

Empowering
AsianeMarketing
 Asia's Electronic Marketers

MOBILE MARKETING CAMPAIGN'S RULES FOR SUCCESS

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I guess I don't have to explicate again the four key elements that differentiate mobile marketing from traditional marketing. However, it can't hurt to remind you that when planning your mobile marketing effort, it is really back to marketing basics and lots of common sense. Don't get bogged down with the technology, think through your product

or service, your audience and what you want them to experience – think about segments, targets, position!

Offer plan

If you're creating a sales promotion you need to make sure you have clarity around your offer or competition, regardless of whether the campaign is using mobile or not.



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THE MANY FACES OF MOBILE MARKETING CAMPAIGNS

Mobile marketing fits in across a wide variety of marketing disciplines and can be a channel in its own right. It was first used most frequently by sales promotion agencies as a very convenient way to manage a competition – the ubiquitous 'text and win' promotion.

With the advent of mobile marketing, there is no need to deal with sack loads of mail and the data inputting post-campaign to allow for a follow-up campaign which means that smart direct marketers can step in and take advantage of the opportunity.

There are also various types of mobile marketing campaigns. These include:

Text to Win: A very convenient way to manage a competition or prize draw. A number is published on a pack, poster, magazine, TV or email and the customer is asked to text in a

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THE THORNY SIDE OF MOBILE MARKETING

Introducing mobile into the marketing and advertising mix represents the single largest evolution in the past decade of marketing for brands and content owners alike. Whether the aim is to drive revenues, cross sell products or acquire customers, the potential of mobile is obvious. However, there are still quite a few challenges that need to be overcome.

Mobile marketing gives brands the capability to connect with consumers anytime and instantly. As such, provided there is permission, mobile technology allows a level of intimacy and interactivity not previously achievable. People have their mobile phones with them wherever they are – at work, at home, at play, letting you build a strong one-to-one relationship with each

consumer. However, it is essential you always think 'customer' and put yourself in your customer's shoes when running any mobile marketing campaign.

Technology Constraints

Mobile technology is fast moving. On average, customers upgrade their phones every 18 months, whereas average upgrade

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Ask yourself:

- What is the definition of my offer, promotion or competition?
- How do I communicate – text message, MMS, WAP-site, other media? When do I send out the message? For example, I really don't want to send an offer to school boys at 8am on a Saturday morning or target a business man in the middle of the night.
- Where do I find my target group? Do I already have the right customers or do I need to acquire them?
- What's my call to action?
- If my offer or promotion is exclusive (perhaps for members or selected customers only) then it can have a powerful impact, make customers feel special and therefore increase the likelihood of a response, but my message has to be worth receiving and add value to the receiver.

Targeting and personalization

The good news about marketing via the mobile channel is that it's relatively straightforward to target, if you know who your customers are. This means that you can have the same campaign offer to all your customers but you should differentiate the tone and content for different target groups. So ideally, this means changing the message to suit the recipient. Think about how you might communicate the offer to a teenage music fan versus an active member of the Union. Mobile phones are incredibly personal devices and the messaging that happens on them is no exception so you can afford to be more personal with your text communication and you can use a less formal language.

Copywriting

You only have a small screen so whatever you do on it has to reflect that. If you are sending out text messages, you only have 160 char-

acters so use them wisely! Take care about how you construct the message. Just because it's a short message, doesn't mean it's easier to write. It's very easy to make mistakes. There are many examples of marketing messages from companies who have made very basic mistakes – a film promotion where they spelt the name of the film incorrectly, a food and drink offer without stating which restaurant and where that is, a discount coupon with no expiry date, a one day sale but no date. When writing your message, write in the same tone and style as your customer but don't try too hard and use incomprehensible text speak. Your youth audience will feel patronized by it, because unless you actually work with teenagers to put that copy together, you'll no doubt get it wrong. Anyone in an older demographic won't understand it anyway. Be aware of what appears on the first screen as some customers will never read beyond that unless there's a very good reason to. So, like a good press release, all your news needs to be up front and visible at the start.

Even with a simple text message based campaign, it is worth testing on different phones to see where the line breaks occur and what appears on the first screen.

When writing for a mobile internet site, consideration also needs to be made as to the screen size and what can easily be read in one screen. Copy should be kept short, simple and to the point.

Measurement

What response rate can you expect from a mobile campaign? The simple truth is, that like any other marketing effort, it's not the media you use that dictates your response rate, but how you use it. There is no such thing as an average response rate and one of the things to keep track of internally over time, is your

own response rates so you can create your own benchmark. But for sure you can measure:

1. Number of replies or entries into a competition.
2. Data captured and its quality and volume.
3. WAP page impressions.
4. Click throughs from messages.
5. Number of people who unsubscribed from your list.
6. Number of undelivered messages.
7. Uplift in sales or traffic to your store, website, event etc.
8. Increase in brand awareness and perception.

Production and Fulfillment

When putting a mobile campaign together the focus is often too much on the technology side and the other component parts can sometimes be forgotten. Thought needs to be given to the technical side, of course – which means, who is going to produce and manage the campaign for you, who's going to build the WAP-site and so on. But thought also needs to go into who's going to manage any customer service issues and any prize fulfillment (and the related collating of address details and customer services around that). A very large confectionary brand came unstuck a few years back with a major text to win campaign where no-one had thought through how they were going to collate winners details and so the fulfillment house had to call winners individually which added a huge amount of cost to the overall campaign.

Technical Project Management

Always allow contingency time and budget for any technical project because once you've interacted with a campaign or mobile service, you'll probably find that something or other needs tweaking. Or you might find some glaring hole in the service

BEST PRACTICES & STRATEGIES

that needs filling that you simply hadn't expected. Also, keep your technical team up to date with your marketing plans – it's important for them to not only know when the campaign is going live but also the media plan so they can work out potential peaks and troughs in activity. This is particularly important if a TV advert is being used so that the team is on-hand for technical support at peak-time periods.

Outbound Campaigns

Many firms use outbound SMS marketing as part of their marketing effort. It has been around a long time now and can still be effective, particularly when used around customer service. Everyone from big banks, supermarkets, music companies to cab firms and hairdressers have used it. There are pros and cons to building your own list as well as using someone else's. So why create your own list? It's an opportunity to talk to your own customer regularly and get that two-way dialogue going. It helps you build a greater knowledge of your customers, including buying habits. There's an opportunity for revenue generation if that's your thing. It's also cheaper to retain a customer than acquire a new one and messaging is a good way to do that. It's cheaper to send messages via your own list than buying access to a third party list and after all, they are your customers, you should know better what they want and therefore generate a higher response rate. It also allows customers to get in touch with you and to give you their feedback. If you are building your own list then there are some key points to add here:

1. Is this a single brand list or is it a commercial list?

2. Communication – how, when, why, and what?
3. Think customer (go back to the Rules for Success).
4. Clean your data regularly.
5. Adhere to regional regulations, e.g. the Data Protection Act and the EU Electronic
6. Communication Directive.
7. Unsubscribing must be easy – replying STOP or UNSUBSCRIBE to any message should unsubscribe a customer from the list.
8. Customer service – this is a two way street. Make sure your people are briefed and that customer service processes are in place.
9. SMS is not always the best way to collect data so make sure you can collate data from various places.
10. Each campaign you run should build your customer's profile.
11. Not everyone has a list to begin with so sometimes you're going to have to look elsewhere for data. Where there is a close connection with the list owner, its customers and your product or service, is where you're going to get the best results.
12. When putting together your outbound campaign and thinking about who you might work with (e.g. a radio station, print media owner, a website owner) then it's worth planning what it is you are after in some detail.
13. Wherever possible describe the product or service category that your campaign covers and the type of campaign you want to run (competition, discount etc). Describe the target audience and how many people you'd like to reach.

A broadcast schedule is useful where you identify time, date and which of your target groups you want to send a message to. And the more information you have about the kinds of customers you want to reach, the easier it's going to be for the list owner to help you by identifying the quality targets as opposed to just quantity.

When working with a list owner, it's always wise to ask when customers opted in (recently is key) and how they opted in, and to just double check that the list is TPS (Telephone Preference Service) compliant and that the list owner is registered with the Information Commissioner (to comply with the data protection act). It's also important to think through what your reporting requirements are and of course cost and lead times.

But don't be scared or put off by the technology. There are plenty people around to help you with that. What's important is that mobile marketing has entered the mainstream and there is proof that customers are happy to interact via their mobile phone. Mobile marketing can now be used for messaging, brand-building and calls to action and crosses over into many marketing areas. The rules for success are quite straightforward, it's about engaging with appropriate content and messages.

In the wider world of commerce, marketing and media, mobile is the new kid on the block. Even though mobile marketing has been around for seven years or so, it's still very new in comparison and we're still learning.◊

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word, lucky number, answer to a question, or their own details for a chance to win a prize.

It also means that you are able to do a follow up campaign as this is also a convenient way to kick-start building your own list and you can do reporting and analysis by measuring repeat entries, times and date of entries etc.

Voting and Participation TV: Programs like American Idol and Big Brother have been enjoying soaring popularity and savvy marketers saw the massive opportunities when tied with mobile marketing which voila resulted in the birth of voting and participation TV via mobile phones. Polling, voting and ‘ask a question’ via text message on more serious programs such as the BBC’s Question Time have also become common. In addition, most national and regional newspapers use text messaging, and in particular voting and polling, as a way to engage customers in a simple dialogue. Again, it is a good way to build a customer database list as well as encourages participation. Similar analysis can be done as for a text and win promotion in terms of numbers of people who participated and when, repeat usage and so on; and in carrying out this analysis you may be able to pick up on patterns of usage and create cluster groups to help with further relevant marketing and promotions to those customers. But be cautious: good planning and good customer service is essential. So, be clear with your terms and conditions and check these with a lawyer, e.g. opening and closing times/dates, how much it costs, the criteria for entry, what money [if any] is going to charity and any additional network charges that may apply.

Quizzes: These are eternally popular as seen with the proliferation of quiz formats on television, the popularity

of the pub quiz and ever popular personality profiling. Quizzes work very well on mobile phones using either text messaging or a Java application. The benefit of using a text messaging format is that everyone can use that on their mobile phone. But on more sophisticated phones, a Java quiz application can be developed which allows a deeper level of interactivity than text alone as graphics and sound can be incorporated and with a link to a WAP-site or website specifically designed for mobile. This means that new questions can be uploaded on to the phone at the click of a button.

The typical way to start a quiz is to text in a key word to a central mobile number or short code and a question is sent to you by return. The quiz can be as long or as short as you like. Typically, the questions require an A, B, or C answer or a single word answer, to keep the data handling simple.

Mobile Content - pictures, ringtones, video: The mobile content industry is huge and has sprung up from literally nowhere. Many people have changed their ringtone from the standard ringtone setting and experimented with pictures on their phone to personalize it. Brands are now capitalizing on the popularity of mobile content and are using it as part of their marketing effort. A picture or ringtone can be a second or third tier prize in a free prize draw or other competition, the content based around the brand itself. Many brands and companies employ this tactic of rewarding customers with content for their mobile phones as it’s an easy way to reward customers without dealing with complex handling of sending out small prizes in their hundreds or thousands.

Games: Mobile games are so popular that they are now an industry in their own right and all the major players in the games industry have

a mobile games division. Nokia produced the N-Gage which is a mobile phone specifically designed for playing games which competes directly with Nintendo DS and DS Lite and Sony PSP which have internet, file sharing and multi-player gaming capability. Adding mobile connectivity to the mobile internet allows customers to engage in multi-player gaming wherever they are and also allows live updates to the game and the ability to load their score on to a leaderboard. In some cases, gaming can be customized according to location so they can challenge real players in their vicinity whether that’s using the location service from their network operator, by using a service like Jaiku or Buddyping or using Bluetooth at a specific location. Mobile games are also a popular reward for customers, although more expensive to produce and deliver than a simple ringtone, picture or even a full audio track. As technologies improve, the cost of production will for sure come down as a large chunk of the cost is down to having to customize and test for a multitude of phones. Many companies are also advertising their brands via these games or platforms.

Applications: This is currently still a relatively unexplored area for mobile marketing but has potential. Applications can be fun or useful and are typically Java-based to reach the mass market, although higher-end business phones such as the Sony Ericsson P800 and P900 range and the Nokia N-Series use Symbian which is a more powerful platform for applications. The application can be almost anything you want it to be. It can keep you up to date with stocks and shares if you’re a broker or it could be a horoscope application that gives you your daily reading in the morning.

Development, distribution, billing [if required] and delivery would be

similar to handling a mobile game. It should be noted that as soon as you start asking customers to download an application to their phone, that can act as a barrier so it's not a given that you will get penetration as quickly as you might like it. That said, both Google and Opera have had great success with generating full, successful downloads of their mobile email, mapping [Google] and browser [Opera] products.

CRM: Text messaging in particular is a really useful element of any Customer Relationship Management (CRM) initiative. It can be used to keep customers up to date with what's new and offer them last minute or exclusive offers. Text messaging is more expensive than email for this kind of activity, but is potentially quicker to run, as you don't have the creative design and build to consider [unless you're planning to do MMS]. Costs per text will vary depending on the volumes you put through the networks and also the cost of any application you use may also be included in the per text cost.

IVR: Interactive Voice Response (IVR) has typically been used by large corporations to manage incoming calls e.g. press one for yes and press two for no. It is also used to pay for mobile content and for premium rate services off the television screen and in the back of magazines.

MMS: Multi-media messaging is becoming more popular and more readily available on handsets. Most new phones have a camera function as standard and will also have the capability to send and receive multi-media messages. A MMS message can contain pictures, video or animation, a sound clip [which can be used as a ringtone] and formatted text [using color, size and bold]. It could also include

a barcode that can be scanned at point of sale. The typical message size is 30k for outbound campaigns. But the user sending in to you can have varying size of MMS depending on what their handset and their network operator allows.



Direct Response Campaigns: One of the simplest ways for an advertiser to engage with a customer via mobile is to have them text in to a short-code as a method of direct response to an above the line advertisement. We are seeing these campaigns on posters, in magazines and on the television already. This is also a straightforward way to build your own mobile mailing list for future text campaigns. Some media owners are branding their short-codes and running direct response campaigns for their advertisers as well as their own promotions and competitions from those numbers. Viewers or listeners understand that if the message has come from a particular short-code, it belongs to the radio station or the TV station and is part of their branding. For example, the short-code for BBC Radio 2 is 88291 which is the same as their FM frequency 88 to 91 FM.

Text to WAP or mobile web site: Here, a customer is encouraged to text in and in return receives a direct link to the advertiser's mobile web site whereby they can find out more about the product or service, enter a competition or opt-in to receive further information. Now the mobile internet experience is improving, more of this activity is occurring. It is more effective than asking a customer to type in a URL

directly into their browser that is fiddly to do and the majority of mobile customers are unlikely to know their way round their browser in order to do this unless they're a medium to heavy mobile web user.

Text to screen: This describes the ability to text in your comments to a screen – be that the TV screen or a screen in a shopping mall or nightclub. It uses the same software that drives text chat services and is generally very popular. It is often a charged-for service (as seen on television where viewers are asked to text in their comments or questions to TV programs). Advertisements or sponsored messages can be included in the replies to customers to confirm that their messages have been received on the system. Intelligent analysis of this data would also help to find out more about the customer base, when they're engaged, what they're talking about and how frequently they interact with you. So you can gain useful information for segmenting and targeting your customers.

Text to email: Describes the ability to respond to an advertisement with your email address. Once you've sent in your email address, an email is automatically generated, with full graphics, attached PDF file and is sent straight to your inbox. This means that you can give a customer more information than you would be able to in a text message. Arguably, this should be secondary to a text to website service as part of the mobile marketing USP is the immediacy, as the chances are that someone who interacts via mobile wants instant gratification. However, there will be times when this is an appropriate mechanism where very visual and detailed information needs to be distributed, or where the customer wants to bookmark something to check out later when they have more time.

Text to post: Similar to text to email, with this method, you can text in your postcode and your house number and the system uses a Postcode Address Finder to work out your full address and send whatever it is to your home – be that a brochure or free product sample. This is typically used by travel companies to send out their brochures and for sales promotions where sampling is a major part of the campaign.

Text to mobile content: Refers to a customer who sees an advertisement on television, hears it on the radio, or sees it in print and texts in to receive a piece of content back to their phone such as a ringtone or a money-off coupon. This is typically received as a WAP push link and a SMS message and means that the customer is one click away from the content rather than having to search a mobile web portal for that piece of content.

Mobile Barcodes: Businesses are sending 'paperless tickets' to mobile phones which are then redeemed via in-store EPOS systems. They can reduce production and distribution costs associated with traditional paper-based ticketing channels, overcome security problems associated with paper tickets such as ticket touts; and increase customer convenience by providing a straightforward, instantaneous way to buy tickets and eliminate the need for long queues. A popular example is a concert promotion, where fans see print or online advertisements for the event, text in to a short code or long number and receive a text or picture message containing a barcode and details about the concert. They turn up at the event where their text message is scanned and validated by a member of staff and they are allowed entry to the concert. Companies such as Mobiqa, Swiftpass and Trinty Mobile have been pioneering mobile barcodes and they are now

widely used in the retail, transport and leisure sectors.

Quick Response Codes (QR Codes): These are 2D Barcodes developed by Japanese company Denso and were released in 1994 with the primary aim of being easily interpreted by scanner equipment in manufacturing, logistics and sales applications. In comparison with other Barcodes, QR Codes combine several advantages:

- They can hold a very large capacity of numbers or letters in any language
- Their printout size can be very small
- They offer high speed reading
- They can be read from any side (omnidirectional or 360° scan)

Japan's highly developed 3G network and high usage of mobile internet prompted the networks (NTT DoCoMo, J-phone), handset manufacturers (Panasonic, NEC, Sharp) and service providers (Denso, MediaSeek, 3G Vision) to work together to bring QR code readers to mobile phones. They decided to turn a camera phone into a barcode scanner that would deliver encoded information, as well as URLs that could connect directly to the mobile internet. A user with a camera phone with the correct reader software can scan the QR code image, which can cause the phone's browser to launch and redirect to a brand's mobile internet site. There is no need to text a short-code or enter a URL by hand. High spec phones such as the Nokia N95 have QR readers pre-installed, but QR code-reading software is available to install on camera phones which do not have a reader already in place. QR codes are now recognized by over 90% of Japanese mobile phone users, and used by over 50% of them for quick, easy access to information. In fact more people in Ja-

pan surf the web using a mobile phone than a PC. QR codes are found on magazines, posters, packages and vending machines throughout Japan, thoroughly assimilated into the marketing and advertising mix.

This technology has a wide appeal for marketers and public alike – introducing interactivity into what was a traditionally passive medium. In the housing industry, buyers could walk past a for sale sign, and instantly scan the barcode to find more information about the property; brand managers in the car industry could include a barcode on outdoor advertising, enabling car enthusiasts to watch a video clip of the car in action, etc.

WAP Portal or Mobile Internet: Currently the network operators have the largest portals in terms of traffic, but media owners are now looking at WAP to extend their reach. Each network has its own WAP portal – O2 Active, Vodafone Live, Today on 3, Orange World, T-Zones and Virgin Bites. The network operators are proud of their portals and have invested a lot of money in them, but as customer acceptance and usage of WAP grows then more players will come into the market to be a customer's gateway to the mobile internet.

Java or On Device Portal [ODP]: Java portals are also growing in acceptance as a gateway to the Internet. The reason being, that Java is a technology embedded on the majority of mobile handsets already and gives a relatively speedy user experience – hence its wide usage for mobile games.

The term Java Portal describes a hybrid of WAP and Java. You download an application on your phone, which is a template that can be updated with news, information and links via WAP. This means that it is not memory hungry, as it does

time for landlines is every seven years. Nokia, LG, Siemens, Samsung, Sony Ericsson, Motorola etc. all introduce new handsets every few months, and each has new features, new operating systems, different screen sizes and different functionality. Some new handsets have a bigger impact on the market than others – the Nokia N95 launched with a bang in 2007 and has become very popular very quickly with 3G and data users. The launch of the iPhone is still causing ripples in the mobile industry. Cameras and color screens are now mainstream, as is Java, which is the technology behind most mobile games and many applications. However, each handset manufacturer handles Java differently so if you produce a game, for example, you will have to make sure it is compatible across a wide range of handsets and tailor the application to make sure it is optimized for that handset.

Marketers and Mobile Marketing

The marketing landscape is already complex, without the addition of email and online campaigns, let alone mobile. Understandably, marketers whose focus has been on a visual brand image were wary about communicating with their customers via text messages. Plain text, limited to 160 characters was not that exciting when you're used to seeing your brand in a clever, quirky TV advert. However, today's phones with color screens, cameras, internet access and video capability mean there is more scope to run more interesting, integrated campaigns.

not keep lots of information stored on your phone. But also, you can keep up to date with whatever it is you want to know about. An analogy is an empty magazine framework that fills up with the latest articles when you click a button. The benefit of this is that the user experience for browsing content is

However, there is still some hesitancy about mobile marketing, and the perception that text messaging equals spam. There is also a worry about email spam and viruses that make people very wary about allowing access to their mobile phone number in case the same problems arise.

Another concern about mobile marketing is 'How do you measure it?' The same rules apply to measuring mobile marketing as other campaigns. There is no guarantee of success just because you use the mobile channel, it is how you use it that's important. However, when used well mobile marketing does deliver a high ROI, and this is typically higher than direct mail and email. You can measure response rates, for example, how many new people are on the list, how many competition entrants there are and how many repeat entries. You can also measure click through rates and unsubscribe rates. The latter being a useful indication of how well your campaign is being received. Traditional measurement techniques should also be used – researching customer attitudes for example. There's nothing to stop you calling or texting a sample from your customers to find out what they thought of the campaign. Or indeed soliciting feedback via a simple form on a mobile internet site. There is no magic formula to measure a mobile campaign and it's up to the marketer to determine what the criteria for success will be and work out what you will measure in order to determine that.

improved, as it's not solely reliant on WAP and the brand is stored on the phone to be looked at any time.

More people are using Java portals, particularly now that 3G penetration is rising and the browsing experience is getting better. The advent of the iPhone also shifts the focus



Campaign Planning

Permission is essential for running any kind of mobile marketing campaign. It is often assumed that you need to work with a pre-existing list of mobile numbers before you can do any kind of mobile marketing but this simply isn't the case, particularly now that we are working with richer media on mobile (mobile internet, music tracks, application downloads etc). However, permission is critical for any campaign involving push messaging, or any continuing relationship with the customer involving a messaging aspect. It is always a good idea to get this checked out with your company lawyer as this area is covered by many rules and regulations. If you stick to best practices when it comes to permission marketing, then it is far less likely that you will be derailed in any way.

Permission works in several ways. Firstly, you can collect your customer's data in traditional ways e.g. by getting them to fill in forms on the internet, complete a postcard, a survey, their mobile number on an internet site and tick the relevant

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back to browsing and mobile web; as the only applications allowed on the iPhone are browser based. Therefore, they don't affect the handset operating system and cannot inadvertently, damage the phone in any way.◇

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boxes to explicitly state that they want to receive further marketing messages from you or carefully selected third parties. Finally, when a customer texts in, in response to an advert or call to action, for example if they have seen a poster or are entering a competition on the side of a drink's can, then you, as a marketer, have permission to reply to that customer in the context of that particular campaign. Depending on how you've structured your terms and conditions, you may also have an implied opt-in. You can make it explicit and in the process of replying to the customer, you can ask them if they would like to opt-out by sending STOP. Or you can get explicit opt-in by asking them to reply YES (or other keyword of your choice) to state that they want to receive further marketing messages from you.

