

IIR's 2nd

# MMS

Hear From  
13 Service  
Providers

# Congress

## Mobile Multimedia Messaging

*Driving MMS from launch phase into the mainstream, learning from the experiences of pioneering operators and overcoming the technical hitches to make the end user experience enjoyable and profitable*

*Marriott Hotel Vienna, 1st & 2nd April 2003*

### Operators Provide Insights Into:

- Customer Demand
- Usage Patterns
- Bundling, Pricing and Promotions
- Developing Content And Applications
- Billing
- QoS And Network Optimisation
- Interoperability

31st March 2003

Pre-Conference Seminars

Morning Seminar:

**Maximising The Revenue opportunities From MMS – Led By Mobile Metrix including a case study from Vodafone**

Afternoon Seminar:

**Mastering Digital Rights Management (DRM) – Protecting Multimedia Mobile Content – Led By Beep Science**

1st & 2nd April

Conference

**MMS Congress – Including Presentations From: Orange, Radiolinja, Connect Austria, Buongiorno, GSM Association, Telefonica, Telecom Italia Lab, Telsim, Polska Telefonia Cyfrowa, VIP-Net, Endemol And Wind Telecomunicazioni**

3rd April

Post-Conference Workshop

**MMS Interoperability Workshop – Including case studies from: Nokia, Logica, and Empower Interactive**

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08.40 Registration

09.10 Chair's Opening Address: **Tomi T Ahonen, 3G Strategy Consultant**

09.20 **Assessing The Success Of MMS Service Providers In Europe And Asia – Examining Operator Business Models, Developing A Customer Profile And Identifying The Winners In MMS**

- Analysing the MMS services markets worldwide, identifying:
    - the service providers who have launched MMS services in Europe and Asia
    - the service providers who are preparing to launch MMS services
  - Examining the business models that are developing:
    - types of services that are predominating – peer to peer versus content services
    - pricing strategies employed
    - roaming and interoperability across networks
    - open service architecture versus walled garden
  - Assessing the success of different service providers and identifying the reasons for their success:
    - is interoperability the key to the success of MMS?
    - is MMS an opportunity for service providers or a way to sell handsets?
    - how important is pricing to the success of MMS?
    - how important is roaming?
  - Apportioning operator revenue from MMS between:
    - peer to peer messaging/picture messaging, content provisioning, national roaming, international roaming
  - To what extent do incoming MMS messages generate additional network traffic Voice, SMS or MMS?
  - Identifying the MMS customer:
    - is the MMS user a prepaid or post paid customer?
    - how often does the typical MMS user send an MMS?
    - how much is the MMS user ready to spend on MMS?
    - what impact does MMS have on SMS usage?
    - does QoS matter?
  - Identifying opportunities in the business market for MMS
- John Delaney, Principal Analyst, Ovum**

10.00 **Analysing Orange's Early Experiences With MMS - Analysing Early Adopter Customer Demand And Usage Patterns**

- Examining Orange's MMS customer demographics:
    - identifying who is using MMS
  - How are Orange's customers using MMS, how often and which services are most popular?
  - Determining how Orange can increase revenues from MMS customers:
    - applying lessons on pricing, usability, bundling and marketing
  - Building a strong portfolio of content services for MMS:
    - examining the Orange content strategy - partnerships, open services platform, developers' forum
  - Overcoming the technical and commercial challenges to make MMS a mainstream service for Orange customers:
    - overcoming billing limitations and the challenges of DRM
    - enabling Orange's MMS customers to send MMS to other networks and to roam with MMS
    - integrating MMS with other Orange services and applications platforms
- MMS Expert, Orange**

10.40 Morning Coffee

11.00 **Developing Content And Applications To Drive MMS Take-up – Including European Operator Case Study Material**

- Analysing the development of content for MMS throughout Europe
  - Developing compelling content and applications for MMS
  - Examining the developing MMS content business models
  - Identifying trends in the development of MMS content and applications and forecasting the future winners
- Alvise Zanadi, International Consumer Services Implementation, Buongiorno**

11.40 **Creative Pricing For Radiolinja's MMS Picture Messaging And Content Services**

