the major social networks or other entities are best placed to act as trusted intermediaries for the kind of contextual information that would make apps more relevant and attractive to advertisers.

Taking Apps to the Mass Market

14:00 – 15:30

Despite all the hype, most people still don't have smartphones and don't use mobile apps. Although apps, mostly in the form of Java-based games, have long been available for feature phones, they have often been undermined by incompatibility problems and other technical issues. Mobile money transfers, weather forecasts and other value-added services from mobile operators and others are gaining traction in Africa and developing Asia, but they typically use SMS and USSD technologies and have limited functionality.

This session will explore whether app developers should pursue the billions of feature phone users worldwide or focus just on the fast-growing base of smartphone owners. After all the bad press around WAP and GPRS, it will also debate whether the average consumer trusts mobile data services and tariff plans enough to make use of apps. What happens when people want to complain? Should mobile operators, with their extensive retail stores and call centres, take on a customer services role? In the cash-strapped developing world, apps will likely need flexible business models that use variable pricing to be widely-affordable and make best use of limited network capacity.

Mobile World Live Keynotes

16:00 – 16:45
KEYNOTE SPEAKER:

Steve Ballmer
CEO
Microsoft

17:00 – 17:45
KEYNOTE SPEAKER:

Evan Williams
Co-Founder
Twitter

These sessions are part of the MWC conference and are not included as part of admission to App Planet or Exhibition Visitor Passes. To attend this event, you must hold a Silver, Gold or Platinum Pass.

DAY 2 Tuesday, 15 February 2011

Keynote 1

View from the Top

09:00 – 11:00

In this keynote session, the CEOs of the world's largest mobile operators share their insights on the current state of the mobile industry and discuss the trends and issues that will shape the next decade. What are the growth strategies these mobile giants are employing to not only maintain their leadership, but to expand their business even further? As the number of mobile connections worldwide continues to steadily climb and mobile network traffic explodes, how are operators dealing with new burdens on network infrastructure and the implications for established business models? In a rapidly evolving market filled with traditional and non-traditional competitors, how can operators ensure their central role in the mobile value chain? This wide-ranging session will address these pressing topics, among many others.

KEYNOTE SPEAKERS:

Robert G Conway
CEO and Member of the Board
GSMA

Daniel Hajj
CEO
América Móvil

Li Yue
President & CEO
China Mobile

Vittorio Colao
Chief Executive
Vodafone

Keynote 2

The Power of Applications

11:15 – 12:45

There is no denying that the world of mobile applications is "cool" – apps represent all that is cutting-edge, innovative, personal and social in the mobile industry. Apps give users the power to entertain and to be entertained; to stay close to their friends and family; to make, save and transfer money; to share thoughts and moments; to conduct business anywhere; even to prevent and heal diseases. Apps have the ability to improve people's lives and make them more productive, anytime and anywhere.

Mobile applications are at the heart of a flourishing ecosystem, forever altering the traditional value chain, forcing established players to answer questions never before asked, to deal with challenges never before faced. They are reshaping this industry and they are here to stay!

In this session, CEOs of leading communications companies will discuss the far-reaching impact of mobile applications on their businesses, with a particular emphasis on how this phenomenon can become a powerful revenue generator for participants across the ecosystem.
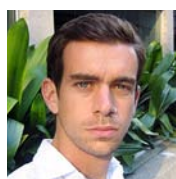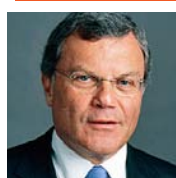
KEYNOTE SPEAKERS:

Randall Stephenson
Chairman, CEO & President
AT&T Inc.

Peter Chou
CEO
HTC

Jack Dorsey
CEO
Square

Sir Martin Sorrell
CEO
WPP

Conference Programme

DAY 2 Tuesday, 15 February 2011

Conference Sessions

Mobile Advertising: Integrating Mobile into a Broader Advertising Campaign

14:00 – 15:30

Rather than viewing the third screen in isolation, many advertisers are looking to combine the interactivity and personalisation of mobile with the brand-building strengths of other media into one coordinated campaign. While many telecom companies now offer their customers a quad-play package of mobile and voice telephony, broadband and television, has there been enough service integration to create a single and appealing proposition for advertisers? In other words, does a mobile campaign make radio, print, outdoor and TV advertisements more valuable?

While it is now commonplace for billboards and television commercials to call on viewers to send a text to a short code, the growing popularity of location-based social networking services opens up the possibility of combining the mobile medium and the physical world in much more sophisticated ways. This session will explore the customer relationship management role that mobile can play as part of a broader advertising campaign and the mobile operator business transition from communications services to a more holistic client service model.

Mobile Enterprise

14:00 – 15:30

Not too long ago the term "enterprise mobility" referred to a couple of professionals who used their cell phones and/or any sort of unconnected handheld device to get things done remotely. They were usually responsible for field work such as consulting, sales, O&M or customer relationship, commonly known as road warriors.

But those years are gone and enterprise mobility now presents itself as a pervasive and ubiquitous mesh of software, middleware and hardware requiring seamless integration, state-of-the-art user interface and pristine security. Companies around the globe are compelled to find ways to cope with an increasingly remote workforce while at the same time protecting the digital information flow that can be stored anywhere in the cloud.

On the other hand, employees hooked on enterprise-provided smartphones are reaching higher levels of productivity with 24x7 availability, but also seek to balance work with their personal lifestyle – ideally using the same handset – which puts even more pressure on their company's IT department.

This session will discuss the key challenges enterprises face when dealing with a demanding but increasingly productive workforce, as well as what the supply side (operators, equipment vendors, software integrators, etc) has been doing to address these challenges.

DAY 2 Tuesday, 15 February 2011

Social Networking: Social Goes Mobile

14:00 – 15:30

The rise in social media accessed via mobile phones continues at a dramatic rate. Last year, Facebook's total mobile audience rose by 110% while Twitter's network grew three times as much, over 340%.

It is clear that the unique attributes of mobile communication are not only favoured by the consumer; social networks are also acknowledging and exploring a move towards integrating some of these attributes into their consumer experience.

In this session, representatives from operators, social networks and device manufacturers will explore the different elements of a true mobile social network: from personalisation and location to operating systems and the impact of the smartphone, as well as share their thoughts on where social mobile will go next.

Network Breaking Point

14:00 – 15:30 and 16:00 – 17:30

While social networking and video streaming explode on networks and consumers use their mobile device as they would their PC, there is a struggle for operators to keep up with the demand and prevent churn. With the expected capacity crunch looming, solutions to the problem have met with mixed reactions.

Some operators have announced the end to all-you-can-eat data plans, others offer a free femtocell, and still others believe the flexibility offered by policy solutions is the way forward.

On the horizon is LTE. Marketed as the "data congestion cure", how far will it go to solving the capacity crunch? This two-part session will look at the range of technologies available to operators to future-proof their networks and ride the data tsunami.

GSMA Global Mobile Awards Ceremony

15:45 – 17:15, Auditorium 1

Following the success of last year's two-part ceremony we will once again present the GSMA Global Mobile Awards within the conference programme. The majority of awards will be presented within the conference in Hall 5, Auditorium 1. For more information on the ceremony, please turn to page 29.

Entry for the Global Mobile Awards is now open. Further details and entry submission requirements may be found at **www.globalmobileawards.com**.

Mobile Advertising: How Effective is Multimedia Mobile Advertising?

16:00 – 17:30

The mobile medium should now be able to offer advertisers the best of all worlds. The global mobile industry's transition from voice and text to multimedia is opening up opportunities to enhance mobile advertising's established strengths.

Although mobile advertising is now used by many of the world's biggest brands, the third screen still accounts for just a very small share of the global spend on advertising and some agencies continue to be skeptical about mobile's effectiveness.

While the capabilities (and limitations) of conventional mobile advertising formats, such as SMS and banner advertising, are now well understood, the jury is still out on the effectiveness of multimedia mobile advertising.