From the customer's point of view

Very often when we receive a message we don't want, whether or not we've opted-in to receive it, we call it spam, or in the case of messages received by post, we call it junk-mail. People very often forget whether or not they have opted in to receive anything. They can't remember every little tick box they have checked or unchecked. How many forms do you routinely fill in on the internet in order to get past a registration page so you can get to the information you actually want to access? And perhaps, you haven't received any communication from the company in several months, and perhaps you've simply forgotten about them and who they are. Or maybe those messages are no longer relevant to you and your life right now. Just because you opted-in to receive messages about acne cream when you were 17 doesn't mean you still want to get those when you're 30.

The implication of this is that if you

are going to use text messaging as part of your marketing communication, you need to remember that this is part of relationship building. A text message once a year is not going to be effective. If you get customers to sign up to third party campaigns then you need to be a little bit wary of the kind of messages you send out. If the customer has signed up to a mailing list from ACME Inc, even if they've ticked the box to get third party messages, they don't suddenly expect to get a text message from ZEN Ltd who



they've never had a relationship with before. However, if there is an existing relationship with ACME Inc and the marketing message sent on behalf of ZEN Ltd comes from ACME Inc, then there is a better chance of the message being well-received. But permission on its own isn't enough to make a campaign successful for any kind of outbound activity. You need at least one other element:

Time & Location

Firstly, we have time or location sensitivity. You can put a text messaging campaign together relatively quickly compared to how long it takes to put together a print mailing, or an email push. In terms of delivery, you can be timely when you send it out as you are not relying on the postal services to deliver your letter, or relying on someone logging into their email at the right time to take advantage of the offer.

With location, you may know the

postcode or area where your customer lives, works or plays, which means you can localize the offer to their local restaurant, dry-cleaner, and requires explicit agreement and active look-up. So if you have a time sensitive offer, say a local theatre has some tickets left for Saturday afternoon's performance and they know you're local to that theatre, you can send a message on Thursday with an offer for discounted tickets.

Entertain

Entertainment is a category in itself on mobile with the advent of mobile games and video. But don't forget that this is a small screen and people using their phones probably have a limited amount of time as well as a limited amount of battery life. So think of entertaining someone for a few minutes, while they're waiting at the bus stop or at a train station, between shows on the television, a short distraction during the working day. What your customer finds entertaining will be very subjective but some examples include branded games, a WAP-site telling you about a new book that's out (including a synopsis, author bio and some quotes), or a funny video clip.

Interactive

Let's not forget that the mobile phone is primarily a communications device and as such it's a two-way street. Long gone are the days when you could send out text messages without a reply path, not least because you need to allow customers to unsubscribe easily by replying STOP to any text message they receive from you.

Customers enjoy being asked for their feedback, and they do expect to be heard. So with any mobile messaging communication, you have to allow customers to reply back to you and you need to reply

THE MOBILE MARKETING VALUE CHAIN

With ABI Research stating the global mobile marketing and advertising sector will be worth US \$19 billion by 2011 and the Internet Advertising Bureau 'Engage for Mobile' conference in November 2007 claiming Mobile Advertising is set to take up more than half of advertisers' budgets by 2012; things are looking very positive for the key stakeholders in the mobile marketing value chain.



Brands

Brands have realized it is no longer enough to 'push' marketing campaigns at consumers, they need to involve and engage with them to find new ways to create and retain loyalty. Mobile has given brands a unique opportunity to do this and create a two-way relationship, ultimately building product awareness, driving sales and retaining loyalty.

By using mobile as part of a marketing campaign brands can reach a specific target audience, via a time-sensitive, measureable medium.

Marketing / Digital Agencies

Mobile has transformed the media landscape over the past seven years, with many big agencies such as Ogilvy and Saatchi launching an interactive digital division that includes mobile services. The increasing sophistication of the handsets themselves, with integrated media players, high resolution imaging and cameras have in turn given agencies more scope to work with to create interactive, innovative campaigns that help drive consumer engagement.

Mobile Advertising Networks

Companies such as Admob and En-pocket partner with mobile web sites that enjoy high traffic and offer to run advertising [text-links and graphical banners] on a revenue share basis. They make this space available to advertisers via self-serve web platforms. This allows most campaigns to be set up and become operational in a matter of minutes. Advertisers can target their campaigns according to the characteristics of mobile handset that the

ad appears on, such as location, make of handset and phone capability.

Search Engines

Many customers are accessing the mobile internet through established, web-based vendors such as Yahoo, Google and MSN, rather than use the network operator's searching tools, putting the search engines in a strong position.

Mobile Marketing Service Providers

They provide a complete solution to technically enable mobile marketing and advertising campaigns, working in partnership with the other players in the mobile marketing value chain.

Network Operators

Network Operators are moving away from the walled garden approach to portals, opening up their network to third parties, to encourage competition and increase data usage through the provision of new and innovative content. They have traditionally charged consumers to buy digital content from their mobile portals, and are now beginning to share demographics and mobile media consumption insights with brands as they move to advertisers funded models.◇

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back to customers promptly, so send that text message link back as quickly as you can!

Relevant

One of the things often forgotten about with a marketing campaign is the actual relevance to the customers and their daily lives. There is little point sending out any direct messages to a customer, by SMS, email or post even, unless it is relevant. E.g. don't send football related messages to a non-football fan.

Value Add

Overall, you need to add value to the customer. There is little point in sending out a message saying 'come to my shop because it's lovely'. There needs to be a deeper reason why you have sent a message to encourage them to visit your store. That could be offer based (discount, buy one get one free, gift with purchase) or event based (sale on this week, product launch, drinks party).

So put yourself in your customers' shoes and think about how they will feel on receipt of the message. If you haven't been able to include some time/location sensitivity, if you haven't been able to entertain them, if there's no interactivity, if there's no relevance or you haven't added any value, then you need to rethink your campaign until you can tick at least one of those boxes.◇

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MOBILE SECURITY BASICS

Mobile device use in the business world is definitely on the rise. However, as mobile access to sensitive corporate information becomes more popular and the number and type of mobile devices used to access such information increases, security is an important concern. Mobility has its own characteristics and, hence, security issues. Below are some security threats to mobile devices and the measures that enterprises should adopt to manage these threats.

Some key mobile security concerns

- **Exposure of critical information:** Small amounts of WLAN signals can travel significant distance, and it's possible to peep into these signals using a wireless sniffer. A wireless intruder could expose critical information if sufficient security isn't implemented.
- **Lost or stolen devices:** Even if sufficient security is implemented in wireless virtual private networks (VPNs), if a device is lost or stolen, the entire corporate intranet could be threatened if those devices aren't protected by password and other user-level security measures.
- **Mobile viruses:** Mobile viruses can be a major threat, particularly with devices that have significant computational capabilities. Mobile devices, in general, are susceptible to viruses in several ways: Viruses can take advantage of security holes in applications or in the underlying operating system and cause damage; applications or applets downloaded to a mobile device can be as virus-prone as desktop applications; and, in some mobile Operating Systems, mal-

formed SMS messages can crash the device. The 911 virus caused 13 million i-mode users to automatically place a call to Japan's emergency phone number.

- **E-mail viruses:** E-mail viruses affect PDAs in much the same way regular e-mail viruses affect PCs (i.e., causing the PDA e-mail program to send multiple e-mails). These viruses are costly to enterprises and interrupt normal business too. PalmOS/LibertyCrack is an example of a PDA e-mail virus. It's a known Trojan horse that can delete all applications on a Palm PDA.
- **Spam:** Spam causes disruption and drives up costs when it's targeted toward wireless devices.

Measures businesses should take when it comes to mobile devices:

- Use advanced encryption and key management techniques to minimize WLAN-related security vulnerabilities. High-level security is available for WLANs using features such as Internet Protocol Security (IPSec) and 802.11 security standards such as EAP and WEP.
- Put strict access privileges on mobile users to protect sensitive information.
- Create security policies specific to mobile device usage. Minimize the impact of a lost device: Password-protect all devices, encrypt sensitive documents on the device, and don't use automatic scripts for VPN login. Mobile device security policies should also include minimizing access to limited sources using firewalls.

- Regularly back up PDA data to a PC to prevent damage from PDA-specific viruses and worms.
- Use antivirus software for PDAs. Network-level scans are the most effective, centralized way of preventing viruses and other disruptions associated with mobile devices.
- Access control should include both hardware/device-based authorization and application based authorization.
- Provide specialized training to mobile device users and administrators, including simple guidelines for the physical security of devices and a reporting mechanism in case of loss or theft.
- For virus/spam protection, customer premises solutions (or behind firewall solutions, as they are called) are more effective than similar solutions hosted by the mobile carrier. Firewall solutions are much easier and effective to control and manage.

It is important to note that the key issue to mobile security is that no single security solution will work, given the nature of the mobile environment. And just extending the existing security infrastructure for mobile devices simply isn't practical. Enterprises must treat mobile security as an independent task and mobile-usage-specific security policies must be created and implemented. A comprehensive risk analysis of the potential security hazards associated with the use of mobile devices should be the first step along the path of mobile device security policy creation.◊

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THE 5CS OF THE MOBILE WORLD

Mobile marketing is the ability to connect brands to customers via the mobile phone. In its early days this meant mainly SMS sending, but nowadays we've moved from simple text messaging, black and white operator logos and mono ringtones to true tones and real music via MP3, video clips, streaming video, games, multi-media messaging, instant messenger and more. And the best part of all this is that mobile marketing is about having the ability to connect with consumers via their mobile phone wherever they happen to be and with the right permission, allows marketers to connect customers and clients and vice versa.

The 5 Cs of mobile = Connectedness

We are now living in a new digital age where the network effect is dominant. With online social networking, web 2.0 approaches to internet and other businesses and the easy availability and access to information, entertainment and people 24/7, it really is a connected world. This has never been more so than with mobile phones which increase our accessibility to people and information wherever we, or they, may be. With reference to articles by authors Paul Golding and Tomi Ahonen, there are at least five primary elements to consider when developing campaigns and applications for the use of mobile phones.

1. Communication

The mobile phone is primarily a communications device. It allows one person to talk to another; it allows one person to send a message to another via SMS, MMS, instant messenger or email. It even allows us to communicate in pictures, audio and video and multi-player gaming. But it's fundamentally about allowing one to one communication.

For marketers it's all about communication and if used wisely the mobile phone can be as important a part of the marketing mix as direct marketing and email are.

Communication is also evolving into richer forms including emoticons, images, audio and video. This is obvious if you watch any young person interacting on MSN, Yahoo Messenger or Aim and see how they personalize the experience beyond normal language. This is also evident on social networking sites like MySpace where you can personalize your own online presence. Marketing questions: What are we communicating, when, to whom, why and how? How are we going to allow customers to communicate with us?

2. Consuming

Consumption on the mobile takes two forms. We buy things for and with our mobile phones: we may decorate our phones with phone jewelry or flashing stickers; and we pay for ringtones, images and videos to personalize them. In addition, now that we have full multi-media access on our phones, we're also consuming a wide range of content from video news clips, casual games like Sudoku and news services. It could be argued that we 'consume' messages from loved ones and marketers alike. Some key marketing questions that should be asked here: What do our customers want to do on their phones? How does that fit in with what we want to communicate?

3. Communing

The mobile phone allows us to connect with the digital world and have a presence or be 'always on'. It means that we have access to information 24/7 and that others can connect to us 24/7. This allows a level of access we have never had before, even with the advent of

broadband on our computers.

It means we can find out anything we want at any time with a device that sits in our pocket and is with us twenty-four hours a day. It means that we can remain 'linked' to people around us without having to be in physical contact or in the same physical space. We also use mobile phones to find contacts and soul mates as can be seen with the prevalence of text chat services and the popularity of mobile social networking services such as Flirtomatic. A key marketing question: How does our marketing effort allow customers to commune or link with us and/or the outside world?

4. Convenience

The mobile phone is a very convenient way to communicate with another person or entity or find something out by looking it up on the mobile internet or by asking a Texpert a question. It's a tiny device that packs a powerful punch—some phones have hard drives of 8GB or more and most have cameras, WAP access and the ability to download applications and games. The mobile phones we have today are more powerful than the desktop computers we had sitting on our desks less than 10 years ago.

Key marketing questions: Can we make our campaign or our service more convenient for customers by allowing mobile interactivity? Is our service or campaign convenient to use?

5. Control

You decide how 'always on' you want to be, or not. You can turn your



MOBILE WEB 2.0: MORE THAN MEETS THE EYE

Many have the mistaken belief that Mobile Web 2.0 is simply Web 2.0 on mobile devices. However this couldn't be further from the truth as mobile 2.0 actually builds on and expands on Web 2.0.

Mobile 2.0 is all about delivering mobile content (i.e. content developed specifically for mobile devices, and on top of this ensuring the content is personalized. Bringing Web 2.0 to the mobile would be selling out the mobile world (and its users) as mobile devices are not PCs. The whole idea of bringing Web 2.0 to the mobile is ensuring that we have a combination that makes use of as well as exploits the advantages of our mobile devices.

The latest marketing strategy of some mobile phones, particularly the iPhone, is to push the idea of access to the "real" Internet instead of the scaled-down mobile Internet. This begs the question: is the mobile web a temporary solution that will soon fade as the 'real' Internet comes to the mobile phone, or is it here to stay?

Mobile phones are after all not PCs and therefore should not be treated like them. Instead of just giving us Facebook on our mobile device, Mobile 2.0 should give us a Facebook that recognizes where we are at that moment, that enables us to have access to a camera, and that en-

ures we can be reached immediately with a text message.

On the other hand, it's a safe bet that someone who has a smartphone or PDA with Internet capability also has a personal computer. Mobile 2.0 must use this to our advantage. What if you want updates about certain friends to be sent to your home computer, and updates about other friends to be sent as text messages to your mobile? Let's face it, not all friends are created equal. Just because we are connected to someone on Twitter doesn't mean we want every one of their updates to come to our mobile phone.

In essence, Mobile 2.0 is about leveraging social media with the advantages that come with the special capabilities of our devices like cameras and GPS. And Mobile 2.0 is about being smart by recognizing where we are and showing relevant information catering to that location.

Compatibility issues are the next thing that has to be looked at. Smartphones run different operating systems on different hardware. The web is not built on the browser alone. For example, Java, Flash, and other third-party solutions support the modern web. These solutions will need to be perfected on the mobile operating systems before we

can see these devices really utilize the full force of the Internet.

Currently, Java runs very well on mobile Internet devices. Java was built from the ground up to be portable, so this is no surprise. Flash Lite is behind the curve, but has started to make some headway.

Compatibility is an area where mobile devices will eventually catch up. This is especially because as the popularity of mobile devices increases, development for the platform will increase, and it will become important for companies to provide mobile support. This trend will bring the 'real' Internet to life on mobile devices.

There is no doubt that as mobile devices evolve, mobile browsers will offer better support for viewing 'real' Internet pages, and sites like Yahoo will offer mobile users the ability to switch between the mobile optimized version and the standard version.

Just as certain is the fact that mobile phones that offer very limited web functionality will give way to mobiles that offer the same web resources as smartphones - the differences between standard websites and mobile websites will move

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phone off at any time. You can see who is calling you and decide whether or not you wish to take that call. You can see who is sending you a text message and you can decide whether or not you wish to reply. What this means for marketers is that the customer may choose to interact with you via their mobile. They may [or not] give you permis-

sion to talk to them via their mobile phone. But it also means that you need to put the customer in control of that permission and make it easy to unsubscribe from marketing activities.

Key marketing question: Have we got our subscribe/unsubscribe process right?

Mobile marketing fits across many marketing disciplines including sales promotion, CRM, direct marketing, above the line, interactive, integrated, loyalty schemes or it can stand alone. Discover which fit suits you best and mobile marketing could be an integral key of your company's overall marketing campaigns and success.◊

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LACK OF MOBILE INTERNET USAGE MAY HINDER IPHONE'S POPULARITY IN CHINA

The iPhone has yet to hit China's shores but is already drumming up a lot of consumer and media attention. However, despite the hype and enthusiasm, new research has found that many Chinese people are deterred from buying the iPhone, and cost and affordability issues are only part of the reasons for this.

Local Apple buyers already face higher prices than their overseas counterparts. Some items, such as the iPod touch's 32G byte model, sell for 30 percent more than in the U.S. online store.

Apple has not yet set a release date for the iPhone in China, but the company has said repeatedly that the devices will be available in the country before long. Imitation iPhones have already hit the market and could affect sales for Apple.

"iPhones are already here and there are maybe 800,000 of these devices that have been smuggled in, so China Mobile might as well protect this customer base and partner with Apple to legitimize this market," said Duncan Clark, CEO of BDA Media, a Beijing-based telecommunications consultancy and research firm. Estimates on iPhone usage in China run from 400,000 to 1 million, according to research firm In-Stat. Besides price issues, other obstacles to the iPhone's release in the country include China Mobile's opposition to Wi-Fi enabled handsets and incompatibility with China's domestic 3G (third-generation telephony) standard, TD-SCDMA (Time Division Synchronous Code Division Multiple Access).

A study by Pearl Research has also revealed that another hurdle the



iPhone has to overcome is the fact that internet access provided by the device does not appeal to Chinese consumers in the same way as in other markets. "Through interviews with consumers, we found that most users do not use the mobile internet extensively due to carriers' high costs for these services," the report said.◊

By Shanti Anne Morais

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from being limited versions to being optimized versions. The mobile market is definitely very vibrant and one to watch! ◊

The following is a list of mobile web browsers:

Opera Mobile

Key Features: Multiple tabs, Zoom-in
Operating System: Windows Mobile, Symbian

Opera Mini

Key Features: Compressed downloads for fast browsing, Zoom-in
Operating System: Java
Price: Free

Skyfire

Key Features: Display rich websites with Flash or widgets like YouTube, customizable zoom feature
Operating System: Windows Mobile
Price: Free

Mozilla's Minimo

Key Features: Multiple tabs, Social bookmarking
Operating System: Windows Mobile
Price: Free (open source)

Bitstream's Thunderhawk

Key Features: Compressed downloads for fast browsing, Zoom-in display
Operating System: Symbian S60, Windows Mobile, Java

Microsoft IE for Mobile

Key Features: Standard browser features
Operating System: Windows Mobile
Price: Free with Windows Mobile

Blazer

Key Features: Standard browser features
Operating System: Palm OS
Price: Free with Palm OS

S60 Web Browser

Key Features: Standard browser features
Operating System: S60
Price: Free with S60

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Build up your Brand to be a Leader in your Field, a King in your Category!

The emergence of new Asian economic tigers like China and India is presenting exciting opportunities to companies looking to export products and services to these huge markets. However, these opportunities also bring with them powerful threats from aggressive home-grown companies that not only already have the twin advantages of larger domestic markets and lower cost structures, but are also increasingly recognising the importance of brand building.

The enterprise of today thus has a very small and rapidly closing window of opportunity to capitalise on these emerging opportunities and counter the attendant threats. In order to achieve these twin goals, companies need to build world class brands that can dominate the categories that they compete in, as in the case of IBM, HP, Xerox, Boeing and Otis which are privileged leaders in their respective market category of corporate computers, printers, photo-copiers, jumbo sets and elevators. According to BusinessWeek's 2007 ranking of the Top Global 100 brands, less than 10 were Asian. Of these, none were known for their B2B products. **Although Asia has many companies that can be considered world class in terms of management, productivity, efficiency and quality, many companies have yet to make the jump from being world class companies to being world class brands.**

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2008: THE YEAR OF MOBILE MARKETING AND ADVERTISING?

The mobile marketing industry continues to seek new opportunities and perspectives to better connect with today's evolving requirements for technology enabled communication and lifestyle marketing.

Possibly, Alexander Graham Bell didn't imagine beyond traditional voice based communication when he invented the telephone, yet it was a true 'Eureka' moment. From that perspective, mobile and converged communications is a revolution in the making, yet it doesn't seem to evoke the same 'Eureka' feeling. This is because the mobile phone is no longer 'outside of us'. It is now very much a part of us - becoming an expression of freedom, personality, lifestyle and entertainment; as well as a lifeline for enabling faster data access, cutting across the various enterprise verticals and customer segments. To borrow a Proctor and Gamble corporate slogan, mobile 'continues to touch lives and improve life' possibly more so than any other product or service before it. You can use a mobile device to reach directly into the mind of the consumer and subsequently change their behavior.

What could be a more powerful medium in today's society, for mass, one-to-one and contextual marketing - the 7th mass media as some pundits describe it! The industry is on the cusp of a new era of mobile and integrated media consumption, encompassing a myriad of real and virtual social networks, web sites, devices and products/ services for commercial consumption, while creating new storefronts defined by the industry domain. New dynamics unfold on the sector almost every day, be it via announcements from Nokia, Google or Apple or the numerous bodies across UK, USA, India, S. Africa and Asia who are all working to create platforms that

enable easier, faster and better integration and monetization of content (almost to Thomas Edison's logic of "Hell, there are no rules here - we're just trying to accomplish something"). Walls have come down and new windows have come up. Applications, client server models, style sheets, web sheets, browsers, payment mechanisms, ad serving engines, text advertising, campaigns, contests, promotions and web stores: these are just the tip of the marketing frenzy to create more direct and personal connect with customers across all psychographic, socio-economic and business indices.



From a marketing perspective, 2008 will give rise to a number of questions concerning mobile marketing. Namely, how it will become:

- even better at browsing/ search
- a simpler way to make payments/ facilitate commerce
- a more integrated medium for marketing and advertising
- more effective for social networking/communication
- more exciting for integrating new user generated content

These and many other questions related to the mobile ecosystem, will help better define new marketing and advertising formats and firmly establish the dependencies for those formats. Today, more than ever, the marketing and advertising

industry is witnessing the need for significant change. Traditional marketing models are often criticized in the boardroom, with questions asked regarding 'Does your marketing work?', 'Where is the consumer in all this?', 'Is brand marketing relevant any more?', etc. The mobile phone represents one of, if not the, most important marketing opportunities in the last century for two key reasons:

1. The mobile phone is very personal both in terms of how it expresses who we are, but also the ways in which it is used - who am I?/ what do I do?/ what can I do?
2. As a result of how its infrastructure has evolved, mobile offers many unique opportunities for the advertiser. These include accurate and relevant targeting, rich data on usage and consumer behavior, higher response rates and flexible, cost effective commercial models. The net result is a more rewarding and interactive relationship with the customer, and overall better brand indices.

Thomas Friedman's powerful metaphor (and book), that the 'world is flat' is a truly inspiring way of looking at the forces that are stitching the present wireless and software enabled world. I trust all mobile enthusiasts enjoy reading this guide and discover the many benefits mobile marketing and advertising can bring to both businesses and brands in a 'flat world'. The new mobile platforms are not just an expansive but also an inclusive medium, that not only makes marketing and advertising cost effective but also more personal and relevant. Compared to traditional marketing and advertising, mobile possibly offers ground for more significant developments for large brands and enterprises to better connect the dots! ♦

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MOBILE MARKETING: PAST, PRESENT AND FUTURE

For years marketers and mobile enthusiasts alike have been excited about the prospects for mobile marketing. But despite their evangelism and the obvious potential of the mobile channel, it seemed to be locked in a permanent winter. However, 2007 saw a definite thaw as new business models emerged that promise great things.

The main reason why mobile marketing hasn't really taken off historically has been due to the mixed results that the various techniques have generated. In the beginning, we had SMS push campaigns, where the user opted-in to receive alerts from advertisers, or triggered by an event, such as going shopping in the mall. While this sounds like a great idea for advertisers and customers alike, the reality is that the execution has been fraught with issues.

Firstly, it is expensive to send, meaning that many potential advertisers couldn't justify the return on investment. Then there was the tricky problem of getting customers to opt-in in the first place. Finally, while the definition of spam revolves around prior permission, the reality is that it depends on the context of when the message is received. If the customer gets it at the wrong time, in the wrong mood or even if the content wasn't valuable, it's simply condemned as spam.