- Explaining how Radiolinja's pricing policy has developed since the launch of MMS:
    - determining when the promotional period is over - really making money from MMS
  - Tailoring pricing structures to demand from different target audiences
  - Examining how Radiolinja have used bundling to increase usage in the prepaid and post paid markets
  - Is pricing for MMS a significant factor in customer network selection/prepaid versus post paid?
  - Comparing peer to peer pricing models ie 'Picture Messaging' with pricing for content:
    - how do these differ and why?
    - which service produces the most revenue and by how much?
    - who uses each service?
  - Overcoming the billing challenges of MMS:
    - are billing systems capable of handling per usage charging for MMS?
    - are billing systems capable of handling DRM and charging for content delivered via MMS?
    - determining what Radiolinja need from a billing system
  - Examining how Radiolinja are overcoming billing restrictions to deliver flexible and creative pricing plans for prepaid and post paid customers:
    - business tariffs, bulk discounts, service bundles
- Jussi Siltanen, Development Manager, Radiolinja**

12.20 **Assessing What Billing Systems Can Offer The MMS Service Provider**

Currently MMS service providers are unsure just what pricing structure options they want to offer their prepaid and post paid customers. Billing solutions providers are offering various tailored systems in an attempt to provide maximum flexibility to the service provider. Unfortunately in many cases the service provider's existing billing systems are either over-stretched or very sensitive to new and non-standard loadings. MMS poses a number of new challenges to the billing solutions provider and the integrator. How to bill for content, how to detect the delivery of an MMS, how to apportion the revenue between multiple service providers and applications/content providers, how to detect and bill for forwarded messages. This is complicated even more when messages are sent across networks or roaming is attempted. We will discuss the challenges facing both service

providers and solutions providers and give guidance based upon our experiences in developing billing solution for MMS.

**Bob Machin, Principal Consultant, Logica Telecoms Solutions**

**Two Independent Views**

13.10 Lunch

14.20 **Examining How Polska Telefonia Cyfrowa Are Generating Revenue From MMS**

- Which services are proving to be the most profitable and which are likely to be effective at growing the mass market for MMS?
    - how important are content services as compared to peer to peer applications?
  - Examining Polska Telefonia Cyfrowa's approach to pricing for MMS:
    - targeting different market segments
  - How has MMS impacted SMS revenues and what are Polska Telefonia Cyfrowa doing to build on synergies and avoid cannibalisation?
  - What role and potential does MMS have as an enterprise application?
  - Interoperability across networks:
    - identifying and overcoming the problems of enabling cross-network MMS
  - International roaming with MMS – is this a priority for Polska Telefonia Cyfrowa?
  - What can the industry do to speed the development of a mass market for MMS?
  - How can MMS be used to speed the development of demand for 3G applications?
    - is 3G about business or consumer applications?
    - is MMS a 2.5G or a 3G application - will MMS develop into something more powerful in a 3G environment?
    - what messages are Polska Telefonia Cyfrowa giving their customers now to fully exploit MMS?
- Artur Karasinski, MMS Product Manager, Polska Telefonia Cyfrowa**

15.00 **Enhancing MMS Business By Enabling Copyright Protection and Premium Content Superdistribution**

- Identifying the main requirements facing the service provider who delivers different types of content by MMS:
  - ensuring payment for content delivered by MMS
  - controlling content after delivery
  - protecting copyright and charging for forwarded content
  - identifying and attributing the revenue due to the content providers and that due to the service providers making the system interoperable with cross-network traffic
  - protecting the customer from virus attacks/fraud and low quality services
- Examining the technological solutions:
  - assessing what can be done with billing
  - technologies to identify usage of MMS content services and ensure payment
- Making realistic pricing structure choices to ensure mass availability of MMS:
  - identifying what can't be done and avoiding business models that can't be supported working within the constraints of interoperability
- Using the customer as a superdistribution of MMS content:
  - assessing the risks and the opportunities of superdistribution
  - evaluating a implementation of superdistribution

**Sissel Henriette Larsen, Marketing Director, Beep Science**

15.40 Afternoon Tea

16.10 **Examining The Role That Standards Are Playing In Speeding The Development Of A Mass Market For MMS**

- Identifying the key areas of the MMS standards that have been challenged or circumvented by manufacturers and operators looking to implement the service:
    - where are the difficulties in implementing MMS standards?
    - what are the implications of deviations from the standards for the industry as a whole?
    - what are the standards bodies doing to correct the situation?
  - Looking at existing implementations of MMS, to what extent are they interoperable?
    - end to end
    - between different content and messaging platforms; for example SMS, WAP, and mobile IM
    - between different operator networks
  - Promoting the MMS standard within the telecoms and content/applications development communities:
    - how successful has MMS been in terms of the proportion of operators offering or planning to offer the service?
    - what steps are being taken to encourage the development of content and applications for MMS?
    - identifying the critical factors and timelines that must be achieved if MMS is to succeed and reach a mass audience
  - Targeting roaming as a key objective to ensure mass market take up and to fully exploit MMS revenue
  - Improving the user experience:
    - making MMS simple and more attractive for the end user
  - What changes need to be made to the existing standards based on operators' first experiences of MMS?
- Graham Trickey, Technical Director And MMS Taskforce Director, GSM Association**