This session will consider whether the mobile advertising medium is still being undermined by privacy concerns, technical issues or other obstacles, while gauging the progress of mobile multimedia towards meeting advertisers' goals without irritating or upsetting consumers.

Conference Programme

DAY 2 Tuesday, 15 February 2011

Conference Sessions

Mobile Cloud: Journey to the Mobile Cloud with our Feet Firmly on the Ground

16:00 – 17:30

As mobile broadband continues to transform the digital landscape, the reach of service providers and content developers continues to grow. This presents mobile network operators with the dual threat of increased traffic and over-the-top services while relegating them to a secondary status in the value chain. Mobile cloud computing, however, presents operators with an opportunity to firmly reinsert themselves into the centre of this expanded value chain by providing any service to any device and breaking free from the challenges presented by the proliferation of devices, operating systems and applications.

Early adopters such as the enterprise segment are already benefiting from such an approach and are providing a range of fascinating case studies to further develop the operating and business models for mobile cloud computing. The next challenge for mobile network operators and their partners will be to deliver these services on a wider scale, with a portfolio of offerings aimed at the mass consumer market.

This session will examine the available opportunities for the players involved, as well as the impact cloud computing will have on existing mass market mobile services.

Augmented Reality: Is Reality Ready to be Augmented?

16:00 – 17:30

By superimposing filtered information about our immediate surroundings on the displays of our handsets, augmented reality services promise to "browse the world". But does augmented reality software really deliver a compelling local search service or is it a case of technology-for-the-sake-of-technology? Would it actually be more practical to use another interface such as an interactive digital map to check out your local surroundings?

This session will explore whether mobile technology is advanced enough to make augmented reality, which often makes use of sophisticated software and lots of processing power in the cloud, compelling. Are device connectivity and battery life sufficient to add three-dimensional, lifelike images into the real-world, so that a gamer could do battle with a virtual dragon in the street, for example? If it does thrive, will augmented reality be driven by large, established web companies and handset vendors, or will we see start-ups leading the development of this market?

DAY 2 Tuesday, 15 February 2011

Mobile World Live Keynote

17:45 – 18:30
KEYNOTE SPEAKER:

Eric Schmidt
Chairman & CEO
Google

▶ **Click to View a Keynote Highlight from MWC10**

Eric Schmidt, Chairman & CEO, Google

Congress Party & Awards Celebration

19:45 onwards, National Palace in Montjuïc

Join in the celebration at the week's best networking party! This event will provide attendees with fantastic networking opportunities – including the chance to connect with key mobile leaders – while enjoying world-class entertainment. It is the perfect venue to entertain clients and prospective business partners. Take advantage of this opportunity to build and expand your network as you converse with your fellow attendees in a fun, informal setting.

This event is included in the Platinum Pass and can be added to all other pass types for a nominal fee. See page 28 for more information.
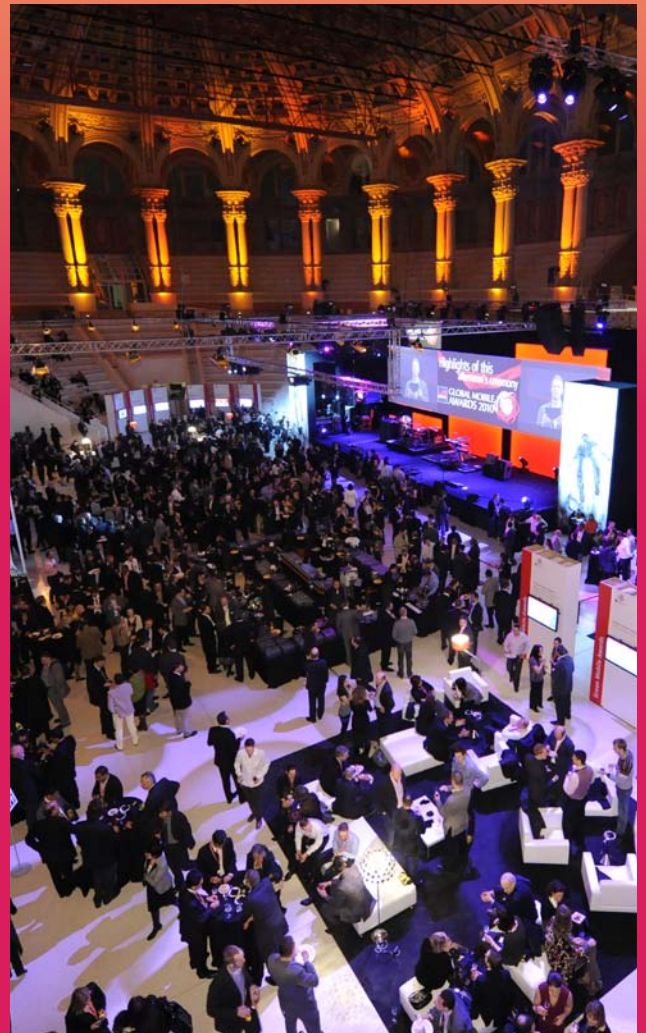
Conference Agenda as of 15 November. All sessions take place in Hall 5.

13

Conference Programme

Keynote 3

The Evolution of the Mobile Internet

09:00 – 10:30

The mobile Internet continues to grow at a staggering rate, and is set to overtake fixed line Internet use within the next few years. Boosted by faster mobile networks and increasingly sophisticated smartphones and connected devices, the mobile Internet is evolving towards a network of unprecedented reach and complexity, with implications for all within the ecosystem.

How will the various players adapt their operating models to reflect this paradigm shift, and their business models to drive monetisation? As the scope of the mobile Internet expands, which adjacent industries will benefit and flourish in this new landscape? Finally, in the face of growing concern from the public and governments alike over privacy and security, how can industry players work together to proactively address the issues that exist today and prepare for the future?

In this keynote, executives from some of the most innovative companies in the field will present their insights into these industry-shaping topics and share their vision for the future of the mobile Internet.
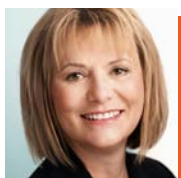
KEYNOTE SPEAKERS:

Paul Otellini
President & CEO
Intel Corp

Masayoshi Son
Chairman & CEO
Softbank

Carol Bartz
CEO
Yahoo!

Keynote 4

Connecting the Dots: A 360 Degree View on Consumer Electronics

11:00 – 12:30

As Consumer Electronics (CE) devices throughout the home and workplace become enabled with wireless connectivity, a new frontier for mobile is unveiling. Exciting times are undoubtedly ahead for the CE industry, but the question remains: how can mobile operators and CE manufacturers best work together to deliver on the promise of a market where devices can be connected virtually anywhere in the world? What does it take to develop a truly compelling connected lifestyle device, from business model to actual service delivery?

Perhaps lying at the heart of the business challenge for CE is the consumer experience. The ideal scenario is an unrivalled out-of-the-box user experience but the reality is a complex mesh of billing, security and network implications. Keeping consumers inspired and engaged through intuitive products while managing millions, even billions, of connected devices, each with their own unique requirements, is a very real challenge, but not insurmountable.

In this session, the companies leading the move to a truly connected world will discuss the critical issues that need to be addressed for this market to reach its true potential.

KEYNOTE SPEAKERS:

Stephen Elop
President & CEO
Nokia

Ryuji Yamada
President & CEO
NTT DOCOMO

Dr Paul Jacobs
Chairman & CEO
Qualcomm

Jim Balsillie
Co-CEO
RIM

DAY 3 Wednesday, 16 February 2011

Conference Sessions

Mobile Advertising: How to Make In-App Advertising Work

14:00 – 15:30

There appears to be significant resistance to in-app advertising among affluent consumers. Almost half of iPhone users, 40% of Blackberry users and 29% of Android users in the U.S. say they don't want to view advertising inside apps, according to an August 2010 survey by Nielsen. While immersed in what they are doing, app users clearly don't want to be diverted or distracted by advertising. Can the mobile ecosystem overcome this resistance by developing in-app advertising that is highly relevant, entertaining and works well within the context of the app being used?