SMS is more about CRM (Customer Relationship Management) activity, like airlines sending travel updates or credit card companies sending transaction details, or for users to "pull" information to their phones from other media. For instance, someone might send an SMS as a result of seeing a poster campaign to ask for stockists, or enter a competition they've seen on a cereal box.

SMS pull is already a well established technique and is one that will continue to grow. A recent report from M: Metrics found that 18.5% of UK adults had interacted in this way with a marketing campaign in the previous month alone. Ultimately, marketing without an SMS short code will look as odd today as marketing material without a web address. Indeed, it's possible that phone interaction will supersede the fixed web as the preferred communication channel, as it encourages immediate interactivity and thus higher responses.

As useful as SMS is, 2007 saw the launch of a new way for marketers to use the mobile channel – Mobile Web Advertising. And unlike its predecessor, SMS push, it's proved unequivocally to generate consistently high results for the early adopters, with many claiming 4 times the ROI that they enjoy using the fixed web, which in turn is already a highly effective medium. So how does this work? If we take a company such as AdMob as an example of one of the pioneers and success stories, we see that the company's strategy is to partner with mobile web sites that enjoy high traffic and which offer to run advertising [text-links and graphical banners] on a revenue share basis. AdMob in turn makes this space available to advertisers via their self-serve web platform. This allows most campaigns to be set up and run in a matter of minutes. Advertisers can target their campaigns according to the characteristics of mobile handset that the ad appears on, such as location, make of handset and phone capability.

For mobile content sellers, this has meant that the mobile has been transformed from a distribution channel into a highly effective marketing medium. All users need to do if they're interested is click on a link

and they go straight to the information. Compare this to traditional TV ads, as an example, where potential respondents need to grab their phone, access the mobile web

[assuming they know how to and have the right settings], type in a URL and only then connect with the information.

The medium has proven to be so effective that AdMob now runs one billion ads every month, despite only launching the platform in January 2006. AdMob also has 850 million pages a month available for advertisers to use and target the 30% of adults who already use the mobile web and this figure is set to rise dramatically as operators offer flat rate data packages, handsets get better, speeds get faster and as walled gardens fall down – all these trends are accelerating this year.

Another important trend is that more mainstream brands are looking to establish their footprint on the mobile by creating their own mobile websites. Clearly, once a mobile website is built, it will need traffic and the AdMob system is one way to do this. A recent campaign saw AdMob generating 40% of the traffic, despite only receiving 0.4% share of the overall marketing budget. 2007 saw significant moves in advertising-funded content, games and applications, as marketers grew in their sophistication in using the mobile medium.



The future for mobile marketing and the mobile web is now looking very exciting for all participants in the value chain, including the all-important end user. Not only is mobile web advertising helping them to find content they're looking for, but it'll make products and services available at significantly less than they're paying for them now. It's been a long wait, but mobile marketing has finally arrived.

The new converged digital media world frequently represents an antagonism for those who play a role in the ever changing value chain. Communication between individuals is a good example of this. Whilst the price of communication has decreased significantly over the last few decades, the value that consumers place on communication has increased more than ever so presenting a further challenge to those who market brands and need to capture associated value.

Along with this comes new media opportunities which are made possible by fast moving new technologies that allow us to easily interact on a global 24/7 basis whether they be online or mobile. New content and inventory created by developments in technology present both marketers and media owners with new opportunities and associated challenges to get it right, or at the very least make fewer mistakes than your competitors. There is considerable uncharted territory here. With regard to inventory, the new digital world will accommodate some standardized formats. Take mobile as an example, in Japan NTT DoCoMo has carried banner advertising for the last five years, a trend that is currently being rolled out with operators' advertising inventory. Whilst we can be sure that search will play a vital role in this sector, we have only just started the journey when it comes to integrated advertising for-

formats and data targeting that will enrich the consumer experience. It gets really exciting and much riskier when we start to think about user generated advertising though this is probably a little further down the line. Change, driven by technology and new distribution channels, creates a new set of rules for content owners and marketers alike which requires some thought for those who venture into this arena. Audiences have more control than ever before and can decide when and where they want to engage with content and who they share it with. How audiences choose to receive content i.e. online, mobile, MP3 player and so on, provides the platform of choice to engage with content and brands, which needs to be created specifically for that platform. Audiences can now decide who they get content from, which includes brands or friends, as well as what they want to receive and what they are prepared to pay for.

New media is actively consumed with audiences downloading, searching or clicking through for more information that is relevant to their needs. Consumption patterns include during the day in the office, at home in the evening or when audiences are on the move and vary according to device. This active media consumption by audiences creates a superb tool for brands to engage with audiences in an appropriate way.

Think about what the device has to offer the consumer and how easy and useful it is in their own lives. Look at Japan where device features including ease of use functionality and flat rate data charging that has created a clever consumer centric experience that extends audience consumption time of this medium. The new rules around successful marketing within 'new' new media need to put the audience in

control. Get this right, and success will follow!



Mobile Has Always Been All Inclusive:

The obsession with 3G suggests an inexorable quest for speed and a new generation of technology where it really is about capacity, capability and content. As we move into the broadband world we also must not forget the 4th C – the Customer. But the capability to meet market needs is also driven by progress on the internet.

Mobile 2.0 will soon be with us opening up a whole new world of content and applications.

Taking recent figures from Insight Research the global telecom revenues in 2006 are expected to grow annually by 5.91% [CAGR] to 2010, from \$1.24 to \$1.56 trillion, as the diagrams below illustrate:

Narrowband wireless growth is driven by cellular and its share is anticipated to grow from 47.4% to 49.6% of the global total revenues. However, it is broadband wired and wireless that show the fastest growth rates. People are spending more of their free time online and broadband adoption including 3G continues to grow.

In terms of internet and comparisons this is not the special position

for Europe alone – over 1 billion new phones or 3000 per day are being shipped worldwide this year.



In Asia, India reached 187 million customers by the end of June 2007, and based on 6 million growth per month it is likely to have exceeded 200 million in September 2007. According to research by 'The Mobile World', China remains the largest mobile market in the world with 484 million customers and with growth currently at 7 million per month, should exceed 500 million in a similar timeframe. By contrast Japan should have reached 100 million, but with the majority being 3G for the first time in September 2007 – making it the leading market globally for 3G based on these customer numbers. (Sources: Forrester)

The evolution of the internet to Web 2.0 and beyond will have a more profound impact on applications development. Web based applications will move from 'consult / surf / search' to 'share / collaborate / exploit' with Web 2.0 capability and eventually to 'suggest / happen / discover / provide', all alongside a general trend from content 'pull' to 'push'.

Early examples of Web 2.0 we see are My Space, Facebook, 2nd Life, Wikipedia and some enterprise collaboration tools. When we look to see how Web 2.0 will impact mobile, it not only takes us into a wider world of partnerships partly based on mobile content but also into the growing market for mobile applications or Applications, Anywhere, Anytime. We already see growing interest in mobile video and TV from the growth in downloads and mobile broadcast TV trends around the world. We also expect to see all phones sold by 2010 to have mobile email and mobile internet capabilities. This means that as an industry we need to make these applications as easy to use as they are to sell.

Other mobile applications will be based on combinations of Web 2.0, and messaging telematics. For example, transport telematics will evolve from navigation to journey management [with congestion alerts, breakdown and other information services]; parking will get smarter for connected cars; congestion analysis via wireless will support road resource management and user charging; environmental sensors will offer pollution control; connected roads will offer more road safety and better informed drivers and passengers. In education a further phase of connected learning growth is anticipated as mobile access speeds [through 3G and WiFi] extend the research experience from the lecture room to the school classroom. Early examples of usage will be seen with field trips and geoblogging, supported by mobile cameras. This is likely to be followed with wider shared learning

based on PDA's becoming EDA's or Educational Digital Assistants. It is widely expected that digital homework and Interactive learning will follow.

Video/TV

In health we already see examples of 'wellness' being tested as part of sports training using mobile devices, often with GPS and typical sports monitors. This is expected to evolve into wider social and health care as both low power monitors and short range [Bluetooth/ Wibree] wireless connectivity develops. Social care in the community will require better mobile alarms and alerts, to compliment developments towards the digital home of the future.

The further growth in telematics for societal requirements [Transport, Energy and the Environment, Education and Health] will be supported by growing GSM economies of scale and systems integrators. Harbor Research predict the machine to machine market [M2M] could reach annual revenues of \$290 billion by 2011 [\$200Bn services / \$80 Bn operations / \$10 Bn hardware], but this will require applications partnering and ecosystems to be more fully built.

As we continue to move from a verbal to a visual world, Web 2.0 and beyond will play a much bigger part in mobile communications. With more [mobile] phones than people in many parts of the world we are now able to offer a much wider range of applications and solutions – a world of Applications, Anywhere, Anytime.◊

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APPLE'S NEW IPHONE 3G STILL A SECURITY RISK TO ENTERPRISES

The enhanced security features built into Apple Inc.'s new iPhone 3G will enable the devices to be connected more securely into corporate networks. But according to Gartner, this does not mean that they should immediately be given the same kind of broad access to internal applications that PCs typically enjoy.



Gartner analyst Ken Dulaney has noted that for now, at least, the iPhone remains largely untested from a corporate security standpoint. He also added that although Apple's upgraded handheld may be capable of doing many of the same things that a laptop or desktop PC can do, it has yet to be proven that the iPhone can be locked down in the same manner as PCs can be. As a result, Gartner advises that it may be better for companies to consider providing iPhone access to

only a limited set of applications, such as Exchange and Apple's Mail e-mail client, instead of opening up their entire networks to the device.

"Much about being secure is being consistent," Dulaney said. "If you have two platforms, a PC and a handheld - one of which has years of improvements in security and is very mature, against one that is barely a year old - you are only going to be as secure as the second piece of hardware."

There is no doubt that Apple has advanced its security features as well as the policy management and enforcement capabilities in its new iPhone. The company in fact has spent time and effort to narrow much of the security gaps that existed in its first edition and also those that exist on rival products. Among the most significant of the enhancements is support for Cisco Systems Inc.'s IPsec VPN technology, which will let iPhones connect securely to enterprise networks and communicate using IP-based encryption. The new hardware-software tandem also supports wireless network services via the enterprise version of the Wi-Fi Protected Access 2 protocol, featuring 802.1X-based authentication. In addition, it offers a remote wipe capability for erasing data if a device is lost or stolen. These functions are all con-

sidered crucial for corporate users.

However, Gartner analysts are adamant that the iPhone still does not offer quite the same level of security as either BlackBerry or Windows Mobile devices do. For example, one major issue that remains for the iPhone is the relative lack of third-party security software, such as antivirus and encryption tools. By comparison, such products tools are readily available for BlackBerry and Windows Mobile devices.

In addition, due to the iPhone's relatively small presence within companies, it also has yet to be widely checked for vulnerabilities by third-party penetration testers or even by malicious attackers.

Apple's new support for third-generation wireless networks and for Microsoft Corp.'s Exchange ActiveSync technology, which can be used to push e-mail to iPhones, means that the handheld is much more capable of storing, forwarding and manipulating data than it was before. However, these same capabilities also are likely to make the device a more appealing target for attackers, caution some industry experts.

Enterprises should therefore analyze all the security risks before they jump on the iPhone bandwagon.◊

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THE MOBILE AND ITS EMERGENCE AS THE 7TH MASS MEDIA

The Mobile Phone has emerged as the 7th Mass Media channel. It is as different from the internet [6th Mass Media] as TV [5th] is from radio [4th]. Trying to force concepts from the internet, TV, or other previous media will produce a disappointing audience experience on mobile. But understanding the unique power of mobile as the 7th Mass Media will deliver radical new concepts and new winners.

Most of the media experts, including many even in new media, do not understand mobile. It became a mass media first in Japan just seven years ago, and until recently was mostly dismissed as a youth text messaging and viral marketing channel only. Yet the economics of mobile produce enormous opportunities.

Three times as many people have mobile phones than personal computers. Twice as many people have a phone subscription than a credit card, more households have mobile phones than TV sets. And most importantly, the mobile phone can replicate all of the previous mass media with six unique benefits, which is why 588 million people consumed premium content such as

[continues on Page 21](#)

news, TV, entertainment and games on mobile phones in 2007. During 2008, more people will access internet content on phones than on the web. This is no mere sci-fi fantasy of technology buffs; it has already happened in Japan, South Korea, China and Taiwan.

Print is the oldest media and it introduced advertising and subscriptions to newspapers and magazines. Cinema introduced moving images and multimedia content and the pay-per-view business model, i.e. you had to pay every time you viewed a movie.

While the most dominant mass media for the past 50 years has been the television, the TV hasn't really introduced anything new! While each of the previous four mass media has brought innovations, TV has not. Yet in spite of this 'deficiency' TV has dominated all other media types.

As a mass media, the internet is the first that is capable of replicating all of the other five previous media - we can read books, magazines and newspapers online; view movies; listen to radio; view TV; download recordings eg MP3 files, computer software, videogames etc. That is why it is a threat to the previous five media. Furthermore, the internet has introduced two elements not possible on previous mass media: interactivity and search.

Yes, we could write to the editor of a newspaper, but still, most of the mass media did not have any realistic mass-market interactivity ability ten years ago; on the web it is built in. And search? It has become the most used application on the web. Capable of doing what all other media can do, and adding two powerful new elements, it is no surprise the internet cannibalizes existing mass media. Not to mention the costs of production on the web are a tiny fraction of those of owning a printing press, a broadcast license or network for example.

Mobile: The newest entrant but also the least understood

So what about the 7th mass media? The mobile phone emerged as a mass media from about the year 2000. The youngest of the seven mass media, it is by far the least understood. Many see similarities to the internet, thinking that because of the small screen and less convenient keypad, the mobile internet is somehow 'simpler' or 'dumber'. Similarly, many TV execs look at the tiny screen and think TV on mobile is somehow a 'reduced' offering, where viewers will only 'snack' at selected highlights. Nothing could be further from the truth. In fact, the mobile phone as the seventh mass media is by far the most powerful. It is as different to the web as TV is to radio; mobile media's influence will be greater than all we've seen so far on the internet, so much so that mobile to internet will be as dominant in its media audience reach and media impact on society as TV was to radio in the second half of the last century. Like the internet before it, today the phone can replicate everything the previous six mass media can do. You can consume newspapers, read magazine articles, listen to radio and podcasts, buy MP3 songs, watch TV, even watch whole movies on the phone - Nokia shipped Mission Impossible 3 on a memory card with the N93 phones [and the 2 hour movie works fine on the high-resolution screen of that phone]. Any web content can be consumed on the phone, and the phone easily supercedes the interactivity of the web, because email and IM are already on the phone, but SMS and MMS messaging are unique to mobile. Similarly, search already exists on mobiles. Already in 2006, the value of paid content on mobile at 35 B USD is greater than on the fixed wireline internet at 25 B USD.

Mobile has 6 unique benefits

The power of the mobile phone as a mass media is due to six elements not available on previous mass media. The phone is the first truly personal medium. The phone is always carried. The phone is the first always-on mass medium. Probably the most important fact is that the phone has a built-in payment mechanism and today older media also collect payments through the mobile phone.

The phone is a creative tool available always at the point of creative impulse. With the camera phone [which is also our video recorder and podcast recorder] in our pocket we are always at the ready to snap images and clips. User-generated content is radically altering the media world as seen at YouTube.

Lastly, but perhaps most relevant to the legacy media, mobile captures the most accurate customer information in any medium. AMF Ventures measured the relative accuracy of audience measurements on TV, internet and mobile, in May 2007, finding that on TV only 1% of audience data is captured; on the Internet about 10% of audience data is collected; but on mobile 90% of audience info can be identified.

Considering media content targeting and advertising, this means that for practical purposes we know the exact composition of our total audience, individually and exactly - and even where the media is consumed. Not even on the web do we have this level of precision. CRM will be revolutionized! It is not surprising then to find that in Japan, 54% of all mobile phone users receive advertising on their phones, and with targeting and personalization, 44% like the ads so much, they actively click on the ads.◇





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MAKING MOBILE TV ADVERTISING WORK

MComms TV is a software solutions company specializing in live Mobile TV monitoring, digital audio and video mixing, transcoding and Mobile TV Ad Insertion for the telecommunications industry. Their products are globally used to deliver innovative Mobile TV both by network operators and content providers. And it can be expected that the company's business and technology expertise will be in high demand in the near future taking into consideration that next to print, TV remains the 2nd largest consumer of advertising dollars and the fact that mobile phones' "small screens" offer a great alternative to reach an additional audience.



Grant Simonds

Mr. Grant Simonds, MComms TV's Founder and Managing Director is convinced that "free Mobile TV funded by advertising is the future of Mobile TV." And the fact that according to predic-

tions, feature rich mobile phones will exceed 300 million units in 2008, outnumbering shipments of TV sets, and that 90% of the handsets in the world will be capable of receiving Mobile TV by 2011, just reinforces his statement.

The Australian Mobile TV innovation company launched last month its live Mobile TV Ad Insertion technology for the global Mobile TV market at the CommunicAsia 2008 and I had the honor to get there an interview with Mr. Simonds.

MComms Ad Insert is the company's new application that allows advertisements to be inserted into live TV streams without the need to purchase expensive broadcast equipment. It's a technical solution that

can enable the path to mobile TV advertising revenue and remove the blockages that currently inhibits its rise. MComms TV software-based solution enables ads to be scheduled and inserted into live TV streams when and where required. It can be incorporated into live Mobile TV streams and viewed on any handset with ease. Grant Simonds, said "Content producers, mobile network operators and consumers are calling out for free Mobile TV, but until now there has not been a universal solution for advertising in live Mobile TV. MComms Ad Insert changes all that by providing mobile network operators and content providers with a solution for scheduling, inserting and encoding advertising in live Mobile TV streams. Consumers will be able to watch free Mobile TV content on any handset without the need to download any special software." The product was first showcased at the Mobile World Congress in Barcelona in February 2008 and "the attention it received was amazing", Simonds said, adding: "The soft launch in Barcelona provided us with internal enthusiasm to enhance the product and encouraged us to make it available as soon as we could".

Ad Insertion into live mobile TV streams has been a missing ingredient in the technology offerings available to operators, so the launch of MComms Ad Insert is likely to generate a buzz.

Simonds worked once with Ericsson and Telstra on mobile TV projects and found that there were certain products and solutions missing in the whole solution which encouraged him to establish MCommsTV. Although mobile TV was quite new in the market and not as mature as broadcast TV with hundreds of vendors offering all kind of solutions, he wanted to come up with niche solu-



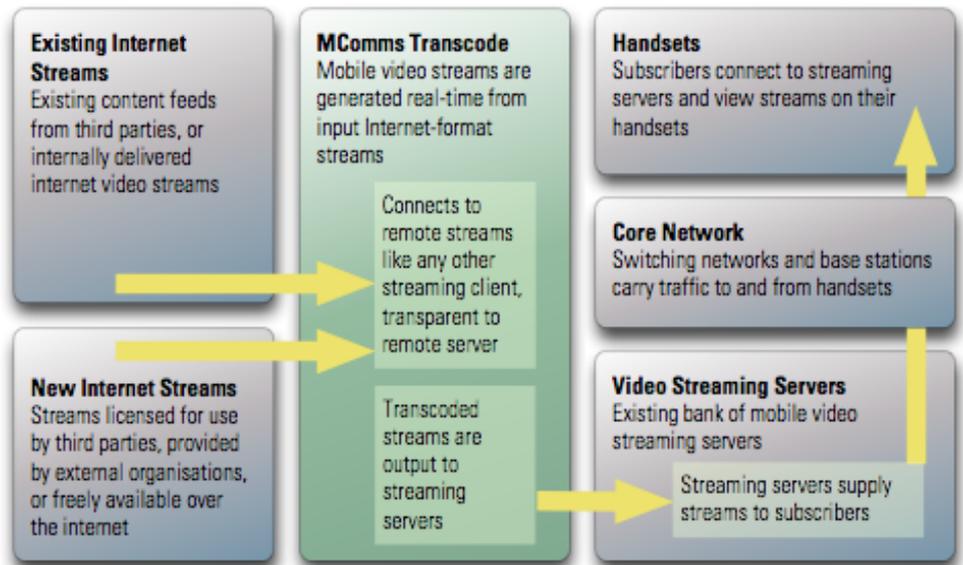
tions that were not available anywhere else. So the first product his company offered and sold was the **MComms Monitor** product - that's what you see usually in a TV studio, but here created specifically for Mobile TV. Most video encoding software and servers provide very limited (if any) ability to monitor the health of video streams. MComms Monitor provides an easy and reliable way to monitor unlimited streams at once, with on-screen preview and SNMP traps.

When operators complete their setting up of large scale video encoding solutions, they usually intend to make sure that their service runs 24/7. So far, they have had only a few options to ensure it, such as manually setting up of several mobile phones to play streams, using multiple PC-based QuickTime player windows, or using a network sniffer to monitor traffic. MComms TV's software monitors an unlimited number of live or on-demand video streams. It displays the video image and audio levels on screen for all streams, and generates SNMP alarms if a stream fails and is providing in this way a complete service assurance. "MComms Monitoring software connects to your video streaming server or proxy in the same way as your customers do - you watch exactly the same streams that your customers do" Mr. Grant confirmed. Video streaming operators can use MComms Monitor to display all their video streams on

the wall of a Network Management Centre, or just on the screen of a desktop PC for fast testing of multiple streams. With a "traffic light" display in the GUI for each stream, operations and maintenance staff can see at a glance which streams have problems. The number of streams that can be simultaneously displayed is limited only by the available screen real estate. A standard desktop monitor can usually display up to 16 streams, while a hi-resolution video wall in an operations centre may comfortably display over 100 streams. Hutchison 3G Australia for instance is using MComms Monitor to keep an eye on their live streams such as Big Brother, Sky News, E! Entertainment, MTV 2, BBC World, CNN, Sky News 24, Fox Sports News, Nickelodeon and more. They even use MComms Monitor at its Sydney head office and network management center to view and monitor the live streams in the network, allowing them to quickly detect faults with their video streaming network and content to subscribe.

With MComms Monitor the company gained customers and could focus on expanding its range. So the second product the company presented was **MComms Transcode**, which converts live media streams from the internet, IPTV and capture cards into MobileTV video streams. A single video stream can be output in multiple formats such as H.263, MPEG2/4, H.264 and Windows Media.

As content providers often don't have the experience or equipment to encode directly in a mobile format and usually find it much easier to replicate a high bandwidth internet stream rather than to create a new media stream in a mobile format, MComms identified another gap they could fill with their expert know-how. As internet feeds are typically encoded at rates higher



than 128kbps, there is negligible quality loss when transcoding to much lower-rate mobile formats - compared to encoding from the original source directly to a mobile format. So, it works in that way that the content provider makes a media stream available in any of the common IPTV or web streaming formats and MComms Transcode software is configured to connect to the content provider using one of the standard internet streaming protocols and download or stream the media using high-availability software. MComms Transcode software then converts the stream to an operator configured format such as H.264, MPEG2/4 or H.264 and outputs it to a streaming server (Apple Quicktime, Darwin, Real Helix, etc.). Once this is done, it can be streamed then to any mobile handset. Because it is so easy, it is no surprise that MComms Transcode is deployed by some of the largest mobile operators in the world, including members of the Vodafone group and Bridge Mobile Alliance (see table above).

Not to content to rest of its laurels, the company continued striving for more achievements and developed the idea to insert ads into mobile streams. Thus, was born **MComms Ad Insert**, providing operators and

content providers with a new source of revenue for Mobile TV. Simonds described it in this way: "We had an existing product (MComms Transcode) which was taking streams from the Internet and brought it into mobile format and we basically enhanced that product with the advertising feature. Initially, we started off with operator logos in the video stream and then people wanted banners across the medium of video stream and then they wanted video ads - it just evolved."