16.50 **Developing A Service Portfolio To Take ONE From Launch Phase To Mass Market MMS**

- Examining ONE's launch phase service portfolio
  - Determining how ONE made their service portfolio choices
  - Assessing the success of ONE's launch of MMS in terms of meeting network targets and in terms of service uptake
  - Developing an MMS services portfolio to exploit a growing customer base:
    - revealing how ONE intend to grow MMS revenues
  - Examining innovative applications to capitalise on a growing MMS customer base:
    - examining the opportunities for community MMS messaging application
    - building a picture messaging community
  - Increasing ARPU from MMS customers:
    - adding operator products for existing MMSCs for example including feature proxy and storage platforms
- Stefan Czapionka, Programme manager VAS, Connect Austria (ONE)**  
**Paul Beyer Klinkosch, Director Products & Services, XIDRIS Mobile Communications**

17.30 Chair's Closing Remarks

17.40 End Of Conference Day One

**Drinks Reception**

You are cordially invited to join the speakers and your colleagues for a drinks reception to discuss the key issues covered throughout the day in a relaxed and informal environment.



08.40 Registration

09.10 Chair's Opening Address

**09.20 Analysing Telefonica's Early MMS Content Experiences – Identifying The MMS Services And Applications That Telefonica's Customers Are Using And Paying For Now And Forecasting Future Market Developments**

- Analysing the demographic characteristics of Telefonica's MMS early adopters:
  - are they mainly prepaid or post paid users?
  - what do we know about the post paid users?
- Identifying the services in most demand and their usage patterns:
  - identifying the key revenue generating services and applications for the consumer market
  - what types of content service are most popular with users and are clear demographic differences measurable?
- How are Telefonica modifying their services to generate more revenue?
  - what is the price elasticity of MMS customers?
  - what type of content is forwarded to other users and how often?
  - what proportion of content is transferred to other media – computer/personal stereo/gaming equipment – what are the implications for Telefonica?
- Developing operational guidelines to help mobile operators increase revenues from MMS content services:
  - building the right content partnerships
  - pricing and packaging content services
  - personalising content and focusing the marketing campaign towards interested market segments
- Building the ideal MMS content strategy:
  - assessing how a good portfolio of content providers can affect profitability
  - getting the balance right between control and creativity
  - empowering the consumer – providing optimal choice and clear pricing
- Examining successes and failures in MMS powered content provision

**Luis Ezcurra, General Manager For Services Development, Telefonica Moviles**

**10.00 Attracting Customers To VIP-Net's MMS Service And Identifying What They Want**

- Examining VIP-net's portfolio of MMS services
- Demonstrating how VIP-Net approach their customers
- Educating VIP-Net's customers through different marketing activities
- Assessing customers expectations for MMS after their first experiences
- Developing the MMS service portfolio to fit a mass market
- Explaining the importance of content for MMS and getting this right

**Davor Soldo, Product Manager, VIP-Net**

**10.40 Explaining Endemol's Ideas On Content And Applications For MMS – Examining How The Business Model Might Differ From That Operating For SMS**

**William Linders, Business Development Director, Endemol**

11.20 Morning Coffee

**11.40 Developing An Interoperable MMS Delivery Platform And Integrating It With Other Service Platforms - Discussing Two Case Studies: Wireless IM And The Content-To-Person Solutions**

- Addressing interoperability issues in the MMS standards and approaching interoperability from the user-experience point-of-view
- Operating in a mixed mobile terminal environment and handling different content formats
- Examining alternative solutions to achieve MMS interoperability on the device side:
  - how may device manufacturers, MMS-C manufacturers, and content providers contribute
  - analysing the different approaches and evaluating their benefits
- Analysing the technical challenges of achieving interoperability among MMS and other platforms:
  - from Wireless Instant Messaging to advertising
  - understanding where multimedia messaging can complement other services
- Assessing the benefits of developing an interoperable solution for the mobile operator, from both technical and economic points of view
- Presenting two TILAB Case studies:
  - MMS messaging in TILAB's Wireless Instant Messaging platform
  - Content-to-Person MMS-C solution for Push services