This session will explore how advertisers can get their message across and even initiate a sale without disrupting the in-app experience. It will also consider how to make best use of the features and functionality of each of the major app platforms and related advertising brokers, while also discovering whether these platforms offer advertisers enough flexibility and scope for creativity.

Mobile TV: Moving from a Last-Resort to Must-See TV

14:00 – 15:30

The mobile TV opportunity is rising up once more. Now that networks are super fast and handsets are super powerful, is the mobile TV proposition more attractive than in the past? Can mobile TV move to becoming a must-see medium from a last-resort one?

During this session, speakers representing all of the players in the mobile TV space will discuss formats, revenues and media as we look at the potential for Mobile TV in 2011.

Mobile Innovation: a Vision of 2020

14:00 – 15:30

Back by popular demand, this visionary session will once again provide an insight into the mobile society and what it will provide in the future.

Over 90 minutes, this demo-rich session will highlight the trends set to transform the way we will communicate in 2020, covering augmented reality, 3D, devices, display technologies, and more.

Strategies for Growth: Mergers & Acquisitions

14:00 – 15:30

As the telecoms industry continues to prove its leading role in the forefront of the new economic paradigm, it also evolves into a dynamic whirlwind of consolidation and growth. Key players are always looking for ways to increase their presence and leverage their assets in a battle to better position themselves when competitive advantage is achieved only by those who are able to match capital with ingenuity.

This session will analyse recent M&A activities in the IT/telecoms marketplace, while comparing key success factors, common pitfalls and best practices.

Conference Agenda as of 15 November. All sessions take place in Hall 5.

15

Conference Programme

DAY 3 Wednesday, 16 February 2011

Conference Sessions

Regional Focus: Spotlight on the U.S.A.

14:00 – 15:30

The U.S. mobile market is renowned for its extreme competitiveness in pricing and as a test bed for hot new devices. Despite an approaching penetration rate of 100%, recent analysis reveals that the fourth quarter of 2009 saw 5.9 million net new subscribers signed up for wireless services – the highest number of new adds made during a three-month period in three years. Despite the strain on networks, the battle for subscribers among carriers continues through a huge launch of new devices designed for a nation hooked on smart gadgets. But is the model sustainable in a world of declining voice revenues and increased data load?

In a country where mobile operators depend on mobile data services and smart pricing to drive the communications market, what opportunities exist for remaining companies feeling the squeeze from device exclusivity? What's the impact of unlimited offerings other companies can offer in the prepaid segment?

By bringing together leading mobile innovators from across the United States, this session will look at the importance of content line-up, pricing, quality of service and customer care, while identifying the factors that will lead to success in the future.

Mobile Advertising: Delivering Personalised Advertising and Protecting Privacy

16:00 – 17:30

Because the mobile medium is able to reach consumers wherever they are, it could be used to deliver relevant and personalised advertising, but only if consumers can be confident that their privacy isn't being compromised. There is a growing consensus that the best way to address privacy concerns is to give consumers complete control over the times and organisations able to access their personal information. Some experts believe that consumers should be given the opportunity to create multiple profiles that they can switch on and off as appropriate, ensuring that advertising linked to personal interests, for example, appear only when the person isn't at work.

This session will explore ways to give consumers control over their own personal information and how it is used by advertising brokers. Can and should mobile subscribers have personal data accounts, similar to personal bank accounts, that enable them to share selected information with selected recipients? And, if so, which entities are trusted enough to run these personal data accounts for individuals and what would be the underlying business model?

mPublishing: Bringing a New Dimension to Print

16:00 – 17:30

The arrival of the iPad and other media tablets has brought a renewed focus to the digital print industry and the growing segment of mPublishing.

Though an established medium in Asia, mobile publishing is still an emerging enterprise in the West. The opportunities to create a robust market with sustainable revenues for our industry are great.

This session will begin by exploring the business models behind mPublishing, the impact of advertising and argument of paid versus free content. We will also look into the role of the app within mobile media before concluding with demonstrations of augmented publishing and other state-of-the-art mPublishing technologies.

DAY 3 Wednesday, 16 February 2011

Strategies for Growth: For Whom Capital Flows

16:00 – 17:30

This session will feature venture capital-focused panel discussions about investment opportunities in the telecom and Internet spaces, discussing how to identify and fund high-growth ventures, as well as the flow of capital between internet companies and operators.

Strategies for Wholesale: The New Face of the MVNO Business Model

16:00 – 17:30

In an attempt to overcome churn and drive profitability, Mobile Virtual Network Operators (MVNOs) are moving away from the no-frills proposition of SIM-based prepaid voice and SMS services. Many now offer a wider range of telecoms services including 3G-based content and data services, and are increasingly looking for opportunities to build profitability in their highly competitive markets.

The expansion of service offerings, though, brings new complexities to both the customer and the wholesale provider relationship. In this session speakers will share their vision on the future of the MVNO business models and look at the next phase of industry players to enter this space.

Click to View a Keynote Highlight from MWC09
Dr Paul Jacobs, Chairman & CEO, Qualcomm

Mobile Devices: What Lies Within Matters More

16:00 – 17:30

Form factors will always be relevant when it comes to mobile devices. "Look and feel" still goes a long way in consumer preferences, so one can rest assured that innovative handsets will keep coming in the foreseeable future.

But as mobile devices become the core of a fully mobile lifestyle, accessing nearly all relevant information within a couple of clicks or taps, the real importance of these exciting pieces of equipment lies outside our field of vision: its operating systems, processing abilities and storage capacity.

This session will discuss key trends for mobile devices from both hardware and software perspectives. It will also examine how innovative form factors such as tablets enable our handsets to become increasingly powerful ultra-personal computers.
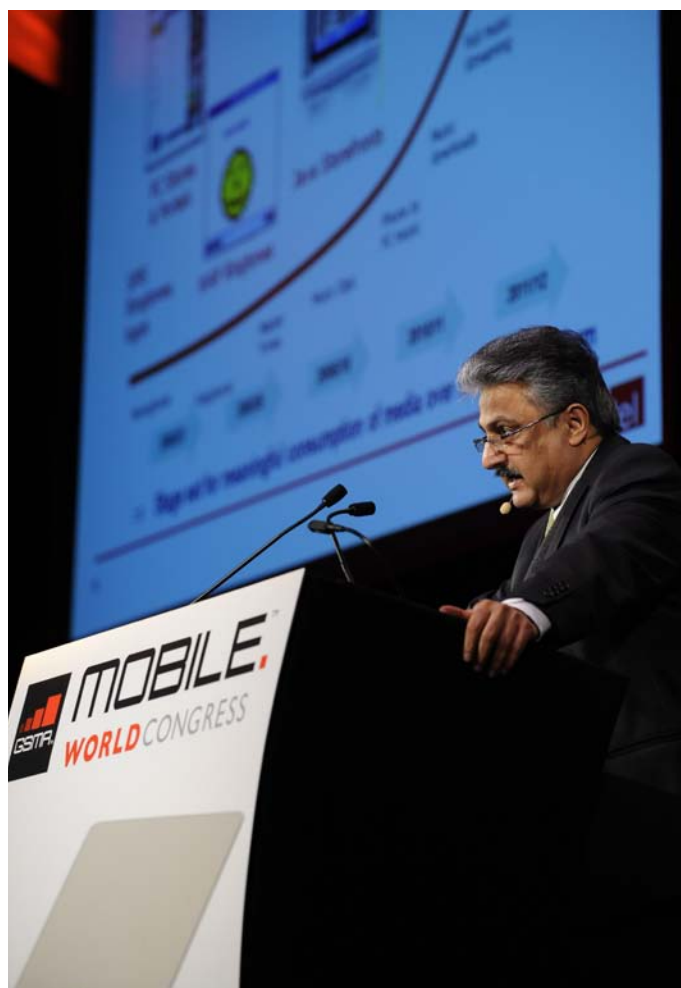
Conference Programme

Conference Sessions

Network Technology Evolution

09:30 – 16:00

With the first movers having successfully introduced LTE in 2010, the mobile industry now benefits from these experiences, as well as from the results of latest field trials and interoperability tests, for the upcoming rise of LTE network launches in the coming years.