The company was founded in 2006 and in just one and a half years they really achieved a lot. Frankly, **Asian e-Marketing** was most interested in MComms Ad Insert, the company's latest launch, which supports manual and automatic insertion, replacement and banner advertising in live Mobile TV content for any handset, as it goes with the topic of this issue "Mobile Marketing".

But check out the detailed list of the different kinds of technical solutions MComms has up its sleeve:

- Inserts Advertisements into live content streams at any time
- Manual/Automatic advertising insert/replacement
- Ingestion and scheduling of ads

- Designed for Mobile Operators
- Fully redundant inputs for content in almost any format including capture cards, MPEG streams and 3GPP streams
- Output multiple simultaneous formats (for different handsets and websites)
- Management of advertising sourcing and uploading
- Existing streaming servers
- No troublesome Handset software changes – works with existing 3GPP players
- Operator logo during programs
- Banner ads – animated/still, full-screen ads, audio/video, ticker text, visual ads over radio content, etc.

Simonds commented that he realized, when talking to marketing companies, that they were keen to explore mobile advertising. A great onus is the fact that Mobile TV is easy to understand as it is a lot like broadcast TV – subscribers are expected to get used to watching the videos in order to get the content. He added: “Maybe the operators are still a little bit hesitant in approaching it as they gain right now all the revenue from mobile TV subscriptions, downloads and pay-per-view. But I think eventually, even the operators will move on to the free model when they realize that they can get a lot more from advertising as well. So everyone will win in that situation.”

In a recent press release I read that “content producers, mobile network operators and consumers are calling out for free Mobile TV, but until now there has not been a universal solution for advertising in live Mobile TV”, but this has now changed with MComms TV. Operators and

content providers have with Mobile TV, a new source of revenue.

According to Simonds, the company already has a number of distributors for the product like Ericsson and Alcatel Lucent - some worldwide agreements and some country specific agreements. However, he said: “We would like to grow and move into a number of different countries” and added: “In the end we expect that MComms Ad Insert will be used by mobile operators and content providers and we look forward to selling our software to them. We do that usually through distributors that manage the end customer.”



Although he product was just launched two operators are already trying it out, though they are not actively marketing it as it is still in a trial phase. Simonds expects that this will happen once the product is near the commercial launch and believes the more advertisers realize that it works, the more it will develop.

MComms TV's Managing Director identified Asia Pacific as a leading mobile TV market, saying that it is “certainly ahead of the US and possibly Europe as well”, having especially a lot of customers interested

in Mobile TV in South East Asia.

When asked how he expects the industry in general to evolve, Simonds said: “I think at the moment, mobile TV is limited to the content available which is still quite expensive to watch. But if you accept advertisements it could be for free and I think that's the way it will go. It could be opt-in by mobile operators if they have a content stream on a subscription base to their customers, or it can be a free service with advertisements in it. The operators can choose which model they want or use even both: an ad-free model on a subscription base and pay per view or a free model with advertisements. Usually mobile TV subscribers like shorter ads than on traditional TV but I think it will be positively accepted by users to see advertisements in exchange for viewing content.” Simonds believes that advertisers are in general willing to test the markets as they believe in targeted mobile advertising. Pioneers in this field are according to him the big brands, like Coca Cola, Nike, etc. but he is convinced that when Mobile TV advertising spreads it allows more regional targeting so that it becomes interesting for smaller local advertisers as well.”

MComms TV and Grant Simonds respectively seem to embrace challenges, always on the look-out for solid, advanced and cost-effective solution architectures. A company that is willing to spare no effort in pushing forward the mobile TV evolution will no doubt bring down the house! ♦

By Daniela La Marca

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NETBISCUITS: BRINGING PASSION TO THE MOBILE EXPERIENCE

There will be approximately four billion mobile phone users by 2010 according to the prognosis of experts and it's expected that more than half of these users will access the Internet in a mobile way. So, it's no surprise that two topics have made a come-back in the mobile space over the past year, namely mobile internet and mobile advertising, which actually reinforce each other.

The enthusiasm for both the above seems to be right now unlimited in the mobile industry, but be aware that the mobile should be looked at as an advertising medium in its own right as it has much more than the fixed Internet: It's personal, inherently interactive, always on and carried around, besides the fact that the device is more affordable than a PC.

Apparently the mobile Internet is growing fast, although the available methods for mobile surfing are still not really ideal. When users access websites via mobile phone, the sites are often displayed poorly and in a messy way that requires extensive scrolling as many sites are obviously not designed for the small display of a mobile device. Nobody can deny that there are still major hurdles to overcome for businesses to go mobile, like efficiently adapting content to a highly complex standard and software environment on mobile devices and creating usable mobile web applications and secure high quality delivery on a global scale.

Enter Netbiscuits, the operator of a leading B2B web software platform for development, publishing and advertising on the mobile Internet. Headquartered in Germany, the company passionately embraces finding solutions for all the different kinds of obstacles that arise on the mobile Internet horizon.

Whether supporting a professional mobile application developer, or a



Michael Neidhöfer (left) & Joerg Krahnert (right) from Netbiscuits

business executive who has to bring content to mobiles quickly, or an advertiser who wants to run mobile marketing and advertising campaigns, Netbiscuits always has a solution to offer. Their mobile technology solutions enable mobile enthusiasts - from professional to beginner levels - to build high quality mobile web applications in a convenient, easy and quick way. On top of this, the company's service lowers the costs, effort, resources and time to convert and transfer Internet content onto mobile devices for local and global users.

Asian e-Marketing met-up with Mr. Michael Neidhöfer, Netbiscuits CEO, and Mr. Joerg Krahnert, Director of Business Development Asia Pacific, for an interview to gain more insights into the company's performance and progress in the region.

From their office in Singapore, the company has kick-started its plan to leverage on Singapore to grow its mobile marketing business in Asia, intending to continue its success story experienced in Europe and North America. Joerg Krahnert said: "If you know where the markets are it isn't difficult to make a decision. If we would want to go to China only, then we would settle for sure in Hong Kong, but if you don't really know where your markets are in Asia, then you have to be in Singapore."

When asked if the company feels safer in Singapore regarding technology protection, Neidhöfer replied that they have the big advantage that the platform is completely hosted in UK and that they are definitely not planning to host in China. And Krahnert added: "We think global and pay a lot of money to be safe". Netbiscuits has been developed and is powered by Dynetic, the leading global mobile content transcoding software provider. Dynetic was founded in 2000 and has delivered more than 750 mobile projects around the globe.

"We are a B2B web software product for businesses in the mobile value chain that serves publishers, content owners, brands, advertisers, marketers, communities, content distributors, network carriers, and ISPs", Neidhöfer stated immediately at the beginning of our interview, adding that they would target "mainly big corporations, but also medium and small size companies, as well as global brands." He is clear in his mind that mobile Internet technology is still in its infancy compared to the web, saying that "it's still small but very strong and gradually growing." Joerg Krahnert however insists that the interest and awareness in mobile Internet is extremely high in the Asia Pacific region.

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net biscuits

Enabling the mobile experience.

Well, it seems that the emerging mobile content and advertising environment knows no frontiers for Netbiscuits and I tried to find out more about Netbiscuits secret of success, asking both gentlemen to specify in a nutshell the main advantages of using Netbiscuits' services. Joerg Krahnert chipped in with: "We have actually a combination nobody else has –WAP enabled WAP-site creation as well as device recognition database." Netbiscuits offers a "Mobile Self-Enabling Toolkit" that provides a web-based, convenient and professional self-enabling software service to create mobile web applications with the mobile markup-language BiscuitML. BiscuitML allows any developer to create mobile web applications easily with self-adapting rendering blocks and widgets. In addition, it provides IDE plug-ins for Visual Studio (.NET controls), Eclipse (Snippets) and an online site-builder. Media is managed and transcoded comfortably in an online media repository and Krahnert explained further that they have "the Universal Mobile Media Adaptation API that provides global, universal media adaptation and delivery of markup, text, images, audios, videos for mobile and CE devices in best quality as well as a Mobile Developer Community that allows them to share experiences, give support and market mobile web applications and content online in an Application Exchange and on a Community Platform."

Netbiscuits' CEO tried to describe their secret of success in only a few words namely "speed, quality, being global, and a kind of open and standardized approach" and elaborated on it: "Being open and standardized is very important as the whole market is full with service providers, but nobody on this planet has a standardized toolkit except us."

Clients come to us as we deliver quality although we charge premium for perfect delivery. In addition, we are global and we make sure that every user, independent of geography, gets the same results. I mentioned speed as it is important as well - a kind of time to market. So, if you are creating a site with our toolkit: it's very fast, it's very efficient, you press the publish button and it works. This is what saves you time and money in the whole process and especially for global brands is a professional solution as they usually need for each mobile phone that is coming on the market, a specific service. It's unmanageable for them and that's why they rather come to us and use our automated software tool. So, if you put all these things together you know why customers come to us."

Already today, Netbiscuits processes more than 1 billion page impressions generated by more than 200 business customers around the globe. Thousands of mobile developers create customized mobile applications every day. Top content brands such as eBay, AOL, MusiCloud, Spiegel, Skype, BILD, WeatherBug, Cliffish, RTL or freenet utilize the power of Netbiscuits. The applications built on Netbiscuits range from simple mobile advertising landing pages, complex dynamic mobile websites, user-generated content community services, audio and video applications to mobile content and software shops.

Krahnert elaborated: "We have big global agencies that work with us as well as big brands and I think that the fact that they come to us and give us more business is the best feedback we can get." And Neidhöfer added that they would also work with a lot of other mobile service providers, "but I like to say that we are doing the stuff nobody else wants to do, like e.g. phone testing which is expensive and challenging."



And Krahnert exemplified the statement by explaining: "We had for instance a campaign running in Japan and we told our American client that we could test Japanese mobiles for him, without knowing what kind of problems we would get ourselves into. We didn't know that you can't simply go to Japan and buy some mobile phones for testing. Although we have a local partner there, I had to go there myself and buy phones for testing as you can't receive them without a contract and without being Japanese. But now we have at least Japanese mobile test results in our database."

Asked what they feel have been their major developments and challenges in the past, both said that the most challenging is creating a real Internet experience for any browser of any mobile device worldwide that enables businesses to create next generation mobile websites with seamless integration of rich media, advertising and commerce and that they would always try to achieve it faster and easier than before.

Netbiscuits announced recently that it is focusing on tapping the booming Asian mobile marketing industry in the year ahead and I was curious to find out how they intend to achieve this so fast. Krahnert explained: "Our vision for Netbiscuits is to become the global mobile layer to the Internet for thousands of developers to create, deliver, exchange and market their mobile applications and to bring Web 2.0 to the mobile." He added: "I think our offer is great, our pricing is right, and we only have to find the critical mass for our service in the region."

Neidhöfer confirmed that Netbiscuits intends to stand somewhere else next year. "There are many factors that help us to grow really fast", he said. "What we realized since we came to Asia a couple of months ago is that all the stuff we are sell-

ing in the US and Europe is needed here as well. So there is a lot of consolidation – they like it, they need it. Then we have a scalable business model, so we charge for the traffic that is going via our system. Of course, Asia has huge potential to generate a lot of traffic and if we get it right, there will be good business growth. Strategically this is the reason why we are here.” However “platform performance for example is a completely different story in our case,” he explained. “We channel already around one billion pages on our system. We sign up a deal each week. We like to have a new customer coming up every week. We have more than 5-10 sign-ups on the platform each day. So, there is huge attraction for that product. We are doing well and we are a very specific niche provider, as really nobody else focuses on product adaptation and device recognition.”

According to Neidhöfer everything seen on the platform is kind of built according to customers’ requirements and this is their main strength. “In the future”, he said “it can be expected that Netbiscuits will be able to offer their customers more complete out-of-the-box applications” as their “biscuits-concept” is what their clients appreciate most and announced in addition that they will most likely integrate more search, more blogging, and more forum type applications, as well as community type applications and the opportunity to set-up a shopping system with their platform in only a couple of minutes.

“We intend to offer more and more tools to make it easy to create mobile websites – mainly in the areas of advertising, commerce, and social networking”, Neidhöfer concluded.

And Krahlert added that they could even think about enabling a mobile site builder on the mobile, asking: “Wouldn’t it be interesting for emerging countries to get the

chance to build a mobile website on a mobile phone? Especially in Asia where the number of mobile phone users exceeds by far the number of PC owner?” He believes that this would have much potential. Indeed, a very innovative idea which reminded me that I read somewhere that for Netbiscuits, innovation counts most. So I asked the duo how they manage to keep up with developments.

“First of all, our teams are very close to the customers,” Neidhöfer explained, and “they listen to their requirements.” Praising his employees further, he said: “We just have terrific development teams sitting in Germany with a very efficient kind of way to do their job – experienced people who are integrating new features regularly on a weekly basis.” Neidhöfer believes the secret of success is to “listen to the customer and then to develop it” and to be “always close to the market and talk about new trends in order to get inspired by new ideas that can be integrated later.”

The CEO also sees Netbiscuits as an ad creation tool, saying: “There is a lack of good mobile Websites out there and we love to create good mobile Websites so that’s where we are helping and facilitating an appropriate tool to conquer the market.” And Krahlert added: “As a lot of people don’t know where mobile marketing is heading to, we have to make it efficient for them to break the barriers to get into it.” Krahlert is also convinced that it will help if the Mobile Marketing association (MMA) sets standards to develop matrixes that smooth the progress of marketing campaign evaluations.

Asked to give me his view on how he expects the mobile publishing industry to evolve in the region and mobile marketing respectively, Krahlert said that he would be curious to find out what works in the region. “What’s successful in US and Europe doesn’t have to be nec-

essarily successful here in Asia as well,” he continued. He expects metrics to play a crucial role in the region, as global advertisers spend in general no money without measuring tools for their advertising campaign and emphasized

that Netbiscuits would have the appropriate application in place. Neidhöfer on the other hand believes that “the simple things, everybody is used to come first”, like Website banners or text messaging, but also more interactivity. “There will be more links to mobile websites where you can download content or interact with other users”, he described his vision and expects permission marketing to play a vital role in the mobile Internet industry, too.

Netbiscuits recognizes roughly 4,800 mobile devices in North America, Europe, and Asia and ensures via routine monthly updates that all of the newest devices get included and are ready for AJAX and Web 2.0. Manual testing and customizing devices are no longer necessary for mobile content and service providers as the transcoding occurs automatically. Their solution allows the content to adjust to the mobile device and display according to the screen size and more than 600 other technical characteristics of each device. Armed with state-of-the-art weapons in the area of mobile technology, the path of success seems to be perfectly paved for Netbiscuits.◊

By Daniela La Marca

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THE SKY IS THE LIMIT FOR DIGITAL CONCIERGE 2GO

Last month Digital Concierge 2Go (DC2Go) was launched at the CommunicAsia 2008, a venture that is headed by the Singapore-based visionary software company CellCity. Asian e-Marketing managed to get an interview with Mr. Dannie Francis, Chief Executive Officer of CellCity, who was passionately talking about his free service for mobile phone users in Singapore - which includes a mobile application version, a website and a WAP version. The kick-off for the Digital Concierge pilot run took place a year ago at the CommunicAsia 2007, a joint project of Infocomm Development Authority (IDA) of Singapore and Singapore Tourism Board (STB) and part of the Singapore government's IN2015 (Intelligent Nation 2015) 10-year master plan to foster info-comm technologies.

In a nutshell, Digital Concierge 2Go users can get access to on-the-go directory search, instant maps to recommended restaurants, retail outlets and tourism locations, a "what's on" entertainment guide, Yellow Pages directory with a free click to call, a "recommended section" highlighting the best restaurants, pubs, nightclubs, retail outlets and tourism attractions, discounts and promotions at hundreds of recommended and participating outlets, a transport guide with single click to call taxi booking, a real time flight information as well as a real time search for available flights anywhere in the world, weather forecast, currency conversion and even special features for tourists such as maps for their hotel with maps to favourite food located nearby.

It sounds like an incredibly comprehensive and useful mobile service, so I wanted to know more about it. I appreciate sincerely that CellCity's CEO, Mr. Dannie Francis was willing to answer my questions so enthusiastically and in such detail.

Q1. Who started the Digital Concierge? Who came up with the idea in the first place?

The concept began with Ignacio Gonzalez (Director of Technology and Partner Strategy - affectionately known as "Nacho") in mid 2006. Nacho had just joined us and we used to have kind of regular sessions to come up with ideas for applications. Nacho was probably dreaming up an idea of how to use his phone when travelling, so we got together and started extending the idea and adding a business plan.

We presented the "mobile concierge" for business and backpackers to the Singapore Tourism Board (STB) and asked if they were interested to support the development. A few months later Singapore's infocomm Development Authority (IDA) and STB released a "Request for Information" from interested parties to build a "Digital Concierge". We submitted and were awarded the pilot project. It married what IDA and STB wanted with how we proposed to build it. We had a smart java client concept, a business model and a clear concept for the rich content we could provide. Something we have considerably extended with the commercial version.

Q2: What are the main advantages for someone to use the digital concierge - from a mobile user's point of view as well as from an advertiser's perspective? What makes the Digital Concierge special?

For local users and tourists: Singaporeans and tourists on the go can get maps, tourism information, recommendations on where to eat and shop, search by preferences, access mobile yellow pages, the latest entertainment listing, a weather forecast, the latest news, currency conversion, real time flight information, search by location, one click taxi call and much more.

Digital Concierge is available in off-line mode wherein user doesn't have to pay GPRS charges to have access to the latest information. Any need to go online is for minimal updates or online searches which have been designed to be very small packets of information. It's easy to handle; it's free; you save money off your bill for shopping and dining - why wouldn't you use it? It is simply a fantastic traveller guide, as it provides instant information about the city with interactive maps, routing and route details, with a listing of events and shows, not to mention a recommended list of over 700 places to eat, drink and shop.

For advertisers: Digital Concierge offers simply low cost advertising. For \$200-300 a month you get a chance to lure customers to your outlet - but attention: you MUST have a promotion if you want to participate. So with just a few extra visitors a month, merchants easily make their investment, plus we do all the promotional work for free with our web advertising, street promotions, outdoor TV advertising. And very soon merchants will have access to our location based marketing so they can send messages direct to users based on the location of a customer. For example, a pub in Clarke Quay could send a promotional offer to the phone of all digital concierge members in Boat Quay offering a special deal if they come into their pub now.

Q3. What are your expectations regarding your business venture? How do you see the future for your service here in Asia?

We are targeting a global launch to 50 cities in Q4 and to 250 cities by mid 2009. These developments have been underway for some time. Financially, the opportunity is tremendous with forecast revenues in

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excess of S\$100 million by the end of 2010. In Asia, we have a substantial offering where we understand the mobile culture and the kinds of services that will work and also the flexibility we need when offering services in different languages. A key ingredient for success will be pervasiveness. We are working very hard on a strategy that will enable the Digital Concierge 2Go to be on 95% of all mobile phones in the market.

Q4. What are the challenges the Digital Concierge faces and what are its limitations?

The challenges we are knocking on the head every day. We need big partners to co-market and distribute and every day we add another. We need telco partners, hotel partners, airline partners, tour operator partners, web marketing partners, content and especially sales partners. And merchants, we need merchants to spend a couple of bucks to try it out and see how effective it can be. We're the new Yellow Pages. We have customers coming in the hundreds of thousands and we provide the latest information. We want merchants to be seen by tourists and nightlife lovers, which are going to have to participate and buy into the Digital Concierge 2Go.

We can only be limited by our imagination. During the pilot, we realized that some people simply couldn't see our vision. Today, the Digital Concierge is not just a mobile application. We are a website, a WAP site, a kiosk, an in-room hospitality system and soon an in-flight system. The Digital Concierge is "digital" meaning any digital access point is a potential delivery mechanism for the user to access our information. The mobile client is the "2Go" ingredient. At the backend we have a powerful content aggregation and delivery platform enabling us to work with any 3rd party content or service. It will be the recipient of the information that decides how and what and what services they use.



Q5. What's your strategy to encourage mobile users/individuals to use your service?

We have a multipronged marketing attack. Web marketing and basic Google stuff with variations according to the many promotions and partners we are working with. A lot of customer loyalty, we have to make sure there are great rewards for the user to keep them using the Digital Concierge 2Go every time they go shopping, pubbing or dining. Guerrilla marketing at street level and viral marketing with youth offering peer to peer paths for fast downloads within cities and across countries. PR PR PR, we employed Asia PR Werks to get our message to the media. In addition, we will be advertising in relevant media. Another key strategy is SMS marketing with key telco partners to contact visitors when they arrive at the airport terminal. We are also putting Kiosks at key destinations for tourists targeting hotels, airports and tourism attractions. And as I mentioned earlier, co-marketing with partners. We need to stand on the shoulders of giants.

Q6. How many are already using your service?

We had just 5,000 users in the pilot trial after 12 months because we didn't do any marketing. We added another 5,000 users in the first few weeks after the pilot finished and since we launched at CommunicAsia officially, we've been adding about 1,000 new users each day. As we rollout with more partners and in new cities we will drive these numbers significantly higher and target to have 500,000 active users in every city where the population exceeds 2 million residents with an active tourism and nightlife culture.

Q7. How many advertisers have been joining in so far?

We have 80 merchants signed up in the first 2 months after the pilot and now we are on target to add over 50 additional merchants every month and target to have 1,500 merchants by next year. Our call to users has to be "Get your discounts here" and we are on track to deliver this.

Q8. With what kind of features do you believe Digital Concierge will stay attractive in the future? And how do you expect it to develop in the next 3 years?

In the future, we expect social networking and location based services to reign supreme. There will be a lot of girl meet boy stuff for opt-in users. We will have this for free or possibly as a premium paid service. Maybe early members will get it for free. The kind of thing where if you are a guy member and want to meet girl and that girl is looking for a guy fitting your description, we can alert you when you get in close proximity to each other. Of course we can do the same for friends who know each other and for a business meet scenario or just based on mutual interest and of course we will be able to do it pictures or video. It is going to have to be controlled and monitored and very private based on double opt in choices.

And for the merchant, location based marketing will be huge. Just imagine what you can do if you know where your customers are. If you know they are in another pub. It could become the ultimate tout tool. Again, this has to be closely monitored and based on double opt in and opt out preferences, but the advantages for the user include getting preferential offerings from someone they want to receive promotions from and for the merchant to speak to customers whenever and wherever they are.



This is the next generation of communication. All it needs right now are really well placed controls.

Q9. There is no doubt that your service provides a lot of advantages for tourists & travelers, and as I understood the service should get financed by advertisers. How can you guarantee that subscribers to the service don't get bombarded with promotion messages? Can you guarantee solicited and targeted ads?

Absolutely. We have double opt in and easy to opt out choices. Our service is nothing like the spam rubbish from ringtone providers. We have to make sure our customers get great rewards... and zero pain.

Q10. Is the Singapore Yellow Pages data loaded in your system? Is there any limitation of storage which can be retrieved?

Actually, what happens is we have an API to their data. So we have complete access. But we also have access to other content partners with better data. We find our users searching by other options 5 times greater than using Yellow Pages. Our aim is to provide the greatest search for the content our users want and we just open the options for them.

Q11. Mobile marketing is the focus of the upcoming issue of Asian e-Marketing and mobile advertising is a medium growing in success that seems to revolutionize the advertising industry completely. How do you see here digital concierge's impact in the Asia Pacific region?

This is the future. As I explained earlier, the platform we have developed is not just about the mobile phone. It is any digital access point. I can only imagine what a big advertising company could do with our platform, or how a bank or credit card or telco could take advantage of it to run customer loyalty and get advantages over the competition.

We have also developed a behavioral learning algorithm that can predict a user's behavior with over 90% accuracy, so this kind of stuff is going to enable us to deliver services to customers without them even having to ask. So again, imagine being able to deliver an advertising message to an individual at the exact moment they have made a linked decision, or they are in particular place. Once the ad agencies get their minds around the utility of what they can deliver, the advertising business will get interesting again.