**Gianluca Zaffiro, System Expert, Telecom Italia Lab**  
**Gianni Guglielmi, Project Manager, Telecom Italia Lab**

**12.20 Analysing Wind's Early MMS Content Experiences – Identifying The MMS Services And Applications Wind's Customers Are Using And Paying For**

- Who uses Wind's MMS services?
- What are Wind's most popular MMS services and how often are they used?
- Gathering information to help to understand what Wind's customers want from MMS
- Bundling, pricing and packaging Wind's MMS services to increase revenues from MMS
- Examining Wind's MMS content development strategy
- Learning the lessons from roll-out and early operational experiences:
  - where have problems occurred and how have Wind tackled them?

**Claudio Rossi, MMS Product Manager, Business Unit Mobile Multimedia Contents & Services, Wind Telecomunicazioni**

13.00 Lunch

**14.10 Delivering End to End Service Activation For MMS Content And Applications**

- Specifying requirements for MMS content and application activation:
  - examining the process of service activation from network operator to application/content provider
  - considering the user expectation for MMS activation
- Integrating the service provider's OSS to ensure billing and provisioning for the activated MMS service

- Minimising the signalling/network resources necessary to support service activation for MMS
- Ensuring the scalability and interoperability of MMS activation systems
- Examining case studies for MMS content, push, information, picture and video messaging activation

**Anders Kinberg, Marketing Director, BlueFactory Systems**

**14.50 Meeting The Customer's QoS Expectations For MMS With Minimal Cost**

- Assessing how important QoS is to MMS customers:
  - identifying the key customer requirements and expectations for MMS
  - protecting the service provider's brand
- Measuring and managing the customer's experience of MMS services:
  - defining KPIs for MMS
  - identifying specific quality data that can be measured
- Bridging the gap between network statistics and the results of customer satisfaction surveys:
  - correlating network data with detailed usage statistics per customer and location
- Should network improvement efforts be focused upon high ARPU customers?
  - is consistent network quality better than a finely tuned network focused upon high ARPU users?
  - determining how the network can be tuned/optimised to benefit high ARPU users
- Optimising the network error resolution processes to support MMS QoS
- Collecting data to support the SLA process

**Sandeep Rainer, GSM/GPRS Consultant, Telsim**

15.30 Afternoon Tea

**15.50 Investigating The Importance Of The User Interface To Consumer Acceptance Of MMS Applications**

- Learning from the success of the SMS user interface
- Examining MMS as a user interface for multimedia content and applications
- Assessing SMS as a user interface for MMS
- Analysing user interface case studies from major Asian and European operators

**Randy Boyer, Vice President, Business Development, FunMail**

**16.30 Learning From MMS And Multimedia Services In Different Asian Markets Including Japan**

- Determining how successful MMS is in Japan:
  - what kinds of service are proving to be most popular?
  - assessing market penetration and revenue generation
- Examining the business model for MMS:
  - where does operator revenue come from?
  - what partnerships are in place and who shares the revenue from MMS?
  - examining the impact of national and international roaming on revenue
- Understanding the MMS consumer:
  - examining the MMS user profile
  - what will the user pay for different MMS service and how do they wish to pay?
- Building an effective pricing strategy:
  - identifying the optimal pricing mix
  - overcoming the limitations of billing and mediation for prepaid and post paid customers
  - making pricing clear to the end user
- How important is interoperability to the success of Japan's MMS market?
- Examining a successful MMS application case study

**Samuel Keret, VP Business Development, Mobixell**

**17.00 Service Providers Discuss Their Experiences With MMS So Far, Considering What Works, What Doesn't, What Will Make Money And What Is Unrealistic, Including:**

- Surprises and problems during MMSC roll out
- Roaming challenges and timescales – is there a business case for roaming?
- Interoperability across networks – what is the problem and how can it be solved?
- Customer acceptance and demand for services – who wants MMS and is it really such a great opportunity?
- Billing and charging for MMS messages and content – what can be done about content charging and DRM?
- New service opportunities for MMS – discussing services that make sense and some that make money
- Is MMS a success waiting to happen? – if so when and how much?
- What are the key issues for the MMS industry, considering:
  - network operators
  - service providers
  - content producers
  - billing systems vendors
  - content platform developers
  - applications developers
  - terminal manufacturers