In this full-day session, keynote addresses from leading international operators and major vendors will give insight into the current status of recent deployments and network launches. During the course of the day, top-level speakers from the mobile community will discuss challenges for efficient operations and the necessary technology developments uncovered on the way to delivering mass-market services, providing an outlook on high-priority matters like Voice over LTE (VoLTE), the impact of IP version 6 and many others.

Conference Partner

Embedded Autos: Making Telematics Mass-Market

09:30 – 11:00

So-called telematics systems, which use mobile connectivity to deliver safety and security services, are already commonplace in high-end cars, alerting emergency services in the event of an accident and tracking stolen vehicles. Now, the falling cost of mobile modules, combined with pressure from regulators, looks set to push telematics into the mass-market, opening up the prospect of millions of new mobile connections for operators.

This session will explore what kind of motoring applications, beyond safety and security, telematics systems could be used to deliver, while considering potential business models for infotainment services such as Internet access, live traffic information, messaging and weather reports. We will also ask whether mobile coverage and capacity is sufficient to provide compelling services to millions of road users, while exploring which companies have a role to play in a mass-market telematics value chain.

The Role of Mobile Connectivity in Consumer Electronics

11:30 – 12:30

As the cost of modem technology falls, AT&T, Verizon Wireless and other mobile operators are reporting a steady stream of new consumer electronics devices such as e-readers and tablet computers connecting to their networks. But is this rapid growth in mobile-enabled consumer electronics sustainable or even desirable?

This session will take a pragmatic look at the business case for embedding modems into consumer electronics, asking whether the connectivity element should sometimes remain separate (in the form of a USB dongle, for example), so it can be upgraded as the mobile networks are upgraded. Moreover, do mobile operators really want the traffic that could be generated by consumer electronics devices such as camcorders, cameras and laptops draining their networks? Is the mobile industry really ready to connect high-def cameras to high-def televisions or would it make more commercial sense to offload this kind of traffic on to Wi-Fi?

DAY 4 Thursday, 17 February 2011

Embedded Utilities: Realising our Potential

14:00 – 15:00

The benefits associated of pairing utilities and mobile communications range from improved productivity to a reduced environmental impact. As more markets and companies begin to move on this opportunity, the mobile industry needs to be involved to avoid a fractured system.

This session will look in detail at the opportunities and challenges the mobile industry will need to overcome to benefit from embedded utilities, including spectrum allocation and the debate of public versus private back-haul networks.

Case study presentations will highlight the successful mUtilities projects underway in Australia and Italy with the operator at the centre, while sector experts will outline the opportunity for the different links in the mobile value chain.

Embedded Government: The Public Sector in 2011

15:30 – 16:30

Mobile communications has become a basic requirement for individuals throughout societies. As a result, its use across the public sector is now widespread.

The use of mobile technology as a tool to connect with the mass population has been recognised by governments across the globe for a long time. In 2011, this technology is being used in more innovative ways to connect with the populace from presidential campaigns to public health announcements.

During this session we will bring together academics, analysts, government professionals and key representatives of the mobile communications value chain to demonstrate how mobile technology is transforming the public sector and its activities, highlight the business opportunities and challenges for the mobile industry, and showcase the latest developments, ideas and applications within the field of mGovernment.

Conference Programme

Conference Sessions

Mobile Money: The Next Wave of Mobile Financial Services

09:30 – 11:00

Mobile financial services are becoming increasingly sophisticated, but it is still unclear if this new wave can replicate the success history of some of its predecessors like micro transfers and remittances. Services such as micro-loans, micro-insurance and micro-savings are not only more complex for customers to understand, but also from the implementation standpoint, since they go deep into traditional banking territory and bring in new elements like interest rates, risk assessment and credit history to the equation.

This session will discuss the complexities of offering such services and will provide the point of view of several players in this game, from financial institutions and agents to mobile operators and regulators.

Mobile Money: Mobile Strategies for Financial Institutions

11:30 – 12:30

As mobile operators take their services into previously unexplored territories like financial services, the need for wider ecosystem management becomes clear. Operators will find it more difficult to navigate through the complex maze of financial regulation and security guidelines on their own than if they work collaboratively with a banking partner. Banks have their own strategies – and the recipe for success begins by aligning these strategies with those from the mobile world.

Along with several other pressing aspects, the challenges of designing a profitable bank/mobile operator partnership will be examined in depth. Attendees will gain valuable insights on how to design a service that complies with regulation, works seamlessly through different platforms and provides a positive user experience while at the same time leveraging key network assets.

This session will feature a mix of presentations, interviews and panel discussions with senior executives from the banking industry who are currently involved in the design and implementation of a mobile strategy.

Mobile Money: Payments on the Go – The Latest Trends on Mobile Payments & Transfers

14:00 – 15:00

With global mobile subscriptions surpassing the five billion mark, the addressable market for mobile payments is far beyond the reach of traditional point-of-sale or remittances agents. This represents an opportunity not only for mobile operators but also for these same traditional players to explore the mobile channel and expand the coverage of their current offerings.

Some of the most innovative players from mobile, Internet and software industries have been developing exciting new services in areas such as contactless payments, domestic and international money remittances and monetisation of mobile applications.

This session will examine the latest services and trends of the mobile payments and transfers segment, providing an independently validated perspective into the key benefits these services bring to both consumers and industry players.

Mobile Money: Driving Customer Usage of Mobile Financial Services

15:30 – 16:30

Once all preparations are made and a mobile financial service is finally ready to be deployed, there is still much work to be completed.

One key battle is turning a new service into a commercial success by driving customer usage. This battle is not won with a simple plug-and-play solution that can be applied everywhere; it takes creativity, commercial savvy and technical flexibility. You must be sure to know your customer and deploy smart strategies that leverage all assets provided by the current platform.

This session will discuss how to increase customer usage of mobile financial services by using different approaches. Above all, it's important to leverage current platform capabilities to offer simple and convenient services that will allow customers to become used to a whole new suite of mobile financial services.

Ministerial Programme

The Ministerial Programme is an integral part of each year's Mobile World Congress. This distinguished programme offers an invaluable opportunity for policy makers and industry leaders to discuss strategies for shaping the future of the mobile industry, as well as mobile's potential to accelerate economic growth and advance social development around the world.

Last year, more than 35 Ministers and 50 regulatory heads representing 86 countries joined high-profile representatives from The World Bank, The European Commission and ITU for this industry-shaping programme of events. In 2011 this programme is expected to attract more than 300 ministerial and senior regulatory delegates from 100 nations, including 45 ministers.

Attendance is by invitation only.