Q12. How do you expect the mobile marketing/advertising industry to evolve in the region?

Very quickly once the industry embraces the opportunity. There will be the first movers and the followers of course and the more creative and daring may not necessarily have to be the eventual winners. Of course, we think location awareness and behavior awareness advertising delivered across digital means will be the future. Longer term, it will get more and more personalized and delivered automatically. It's a bit sci-fi, "total recall", but not that long term either - not with the right platform and the right data base.

Q13. Do you have any further comments you want to share with our readers?

We are open to working with everyone and looking for smart marketing partnerships with leading companies, especially for advertising sales partners in cities around Asia, and for traditional publishers that want to go digital as we have the right product for them. Finally there is an open platform on the market that supports and fosters mobile advertising "Made in Singapore". Asian e-Marketing wishes good speed for this very ambitious "home grown product". ♦

By Daniela La Marca

Users can download DC2Go at <http://www.digitalconcierge2Go.com.sg> or from the mobi site at dcs.g.mobi or send a SMS with "DC" to 78800 to receive the download link.

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The Road to WAN Optimization

The WAN Optimization market in the Asia Pacific has been heating up over the past year with more vendors jumping into this space, more acquisitions and new technologies being introduced.

First off, what exactly is WAN Optimization? In very basic terms, it is the optimizing of a wide area network to its fullest potential. It is especially vital in this era where the number of mobile workers and remote/branch offices continues to proliferate. WAN optimization and acceleration technologies are fast gaining ground in enterprise environments as a viable option for centralizing data management and speeding application access at the edge. It has become a valuable tool to network problems like security and downtime, and is crucial when looking at how to boost network performance.

To find out what all the buzz is about in the WAN Optimization scene, MediaBUZZ Pte Ltd, the e-publishers of Asian Channels and Asian eMarketing, organized a half-day seminar 'The Rise of

WAN Optimization' on April 29th, 2008 held at the Old Parliament House's swanky new room, The Hall.

The intention of the event was to delve further into this space and share with our readers and attendees, the importance of this technology for businesses, what kind of impact it has on companies, the business benefits, and more.

Drawing a crowd of more than 80 attendees and featuring a dynamic line-up of speakers from Frost & Sullivan, Blue Coat Systems, Packeteer and Juniper Networks, the seminar explored just why WAN Optimization has become so critical to the enterprise, looked at how to optimize the WAN in the branch scene, analyzed the various trends in WAN Optimization in the Asia Pacific, checked out how this technology as well as the market is evolving, and what impact this has on users.

Join us in this special event supplement as we uncover what makes WAN Optimization tick and explore just why this hot technology is gaining so much ground. ◊

Our Speaker Line-Up:

Speaker: Mr. Lim Pun Kok, Managing Director, South Asia and Australia/NZ, Blue Coat Systems

Presentation: WAN Optimization: Then & Now

Speaker: Mr. Jeff Barker, Vice President, Worldwide Systems Engineering, Packeteer

Presentation: Intelligence Service Assurance - Optimizing the WAN and Branch

Speaker: Mr. Greg Bunt, Advanced Technology Director, Asia Pacific, Juniper Networks

Presentation: WAN optimization and Security

Speaker: Mr. Arun Chandrasekaran, Industry Analyst, Enterprise ICT Practice, Asia Pacific, Frost & Sullivan

Presentation: What's next for WAN optimization?

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The Rise of WAN Optimization

Stop the Bad Traffic and Accelerate the Good

The business environment is moving at a breathtaking pace and evolving just as quickly. On top of this, applications are everywhere, resulting in many challenges for IT departments. This is where WAN Optimization makes its key argument.

There are several high-impact business and technology trends and challenges that are driving the need for today's organizations to find ways of enhancing the performance and security of their applications. Lim P.K, managing director, South Asia and Australia/New Zealand, Blue Coat Systems, lists the following:

- IT must help streamline the business by ensuring responsiveness and agility while reining in costs;
- Regulatory requirements and security threats continue to pose challenges;
- The volume, nature and origin of application traffic is undergoing dramatic changes;
- More and more interactive applications need to be deployed on the network, but companies tend to have less budget to do this;
- It is important to realize that increasing bandwidth does not solve the problem of network and application performance.

Lim points out that while the Web is an incredible tool and an almost limitless resource, it also puts forward quite a few challenges for CIOs. For example, how can companies' protect their customers' privacy while also enforcing Internet usage policies internally without restricting legitimate business activity?

WAN optimization is important, stresses Lim, because companies definitely need to maximize and accelerate their WAN applications. Also, when it comes to security, a key issue is not only stopping unwanted traffic but accelerating applications that are important.

"Do you really want to increase applications like YouTube at your workplace?" asks Lim. "Applications have to be accelerated according to their business importance. At the same time, WAN optimization is not just about application and network performance, as security should never be compromised. This is where Blue Coat stands out. Not only do we maximize the user experience but we also place a strong emphasis on security. Companies have to realize just why it's so crucial to accelerate the good traffic, but at the same time they also have block out the bad," he stresses.



Blue Coat has a 3-prong strategy when it comes to WAN Optimization:

- Control (what applications the company's workers are using)
- Performance (accelerating application performance)
- Security (ensuring there are no security breaches/attacks such as data leakage, viruses, spyware and so on)

And if you think that WAN Optimization is something new for Blue Coat, well, surprise, surprise.... According to Lim, in the 1990s, it was all about speeding up WAN traffic (the term WAN Optimization hadn't been coined yet), and Blue Coat was already in this space then. The difference is that now, object caching and protocol optimization have been added to the company's technology.

"The market has clearly changed and now demands a comprehensive ability to provide application acceleration combined with Web security, visibility and policy control, video delivery and a software client for telecommuters and mobile employees," says Lim. ♦

By Shanti Anne Morais

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Moving Towards the Network that Thinks

MediaBUZZ caught up with Packeteer's Calvin Hoon, director of channel sales for Asia Pacific, Packeteer Inc (now acquired by Blue Coat Systems) to find out more about WAN Optimization, its key advantages and trends, the major challenges in this space and how they can be resolved.

How does Packeteer define WAN Optimization? Is this definition different in any way from other definitions?

Packeteer Inc's vision is to deliver Networks that think. So, we define WAN Optimization as the entire end-to-end applications delivery solutions over WAN for distributed enterprises.

These WAN Optimization solutions could provide best possible network visibility, assure critical applications performance, accelerate and optimize networks to achieve highest service performance.

Do you think WAN Optimization is "one of the hottest technologies around"? Why?

Definitely! With the market year-over-year CAGR at 20% - 50% for most countries in Asia Pacific, every network vendor is interested to share part of this strong growing market.

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The Rise of WAN Optimization

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Besides, there are many business and technology drivers and factors which push large enterprises to deploy WAN Optimization solutions immediately.

What do you think are the major benefits of WAN Optimization?

The major benefits are solving major IT pain points between Networks and Applications performance, improving ROI of IT and reducing unnecessary frequent bandwidth upgrade which results in huge IT cost savings and higher productivity to companies.

How do you think companies can best optimize the branch office presently as well as in the future?

For distributed enterprises, IT costs for branch offices could be more than 30%, excluding bandwidth costs. Our solutions here can help to minimize WAN link requirement at branch offices and at the same time helps to deliver LAN speed performance for key network-centric branch office IT services like DNS, DHCP and Print and patch distribution. The “secure server-less branch office” concept will really help to drastically reduce IT operations cost and provide best optimize solution for branch offices in near future.

What do you think are the most common mistakes companies make when it comes to WAN Optimization?

Most end-users define WAN Optimization as equal to WAN acceleration, which is too short-sighted. WAN acceleration is part of WAN optimization, but you can only accelerate by and this also tends to be more a short term gain. More importantly, over the long term you need a very reliable WAN optimization solution which can provide you with WAN traffic visibility, protect and prioritize critical business applications, block the bad traffic and accelerate the good traffic regardless of what your applications are and regardless of the traffic running across your WAN.

Do you think there are any major challenges in the WAN Optimization space currently? How do you think these challenges can be overcome?

The key challenge is end-users are still not too sure of the benefits of WAN Optimization and are fairly confused on WAN optimization technology in the marketplace. Hence, it is still a relatively low priority in IT budgets. A second major challenge is the perception of “Bandwidth solves everything” and falling bandwidth prices in certain countries which forces WAN Optimization vendors to reduce their product pricing in order to justify such deployment. Such challenges will go away with more market awareness and solution Proof of concept (POC), which can demonstrate how WAN Optimization can resolve customers’ IT pain points and achieve huge IT cost saving as well as improve productivity.

Do you see any major trends in WAN Optimization?

The WAN Optimization market is currently under going a consolidation phase with many large networks vendors coming into the market via mergers and acquisitions. We expect to see more integrated and comprehensive WAN Optimization solutions which will provide the best of breed technologies to the industry in the very near future.

Where does security fit in with WAN Optimization?

With more and more applications, data, voice and video running over WAN for enterprises, security is certainly becoming one of the main factors when it comes to WAN optimization selection.



Our combined WAN Optimization and Proxy solutions from Bluecoat can support encrypted traffic, SSL and HTTPS Acceleration, Content filtering and Authentication for secure IT environment.

What is Packeteer’s WAN Optimization strategy in the Asia Pacific and how is this aligned with Packeteer’s overall WAN Optimization strategy?

Packeteer’s WAN Optimization strategy in the Asia Pacific is about people, product and partners. We believe that with the best people in our team, we will continue to do better than our competitors. The best of breed technologies will ensure we are always ahead of the game. And last but not least, we are fully committed to a channels model as our go-to-market strategy, and our close engagement with channel partners will bring us to the next level in the Asia Pacific. This strategy is fully aligned with Packeteer’s and also Blue Coat’s overall worldwide strategy.

What are Packeteer’s key WAN Optimization products and what are your plans here for 2008?

Currently, Packeteer Inc. is going through the acquisition and integration process with Blue Coat Systems Inc. Hence, we can only finalize our key products roadmap and plans after completion of the integration.

What can we expect from Packeteer in the WAN Optimization arena in 2008/2009?

With more than ten years as a leader in WAN application delivery and by combining the two technologies, Blue Coat is now in a position to offer the most customer-driven, complete solution for delivering applications across the WAN. In addition, the potential for expansion in the combined market with existing channel partners provides a more superior market coverage and competitive advantage. You will definitely see Packeteer grow at much faster pace in 2008/2009.

How do you think WAN Optimization will evolve?

Eventually, I believe WAN Optimization will become a main stream product just like network switches and routers. Most large enterprises today are operating on a distributed network and all of them need a secure, reliable and intelligent WAN Optimization platform from the Edge to Core to ensure the highest service performance for their business critical users. Our vision is to deliver the network that thinks for any enterprise. ♦

By Shanti Anne Morais

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The Rise of WAN Optimization

Why WAN Optimization is Necessary

“There is conflict in the distributed enterprise,” says Greg Bunt, director, Advanced Technologies, Asia Pacific, Juniper Networks. Expanding on this, he says that traditionally, what’s good for IT and what’s good for users has been at odds. “The business has these over-arching goals, but the way IT delivers on them has been in conflict with user expectations,” he continues.

For example, the goal of improved productivity means users need fast access to applications, which typically requires servers local to the user. But that’s in conflict with regulatory compliance, which would advocate for centralized servers to facilitate centralized data rep and backup.

“Enterprises therefore need a mechanism for achieving the business goals, and allowing both users and IT to succeed,” stresses Bunt. “And this is where WAN Optimization comes in.”

But just why do we need WAN Optimization in the first place? Here is how the WAN slows applications: As organizations run their applications from central locations over the WAN, performance is impacted. Bandwidth becomes limited and consumption increases. Latency then occurs and there is contention.

Elaborating on the above, Bunt notes that typically in an organization, the WAN tends to slow applications mainly because of its inability to understand the applications and WAN performance. It does not help that there is more and more rich content across the WAN. Add protocol chattiness to the list and there is havoc on the WAN. In addition, contention impacts performance because low priority applications compete with critical applications for WAN resources. Moreover, lack of manageability occurs because how the applications and the WAN are performing cannot be seen.

Key business initiatives of WAN Optimization are compression and caching, acceleration, application control and visibility. Each of these areas cut costs and improves productivity. They also increase access to shared resources, improve disaster recovery, enable the roll-out of new applications, reduce time to trouble-shoot, automate remote device deployment and finally, manage remote sites with no local staff. On top of this, user productivity increases, money-saving applications like VoIP can be enabled and critical applications get prioritized.

Compression and Sequence Caching

Because organizations run applications with different traffic characteristics, IT needs a combination of reduction tools to increase WAN capacity.

According to Bunt, Juniper got its start with MSR, a next-generation compression algorithm that runs in memory and uses flags to replace repeated data patterns. It provides anywhere from 2x to 10x the available WAN capacity. It also provides dramatically better results than router-based compression, without adding the latency that those older technologies do.

“Think of NSM as an improvement on web or file caching. It uses hard disks to store patterns, so it can store longer patterns and can store them for a much longer period of time than MSR can. So it can eliminate repeated patterns seen days or weeks earlier, providing 10x to 100x increases in the available WAN capacity. But better than web or file caching, sequence



caching operates on data patterns outside the construct of a file web page structure, so it can eliminate repetition even on modified files,” explains Bunt.

He adds, “Most businesses have a mix of traffic, so they will benefit from the combination of MSR and NSM. Short-lived sessions will benefit from MSR, and applications such as data replication are a good example of those that benefit from NSM. So much of that traffic is repeated that NSM dramatically speeds the replication time and decreases the bandwidth needed to perform it.”

Application Acceleration

It is important to note that bandwidth is only one reason that applications perform slowly across the WAN. Latency is another major factor – sometimes overlooked and often not well understood. If a user’s WAN pipe isn’t full, yet users continue to complain about application performance, chances are latency is the fault.

Latency can affect applications at different layers – sometimes it’s TCP’s behavior that slows an application, as in FTP and other bulk transfer applications, and sometimes it’s the application’s own Layer 7 protocol. The best example of when the Layer 7 protocol is the reason for the slow down is Exchange using MAPI, file access on Microsoft file services using CIFS, and web traffic running over HTTP. For those applications, accelerating TCP will do nothing to speed up these applications because they send data in even smaller chunks than TCP does, so opening up the TCP window size doesn’t help them until they’re accelerated at Layer 7. Then TCP acceleration can kick in as well to speed the application.

Juniper has developed two different techniques to solve each of these problems. PFA accelerates applications at the TCP layer, and AppFlow accelerates Exchange, file services, and web traffic.

According to Bunt, you need both – TCP provides the broadest, general acceleration, and the application-specific acceleration is essential for those business-critical tools and to enable server centralization and/or consolidation. For those applications, once you accelerate them at L7, then the TCP acceleration also kicks in to further speed their performance.

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CIFS, the protocol for file transfers, and MAPI the protocol for email transfer, require thousands of round trips to complete a transaction such as opening a file or sending an email attachment. The impact of latency on these round trips can increase the file transfer time from seconds on the LAN to many minutes over the WAN. The WX has specific acceleration capabilities for CIFS and MAPI and can overcome the effects of latency.

The WX acknowledges data requests locally and requests all data blocks for a file without waiting for acknowledgements to transit the WAN. It then pipelines the data across the WAN, accelerating file transfers and overcoming the effects of latency.

Application Control

After you provide more bandwidth and accelerate applications to overcome latency, you still need to control which applications should gain access to the precious WAN resources.

“For QoS (Quality of Service), the hallmark for Juniper is ease of use – we let IT think in terms of applications and set policies for which applications should get first access to the WAN via very simple templates and wizard-based tools. If you’re implementing VoIP, for example, there’s a built-in template that makes setting up QoS for VoIP very easy to click and apply,” notes Bunt.

One key attribute of the QoS capability is its on-going understanding of the available bandwidth. This feature is key to understanding how much to throttle back certain applications. It also enables better performance over shared networks with variable bandwidth, such as MPLS.

“The PBM tool is unique to Juniper – it enables IT to decide, in sites with multiple WAN links, which applications should flow over which path. IT can set performance thresholds for loss and latency and set a policy that says move the application to the alternate path if performance degrades below this level, move the application if the link fails, or never move the application at all,” adds Bunt.

Visibility and Control

Visibility, with all its critical reporting functions, provides IT with WAN, link, and most importantly application performance metrics. The tools are critical for troubleshooting as well as future planning.

Understanding these four key technology areas is vital if you want your wide area network to provide key value to your enterprise as well different sources of ROI.◊

By Shanti Anne Morais

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WAN Optimization is hot but awareness in APAC still low

According to Frost & Sullivan, Asia Pacific’s WAN Optimization market, covering 14 Asia-Pacific countries, earned revenues of US\$204 million in 2007, with the company estimating that this will reach US\$844.7 million by end-2014, at a CAGR (compound annual growth rate) of 22.5 percent (2007-2014).

The key WAN Optimization drivers are globalization, enterprise mobility, branch office empowerment, optimal application access anywhere and anytime and finally, disaster recovery planning, says Frost & Sullivan industry manager Arun Chandrasekaran.



Photo: Arun Chandrasekaran

He adds that multinationals continue to invest heavily in Asia-Pacific and this in turn is leading to a growing number of remote offices, mobile workforce, and highly empowered regional operations that demand the same level of connectivity and speed as their head office counterparts. Similarly, Asian businesses have grown in scale to compete on the world stage.

On top of this, there are also technology drivers that are spurring the technology forward. These include the fact that latency problems will not be solved by bandwidth additions which also tend to be limited by costs and availability; that “chatty” protocols add to network congestion; that applications are getting increasingly pervasive as well as complex, and finally, the ongoing trend of data center consolidation and virtualization.

It is this very business landscape that raises the challenge for CIOs and IT managers to ensure LAN-like application access

and performance over WAN (wide area networks). “More organizations today are beginning to realize the cost advantages of deploying WAN optimization tools to address issues such as limited bandwidth and inefficiencies in application performance,” says Chandrasekaran.

“Solving these critical issues increases end-user application experience, resulting in higher employee productivity and retention,” says Frost & Sullivan industry manager Chandrasekaran.

Another trend that Chandrasekaran observes is the fact that increasing enterprise mobility also poses significant challenges for organizations in terms of security and application access, especially in most ASEAN countries and emerging markets such as India where network congestion is not uncommon and high or higher bandwidth comes at a cost.

WAN optimization, says Chandrasekaran, offers substantial savings on operational expenditure by optimizing bandwidth usage and speeding-up application access. “With rising budgetary pressures, more organizations are realizing the advantage of deploying these appliances over adding more bandwidth,” he observes.

He adds, “While such issues with bandwidth shortage and cost are gradually being resolved, adding bandwidth in itself will not solve the problem entirely since it still does not address the inefficiencies that exist in application transmission.”

WAN optimization solutions are also key components of disaster recovery strategy. According to Chandrasekaran, the ability of these appliances to accelerate data centre-to-data centre replication, backups and recovery means that the disaster recovery backup sites are constantly receiving instantaneous sets of data with minimal lag from the primary site.

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The Rise of WAN Optimization

Deep Visibility and Intelligent Service Assurance Go Hand in Hand

“Almost 80% of users are not located in head offices but in branches, and this is a growing phenomenon,” states Jeff Barker, vice president, Worldwide Systems Engineering, Packeteer (now acquired by Blue Coat Systems). “What’s more, there is increasing pressure for branch offices to be as productive and in some cases, they have to be even more so than the main office itself. One advantage of WAN Optimization here is that when it comes to real-time transactions, these can be consolidated.”



Photo: Jeff Barker

He goes on to ask, “Do you know what enterprises are trying to do when they undertake server consolidation projects?” The answer: They’re trying to simplify their branch office IT and centralize the management of file servers and applications to the corporate data center. By enabling a streamlined, consolidated IT environment at the branch, you can then lower your branch office total cost of ownership and leverage your best practices at the corporate data center.

The key thing to keep in mind, however, is that when you’re consolidating this infrastructure, you have to maintain an acceptable level of service to the branch office users. If you take away local infrastructure and replace it with something that performs poorly, users will not accept this new technology and you’ll be forced to put servers back in those locations.

In fact, Barker goes on to say that one of the major issues that causes server consolidation projects to fail is the issue of performance. Because file access and many application protocols were never designed for a wide area network environment, when you try and centralize servers over the wide area network, performance problems can crop up at the branch. In the case of file access, this occurs because file protocols generate many round trips between client and server. So, operations that might only take seconds in a LAN environment might take minutes in a WAN environment.

In addition, there’s the concern of bandwidth. When you start to consolidate servers and applications, more applications will now be running over the wide area network. With file access and other collaborative applications, data can be very bulky and crowd out applications that need this bandwidth for other purposes. Finally, if your server consolidation projects are not fully planned out, it may result in an incomplete solution with servers remaining at the branch to serve certain functions while other functions are consolidated at the data center.

Today, the typical enterprise WAN has hundreds of applications running on their networks. From financial transactions and ERP applications to voice, video, and unsanctioned applications like Youtube and iTunes, the level of complexity IT people are dealing with is unprecedented – and they have to make sure the right applications perform optimally when they are needed most.

Barker observes that many companies are undertaking server consolidation projects to try to reduce complexity and costs in branch offices – but he asks, what happens when business applications that performed great in the branch over the LAN are now being accessed over the WAN from a data center? How do your employees gain access to those files quickly to stay productive? These are the issues that Intelligent Acceleration addresses.

So where do you begin solving these problems? According to Barker, as you look for an application acceleration solution you must begin with Visibility into what is happening on your network. Why? Because you want to accelerate the RIGHT applications. This is what Packeteer means by Intelligent Acceleration. “Can you imagine if you simply implemented an acceleration device without knowing what you’re accelerating? Do you really want to accelerate EVERYTHING on your network? Music downloads? Recreational surfing? A virus? The answer of course is (or at least should be) a resounding “No”.”

Another interesting trend that he brings up is the fact that typically, 50%-60% of a company’s bandwidth is actually re-directional activity.

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Despite these upsides, awareness of this technology and its capabilities remain low. The apparent lack of case studies measuring ROI (return on investments) has also been minimal, given the relative early stage of the market.

Deployments have so far leaned towards more advanced markets, with Australia and Japan alone accounting for nearly half of the total Asia-Pacific revenues in 2007. By industry, the BFSI

(banking, financial services and insurance), service provider and manufacturing sectors were the biggest adopters of WAN optimization.

Future trends in WAN Optimization include the continued focus on security, convergence, remote access, virtualization and managed services.◇

By Shanti Anne Morais

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As long as this activity does not impact your other business applications, is not malicious or questionable, than it's fine, says Barker, but he stresses that this really depends on the company's business needs and that time should be taken to analyze this.

He emphasizes, "When it comes to selecting a WAN Optimization solution, companies need to ask themselves a crucial question - 'just why do you need to deploy WAN Optimization?' Understanding the issues and needs of your network is very critical. It is also important to know that accelerating your WAN does not really help when it comes to IP solutions/telephony. You also have to know if your business applications are getting the bandwidth they need. In addition, knowing how to identify the 'bad' applications is vital and this is why Layer 7 visibility is crucial."

Barker advises all companies planning to implement WAN Optimization to undertake a proof-of-concepts trial. "This is how you can ensure Intelligence Service Assurance, and enable WAN Optimization especially when it comes to the branch. Deep visibility on the network is pivotal for any company, and when you achieve this, you'll enjoy and see the true benefits of WAN Optimization. WAN Optimization is going to be more and more about the Intelligent center. When it comes to the acceleration of your applications and the WAN, some level of control is needed and once again, intelligence is key to maximizing the benefits.

