



## Mobile payments: Trends, regulations & future opportunities

*MEF Event supported by PhonepayPlus*

12 October 2009 – Royal Statistical Society, 12 Errol St, London, EC1Y 8LX

- 09:00**            **Registration & tea/coffee**
- 09:25**            **Welcome & morning overview**  
David Clarke, PhonepayPlus Board
- 09:30**            **Business Confidence Index (BCI) – Presentation**  
*The latest trends & insight from MEF's quarterly industry survey*  
Mark Harding, KPMG
- 10:00**            **The changing face of PRS regulation – Presentation / Q&A**  
*PhonepayPlus' 12th Code consultation & plans for registration*  
Mark Collins, PhonepayPlus
- 10:30**            **Impact of convergence on regulation & industry – Panel discussion / Q&A**  
*Working collaboratively & avoiding regulatory overlap*  
**Panel moderator: Alex Haffner, Denton Wilde Sapte**  
Jeremy Olivier, Ofcom  
Paul Whiteing, PhonepayPlus  
Shahriar Coupal, Advertising Standards Authority  
Phil Jones, Information Commissioner's Office
- 11:15**            **Views from abroad – Panel discussion / Q&A**  
*Regulators & industry from around the world share trends & take questions*  
**Panel moderator: Paul Whiteing, PhonepayPlus**  
Achim Wehrmann, Deutsche Telekom (Germany)  
Pat Breen, RegTel (Ireland)  
Burcin Acan, Turkcell (Turkey)
- 12:15**            **Lunch & networking**
- 13:15**            **Monetising content via mobile payments – Keynote / panel discussion**  
*The options, benefits & considerations for the future of mobile payments*  
Keynote: Ilicco Elia, Reuters  
  
**Panel moderator: Ingrid Silver, MEF/Denton Wilde Sapte**  
Ilicco Elia, Reuters  
James Patmore, Boku  
Mark Curtis, Flirtomatic  
Guiom Peersman, Dialogue  
David Rogers, OMTF
- 14:30**            **Smart pipe enablers: Unlocking the potential of mobile – Panel discussion**  
*New ways that mobile content is being distributed & paid for*  
**Panel moderator: Allen Scott, Edgeforce**  
Andrew Bud, mBlox  
Ray de Silva, Vodafone  
Glyn Povah, O2  
Simon Hossell, Gracenote
- 15:30**            **Coffee/tea break**



**15:45**            **Application stores – Presentation / panel discussion**

*Implications & opportunities for the mobile market*

Presentation: Laurence Aderemi, Admob

**Panel moderator: Suhail Bhat, MEF**

Conrad Poulson, Orange

Robert Silver, Longreach Mobile

Jonathan Symons, Shazam

**16:45**            **Q&A session**

**17:00**            **Close**