Platinum Sponsor of Ministerial Programme

STC

Gold Sponsor of Ministerial Programme

HUAWEI

Gold Sponsor of Ministerial Programme

QUALCOMM®

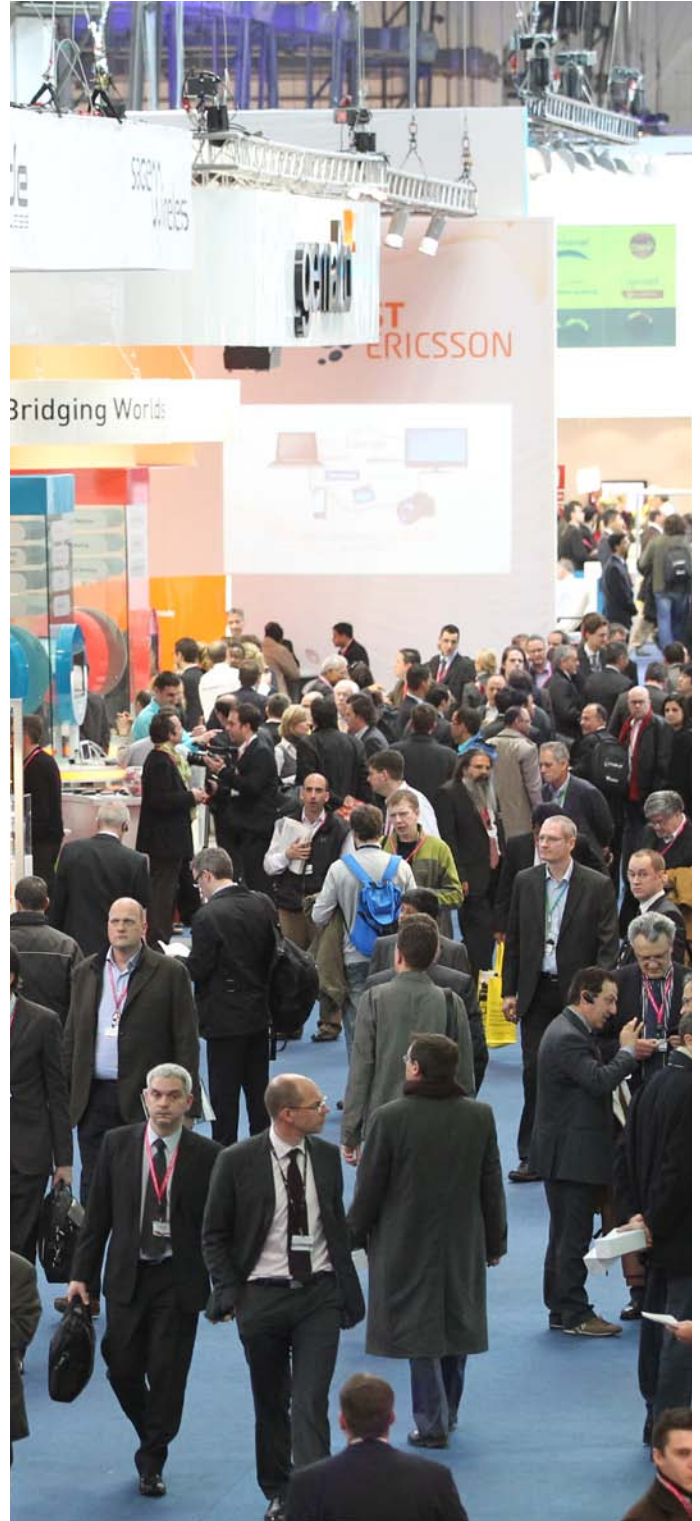**Host**

Generalitat de Catalunya
Government of Catalonia

Exhibition

Mobile World Congress combines the world's largest mobile industry exhibition with an innovative and exciting congress featuring leading mobile operators, vendors, and content owners from across the world. With 50,000 attendees, 1,300 exhibitors, 10,000 application developers, 300 speakers, 50% C-Level (VP, Director, Board) attendance, and ample networking opportunities, Mobile World Congress is undoubtedly THE place to conduct business.

The exhibition at Mobile World Congress provides an excellent opportunity to see the latest products, solutions and technologies. Attendees will enjoy plenty of time to speak to software creators, service providers, device manufacturers, telecoms personnel and more.

The Mobile World Congress Exhibition showcases the industry's best. See a complete list of our exhibitors by clicking **here**.

App Planet

Welcome to App Planet

App Planet

GSMA launched App Planet to focus on the explosive growth in the mobile apps market while fostering direct communication between developers and platform owners. Building on its success at Mobile World Congress last year, we will again bring App Planet to Mobile World Congress in Barcelona. For four days, we will unite the key apps players in one place at one time thereby positioning App Planet as the **Centre of the Apps Universe** for the mobile market in Europe.

In 2010:
- More than 20,000 attendees came through the door at App Planet
- 150+ Exhibitors
- More than 6,000 developers at MWC10
- 54% of developer community represent senior-level positions

The 2011 App Planet will feature:
- 200+ Exhibitors
- Greater networking opportunities
- Stellar App Developer Conferences (ADCs) led by our partners
- A wide range of App Competitions
- An engaging Forum Series

App Planet Agenda at a Glance

	Monday, 14 February	Tuesday, 15 February	Wednesday, 16 February	Thursday, 17 February
Exhibition	Four great days of world-class exhibition, including **Cloud Zone** and the **GSMA App Garage**			
Networking	Visit the **App Lounge** and **Damm Bar** to network with fellow developers			
ADCs		HP webOS RIM Samsung	Microsoft Mobile {Dev}Sync	IMGA Macworld Mobile
Forum Series			Mobile Venture Forum	Mobile Cloud Forum Featuring Cisco, HP, Huawei & NEC
Competitions		mWomen Mobile App Challenge		

Exhibition

App Planet, located in the Upper Village, is open to all pass holders each day of Congress and will focus on the latest technology from the fast-moving apps industry. With more than 200 app-specific exhibitors in 6,700 square metres of space, App Planet provides an abundance of opportunities for developers and mobile professionals to mingle and discover apps in action.

Highlights of the App Planet Exhibition include:

Cloud Zone

The Cloud Zone Pavilion brings together cloud technology vendors and the greater mobile technology ecosystem to define and develop the potential of cloud computing in the mobile space.

GSMA App Garage

The central point for the GSMA's app-related programmes and initiatives, it is the perfect place for operators, client and network application developers to mingle with their industry peers. Explore new business and service opportunities created by the following initiatives:

- GSMA OneAPI – Open Network Enabler APIs
- Rich Communication Suite (RCS)
- RCS DevChallenge

GSMA Pavilions

There are four pavilions located within App Planet with a dedicated focus:

- Embedded Mobile Pavilion
- Green Tech Pavilion
- Mobile Health Pavilion
- Mobile Money Pavilion

To learn more about the App Planet exhibition, visit **www.mobileworldcongress.com/appplanet**.

Networking

App Lounge

The App Lounge provides a comfortable environment for developers and their fellow attendees to step out of the hustle and bustle of the conference, relax, make new connections and catch up on industry and daily news provided by our Media Partners.

Attendees may also enjoy complimentary beer Monday through Wednesday between 18:00 and 19:00 at the Damm Bar, located directly opposite the App Lounge.
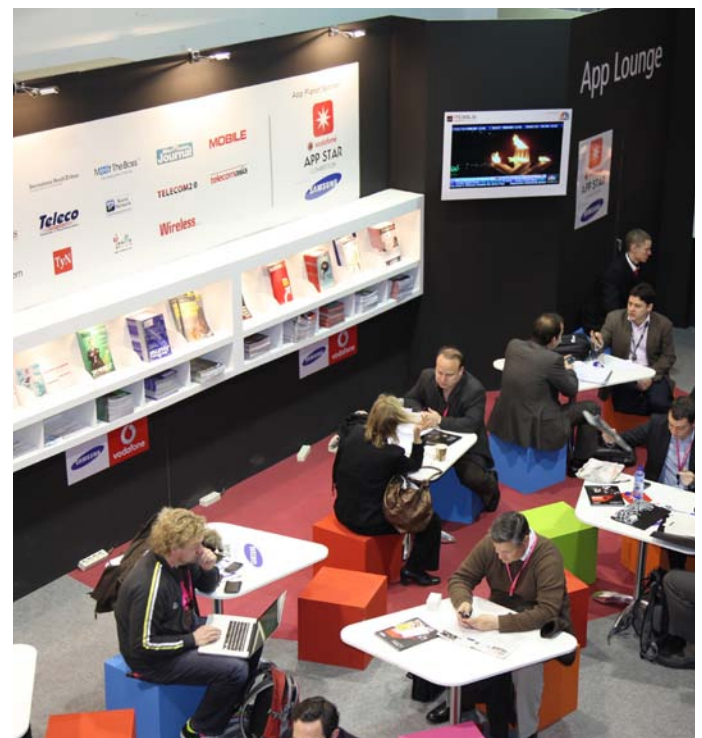
App Planet Sponsor

ACC1Ó
Competitiveness for Catalonia

Generalitat de Catalunya
Government of Catalonia

App Planet

App Developer Conferences (ADCs) are a special focus of App Planet. These sessions, led by our ADC partners, run a full day and give attendees the chance to learn advanced tools, techniques and channels to market. These sessions provide invaluable opportunities and direct communication with our channel and platform partners. Attendance at ADCs is granted by invitation from our ADC partners.