Intelligent Service Assurance is what customers require, and as they move to more demanding applications, more complex networks and more rarified or virtualized systems, this will be even more relevant in the next five years. Once they establish a service they need to be able to monitor its performance and react to changes – that means:

- It's **identifying** when a key business outcome is degrading – a process gone wrong
- **Alerting** key systems and people
- It's **isolating** the root cause
- **Intelligently correcting** whatever part of the infrastructure needs to be reconfigured to re-establish proper outcomes
- And **providing the single view and capability** to do that across a very complex infrastructure set

- **Actively monitoring** the relationship between the complex layers – applications, network infrastructure and systems.

Having the guarantee of high performance service delivery across ubiquitous access modes, actively correcting the service delivery experience and making sure it is aligned with the business are also crucial issues. In addition, knowing if it's a combination of application behavior, network conditions and a systems failure that might upset their key business process is very important. They need immediate or even proactive intelligence about what's getting in the way of the service. They need a means to pre-empt or fix it with a holistic view, and a way to solve problems, re-calibrate, re-provision or whatever is necessary to maintain excellent service.

"It's all about defining, analyzing and monitoring so that we can define acceptable levels of service performance, configure and manage to optimize across all parts of the infrastructure and establish high performance service environments," summarizes Barker. Then there is the **active** element to the system – configuring. There are really three key parts to this, says Barker:

1. The **initial configuration** to achieve the outcome
2. The **proactive, automatic adaptation** to changes in the environment, for which you've established policies
3. Then the more **reactive element** for special circumstances – which may involve some very simplified human intervention

Of course some of these elements are here today. In the future, Barker says it will be about:

- Raising it up a level to focus on business outcomes
- Extending the active element beyond those areas we cover today
- Simplifying it for our customers, to achieve a very powerful, yet elegant system for them to achieve their goals

"At the end of the day, when it comes to Intelligent Service Assurance, it all boils down to real time," emphasizes Barker. "This is what enables us to become strategic."◇

By Shanti Anne Morais

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The Business Case for Managed Services November 27, 2008

**MediaBUZZ's Expert Forum
Managed Services:
Ensuring The Competitive Advantage**

The Rise of WAN Optimization

The WAN Optimization Dilemma

During the afternoon session there was a lot of talk about the importance of a company's wide area network (WAN) performance and all came to the conclusion that it is a pillar on which today's businesses are built. It enables flexible working, supports business processes and enables effective communications within the organization as well as with customers, partners and suppliers. The group of speakers agreed that WAN optimization technology offers important business benefits, such as reducing branch office infrastructure costs by facilitating server, backup, application, and storage centralization in the data center. It also minimizes WAN bandwidth expenses, the need for upgrades as well as improves employee productivity and business agility by accelerating applications and improving data protection and compliance across the WAN.



Photo: Round Table Discussion of the Panelists

Indeed, WAN optimization and acceleration technology is designed to enhance application performance and to improve the user experience without having to increase bandwidth or reduce latency. But the introduction of these new devices brings with it a few dilemmas which MediaBUZZ brought to attention and wanted to address during the closing discussion by asking: "Which department in an organization is on the hook for ownership, configuration and management? Just who administers these devices? Do they belong in Network Engineering like a router or in the Information Technology group with the folks who manage systems? Is it a joint effort requiring collaboration between these groups? Where is the demarcation point for operational issues? Is the convergence of voice, video and data causing the lines for WAN optimization to blur even further? Does security add another burden to it?"

Trying to get answers to all these questions we asked the participating thought-leaders in the WAN Optimization field, namely Mr. Lim Pun Kok from Blue Coat Systems, Mr. Jeff Barker from Packeteer, Mr. Greg Bunt from Juniper Networks, and Mr. Arun Chandrasekaran from Frost & Sullivan to share their knowledge with us.

When it comes to WAN Optimization, what do you think is the biggest challenge being faced by organizations in Asia right now?

Mr. Lim Pun Kok, Bluecoat's Managing Director, South Asia and Australia/NZ: The major issue the industry is facing today is a lack of education. Although the source of the WAN latency problem isn't really hard to discover, organizations have to be told where to look first. Everybody thinks by increasing bandwidth, the problem of network latency will be solved, but in fact it has to be clarified first what exactly the problem is as that is the key."

Mr. Jeff Barker, Vice President, Worldwide Systems Engineering of Packeteer: Yes, the issue that everybody faces is education there is this general lack of understanding where the sources of the issue are. I would be interested in taking part in the education of the market, especially on the main issues of WAN Optimization. Packeteer for example, would bring to the tables the topics that are our core strength—namely an appropriate assessment. I don't think that there is anything unique about the Asian market when it comes to WAN Optimization as it faces similar challenges as the European and U.S. WAN Optimization market. This business has no geographic boundaries. However, there are different technology cycles that impact the different kinds of geographies, as seen for instance with Voice over IP which is less adopted in Europe than in Japan.

Mr. Greg Bunt, Advanced Technology Director, Asia Pacific, Juniper Networks: If you look at Asia over the last few years, you would realize the level of growth has been exponential and that there are only certain things technology can do. I absolutely agree that education therefore plays a huge role here. People don't really have to understand so much about how the device works, but more, how to use it properly. If they can use it properly and we can empower them on how to get a consistent experience, then this helps to address that growth."

Mr. Arun Chandrasekaran, Industry Analyst, Enterprise ICT Practice, Asia Pacific, Frost & Sullivan: It is important to find the right solution for the right problem. This will be the key challenge because if you are not deploying the right solution for the problem you have, you will end up buying something you don't actually need and it won't solve your problem at all. Therefore, education as mentioned by the others, is crucial.

All are talking about education and understanding, but who has the onus then when it comes to WAN Optimization within an organization? Is it the CEO, the CIO, the network and IT department? Who do you think has this understanding? Do you think this is the main WAN Optimization 'dilemma or pain-point'?

Mr. Barker: Actually, this is a top-down bottom-up issue. The CIO should before he signs a purchase order ask for the assessment to be complete. The network engineer and IT manager should be involved in the ground-work when assessing the product. But certainly the CIO has to approve in the end.

Do you actually see more CEOs taking an interest in WAN Optimization issues right now?

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From left to right: Lim Pun Kok, Jeff Barker, Greg Bunt & Arun Chandrasekaran

Mr. Chandrasekaran: I think if you look at it purely from a WAN Optimization perspective, what WAN Optimization struggles with is not so much a technology or technical problem but more of a business compliance issue and that's why people who essentially should look into it are the CEOs and CIOs rather than the technological/technically-inclined guys.

Mr. Bunt: That's absolutely the right approach. We challenge ourselves as organizations. What we need is to be able to solve business policy and process problems. Whether it's acceleration or identity management, it's the same thing. It's all about addressing these business problems with the appropriate tools.

When it comes to technology there are always a lot of best practices around. For WAN optimization is there such a thing around as well? Especially for CEOs?

Mr. Lim Pun Kok: For whatever we are doing, there is a best practice. We have to look from whom the best practices come from – from the vendor or a third party. At the end you have to know what the customer's problem is. We can come up with best practices for different industries but ultimately, we have to clearly address the best practices for each individual customer.

Are we coming together as an industry that tries to approach an issue that is around WAN optimization? Do you think the market is still too fragmented?

Mr. Barker: Yes, the market is fragmented and I think the practical matter is that every vendor wants it to come together as long as they come out on top. Everybody wants his best practice to be THE best practice. That's the reality that we face right now. I think if the market does mature there will be less fragmentation.

“WAN Optimization is currently only interesting for the enterprise”- What do you say to this and where do you think SMBs fit in when it comes to WAN Optimization?

Mr. Chandrasekaran: I think it's the very nature of how they operate – I mean, SMBs are highly localized companies with less remote sites, and on top of this, tend not to have their own data centers.

The way they operate in the whole business, they definitely have a very little portion of the whole WAN optimization pie. But I would probably disagree if someone says there is no scope for SMBs to participate in the WAN Optimization field, because that is not true. More important than the size of a company is the application-centric approach of that organization. Globalization and convergence are also changing things as well.

Mr. Bunt: If we have a look at the examples of our choice – a local company with aspirations and goals within the region, the only way they have to be able to grow their business without having to replicate their application centric approach over and over again is to leverage their existing investment. So, the application acceleration market is available as a tool for multinational organizations and is part of the globalization push. It is also available to local companies and people in the region looking to expand their business into areas where the services they are after are not available.

Now we are going to WAN Optimization and Security:



From left to right: Jeff Barker, Greg Bunt & Arun Chandrasekaran

some people feel that WAN Optimization is accelerating and that it might opens a whole new can of worms – what are your thoughts here?

Mr. Bunt: Here we need to make a conscious decision on what we want to accelerate. What's the use of making applications that are non-business related faster? The identification of applications will occur through identity management, for example, by ascertaining what the role of the individual within the company is? And then it is really just a tick box – do people really want their acceleration faster? Of course they do. So if you've identified the roles of individuals within the organization then from there it is just taking the business rules and applying them to the network.

Mr. Barker: I think there are some natural forces that bring these two markets together. If we look back – five to ten years ago – what security was then about was more based on preventing intrusions, stopping breaches of security and theft. Now it is not about this anymore. It is about impacting productivity. It's not about stealing anymore, it's about the impact of malicious activities. Likewise, you can look at WAN acceleration. If e.g. someone is downloading large files, it has an impact on the performance of the network and other more mission-critical applications. I definitely see the vendors in the market coming together as you can see with the merger of BlueCoat and Packeteer and in this way the two technologies come together. I think we are responding to market needs.

So we do know that the WAN Optimization market is actually heating up and we know that some acquisitions are happening.

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Can you give us some thoughts on how the market is consolidating right now?

Mr. Chandrasekaran: Definitely in the last two years I think there has been a lot of consolidation in the market. And if we look at it, it is probably mainly due to the network infrastructure vendors. There is a need for vendors to provide the visibility features combined with the acceleration features. Three years ago, the WAN Optimization market was highly segmented – visibility vendors versus the acceleration vendors – and this is increasingly converging now as well. You can't be neither nor can you be both.

What do you think consolidation means for users actually? How do users benefit?

Mr. Chandrasekaran: Consolidation means more solutions for the enterprises. It also means that we can consolidate the supplies that are evolving and consolidation also drives down the prices. Basically, Security and WAN Optimization as a combined solution is most probably much cheaper than actually buying them separately.

Is the convergence of voice, video and data as well as the emergence of Unified Communications causing the lines for WAN Optimization to blur even further?

Mr. Barker: I don't think this is causing confusion in the WAN Optimization space at all. Instead, it is helping users to better understand the market and this translates as a huge driver of both WAN Optimization and IP Telephony.

Are there clear demarcation points? Is there such a thing as a 'WAN Optimization strategy' which companies need to have in place or bear in mind? Is there such a thing as WAN Optimization best practices?

Mr. Chandrasekaran: It depends on what's your long term goal. It also depends on a custom-fit – there is no one-size-fits-all strategy for WAN Optimization. It's all about what they have and how they want to develop in the next couple of years.

In addition, application intelligence is extremely crucial and will continue to grow in importance.◊

By Daniela La Marca

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Unified Threat Management (UTM)

An Evolution or Revolution?

October 7, 2008

Phishing attacks, spam threats, spyware, firewall, antivirus software, anti-spam appliances, content filtering, intrusion detection sensors – are these terms beginning to swim in your head? Don't know where to start or end when it comes to your company's network security? Just how do you know if your network is completely secure? How do you ensure your business remains both efficient and productive, but that you are still protected at all times? Maybe it's time you explored Unified Threat Management (UTM)? Delve together with us into this technology and find out why it's so important to defend in depth. Also, discover how to ensure UTM is well integrated with your business, understand the latest trends, appliances and best practices you should look out for in this space and much more. Explore the world of UTM with us on October, 7th, 2008. Save this date on your calendar!

Program

1.30 p.m.: Registration

2.00 p.m.: Welcome address

2.10 p.m.: **The Dark Side of the Internet**
The Asia Pacific web landscape, the threats that abound and how they are evolving, and how Unified Threat Management comes in.

2.40 p.m.: **UTM Demystified**
What exactly is UTM? Why is it so crucial and why are firewalls and anti-virus are no longer enough? What are the benefits of UTM, its current trends and how is it evolving?

3.30 p.m.: **Network Security: Thinking Beyond with UTM**
Network security attacks are nowadays much hyped about and profiled in the news. Hot on the heels of all this media attention is also the introduction of new software and appliances to combat the growing menace of threats on the internet. Network security management is becoming a more complex task and deploying many of these software and appliances are necessary to make the network secure. Network security solutions offer a high level of security but often are not implemented properly due to the variety of software and appliances that are necessary to configure and implement. Due to this fact, the network security systems of most companies are not fully secured against all kinds of attacks and malware. When it comes to network security, what exactly is the Achilles heel for most businesses in this space, and how can these threats be avoided with UTM?

4.15 p.m.: Coffee Break

4.30 p.m.: **The value of UTM solutions**
What makes UTM solutions stand-out in network security? What are the crucial features of UTM solutions that businesses should bear in mind and look out for? Is UTM enough? How effective is UTM against spam, spyware and phishing attacks?

5.10 p.m.: **Panel discussion: UTM: Changing the way companies do business?**
Why are SMBs embracing UTM so readily? Is the enterprise finally embracing UTM too? How can UTM vendors overcome organizations' structures, and convince CIOs of its importance? Is a shift in mindset and responsibilities needed? How should UTM vendors select the right content filtering toolkit and filtering approach and embed these into their solutions. Will this add the most value and what does all this mean for end-users? Is UTM an evolution or revolution?

5.50 p.m.: Q & A & Wrap-up of event

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Melbourne-based Mostyle recently launched their new mobile service that allows anyone to create a free 3G mobile website which is compatible with all handsets and publish it to a global community. Offering the complete web 2.0 experience including text, photos, videos and sharing comments with friends, communities or customers across the world at any time the company's technology enables businesses, brands or users to publish their content to a global audience simply by logging onto its homepage and clicking the "Create Mosite" link (<http://www.mostyle.mobi>).

The Mostyle platform's ability to quickly create and manage mobile sites for the purpose of mobile ad landing pages, brochures or marketing campaigns presents a powerful opportunity for both digital media companies and advertisers. Advertising specific templates and panels have been designed to cater to the specific needs of those who want to manage bulk mobile sites for business, promotion or advertising purposes.



Alex Young

It was a real pleasure to interview Mr. Alex Young, founder and CEO of Mostyle, during the CommunicAsia 2008, as he is a very proficient and impressive personality.

The company is his brain-child which he started in 2004. He grew up in Australia and studied there Computer Science with the dream of working in the computer animation industry. Immediately after his graduation, he fulfilled his dream and started to work in California. But after two years he returned to

Australia and started working for companies like Nokia, Telstra and StarHub and gained further experience with 3G and i-mode in Singapore, Hong Kong and Japan. Young has over 10 years experience in designing, developing, launching and managing mobile entertainment services, having been involved with Nokia's first WAP enabled mobile phone in 2000 and the world's first Mobile Multiplayer Platform developed by Nokia. He has detailed knowledge of mobile portal implementations as he has been a core member of the Telstra WAP, Telstra 3G, Telstra i-mode and StarHub i-mode launch teams. All the expertise gained over the years was brought to his company which he envisions as a truly international development. He was also able to draw on his working experience to ensure his work appealed to both Eastern and Western markets, resulting in his vision of engineering Mostyle's service with Asian languages in mind. "My passion is really mobile entertainment", he told me and continued "while I was in Japan I realized a certain saturation of content in the markets and was impressed by the high quality mobile content you could find there, compared to countries like Australia, Hong Kong and Taiwan where there was still a void of quality content around five years ago. This got me thinking that there is actually no platform in the region or even globally to buy, sell, and distribute mobile content. This was how I got the idea on Mostyle." He continued, "Typically you have to work with the telcos to realize such a business venture I had in mind, but we worked around them with off-portal systems where people could distribute, create and share mobile content," he shared.

He also realized that people had content (games, music, papers etc.)

and wanted to bring this content onto mobile devices and explained: "That was and still is the main issue for people entering the mobile space - how do I build a mobile site, how do I deal with so many browsers and handsets, etc.? So we developed a number of technologies that enables people, brands, and consumers to build their own mobile site." According to him, currently they have a ratio of around 60/40 percent of user-generated content and commercial content and he claims: "If it would be purely user-generated content it would end up most probably on the naughty site of the spectrum. Whereas, when you can balance it out with high quality commercial content it starts to propagate users towards where the value comes to the fore." For instance, a game developing house or a company that has released a new movie or a CD launch is used to work towards this high quality commercial content at the end.

Although in the foreground of Mostyle's business model is the idea to build and share, it ultimately has to be monetized and bring in money. As advertising is a core element Mostyle became part of Nokia's media network. It's still in the integration phase and not live right yet, but there will soon be pushed out some banner advertising through the network. Furthermore, the site-builder will attract, according to Young, a lot of attention from digital advertising agencies and ISPs who either want to use it in-house so that they can deploy 50 to 100 mobile ads at once or resell it to their customers. "So, we have a corporate model for that," Young affirmed and added that they would have a mark-up kind of element which is coming soon and which is ultimately monetizing video streams as well.

I read on the company's Website the slogan "mostyle = mobile + life-

style” and wanted to know from Young what his vision is here and he elaborated: “Before I started the company, I ran a Website when I was in Japan and Hong Kong. There I saw a lot of intelligence and how young people use the mobile phone and adopted it into their lifestyle. So, when I was back in Australia in 2001/2002, I compared young people there versus Hong Kong versus Japan, and how their different cultures are adopted in different ways and came up with mobile lifestyle. I published my findings on how different markets adopted this trend even online and decided to start a company. What I wanted to do was provide a service that reflects the lifestyle of particular groups of mobile users – you can be a surfy, business man, student, someone that has particular hobbies or likes rock bands, etc. That everybody has a different lifestyle has been our philosophy when we developed the service.”

The company’s service is free for the mobile user, but there are charges when entering the Internet on the part of the telcos. Young advocates providing the browsing for free, too and said: “Even now, we don’t have a close community as you don’t have to sign up to experience our service. You just have to browse it and you can ultimately create advertisement revenue. Of course we do have a sign-up process for the community element to deal with the participants.”

Asked about the challenges, limitations and benefits of Mostyle’s service, Alex commented: “The challenge is to make our customers, the telcos and ISPs understand the benefits of site-builders and why the mobile site is so special. The difference between Internet and the mobile Internet is critical and it’s no surprise everybody comes in the end to the same conclusion namely, that a mobile site needs to be specially designed.”

Young is convinced that when the market is matured, Mostyle will be in the right position to take advantage of this fact.



Another challenge would be according to him, the community growth on the mobile which is quite different from the online space. Young told me: “We originally set-up a more social network approach similar in design with Facebook’s approach - where you need to know friends to join and you join because of friends - but we have seen that this doesn’t work for mobile. Friends may not be on the phone at the same time and many people are not using their phone in the same region/location/situation at the same time – being in school, at work, at home, so it depends. So we found that the most suitable solution would be to focus more on the community approach. Like back in the old days, it’s all about meeting people you don’t know and meeting strangers from around the world to talk to. So the focus is not to meet friends from school, but new people by reaching out to a community around the world.” And users that have signed in provide a great pool of profiling information: age, sex, location, hobbies, what kind of sites they like, etc., which ultimately allows a targeted mobile advertising.

According to Young, it is key how device detection and image optimization is conducted in order to be

able to provide the best mobile user experience for whatever device or whatever network. He told me: “We decided very early to focus on 3G, even before 3G was effectively out, as we wanted to have an expert understanding in optimized handsets experience. Today, Mostyle has streamlined its web interface produces sites to be compatible with all 3G networks and handsets, which Young described in his way: “Mostyle is out to handle any kind of network and that’s a benefit we pass on to our clients. Anyone can build a mobile site whether it is 2G, 3G, Wi-Fi, WIMAX - it doesn’t matter as we can make it always fit”, he claimed. He added that with Mostyle’s solution, no Wi-Fi device would be necessary anymore and that they are planning to add some localization for Chinese by building a Chinese site, too.

Indeed, Mostyle’s service enables businesses, brands and users to publish their content in an easy way to a global audience and I don’t know who should resist such an offer. So what are Mostyle’s expectations regarding their business venture in Asia? According to Young, Asia has always been their target market, saying: “We get a lot of interest from America and Europe, but ultimately Asia is the market that we know best. And it is also the most mature market where we understand the consumers and what would be the best services for them. We hope to get a very strong presence here, particularly with our mobile market place element. We’ve got the foundations, and we have come to the point where people buy and sell digital content made in Asia.”

Mostyle has a representative office in Hong Kong and is planning to expand via Hong Kong to Singapore. But Australia is where they have some very strong and innovative engineers and where the strategies

how to commercialize their platform are developed. However, Young thinks that the sales will be the highest here in Asia as compared to Australia. He elaborated: "Australian consumers are very, very different compared to the rest of Asia. Most people use mobiles there purely for messaging and mobiles down-under are still a little bit expensive, although the prices are slowly coming down." Young also observed that most people in Australia shy away from using mobile Internet on their handset and claimed that the reason is partly pricing, partly education, although the telcos push in general mobile entertainment on the mobile Internet forward. He has no other solution for the phenomena than to believe that it is probably the Australian culture that holds Australians back in reaching out to new technology in this space and adopting it. "Australians are not technology driven and therefore not eager to chase for new things - their lifestyle is more relaxed", he said and added: "Singapore, Japan and Hong Kong are here quite different".

Asked about their strategy to encourage people to use their service, Young explained that right now their strategy would be to take advantage of channel partners. He elaborated on it: "One approach we could have taken would have been to be like Facebook or MySpace, which means sitting there as the commercial is in the community, but that takes time and money and is risky. So we focused on channel partners who already have thousands of online customers - the telcos, the ISPs, brands or online communities.

When they use our service, they bring their customers to us."

In general Mostyle's philosophy is that of user-driven development and the company values their users' feedback a lot as it drives the features. Especially the site builder is said to be loved by their users as it would be easy to use with its Web2.0 drop system. "You don't need to know the technology or anything about the different platforms. If someone is used to blogging applications it's like that - anyone can use it" Young said and claimed that nothing similar exists in the off-portal space so far.

In the future Mostyle is considering more multimedia features in terms of video streaming and monetization of video streaming, something that is right now even quite difficult to find on the Internet and which is also hard in general to get around the telco when dealing with it. Mostyle however offers a way how to wrestle away from the telco and gives control back to the content provider and publisher. There is lot of interest in Mostyle's offer and Young's expectations are not only high because they are the forerunners in this field. "Definitely there will be a lot more attraction from the content side and we get interest from media players, too", Young said, and added "Mostyle can become a mobile distribution channel for all content licenses and is able to push commercial mobile content to mobile handset outside the round of telcos." As he used to manage content at Telstra and dealt with many of the big operators in his career, he knows the pains of the content provider when dealing with telcos, saying: "Maybe we can make an impact in the value chain and

offer more back to the content providers, which could trigger a shift in the mobile economy, by taking a little bit control out of the hands of the telcos or at least offers an alternative."