**Including: Luis Ezcurra, General Manager For Services Development, Telefonica Moviles**

To find out who else will join this panel, visit [www.iir-conferences.com/mms](http://www.iir-conferences.com/mms)

17.30 Chair's Closing Remarks

17.40 End Of Conference

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## MMS Interoperability Workshop

A full day workshop focusing upon the challenges of cross-network, interoperability and roaming for MMS – a selection of MMSC vendors discuss different cross network interoperability experiences

09.00 Registration

### 09.30 Session 1

#### Analysing The Current State Of Cross Vendor And Cross Network Interoperability

- Determining which networks have already achieved MMS interoperability:
  - within their home markets
  - across international boundaries
- Identifying operators who are currently working towards national and international interoperability
- Examining the drivers and the barriers to interoperability:
  - driving up demand for MMS
  - commercial and technical barriers to interoperability

### 10.20 Session 2

#### Determining The Role Of Standardisation And Assessing The Success Of The MMS Standard

- Are MMS standards sufficiently defined to support cross vendor interoperability from MMSC, via applications to the handset?
  - what areas of the 3GPP's MMS standards have come under most pressure from vendors?
  - could additional standardisation activities augment the existing standards?
- Forecasting the development of MMS standards and the impact on both existing and future interoperability initiatives

11.00 Morning Coffee

### 11.30 Session 3 Led By Nokia

#### Learning From Nokia's MMS IOP Experiences With Different European Operators

- Demonstrating how MMS IOP speeds growth for the MMS industry
- Taking a snap-shot of MMS IOP globally:
  - latest news on the status of IOP
- Discussing the key learning points from MMS IOP case studies including:
  - a technical IOP case study
  - an MMS roaming case study
  - MMS interconnection
- Overall recommendations to operators on how to achieve MMS IOP
- Future key developments to watch related to MMS IOP:
  - new standards, emerging issues

Seppo Aaltonen, Head of Technology and Architecture Marketing, Nokia Mobile Software

### 12.10 Session 4 Led By Empower Interactive

#### Addressing The Interoperability Challenges Of Cross-Network Multi-vendor MMS Solutions

- Assessing the importance of cross-network interoperability to the commercial success of MMS:
  - comparing MMS interoperability with the experiences of SMS
- Identifying the main interoperability challenges facing service providers at the MMSC network level:
  - how do different vendors' MMSCs differ and how does this affect cross-network performance of MMS?
  - assessing different approaches to achieving interoperability
- What services and pricing strategies can be supported with current technology restrictions?
  - where are the main restrictions?
- What is being done to correct the interoperability problems?
  - within 3GPP
  - within the vendor community
  - by integrators on a case by case basis
- Examining interoperability in the handset market:
  - are vendors making the right choices?
  - what is the right choice for a handset vendor?

Richard Shearer, Chairman and Chief Executive, Empower Interactive Plus A Service Provider – to be announced on the conference website [www.iir-conferences.com/mms](http://www.iir-conferences.com/mms)

13.00 Lunch

### 14.20 Session 5

#### Addressing End-to-End Interoperability For MMS

Steve Buck, Product Marketing Director MMS, Logica

15.20 Afternoon Tea

### 15.50 Panel Discussion

#### Learning The Short Cuts And Lessons From The First Movers In MMS

16.30 End Of Workshop

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#### About the GSM Association

The GSM Association (GSMA) is the world's leading wireless industry representative body. It consists of more than 660 second and third generation wireless network operators working collaboratively to define, prioritise and communicate requirements, as well as key manufacturers and suppliers to the wireless industry. The Association's members provide digital wireless services to more than 747 million customers (end September 2002). The GSM family of wireless communications platforms account for approximately 71 percent of the total digital wireless market today. The GSM Association is a unique organization, with truly global reach, offering a full range of business and technical services to its members. For more information, visit the website at [www.gsmworld.com](http://www.gsmworld.com). GSM is a registered trademark, registered and owned by the GSM Association.

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## Maximising The Revenue Opportunities From MMS

*A half day seminar focusing upon the revenue opportunities for operators*

09.00 Registration for the full day

### Session 1

09.20 Introduction, Overview Of The Current Situation And The Consumer Response To MMS

Edward Nugent, CEO, Mobile Metrix discusses the results of a recent MMS consumer survey

### Session 2

09.50 Identifying Where MMS Fits Into The Current Mobile Services Landscape

- Generating revenue from data – examining trends in the data services markets of Europe, Asia and North America
  - Examining the need for education of end users – what approaches are working?
  - Assessing the end user's willingness to pay for data services
  - Lessons from the SMS customer – will MMS follow a similar pattern?
  - Identifying the market requirements for the development of MMS
- Herbert Mittermayr, Director Messaging Product line, Alcatel

### Session 3

10.20 Taking An Operator Perspective Of MMS

- Examining operators' strategies for developing a mass market for MMS
- Ensuring the customer has access to MMS – terminal and interoperability issues
- Assessing the success of existing revenue sharing strategies – how important is stimulating new content to the success of MMS?
- What forms of content provider will play a role in the development of MMS and how are media interests likely to impact the operator business model?