Monday, 14 February

We are currently confirming additional ADC partners for our Monday sessions. Whether your focus is mastering advanced technical processes or gaining go-to-market knowledge, we will present a programme that will maximise the time you spend at MWC. Updated information may be found on our website: **www.mobileworldcongress.com/appplanet**.

Tuesday, 15 February
HP webOS App Developer Conference
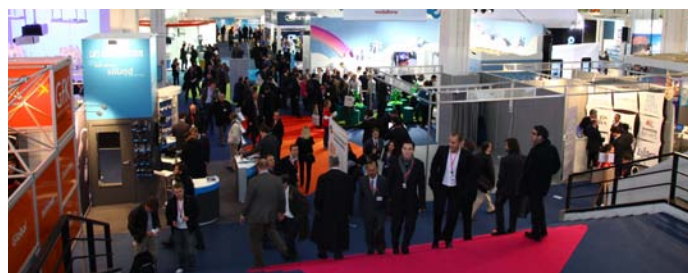
BlackBerry Developer Day

BlackBerry Developer Day at App Planet 2011 is a unique opportunity to learn more about the BlackBerry application development ecosystem directly from RIM experts. Whether you are looking to get your most difficult technical questions answered, take a deep dive on the newest APIs and tools for BlackBerry WebWorks applications and the BlackBerry Playbook, or discover best practices for monetising your apps with our new commercialisation services, this event will help you take your app experience on BlackBerry further than you ever imagined possible.

Samsung

The bada mobile operating system, running on Samsung's Wave smartphone, was introduced during Mobile World Congress 2010.

Following the successful debut of the Wave smartphone, Samsung has been busy bringing mass market devices such as Wave 523, 533, and 723 to consumers, as well as the successful launch of Wave II earlier this year. bada has become a world-wide smartphone platform with users in over 100 countries.

Now, almost one year later, Samsung is proud to introduce the next version of bada. As part of their ADC, you will have the unique opportunity of seeing the new bada mobile operating system and enjoying the blue ocean that bada has created.

Wednesday, 16 February
Microsoft App Developer Conference

Mobile {Dev}Sync

Presented by Lucid Communications

A wireless life. In a mobile world. On an app planet. This is Mobile {Dev}Sync Universe.

Come join us on a live stage at App Planet, where Mobile {Dev}Sync brings together the mobile application value chain. Carriers, device manufacturers, app developers, service providers and brands come to learn, connect, and share ideas.

Mobile {Dev}Sync focuses on the fast-paced growth and convergence in the mobile industry. It will host developer programmes, a networking reception, application demos and product launch announcements from its stage in App Planet.

Don't be on the fringe of the mobile conversation – lead it at Mobile {Dev}Sync.

ADCs

Thursday, 17 February

IMGA

Now in its seventh year, the IMGA is not only the oldest, but also the largest and most international mobile games Award in the world, with entries coming in from Europe, North America, South Korea, Japan, China, and Australia. Mobile games are responsible for the successes and failures of the 85 App Stores currently in operation. Mobile games always have been and still are the best selling applications in these stores.

The IMGA celebrates their success and since 2004 has recognised and awarded exceptional talent in the industry. This year, a new concept is launching – the **IMGA Summit** – a half-day dedicated to bring the complete ecosystem together and focus discussion on the hot topics in the industry. The Awards will be presented at the conclusion of the IMGA Summit.

Macworld Mobile

Macworld Mobile is a one-day developer conference for iOS developers offering technical training and programming tips, as well as business development and professional networking opportunities. Presenters from leading global development organisations will share insights on such topics as how to best utilise iOS development frameworks, code optimisation, app portability, platform segmentation (iPod Touch, iPhone, iPad), international App Store considerations, augmenting your App Store presence and other relevant topics. Join hundreds of other iOS developers at Macworld Mobile during Mobile World Congress.

Competitions

Mobile App Challenge

The GSMA is creating a skills-based competition where mobile application developers create brand apps for a selected number of partners with global reach. Developers will compete by creating customised mobile apps based on the objectives and guidance provided by the individual partners. The primary goal of the Mobile App Challenge is to create networking and business opportunities which benefit the partners, application developers and the broader mobile ecosystem, while tapping the creativity and application developer community to address brand and industry challenges.

The competition begins soon, and the finalists will be chosen in mid-January. Mobile App Challenge winners will be announced at Mobile World Congress and will receive cash awards for their winning efforts. Complete details will be announced soon at **www.mobileworldcongress.com/appplanet**.

App Planet

Forum Series

Wednesday, 16 February

Mobile Venture Forum

Mobile Venture Forum

Mobile Venture Forum (MVF) is a first-time event for 2011. MVF is a day-long, exclusive, invitation-only event, composed of two distinct sessions. We will begin the morning with a private briefing, then lead into a larger open session in the afternoon. Invited guests will be privy to presentations, panel discussions and networking with mobile-focused portfolio companies from the world's leading venture capital firms.

The goal of the MVF is to provide significant value to all participants:

• Visibility of high quality innovation in mobile for our operator members and associates

• Promotion of key companies to operators executives

• Feedback from operators to our venture capital partners and their portfolio companies

• Efficient 1:1 meetings between C-level portfolio executives and operators

• Executive networking in an upscale, exclusive, low-key environment inside MWC

If you are a senior-level mobile operator interested in attending Mobile Venture Forum, e-mail **mobileventureforum@gsm.org**.

Mobile Venture Forum Sponsor

ACC1Ó
Competitiveness for Catalonia

Generalitat de Catalunya
Government of Catalonia

Thursday, 17 February

Mobile Cloud Forum

Mobile Cloud Forum

Mobile Cloud Forum is a day-long, industry-led thought leadership forum focused on how cloud computing will revolutionise mobile applications and the mobile ecosystem.

Cloud computing is being touted as the "future of the web" due, in part, to its current and expected impact on desktop technologies. This convergence between devices and the computing solutions that enable them is "spilling over" into mobile, where cloud computing is poised to become a disruptive force in the mobile device world. Considering the growth in smartphone proliferation and increased capabilities, we are on the verge of a perfect storm to catapult mobile cloud computing as a significant approach to app development and value delivery.

Sessions will be presented by:

NEC

CISCO

hp

HUAWEI

GLOBAL MOBILE AWARDS 2011

The GSMA Global Mobile Awards are the most highly coveted awards in the mobile world. Now in their 16th year, the Global Mobile Awards programme attracts entries from around the world and is judged by a panel of independent, respected experts.

The GSMA has introduced some key enhancements by way of new categories and the entry process for the 2011 awards. Reflecting the explosion in demand for a world of mobile applications, this begins with two brand-new categories for Global Mobile Apps: one will be determined by user choice and judged on statistical evidence of global downloads & usage; a second will be awarded based on the preferences for "Best Apps" of our independent judging panel of experts.

The 2011 Awards also feature updates and new categories to reflect the broad and constantly evolving mobile ecosystem, such as a new network-focused Mobile Broadband category, as well as Best Technology for Emerging Markets, within the Technology awards. These accompany new awards for Mobile Innovation, focused on the convergence of mobile with health, transport/automotive, education and utilities sectors, as well as a special category for embedded products and devices.

Entry for the Global Mobile Awards is now open; for further details and to submit your entry please go to www. globalmobileawards.com.