Young is convinced that the prospect of ad-funded content will encourage the creation of more compelling content and that revenue will come with frequent usage that generates consequently more ad views. Mobile marketing is everything for him, claiming "It's my love, it's my passion." He knows that the mobile industry is "quick, new, and chaotic compared to the old recording industry which is very structured." However, he thinks it is very innovative and that there is room for growth. Definitely, it has the entertainment level which he loves and which inspired him to see exciting business opportunities. "I worked in different companies, in different sectors of the value chain, in different parts of Asia, learnt and networked as much as I could and that brought me where I am now. It was a long plan I have realized," Young said. But he believes as well that he had another big advantage. As an ex-employee of Nokia, he got a chance to work in the handset field very early and admitted that having a lot of insider information helped him to deal with many work related issues that came up in his career. "A lot of companies that join the mobile industry are web developers who only start to realize later how difficult mobile development issues really are," he ended. He is an expert of the mobile arena and knows it! ♦

By Daniela La Marca

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CHANGINGWORLDS ZOOMS IN ON ATTACKING THE DILEMMA OF TARGETED MOBILE ADVERTISING

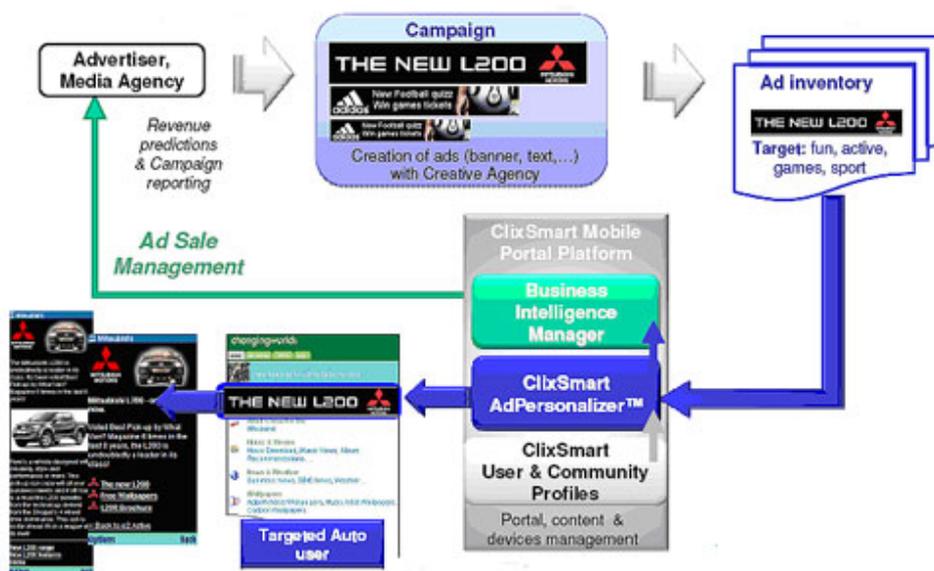
The ability to personalize adverts according to the preferences of individual users represents a fundamental paradigm shift for the advertising world. The promise of personalization is to eliminate all forms of advertising spam by ensuring that users are only presented with adverts that are genuinely relevant and timely.

In this way users will come to view advertising content as yet another form of valuable content, rather than a necessary evil to be tolerated. However, delivering effective personalization requires a level of understanding of individual users that goes far beyond demographic profiles that many advertisers have often relied on to inform their campaigns.

As a very personal device, a mobile phone must offer only information and advertising that is strictly related to personal interests. ChangingWorlds has therefore extended its patented blend of personalization and business intelligence to mobile advertising.

According to the company, its personalized mobile advertising solution is a unique solution to deliver truly targeted and highly personalized mobile adverts that will ensure mobile operators keep both subscribers and advertisers happy.

"In-depth subscriber intelligence which implicitly or automatically learns about the interests and content preferences of individual subscribers is absolutely essential for the mobile environment where a very personal device must offer only information and advertising that is strictly related to personal interests." Stephen Oman, Global Program Director for mobile data personalization company ChangingWorlds said.



Oman recently presented on 'The Dilemma of targeted Mobile Advertising' at the Mobile Marketing Forum that was held last month in New York. He described this as the intimate relationship that exists between subscribers and their mobile handsets that can be used to great effect (through learning about the content preferences of individual users and communities and tailoring advertising content accordingly). However, he also noted that many companies walk a fine line here and that abusing this relationship will "ultimately lead to failure."

Only by realizing the full potential of mobile advertising can this dilemma be resolved, said Oman. This is done by ensuring that relevant mobile advertising content is delivered to the right subscriber at the right time, thereby providing subscribers with an enriched mobile information experience that is enhanced by relevant advertising content, rather than corrupted by spam. In order to achieve true personalization of mobile advertising where adverts are highly relevant, attention grabbing and will illicit a response that can be measured, requires very sophisticated and PURE subscriber intelli-

gence, and this is where the company's forte and sweet-spot lies.

ChangingWorlds was founded in 1999 to commercialize its award-winning ClixSmart personalization engine developed as part of an extensive research program in the Smart Media Institute at University College Dublin, Ireland's largest university. The company has championed and pioneered the need for the intelligent delivery of personalized content to ensure the success of the Mobile Internet.

Its ClixSmart advert selection is based on true relevance by using an individual's preferences to control conditions for advertisement. This maintains the personalized user experience, increases the effectiveness of mobile marketing campaigns and ensures a more efficient use of ad space.

ChangingWorlds' ClixSmart Discovery offers an intelligent solution to mobile internet usability challenges. It applies the benefits of ClixSmart personalization, subscriber intelligence and content discovery applications to enhance service relevance and enrich the mobile internet user-experience.

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Comprising an extensible suite of personalized content discovery applications, ClixSmart Discovery integrates with the ClixSmart Intelligent Portal Platform, to provide on-portal and off-portal services that attract subscribers again and again, thus enabling the mobile network operator to monetize the mobile web. It's thus a win-win situation for all in the mobile ecosystem.

The Mobile Advertising Relevance has a triple benefit – for the operator, for the subscriber and for the ad agency, emphasized Oman. “Relevance will allow mobile operators to deliver greatly increased click-through rates from advertising placements by ensuring that the right users are presented with the right adverts at the right time. And relevance will also allow mobile operators to protect their subscribers from unwanted, irrelevant content promotions. At the same time, relevance will for the end user, transform advertising into another form of high-value content that is every bit as relevant to their needs as non-advertising mobile content. And finally, relevance will allow advertisers large and small to generate a compelling return on investment from the mobile channel, in contrast to other advertising channels.”

The notion of implicit, intelligent personalization has been champi-

oned and pioneered by ChangingWorlds since the inception of the Mobile Internet as the key to unlocking the potential of the Mobile Internet and associated services such as mobile advertising.

ChangingWorlds' ClixSmart Discovery leverages the company's advanced personalization and subscriber intelligence technologies to deliver a personalized mobile internet experience for each individual subscriber. It enhances mobile internet usability and raises subscriber awareness of relevant mobile internet services to drive up mobile internet usage and stimulate increased ARPU from mobile internet services.

In addition, ClixSmart provides detailed key performance indicators (KPIs) relating to mobile internet usage to facilitate timely and informed decision making. Reports are presented in concise graphical format via intuitive, web-based dashboards that provide stakeholders with 'one-click access' to key statistics

The company is dedicated to continuing to blaze the trail for personalized mobile content discovery, delivering innovative personalization solutions for mobile portal navigation, mobile search, mobile advertising, and content recommendations both on and off-deck.

ChangingWorlds is absolutely focused on accelerating content discovery and individualizing the user experience of the Mobile Internet and will continue to drive this vision forward across the globe. It employs over 140 staff in its headquarters in Ireland (Dublin), in Malaysia (Kuala Lumpur), and in the U.S. (San Francisco).

The company has had a presence in Asia for the past four years and is focused on expanding its footprint in the region (especially in Thailand, Singapore, China, India, Australia/New Zealand and Japan). In addition, the company expects to grow its customer as well as mobile operator base. For the latter, ChangingWorlds plans to sign on at least two more large operators in Asia by the end of this year. This will seal its presence and growth in this region, a ChangingWorld's representative told **Asian eMarketing** at the recent Communic Asia in Singapore.

Asia plays a vital role in the company's overall strategy and it is investing a lot into product development in Malaysia, and will continue to focus on building its team in the country, addressing the fast changing and dynamic mobile world. ◇

By Shanti Anne Morais

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Unified Threat Management

October 7, 2008

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DEDICATED TO BRIDGING MOBILE ALLIANCES

Bridge Alliance, the leading mobile alliance in the Asia Pacific is focused on serving customers who roam across the alliance network and has recently launched a number of key services such as Bridge DataRoam, Bridge Traveller Program and Bridge ConciergeGo. Customers of the member operators can enjoy these services that are exclusive and which offer unique benefits such as savings on roaming expenses and privileges.

Asian e-Marketing used the opportunity to meet Ms. Mary Ong, Chief Executive Officer of Bridge Alliance last month at the CommunicAsia, Singapore's biggest Infocomm and Media Trade Event, to get more information on their services and offers as well as insights into the plans of this unique group of Asian telecommunication giants. The Bridge Alliance is operated by a joint venture company Bridge Mobile Pte Ltd, which is incorporated in Singapore as a separate legal entity. But according to Ms Ong, "There are no plans to expand the company into the region as the activities are carried through the various member operators in the Bridge Alliance."

The Bridge Alliance started in November 2004 with 7 founding members, who shared a common vision of creating a leading mobile alliance across Asia Pacific, to deliver a more seamless roaming experience and value added services to their customers. Since then, the Bridge Alliance has grown from strength to strength to 11 member operators today.

The 7 founding members are Airtel (India), Globe Telecom (Philippines), Maxis (Malaysia), SingTel Mobile (Singapore), SingTel Optus (Australia), Taiwan Mobile (Taiwan) and Telkomsel (Indonesia). The additional members since the establishment of Bridge Alliance are AIS

(Thailand), CSL (Hong Kong), CTM (Macau), SK Telecom (Korea).

When asked what would be the main benefit for mobile operators to join Bridge Alliance and what makes the Bridge Alliance so special, Ms Ong said: "Bridge Alliance is unique in that we are exclusive to one-operator per country. Our mission is to provide competitive differentiation to the member operators by giving them the exclusive access to a suite of regional products and services, and hence position them as the preferred service provider in their home country to their customers. Through the collective scale of a combined customer base, knowledge sharing and collaboration amongst the members, the alliance is a regional platform that member operators can tap on, and avail themselves to products and solutions that as individual operators, they may not have been able to achieve." According to her, the Bridge Alliance has the widest footprint across Asia Pacific today and will continue to explore opportunities with like-minded potential partners to be part of the alliance. For confidential reasons she couldn't reveal any specific companies but said that she will share more information in due course when they are ready to make the appropriate announcements.

When asked about the challenges of the alliance, she continued: "The mobile industry is constantly undergoing changes. As an alliance of mobile operators, we have to continuously evolve our business approach and explore various opportunities to create better solutions for our partners and customers. As market leaders, our members bring many expertise and knowledge to address any number of challenges and collectively, we find the solutions where appropriate."



Mary Ong

Regarding the launch of their Bridge Traveller Program, I was curious to find out why it was described as Asia's first regional "privilege" membership program for mobile subscribers and Ms Ong explained: "The Bridge Traveller Program offers benefits and privileges in 11 countries across the Asia Pacific. And it is Asia's first because the program is open for all mobile subscribers to join, regardless of country or service provider. When the customer signs up as a member of the Bridge Traveller Program, they can enjoy instant benefits and privileges from over 70 merchants across the 11 countries". Customers can easily sign-up for membership to the Bridge Traveller Program at www.bridgetraveller.com and will receive upon successful registration a short message (SMS) to download their membership identity on their mobile phone.

Picturing that eleven regional operators have already joined the Bridge Alliance, I was wondering if they have a united strategy in place to enforce mobile users to use their programs and services, taking into consideration that they are open to all mobile subscribers, regardless of country or service provider.

And according to Bridge Alliance' CEO: "Customers of the Bridge Alliance member operators, who join the program, automatically become a Platinum member (a higher tier of membership), and they can enjoy more benefits and privileges such as higher discounts or extra privileges. The Bridge Traveller Program is free to join and therefore all customers are welcomed, all they need to do is to sign up as a member."

"The Bridge DataRoam", she commented, "is our one-flat rate data roaming price plan across 11 territories, customers can subscribe to the Bridge DataRoam plan and they can enjoy as much as 90% savings in their data roaming expenses when they roam on the alliance network. Again, it is simple to join and customers just need to subscribe to the Bridge DataRoam plan as an add-on to their local data plan from their respective home mobile operator member."

Bridge DataRoam is the latest addition to the suite of data roaming plans launched by Bridge Alliance. With a capped usage of 5MB, it caters for customers who have lower data usage requirements, yet enables them to enjoy significant savings. As an indication, 5MB can provide up to 100 emails or 500 WAP pages and if you are interested you should contact your local operator for service availability.

Bridge DataRoam is designed to allow both business and leisure travellers to use mobile data roaming more freely when roaming on Bridge Alliance member networks. A suite of different price plans intends to cater to the different needs of customers and at the same time, offer significant savings with the best coverage in the region.

Talking about their services I thought it would be interesting to get more information on the alliance's mobile travel guide "Bridge ConciergeGo", too. And Ms Ong revealed: "Bridge ConciergeGo is

Asia's first mobile travel WAP portal for travellers. Designed with the concept of 'travel concierge on the go', Bridge ConciergeGo provides users with easy and convenient access to comprehensive travel information on 14 major Asian cities. It is an essential travel guide covering tourist attractions, shopping, dining and entertainment, local contacts directory, promotions and many more. Bridge ConciergeGo is accessible on mobile phones at <http://conciergego.mobi>."

Asked how she sees the future for their services in Asia, Ms Ong said that travel would definitely be a growing trend, globally and across the region, and continued: "With more travelling, customers will look forward to more value added services that can enhance their overall travel experience. From a mobile perspective, it represents tremendous business opportunities given the mobile phone is widely regarded as the personal device that people will carry with them and to rely on to stay in touch wherever they go. We are well placed to tap into these business opportunities with the services that we introduce such as Bridge Traveller Program and Bridge DataRoam."

The Bridge Alliance is focused on serving their roaming customers on the alliance network, to provide a seamless roaming experience and continuously deliver value-added services to enhance their travel experience. "Coverage, quality of networks and unique customer benefits such as savings, convenience and privileges are key features that customers would appreciate", according to Ms. Ong. And she promised that Bridge Alliance would continue to develop and introduce more services in these areas.

Well, nobody doubts that the united roaming service provides a lot of advantages for travellers, but how can it be guaranteed that subscribers to the service don't get bom-

barded with promotion messages by the operator members, I asked myself? As an eager assertor of permission marketing I was curious to find out how Bridge Alliance intends to avoid unsolicited or untargeted mobile advertising and Ms. Ong explained that "mobile advertising is a local operator's business where it is governed by local country regulations and rules. Each country has its own set of rules and as an industry, mobile advertising is still in its infancy. Where it pertains to promote the alliance services to customers, we have guidelines to target and manage the number of promotional messages sent to subscribers within the alliance."

Mobile advertising is a medium growing in success that seems to revolutionize the advertising industry completely and with a network of 11 operators across the Asia Pacific region, the Bridge Alliance represents definitely new opportunities to advertisers to strategically manage their regional campaigns, as well as targets the traveler segment, according to Ms. Ong. She expects that the mobile industry is changing rapidly as customers become more sophisticated users of their mobile devices. "The mobile phone is no longer just a device to make voice calls or send SMS," she said, "it is becoming an essential tool for lifestyle needs." To marketers, this represents many opportunities to engage and reach the desired target audience. However, there is still some way to go for mobile marketing to take off as there are issues of regulations, technology and commercial arrangements to be addressed. Bridge Alliance's CEO suggests: "To overcome these challenges, advertisers, technology providers and mobile operators need to collaborate and pave the way for mobile marketing to make a bigger impact."◇

By Daniela La Marca

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MDA: IN THE FOREFRONT OF LEADING AND NURTURING SINGAPORE'S MEDIA INDUSTRY

The Media Development Authority (MDA), Singapore's leading agency committed to developing the local media industry, started its mission in 2003 and has since then advanced impressively in transforming Singapore into a Global Media City. Besides its principal activity of regulating all aspects of media communications, MDA has managed to push the island state to its zenith in the comprehensive digital media age.

In the past few years, it has focused increasingly on new media services and interactive digital media, aiming to foster a pro-business environment for local industry players in the more and more connected world. The forward-looking institution realized early on that with all emerging and new media, it is imperative to lay a solid foundation to guarantee sustainable growth. And MDA has so far succeeded outstandingly in positioning Singapore as one of the key media centres in the Asia-Pacific region, thanks no less to the agency's ability of adapting fast to the challenges of the always developing digital media landscape. The convergence of media demands constantly new approaches towards business development and content regulation and MDA has managed to juggle excellently the public's demand for access to information, while at the same time, protecting against potentially offensive and harmful material.

This year, the Media Development Authority of Singapore once again headed the Singapore Pavilion at BroadcastAsia2008 which comprised of 50 local companies showcasing their expertise in digital broadcasting and media.

Dr. Christopher Chia, Chief Executive Officer, Media Development Authority of Singapore (MDA) said:

"The Singapore Pavilion at BroadcastAsia2008 not only showcased innovative commercial products and services, it also provided a glimpse into the future".



Dr. Christopher Chia

So, Asian e-Marketing couldn't resist jumping at the chance to ask Dr. Chia, some more questions related to Singapore's media and broadcast industry and I really appreciate that he was willing to give us more insights into the lion state's media technology environment.

Q1. Can you give me an update of the current state of Singapore's media industry? Which specific industry segment is most successful, which one is less prosperous in the island state? What are the key drivers?

Singapore's media industry is making good progress in establishing itself as a hub for media business and the financing, making and trading of content and services. To-date, the media sector comprising television, film, animation, games, publishing and media services clusters generate revenues of \$18.2 billion and employs some 53,000 people. Our traditional sectors of growth are in the publishing and broadcasting sectors.

The positive outlook has been boosted by the maturing of the media financing system in Singapore. Over S\$500 million worth of media funds are available for media projects and companies, a result of private capital injected by banks, financial institutions and strategic investors. At the same time, ancillary businesses such as talent management and executive production

company RGM Entertainment, and consultancy firm Pembridge Asia, are establishing or have established their regional headquarters in the country. These developments have contributed to building a healthy business ecosystem that is today attracting world-class media projects and talents to Singapore.

Alongside this is the rising international demand for Made-by-Singapore content. From serving the needs of local audiences five years ago, Made-by-Singapore content can now be found entertaining audiences in over 50 countries, including the United States, Germany, New Zealand and China. Driving this outcome is a strategy that encourages co-productions with leading international players to open up access to worldwide markets, as well as skills and knowledge transfer.

A new engine of growth is Interactive Digital Media (IDM). The IDM Research and Development Programme Office (IDMPO) hosted within MDA, has put in place initiatives targeted at four key groups of stakeholders – individuals, industry, schools and research institutions. Since the program began in October 2006, over 100 IDM-funded projects focusing on the three key areas of Animation, Games and Effects; Intermediary services; and On-the-Move Technologies, have taken flight. This translates into some 100 new patents and products, involving 900 researchers and engineers.

In line with the country's strategic thrust into IDM, Singapore has also attracted international IDM companies such as Lucasfilm, Electronic Arts, and Southern Star to either set up their headquarters, or carry out business development, research and development, or game develop-

ment from Singapore. A notable highlight is Lucasfilm, which set up its only overseas base in Singapore.



Q2. If MDA plans to position Singapore as an ideal market for the creation, development and distribution of media content and services, are there any special programs envisioned or already implemented for digital content projects and services? It's obvious that the major trend in the media and entertainment industry is the shift to digital technology across the value chain. How is MDA reacting and adapting to this fact?

Media convergence brought about by digitalization has transformed the way content is made and delivered. This has opened up new opportunities for media companies to innovate and grow by providing new value to their customers, whether by repurposing existing content for different platforms, or creating new kinds of content and formats. MDA has encouraged the development of digital content and services through the following efforts:

National deployment of digital media services

It is supporting industry experimentation and deployment of services on new digital platforms. Following the success of its High Definition (HD) TV trial in 2006, Starhub Cable Vision (SCV) commercially launched HDTV services on 18 January 2007, making Singapore the first country in Southeast Asia to launch HD subscription TV. SCV now has three HD channels – National Geographic, Discovery and HD Showcase.

MDA then introduced a 2-tier Internet Protocol TV (IPTV) licensing framework in January 2007 to facilitate the entry of new players in the market. In July 2007, Singaporeans had their first experience of IPTV with the launch of SingTel's mioTV service, providing consumers' access to about 48 local and overseas TV program channels, including 6 HD channels. There are currently 7 commercial and trial Video On Demand (VOD) and IPTV service providers offering more than 125 TV channels to consumers in Singapore.

The official launch of HD5 in November 2007 placed MediaCorp as the first broadcaster in Southeast Asia to roll out an HDTV channel on a terrestrial platform. HD5 is also available on SingTel's mioTV and will soon be available on Starhub's cable platform. Today, Singapore households enjoy HD content delivered through terrestrial, cable and IPTV.

Moving forward, MDA is keen to encourage broadcasters to develop more services that tap on the potential of convergence and interactive digital media to offer more value-added services to consumers.

Encouraging Innovation in Digital Media Applications and Services

MDA also supports the development of original and innovative applications, services and devices for the broadcasting industry through its Digital Technology Development Scheme (DTDS). One recipient, Pixelmetrix Corporation, has even gone on to clinch an Engineering & Technical Emmy awarded by the National Academy of Television Arts and Sciences in the United States, for its DVStation Transport Stream Analysis products.

In June this year, MDA issued a Call for Proposal (CFP) to industry play-

ers with innovative digital media applications and services that have commercial viability and the potential to become industry leaders. The Call is aimed at supporting companies to push their innovative digital media applications and services to the global market.

The scope of the CFP includes high growth areas that Singapore has potential to excel in. These niche areas include, but are not limited to: Immersive Learning Media, the provision of engaging on-demand learning and simulation technology; Pervasive Media, which allows information processing to be fully integrated into everyday objects and activities; Virtual and 3D Media such as building online social networking sites and communities; Digital Interactive Advertisements and Digital Hubs.



Interactive and Digital Media (IDM) Research & Development

The digital media scene has been enriched with the establishment of the IDMPO to catalyze the IDM sector by sparking off innovations and R&D. Of the 100 research projects funded in 2007, 60 per cent having gone on to secure further funding from the private sector. In a promising sign, young start-ups are benefiting from the push to seed a culture of innovation on the ground. One example is First Meta, a start-up focusing on financial services for both virtual and physical worlds. Within two years of its founding, First Meta was shortlisted for the Red Herring 200 Global 2007 awards that recognize the most promising private technology ventures in the world.

Other growth milestones include the establishment of the GAMBIT Game Lab by Singapore and the Massachusetts Institute of Technology to work on game research projects, some of which have received recognition at international game conferences. The renowned Chinese Academy of Sciences (CAS), Institute of Automation has set up the China-Singapore Institute of Digital Media in Singapore – the first overseas lab by CAS. Singapore media companies too are investing in R&D and rolling out new innovative products and services.



Q3. MDA has identified digital animations as a niche genre Singapore is good in. How do your plans look like in order to deploy this fact?

MDA has put in place comprehensive initiatives and schemes to nurture the capabilities of Singapore animation and games companies, and encourage the creation of original animation and gaming content for the global market.

Schemes such as SCREEN and INVIGORATE have supported the development of over 110 animation and games development projects or ideas into tangible products such as animated pilots/ trailers or playable game prototypes. Such funding helps companies to test the market before moving into full production.

Beyond content creation, MDA also provides a leg up to local enterprises by co-investing in the production of original animated TV series and feature films for export to inter-

national markets. Thereafter, we lead delegations of Singapore companies to international trade markets like MIPTV, MIPCOM and Cannes Film Market to showcase their content to overseas broadcasters and distributors. There, we actively facilitate collaborations with international players on projects.

Q4. The key to maximizing returns on investment in original creation is the export and delivery of content on multiple platforms - therefore the acquisition and protection of intellectual property is without question vital. Is MDA working on IPR laws to support its plans to propel Singapore's vision of becoming a global media city? How would the ideal digital rights management look like from MDA's point of view?

Singapore is well known for its robust intellectual property regime. This has been pivotal in attracting and encouraging local and international media companies to develop properties and embark on research in IDM. Leveraging its role as a media exchange, MDA is working with partners to further develop Singapore as a global and regional hub for digital media assets by building up our trading and distribution capacity for media content, tools and services.