James Pearce, VP Technology, Argogroup  
A Senior Representative, Vodafone

11.10 Morning coffee

### Session 4

11.40 Taking A Content Provider Perspective

- Growing a mass market for MMS
- Why would a content provider work with an operator and what do they want for their content?
- Priming the content market – revenue share and other motivators
- Examining the perspectives of different media organisations – how do they see the development of MMS?

Victor Brophy, Marketing and Sales Director, ChangingWorlds

### Session 5

12.10 Developing Profitable MMS Services – Case Studies From T-Mobile And Vodafone Germany

- Composing an attractive and profitable MMS application bundle for a quick MMS launch
- Launching MMS Services: examining different operator case studies from the German market
- Identifying how launching MMS services differs from SMS
- Taking a detailed look at the key elements for a successful MMS launch: interoperability, content, marketing and promotion
- Lessons learned and suggestions for the future

Claus Darnstädt, Marketing Director, ConVISUAL

12.40 Discussion and Conclusion

13.00 Lunch

## Mastering Digital Rights Management (DRM) – Protecting Multimedia Mobile Content

*A half day Seminar focusing on developing a DRM policy and aimed at mobile multimedia strategists and content managers*

### Session 1

14.20 Examining The Present State Of The Mobile Content Market And Determining The Need For DRM

- Identifying the main mobile players and their content and intermediary partners
- Examining what types of content are available now and forecasting what new types of content MMS will enable
- How will MMS services impact mobile service providers' existing DRM strategies?
  - what additional requirements will content providers demand from mobile service providers?
  - what additional liabilities will service providers have to shoulder
- Introducing the main issues service providers must consider when distributing copyright content and illustrating them with real examples from fixed, mobile and Internet communications:
  - examining existing DRM systems and pointing out their weaknesses

Sissel Henriette Larsen, Marketing Director, Beep science  
Plus A Major Media Organisation

### Session 2

15.00 Examining International Regulation Concerning Content Protection And Identifying Potential Infringement Pitfalls Facing Operators Delivering Content Through MMS

- Overview of content protection mechanisms currently available:
  - determining whether current legislation provides an adequate legal framework for mobile operators and copyright owners
- Protecting trade marks, domain names, copyright works and database rights
- Implementing territorial protection and international exploitation of intellectual property rights (IPR)
- Scrutinising national laws, European regulations and International Treaties:
  - determining to which services and situations they apply
- Deciding between conflicting laws and selecting the appropriate jurisdiction:
  - identifying the liabilities of each player: mobile operator, service provider, and end user

A legal Expert To be Announced

15.40 Afternoon Tea

### Session 3

16.10 Building A DRM System

- Identifying the main elements of the DRM system:
  - security through encryption
  - distribution of content and keys
  - asset management and payment
- Assessing and defining the limitations of current encryption technology:
  - interoperability across different messaging and delivery platforms – WAP, SMS, EMS
  - identifying the best solutions available at this time
- Distributing different file types to different handsets:
  - quality implications of backwards compatibility – reviewing solution options
- Asset management as the key to the content value proposition and as a powerful marketing tool:
  - determining who is the customer and how many copies of content have been published – charging for forwarded messages
  - making payment
  - distributing keys
- Determining whether to partner with a messaging broker:
  - evaluating the case for outsourcing DRM to an ASP
  - definition of liability between partners – who is responsible for failures?

Markku Mehtala, Business Development Manager, Beep Science

### Session 4

16.50 A Case Study Presented By A Leading Mobile Content DRM Service Provider

### Tutorial

- Summarising, discussing and evaluating the days previous sessions
- Developing individual action plans

17.40 End of Seminar

Beep Science will provide details of the case studies and presenters at the conference website [www.iir-conferences.com/mms](http://www.iir-conferences.com/mms)

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<input type="checkbox"/>	Thursday 3rd April	Post-Conference Workshop - MMS Interoperability	CG2067M

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