GSMA Mobile Awards Ceremony

Tuesday, 15 February
15:45 – 17:15, Hall 5, Auditorium 1

Awards will be given in the following categories:

- Global Mobile App Awards
- Mobile Advertising & Marketing
- Best Mobile Business & Enterprise
- Social & Economic Development
- Mobile Innovation
- Green Mobile Award
- Best Mobile Devices
- Best Technology
- Outstanding Achievement Awards

Congress Party & Awards Celebration ticket holders, Gold Pass holders, and Platinum Pass holders are eligible to attend this ceremony.

Platinum Awards Ceremony Sponsor

HUAWEI

Best Mobile Device Category Sponsor

myriad mobile software

Global Mobile App Awards Category Sponsor

ACC1Ó Competitiveness for Catalonia

Generalitat de Catalunya Government of Catalonia

Congress Party & Awards Celebration

Congress Party & Awards Celebration

Tuesday, 15 February 2010
19:45 – 23:00
National Palace in Montjuïc

The Global Mobile Awards ceremony will be followed by the official **Mobile World Congress Party & Awards Celebration** at the National Palace in Montjuïc. This spectacular evening will highlight the 2011 Global Mobile Awards winners, as well as presentation of "Best Mobile Handset or Device" and "Top Overall App".

Enjoy great food and drink while taking advantage of a fantastic networking experience in a remarkable venue. This evening will also feature world-class entertainment, which will be announced very soon.

This event is included in the Platinum Pass, but tickets may be added to Gold, Silver and Exhibition Visitor Passes for €200. (Tickets for the this event also provide access to Tuesday afternoon's Global Mobile Awards Ceremony in Hall 5, Auditorium 1.) Tickets may be purchased when acquiring your Congress pass or, if you've already purchased a pass, by accessing your registration details online.

Dress code: Smart/Casual

Congress Party & Awards Celebration Sponsor

Qtel

Best Mobile Device Category Sponsor

myriad
mobile software

Global Mobile App Awards Category Sponsor

ACC1Ó
Competitiveness for Catalonia

Generalitat de Catalunya
Government of Catalonia

After Party Sponsor

myriad
mobile software

Host

Generalitat de Catalunya
Government of Catalonia
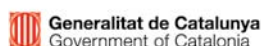
Learn more about the industry through GSMA seminars

Monday, 14 February – Thursday, 17 February

Open to all Mobile World Congress attendees, GSMA Seminars provide insight and developments on key GSMA and industry initiatives. Though the full schedule is not yet confirmed, seminars on the following topics are currently being developed:

• Embedded Mobile

• Green Power for Mobile and Mobile Energy Efficiency

• Mobile Advertising

• Mobile Broadband

• Mobile Spam Reporting

• mWomen

• OneAPI

• Rich Communication Suite

Further details will be announced shortly.

Exhibitor & Sponsor Opportunities

Become an Exhibitor at Mobile World Congress

Participate in the GSMA Mobile World Congress by purchasing an exhibition stand or hospitality suite. An exhibition stand at MWC11 gives you an unrivalled opportunity to demonstrate and showcase your products and services. Or you may prefer to host business meetings in an onsite hospitality suite.

Benefits of Exhibiting at Mobile World Congress:

• Face-to-face meetings with your best prospects

• Recognition for products and services

• New partnerships and alliances

• Complimentary exhibition passes

Highlight Your Organisation through Sponsorship

With approximately 50,000 attendees, 1,300 exhibitors, 2,400 media, and world-class networking opportunities, Mobile World Congress is indisputably the place to do mobile business. Enhance your brand, increase your exposure, and attract visitors to your stand or website during Mobile World Congress 2011.

By affiliating your brand with the world's foremost mobile industry event, you can take a leadership position within the global mobile industry. Sponsorships at Mobile World Congress deliver cost-effective marketing exposure and branding of your company to your target audience.

Benefits of Sponsorship:

• Promote your company as a partner of the GSMA, an industry leader and a successful brand in the mobile marketplace

• Increase your pre-show exposure through website coverage, inclusion in the official e-brochure and within the event marketing campaigns

• Raise your profile above your competitors

• Increase recognition and drive traffic to your exhibition stand and website

Ensure your company stands out from the competition! To contact the GSMA regarding exhibition, hospitality and sponsorship opportunities, please e-mail **sales@mobileworldcongress.com**.

So many networking opportunities, so little time.

More than 80% of our attendees say they come to Mobile World Congress to network. But how can you manoeuvre through the world's largest industry exhibition and 50,000 key decision-makers in a mere four days? **My MWC**, of course!

Following a successful introduction last year, My MWC will once again enhance your Mobile World Congress experience and expand your networking connections. Take full advantage of all that the Congress offers by beginning your networking experience before the event.

Connect: Build a virtual attendee profile complete with personalised interests and contact information, then connect with other attendees and exhibitors based on shared interests.

Meet: My MWC allows you to search for exhibitors and other MWC attendees in many ways. Schedule meetings or message one another privately.

Share: Post status updates, link to your Twitter feed, contribute to discussions in the My MWC forum, or comment on planned conference topics. A question you post now could influence the presentation!

Plan: Create a personalised onsite schedule which includes only your selected conference sessions, seminars and private meetings. View and print the exhibition map, or browse your info through your mobile device.

Improvements this year to the My MWC experience include:

• Enhanced searching capability: use keywords to search attendees, exhibitors, sessions and conversations directly from the home page

• Quick filtering: embedded tags throughout the site allow you to quickly find attendees, exhibitors, or sessions based on your interests

• Preferred exhibitors: bookmark your preferred exhibitors and locate their stand directly on the exhibitor map

• Improved meeting functionality: use the new calendar widget to easily set up onsite meetings and then view them in your personal schedule

• Better printing: Easily print the agenda or your personal schedule to bring with you to the event

• Greater mobile access: broader device platforms and improved mobile functionality provide more users with another way to access My MWC

To make the most of your time in Barcelona, be sure to join the My MWC social network when registering for Congress. Don't forget – the sooner you register, the sooner you can take advantage of the networking opportunities! To learn more, visit **www.mobileworldcongress.com/mymwc**.

2011 Sponsors

Congress Party & Awards Celebration Sponsor

Platinum Awards Ceremony Sponsor

Best Mobile Device Category Sponsor

Global Mobile App Awards Category Sponsor

Platinum Sponsor of Ministerial Programme

Gold Sponsor of Ministerial Programme

Gold Sponsor of Ministerial Programme

App Planet Sponsor

Mobile Cloud Forum – Platinum Sponsor

Mobile Cloud Forum – Gold Sponsor

Mobile Cloud Forum – Gold Sponsor

Mobile Cloud Forum – Gold Sponsor

Mobile Cloud Forum Networking Break Sponsor

Mobile Venture Forum Sponsor

Conference Bag Sponsor

Food Trolley Sponsor

Information Point Sponsor

Lanyard Sponsor

Meeting Point Sponsor

You are Here Board Sponsor

VIP Pick Up & Drop Off Point Sponsor

Visitor Bag Sponsor

App Planet Supporter

City Partner

City Partner

Host

Host

Host

Official Airline Network

Official Event Supporter

Official Frequency Provider

Official Mobile TV Network Partner

Venue, Logistics and Service Partner

Platinum Media Partners

CNBC   **FT** FINANCIAL TIMES   **FORTUNE**   **TIME**

Gold Media Partners

AFRICA TELECOMS — COMMUNICATING ICT SOLUTIONS WITHIN AFRICA   BillingOSS   Connect-World — connect-world.com   Convergencia LATINA   ENLACE MEDIA GROUP

FierceWireless — THE WIRELESS INDUSTRY'S DAILY MONITOR   globalsmart.com — SMART CARD TECHNOLOGY INTERNATIONAL   goingLTE.com   goingWimax.com   GoMo News

Gulftelenews   International Herald Tribune   intomobile   LAND mobile   Microwave Journal

MOBILE   MOBILE BUSINESS BRIEFING (GSMA)   Mobile PAYMENTS WORLD   MobilePlace.info   Payments CARDS&MOBILE

Radio-Electronics.com — Resources and analysis for electronics engineers   streaming media magazine european edition   Teleco — Knowledge in Telecommunications   TELECOM2.0   TELECOM Review

TyN

App Planet Partners

hp webOS   imga INTERNATIONAL MOBILE GAMING AWARDS   Macworld MOBILE   Mobile {DEV}Sync   RIM

SAMSUNG   Windows Phone

App Planet Media Partners

eWEEK europe   FierceDeveloper — THE WEEKLY WIRELESS DEVELOPER REPORT   GIZMODO   iPhoneLife — iPad & iPod touch iPhoneLife.com   MOBILE APPS BRIEFING

ME MOBILE ENTERTAINMENT   MobileMarketing

Association Partners

The Association for International Broadcasting   aime — association for interactive media & entertainment   ngmn — the engine of broadband wireless innovation   tmforum
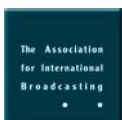
Airfare & Accommodation

Airline Discounts

STAR ALLIANCE
THE WAY THE EARTH CONNECTS ™

GSMA Mobile World Congress has again appointed the Star Alliance™ Members Airlines as the Official Airline Network for GSMA Mobile World Congress 2011.