Q5. A conducive regulatory environment is critical for businesses to flourish and necessary to encourage foreigners to contribute. How will MDA ensure that its regulatory policies and business practices are progressive and meet international standards?

MDA adopts a market-oriented regulatory framework that seeks to create a vibrant media hub and a marketplace where there is improved flexibility and reduced costs for businesses. Our pro-enterprise regulation is calibrated to incentivize investments in media, encourage

the development of multi-platform content and the growth of IDM services. Underpinning our pro-enterprise policies is a comprehensive competition framework that will promote open access and a level playing field, benefiting both industry and consumers.

Reinforcing these policies are Singapore's comprehensive ICT infrastructure, PC-literate and technology savvy population, strong government support in IT usage and deployment and intellectual property protection laws.

Q6. How come that we barely hear anything in the media about Fusionopolis - the home of researchers, content creators and financiers of the local media industry? How successful is the project? What foreign talents and companies did it attract so far? How do you think it will evolve in the near future?

MDA's move to Fusionopolis later this year will promote synergy and more efficient resource sharing as this consolidates all our offices currently located at four different locations: MICA building, The Adelphi, URA Centre and Novena Square.

One of our visions is to develop the IDM R&D sector alongside our efforts to find new opportunities for traditional media which must develop new business models, content and services to keep pace with rapidly increasing digitization. Our move to Fusionopolis marks the start of an alignment with Fusionopolis' objectives to put Singapore on the international media radar as a leading hub for R&D in infocomm and digital media. So far, the Asian Food Channel, Ubisoft and the Digipen Institute of Technology have become tenants at the prestigious Fusionopolis, which is part of the new technology park One North.

[continues on Page 53](#)

Q7. Mobile TV and related advertising are still in its infancy, but the potential opportunity is enormous. What benefits, challenges and obstacles do you see for mobile TV and advertising in Singapore?

The deployment of mobile TV services in Singapore is a development that will offer more choice to consumers and new opportunities for the industry. Some companies are already experimenting with new mobile broadcasting services as for instance Innoxius Technologies, Singapore Digital and MediaCorp (in partnership with M1) who hold trial licences from MDA to conduct commercial and technical studies of mobile broadcasting.

MDA has been working to put in place a clear policy framework that will drive investment and innovation and enable mobile TV service providers to offer attractive services to consumers. We conducted a public consultation on the regulatory framework for mobile TV between November 2007 and January this year and received 22 responses and will finalize the framework after studying the responses.

Besides having led the Singapore Pavilion at BroadcastAsia 2008, MDA organized in addition two other events during the show, providing even more platforms for engagement with regional partners on digital broadcasting. MDA was co-organizing the inaugural Regional Seminar on Digital Terrestrial Television Broadcasting (DTTB) with the International Telecommunications Union (ITU), Canal France International (CFI) and

the Asia-Pacific Institute for Broadcasting Development (AIBD), which provided technical and policy training to support the collective effort of ASEAN countries in the adoption of a common digital TV broadcasting standard. And it also hosted the 6th ASEAN Digital Broadcasting meeting – a closed door discussion on the adoption of technical specifications for basic SD and HD set-top boxes, following last year's endorsement of the DVB-T standard as the common ASEAN terrestrial DTV standard.

Singapore has its media infrastructure in place and advances continuously, home-grown talents, technology and content is increasingly in demand overseas and prospects are bright with investments to deepen Singapore's research capacity in interactive and digital media, to spur the industry's growth on even further. Appreciate the chance to be part of it! ♦

By Daniela La Marca

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An Expert Forum created and organized by MediaBUZZ Pte Ltd

The volume of email spam is exploding and what's worse, email spam has become more malicious than ever. No company whether big or small can afford to overlook the dastardly nature of spam. On top of this if you add the lack of productivity caused by junk email, concerns over data loss/theft and the costs due to combating spam spiraling upwards, then there is no doubt at all that spam is now more so a plague than ever.

Just why has the spam problem worsened? Is spam making a greater comeback now than ever? What does the current spam and email security market look like in the Asia Pacific? Are spam filters losing their effectiveness? What more can be done to fight spam? Is anti-spam legislation an effective enough deterrent? When should organizations choose on-site, SaaS or virtual appliances? What will next-generation spam look like?

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You've used Google, Yahoo, MSN or maybe even Baidu and social networking sites such as Facebook. Indeed, many people do *Search* before they do anything on the web. Their *Search* term is a powerful indication of their needs.

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Learn from successful case examples on how organisations such as **Nikon, Tyco, and HSBC leverage on SEM to improve their sales!**

About Your Workshop Leader



Adrian Tan moved from his public sector job with the Infocomm Development Authority of Singapore and helped start up clickTRUE two years ago. clickTRUE is the Pay Per Performance online advertising arm of Hardware Zone Pte Ltd, now part of the media conglomerate that is Singapore Press Holdings. He is a strong advocator of the adoption of marketing strategies that encompass Search Engine Marketing (SEM), Online Media Planning, Web Analytics and Website Optimisation. A regular fixture at seminars, events and talks, he hopes to raise the awareness of marketers towards SEM and spur the exponential growth in this new media.

At clickTRUE, he provides consultancy to media agencies, MNCs and SMEs and has achieved impressive returns on investment for advertisers like Nikon, Epson, International Enterprise Singapore, HSBC, Tyco, National Trade Union Congress (NTUC, Singapore). His work and interest requires him to be a Google AdWords Qualified Individual, a Yahoo Ambassador and a Search Engine Marketing Professional Organization (SEMPO) member.

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ONLY INDUSTRY SUPPORT OF PRIVACY GUIDELINES WILL ENABLE MOBILE MARKETING TO REACH ITS ZENITH

For mobile marketing to be successful there are no two ways about it, marketers have to be extremely mindful and respectful of consumers. They have to take into account their audience when conceiving campaigns and therefore have to walk the thin line between permissive marketing and mobile spam. The good news is that many advertisers and carriers tend to agree that any unsolicited message is bad for business. However, there are still bad apples around.

The Mobile Marketing Association (MMA) believes that strong consumer privacy standards are essential to the success of mobile marketing by protecting mobile users from unwanted communications on their mobile devices. The Association firmly believes that only through industry support of strong privacy guidelines will the power of mobile marketing be able reach its full potential. It also notes that current internet marketing and privacy standards do not adequately address the specific challenges faced by marketers when marketing through the mobile channel. "Strong mobile industry privacy principles will protect the mobile channel from abuses by unethical marketers, and limit consumer backlash and additional regulatory scrutiny," states the MMA.

The worldwide marketing body has come up with some privacy principles that aim to guide companies within the mobile ecosystem so that they can effectively and responsibly leverage the mobile channel for marketing purposes. This global Code of Conduct has five categories:

- Notice
- Choice & Consent
- Customization & Constraint
- Security
- Enforcement & Accountability

Notice

Mobile marketers have to provide users with Notice – an easily understandable and quickly discoverable description of the terms and conditions of a marketing program. This should include information sufficient to permit a user to make an informed decision about his or her choices on how that information is used for that marketing program. In addition, mobile marketers must inform the user of both the marketers' identity or products/services offered, and the key terms and conditions that govern an interaction between the marketer and the user's mobile device.

Choice & Consent

Mobile marketers have to respect the right of the user to control which mobile messages they receive. They have to ask for and obtain consent by obtaining an explicit opt-in from the user for all mobile messaging programs. This can be accomplished via an SMS or MMS opt-in process, a voice response, website registration, or other MMA recognized or other legitimate methods.

Mobile marketers must implement consent (opt-in) for a specific messaging program. Consent is not carried into other programs unless the user has consented to such communications either 1) when they consented to the initial program or 2) upon the commencement of a subsequent messaging program.

A simple termination (opt-out) process so that users can stop receiving messages and users must be able to exercise their opt-out choice from any message. This opt-out must be functionally equivalent to the method used to obtain the opt-in and must be easily discoverable by users. Explanations on how to opt-out of multiple messaging programs must be provided on a reasonably frequent basis.

Customization

Mobile marketers should ensure that mobile marketing reflects broad customer expectations in any applicable national marketplace. Marketing through the mobile channel is most effective when appropriately targeted and user information collected for marketing purposes should be used to tailor such marketing to the interests of the user when available. They also have to take reasonable steps to ascertain that user information collected for the purpose of delivering targeted advertising is handled responsibly, sensitively and in compliance with applicable laws.

Constraint

Mobile Marketers should target and limit mobile messages to that which users have requested. Mobile messages should provide value to the user. Value may be delivered in multiple ways including: product and service enhancements, reminders, sweepstakes, contests, requested information, entertainment, or discounts.

Security

Mobile marketers must implement reasonable technical, administrative and physical procedures to protect user information collected in connection with mobile marketing programs from unauthorized use, alteration, disclosure, distribution or access.

Enforcement & Accountability

Mobile Marketers are expected to use evaluations of their practices to certify compliance with the Code of Conduct.

The MMA Global Code of Conduct updates the U.S. MMA Code of Conduct created in 2007, with support from the MMA APAC, LATAM and EMEA Board of Directors, and aligns the Code with generally accepted global privacy principles.◊

ETHICS: THE CORNERSTONE OF MOBILE MARKETING

Ethics is a core foundation of business today – and even more so of the new discipline of Mobile Marketing. The mobile phone as most personal media in the world, more than all other categories demands for prudent and ethical behaviour in the industry.

12snap, a direct marketing company has come up with a Code of Ethics based on the style of the Advertising Federation of Australia, and adapted it to the Mobile Marketing industry.

The Code:

Bear the Clients' best interest in mind

Marketers have a responsibility to ensure that the advice given is the best we are capable of. Act in the best interest of your client. Do not tell clients what they want to hear. Instead, tell them what they need to know. Always recommend what is right for your client, even if it is not in your agency's best financial interests.

Honor all agreements

We need to honour all promises made to clients, colleagues and suppliers, whether written or spoken. These cover contracts, commissions, fees, charges, salaries, deadlines, briefs and quotations. We must respect confidentiality since we are privy to valuable company intelligence in the form of marketing strategy, sales information, product development, customer research and competitive information. All colleagues should sign a confidentiality clause as part of their terms of employment.

Don't break or bend the law

The law exists to protect the public. We need to think beyond legal argument to moral argument. It may be easy to find loopholes, but it is not acceptable behavior. Don't do it. Be sensitive to the impact of your message. Present your client in a positive way without stretching the truth unreasonably even if it is 'technically' legal. Don't break the trust we have with the public.

Don't abuse the Mobile Media

The mobile phone has a built-in payment mechanism via the mobile network operators. Do not abuse this with unethical behaviour by using premium number services that are costly to consumers or by selling subscription services without clearly expressing and alerting consumers. This holds for adult consumers and even more so for children. Do not target consumers without having an explicit double opt-in from them. Everything else is pure spam which will severely harm the mobile marketing industry.

Creativity is King

The mobile phone is the most personal media in the world. The very personal environment of the mobile phone always ranks highest when thinking up mobile marketing campaign mechanics. It's also a boon for marketers because it allows personal brand communication with consumers. This however demands for very sensitive behaviour. Do not send uncreative advertising to consumers – it will only annoy them. Do not send messages at early or late hours in the day or at weekends and bank holidays. Entertain consumers

where possible; always be relevant and provide a clear benefit to consumers.

Master the Technology

Executing mobile marketing campaigns still is technologically complex. Strive for the highest standards and do not embrace shortcuts in execution for example, by not adapting mobile content to different mobile phone formats, or by not testing properly.

Strive for Excellence

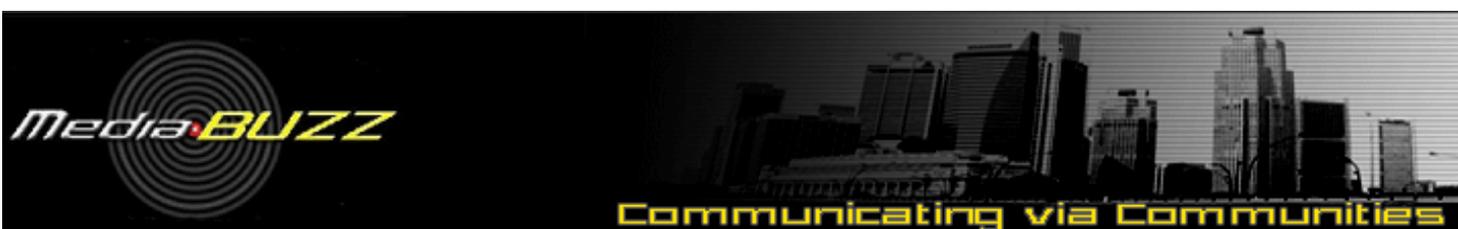
People do their best when encouraged to do so, be they your colleagues, clients or suppliers. Don't settle for less than the best you can be.

Colleagues: Try to create an open, trusting environment where staff are encouraged to excel, and reward them appropriately. Look after one another and where possible, help with important issues like studies or at times of personal crisis.

Clients: Develop an open, trusting relationship that can withstand the ups and downs of business. Always give the best you possibly can. Don't settle for the mediocre or mundane. But don't feel afraid to say no if a demand is unfair.

Suppliers: Trust your suppliers. Work with them. Give them enough time to do the work to your best standard and theirs. Don't bully them. Share successes with them. Your suppliers should want to work with you again. ◇

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WHO ARE THE KEY PLAYERS IN THE MOBILE WORLD?

There are several types of companies that operate in the wireless world, and the number is growing as the industry expands, ranging from network operators to ring-tone and content aggregators.

As the mobile industry has now turned from a specialized technology market to a mass consumer market, practically any company can enter the wireless world. Here is an overview of the main players in the mobile world:

- **End-users** make use of all services, whether they are aware of it or not, and are the 'grass roots' of the mobile world.
- **Network operators** are the 'kings' of the wireless world, due to the fact that without them there simply would be no networks. Each country has a number of competing network operators, such as Vodafone, Orange, T-Mobile, O2, 3 Hutchison Telecom and NTT DoCoMo, just to mention a few of the big ones. Operators route messages, bill phone users and collect revenue from them and nobody in the industry can bypass them.
- **Access providers** are gateways for companies and mobile networks. They offer companies a window to the wireless network and let them take advantage of the technologies on offer (GPRS, SMS, WAP, etc). An access provider will manage commercial and technological relationships

with network operators and will try to guarantee a quality 'always-on' service.

- **Platform providers** are similar to access providers, except that they go one step further to provide a software-based platform to enable the launch of a mobile-based service. They handle the whole process, from user experience through to network billing and customer support, and because of this they need to work closely with and have an in-depth knowledge of the other service providers in the mobile world.
- **Content and application developers** became an essential part of the wireless world due to rich media browsing on mobile phones and generate an important extra revenue stream - both for themselves and for the rest of the industry. Examples of mobile content include news streams, ring tones, logos, Java games, videos, Java applications and so on.
- **Content aggregators and publishers** are the companies that sell the content developed by content and application developers directly to the phone users. There can be some cross-over between content aggregators and content developers, but generally the two areas are separate. Content aggregators generally advertise products in magazines and newspapers, from their own web portal and on the television.



- **Marketing and media agencies** are involved in the wireless world on a strictly consultancy level, advising companies on how best to penetrate the wireless world.
- **Mobile consultants** advise companies on how best to define and implement their mobile strategy. There is usually some cross-over here with access or platform providers.
- **All kinds of companies** with an interest in the wireless world for generating revenue by communicating with their customers, employees, and suppliers.

Keep in mind: Each party needs the others in order to profit best from the wireless world. ◇

WHAT IS SO FANTASTIC ABOUT THE CURRENTLY USED GENERATION 3G?



Today's 3G networks provide high-speed, high-bandwidth support to bandwidth-hungry applications such as full motion videos, video calling and full Internet access.

With 3G you can watch music videos, chat with your friends via video

calling, send video messages and even watch mobile TV. 3G roll-out has so far been quite slow, but is expected to see 3G-enabled applications and content becoming widespread across mobile networks and service providers. ◇

BUZZWORDS

WHAT ARE 1G, 2G, 2.5G, 3G AND 4G?

Technically, generations are defined as follows:

- 1G networks (NMT, C-Nets, AMPS, TACS) are considered to be the first analogue cellular systems, which started in the early 1980s.
- 2G networks (GSM, cdmaOne, DAMPS) are the first digital cellular systems, which were launched in the early 1990s.

- 2.5G networks (GPRS, CDMA2000 1X) are the enhanced versions of 2G networks with data rates of up to about 144 kbps.
- 3G networks (UMTS FDD and TDD, CDMA2000 1X EVDO, CDMA2000 3X, TD-SCDMA, Arrib WCDMA, EDGE, IMT-2000 DECT) are the latest cellular networks, which have data rates of 384 kbps and more.

- 4G is mainly a marketing buzzword at the moment. Some basic 4G research is being done, but no frequencies have been allocated so far. The Fourth Generation could be ready for implementation around 2012.◊

**WHAT TYPES OF APPLICATION ENVIRONMENTS FOR MOBILE PHONES EXIST?**

There are currently three main application development environments for mobile phones:

- **J2ME** is the environment with is by far the most widespread handset support. The majority of games and applications on sale today have been developed in J2ME. It is a versatile environment and as handsets get more powerful so does Java support.
- **Symbian** content is restricted to Symbian handsets – for example, high-specification Nokias, Sony Ericssons (p800/900) and so on. Symbian applications tend to be much richer than J2ME, with enhanced features and graphics, but are generally higher priced.
- **Flash Lite** is the newest applica-

tion environment, but could make the biggest impact of the three once handset support is widespread enough. Flash Lite opens up the Flash environment to mobile developers, which will lead to advanced user interface development, widespread sound and graphic support and universal network connectivity, so developers can create dynamic applications which obtain data from existing web services or download different portions of an application based on what the user is doing on his or her handset.◊

WHAT'S A MOBILE VIRTUAL NETWORK OPERATOR (MVNO)?

A Mobile Virtual Network Operator (MVNO) is a mobile operator that does not own its own spectrum and usually does not have its own network infrastructure. Instead, MVNOs have business arrangements with traditional mobile operators to buy minutes of use (MOU) for sale to their own customers. Many are familiar with resellers of telecom services such as long distance, local exchange and mobile network services. MVNOs are similar, but they will usually add value – such as brand appeal, distribution channels and other benefits – to the resale of mobile services.

Successful MVNOs are those that have positioned their operations so that customers do not distinguish any significant differences in service or network performance, yet offer some special affinity to their customers. Well-diversified independent MVNOs can offer a product mix that traditional mobile operators cannot match – for example, super-market MVNOs could offer a package of shopping rewards and benefits. MVNOs have full control over the SIM card, branding, marketing, billing and customer care operations.

The major benefit to traditional mobile operators cooperating with MVNOs is to broaden the customer base at a zero cost of acquisition. It is likely that traditional operators will continue to embrace MVNOs as a means of deriving revenue to offset the enormous cost of building new networks. As more MVNOs expand in the marketplace, they are likely first to target prepaid customers as a means of low-cost market entry themselves. MVNOs are a means of encouraging competition, which ultimately leads to greater choice and lower prices.◊

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WHAT IS THE DIFFERENCE BETWEEN I-MODE AND WAP?

Both i-mode and WAP are complex systems. There are several important differences in the way i-mode and WAP-based services are presently implemented, marketed and priced. i-mode uses cHTML, which is a subset of HTML and is relatively

easier to learn for website developers than WAP's mark-up language 'wml', many new handsets use html to render web pages. Another difference is that at present in Japan i-mode is 'always on', while WAP systems operate on a dial-up basis.

Another major difference is that at present an i-mode user is charged for the amount of information downloaded plus various premium service charges, while WAP services are charged by connection time.◊

WHAT'S THE SUCCESS FORMULA OF I-MODE IN JAPAN?

i-mode, NTT DoCoMo's mobile Internet access system, is widely popular in Japan.

The 'i' in 'i-mode' stands for information and started a whole multibillion-dollar ecosystem by becoming part of Japan's social and economic infrastructure. Approximately 30 per cent of Japan's population uses i-mode about ten times or more a day, and the system allows them to send e-mail, to book train tickets and to perform other Internet-style activities. There are over 42 million i-mode subscribers in Japan out of a total mobile market of around 70 million, which is a considerable share.

There is no single reason why i-mode has been so successful; its success is to a large extent due to the fact that NTT DoCoMo made it easy for developers to create i-mode websites. In Japan homes PCs are not as widespread as in Europe and the USA, so Japanese people tend to use their i-mode handsets more for Internet access than do Europeans or Americans. A low street price to Japanese mobile marketing consumers for i-mode-enabled handsets means that there is a low entrance threshold; this, combined with the general love of gadgets by the Japanese population, has caused the market to become flooded with i-mode-enabled handsets.

The i-mode system is also relatively inexpensive to use, being 'always on'; moreover, the billing system that i-mode uses (micro-billing) makes it easy for subscribers to pay for value-added premium sites and is attractive for site owners wanting to sell information to users. The i-mode system has been effectively marketed in Japan as a fashionable accessory which has definitely helped, and the use of cHTML for site development has led to an explosion of content as ordinary consumers have been able to develop content. The presentation of content has also helped i-mode to grow, as it is so easy to get to grips with, and the AOL-type menu list of partner sites gives users access to a list of selected content on partner sites that are included in the micro-billing system and can sell content and services.◊

E-BOOK



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Daniela La Marca
Editor, Asian e-Marketing

Dear reader,

Welcome to the latest issue of Asian e-Marketing which is focusing on "Mobile Marketing & Security" this time.

It is estimated that mobile advertising spend will reach US\$1.7 billion in 2008 which can be true as major brands and ad agencies are increasingly incorporating the small screen into their comprehensive advertising plans. Eyed initially as off-limits to marketers and advertisers, mobile marketing is quickly climbing up the list of interactive advertising's most utilized platforms. The combination of advanced technology, personalization and an always-on environment opens up great opportunities to reach consumers in ways not even imagined just a short time ago. The key is to ensure that the mobile marketing industry's business models provide real value and incentives to all parties that are involved: effective advertising for the advertisers; new revenue sources for the operators; and reduced cost and more content for the subscribers. Delve more into this in our best practices, or legislation section or benchmark by reading the interviews we have with experts of the industry. Then decide for yourself if mobile marketing will soon be mainstream.

According to Frost & Sullivan, Asia Pacific's WAN Optimization market, covering 14 Asia-Pacific countries, earned revenues of US\$204 million in 2007, with the company estimating that this will reach US\$844.7 million by end-2014, at a CAGR (compound annual growth rate) of 22.5 percent (2007-2014). No wonder then that WAN Optimization is considered one of the hottest technologies around at the moment. However, one of the greatest paradoxes at the moment has to be the fact that the awareness of WAN Optimization in the region is still relatively low. Hence, it's really apt that MediaBUZZ held its half day seminar on 'The Rise of WAN Optimization' on April 29th, in Singapore. Read all about the event and its findings in our special supplement, and watch the video-clips of our speakers in this edition of Asian e-Marketing to hear their thoughts on this dynamic technology. You can check them out here: <http://www.mediabuzz.com.sg/buzzevents/past-events.html>

Couldn't make this event of ours? Not to worry, there's more around the corner! Look out for our Unified Threat Management and Anti-Spam events which are happening on October 7th and October 23rd respectively. With a line-up of dynamic speakers and filled with the latest information on these two cutting-edge security topics, these are seminars not to be missed, so mark these dates on your calendar. If you would already like to reserve your seat, please email info@mediabuzz.com.sg or call +65 6836 1807. Keep your eyes trained on us over the next few months for even more information on these events.

Want to learn more about the future-ready business enterprise? Read Dr. Valdeew Singh's 5 part serial, starting with the topic, 'Total Business Integration which is available here: <http://www.mediabuzz.biz/>

Enjoy the reading!

Till soon,



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Published

Every two month by

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79 Kim Yam Road,

#03-01

Singapore 239374

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