International Travellers – Save up to 20% with the Star Alliance Network

To obtain the Star Alliance Conventions Plus discounts, please call the reservation office of a participating Star Alliance Member Airline and quote Convention Code **JK05S11**. For booking office phone numbers and information, visit our website.

Registered participants plus one accompanying person travelling to the event are automatically granted a discount of up to **20%**, depending on fare and class of travel booked.

The participating airlines for this event are: Adria Airways, Aegean Airlines, Air Canada, Air China, ANA, Asiana Airlines, Austrian Airlines, Blue1, bmi, Brussels Airlines, Continental Airlines, Croatia Airlines, EgyptAir, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, South African Airways, Spanair, SWISS International Air Lines, TAM Airlines, TAP Portugal, THAI, Turkish Airlines, United and US Airways.

Discounts are offered on published business and economy class fares, excluding website/internet fares, senior and youth fares, group fares and Round the World fares.

Please note: For travel from Japan and New Zealand, special fares or discounts are offered by the participating airlines on their own network.

Travellers within Spain – Save Up To 30% with Spanair

Spanair is offering our attendees discounts up to **30%** for domestic travel to Barcelona. Discounts will apply only for domestic flights within Spain taking place from 9 - 22 February 2011.

To receive the Spanair discount, book your flight through our official accommodation provider, BBP, or Spanair's Contact Center: 902 131 415. When calling Spanair directly, you must supply the code **JK/680** to receive the discount.

Bundle Your Hotel and Flight to Save More

Barcelona Business Pass, the official accommodation provider for Mobile World Congress, is offering great rates on hotel and domestic flight bundles. Details are available at: **www.mobileworldcongress.com**

Accommodation

b___ IN BEYOND
Barcelona Business Pass

Once again, we are proud to appoint Barcelona Business Pass (BBP) as the official accommodation agency for Mobile World Congress 2011. In partnership with the Barcelona Hotel Association, BBP has secured a range of great accommodation solutions at every price point and is ready to assist with accommodation bookings at more than 250 hotels in the Barcelona area. Offerings range from affordable two-star hotels to luxurious five-star properties.

Book your accommodation now – the best deals are available early!

Web : www.mobileworldcongress.beinbeyond.com
E-mail : mobileworldcongress@beinbeyond.com
Tel : +34 93 550 03 50
Fax : +34 93 414 17 86

Registration Hours

Saturday, 12 February	09:00 – 18:00
Sunday, 13 February	09:00 – 20:00
Monday, 14 February	07:00 – 20:00
Tuesday, 15 February	07:30 – 19:00
Wednesday, 16 February	07:30 – 19:00
Thursday, 17 February	07:30 – 16:00

*All timings provisional. Confirmed opening times will be in the Onsite Registration section on our website closer to the event.

Cancellations

ALL SALES ARE FINAL. Cancellations and "no shows" will be liable for the entire registration fee. **No refunds shall be given**. Paid attendees can send a substitution if they are no longer able to attend.

Downgrades of passes are permitted but will still be liable for the full registration fee of the original pass purchased.

Cancellation of travel reservation and hotel reservation are the exclusive responsibility of the registrant. The GSMA reserves the right to cancel your registration without notice for lack of payment as required by the Terms and/or the relevant registration form. GSMA is not responsible for any damages, direct or indirect, resulting from such a cancellation. All payments must be submitted within the time frames set forth in the relevant registration form.

Should GSMA cancel the Event, paid registered delegates will be refunded their registration fee only. No other costs, including but not limited to travel and accommodation, will be refunded.

Substitutions

Substitutions between attendees from the same company and at the same invoice address may be made by providing the GSMA with written notice of the name of the original attendee and full details of the substitute attendee. Once a badge has been issued or collected, no substitutions are allowed. To arrange a substitution, please e-mail full details of the original and new attendee to **registration@mobileworldcongress.com**.

Age Restriction

Please note the minimum age for an attendee is strictly 16 years. Requests for visitors under the age of 16 must be put in writing to **registration@mobileworldcongress.com** and must be approved by GSMA. Attendees under the age of 16 will not be able to enter the event without GSMA's prior approval.

Required Photo Identification

Photo identification is required to collect your badge and to enter the venue at all times. Accepted forms of photo ID include driving licence (with photo), national ID cards and passports. We cannot accept any ID with non-European characters (e.g. Chinese, Korean, Arabic or Japanese characters). Please ensure you carry photo ID with you at all times.

Please note that under no circumstances will badges be given to anyone other than the badge owner. Photo ID checks will be performed and badges are only given to the person matching the name of the registration and Photo ID. Those attempting to collect badges on behalf of others, even with the owner's Photo ID, will not be given the badge.

Registration Enquiries

If you have further registration queries, visit the Registration FAQ on our website or contact our registration team:

General Queries : registration@mobileworldcongress.com
Exhibitor Queries : exhibitorregistration@mobileworld congress.com
Telephone number : +34 93 274 63 73
Mon – Fri, 08:00 – 19:00 CET
Fax number : +34 93 100 13 43

City Information

Travelling to and around Barcelona

Barcelona is a large international and domestic destination, with frequent direct flights from most international destinations. At present, 50 airlines operate from the Barcelona Airport, which is 20 minutes away from the Congress venue, Fira de Barcelona.

The AVE high-speed train connects with the European rail network via Madrid, and Barcelona is a mere 90 minute drive from France. Barcelona city centre has rapid transport links, including six metro lines and five FGC lines, two tram lines and an extensive fleet of buses.

Once in town, we encourage attendees to make use of public transportation and Barcelona's excellent underground Metro system. More than 11,000 taxis are also convenient and easy to hail. To get to Fira de Barcelona, simply ask your driver to take you to "Plaça Espanya".

For additional Barcelona travel information, including restaurant booking services and city tour information, visit **www.mobileworldcongress.com**.

Security

Barcelona is a safe city. Nevertheless, when travelling to Barcelona you should take sensible precautions as you would in any major city:

- Always remove your Congress pass when leaving Fira de Barcelona

- Watch out for distractions. Keep an eye on your personal belongings at all times

- Be vigilant in crowds, restaurants and on public transport

It helps the city to fight petty crime if you report incidents, so if you're involved in an incident, call **+34 900 77 2011**, a free 24-hour security telephone number for assistance and information during the event days. This service covers the entire city of Barcelona (not just the event venue) and the number will appear on the back of your pass for easy reference.

In the event you do encounter trouble during Congress, we have teams on motorcycles who are available to travel to you to provide whatever assistance you require.

Recommended Local Suppliers

Should your organisation be in search of quality suppliers to provide services to your staff, clients or partners during Congress, visit our Official Supplier page on **www.mobileworldcongress.com** for our recommendations of suppliers of event management, venue booking, printing, transport, and VIP car services.

MOBILE.™
WORLD CONGRESS

www.mobileworldcongress.com

See you in Barcelona!