POST EVENT REPORT

14 – 15 April 2010 Grand Copthorne Waterfront, Singapore

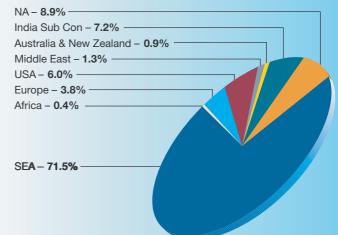
MOBILE MARKETING ASSOCIATION

Partnering for a second time, the Mobile Marketing Association (MMA) and Informa Telecoms & Media successfully organised the Anual Mobile Marketing Forum 2010 (MMF) from the 13th – 15th April at the Grand Copthorne Waterfront Hotel, Singapore. The 250-strong crowd came together to discuss the latest technology developments, case studies and innovative ways of using the mobile channel to extend the reach and effectiveness of Mobile Marketing. With a 72% increase in participation compared to last year, the audience of key local and international agencies, brands, carriers and other members of the global mobile marketing ecosystem, enjoyed a jam packed 3 day event which proved an excellent platform for building closer business relationships through endless networking opportunities.

Over 50 leading industry speakers in a jam-packed 3-day programme addressing key issues including:

- What marketers really want from mobile media!
- Mobile and media usage trends around the world and the key implications for mobile marketers and advertisers
- Engaging via social media on the handset implications and strategies
- The mobile search opportunity
- Is location based advertising the future of proximity marketing?
- Ad networks shoot out

GLOBAL PARTICIPATION: VIEWS THAT TRANSCEND BORDERS & CONTINENTS



POWERFUL INSIGHTS FROM SIGNIFICANT INDUSTRY FORCES

Ad network	• •	2%
Ad platform	• • • • • •	6%
Agency	• • • • • • • • • • • •	13%
Association/Govt	• • • • •	5%
Bank/Investor	•	1%
Brand	• • • • • • • •	8%
Consultancy	•	1%
Content Provider	• • •	3%
Educational Inst	•	1%
Media/Publishing	•••••	19%
Mobile Agency	• • • •	4%
Other	• • • • • • •	7%
PR Agency	•	1%
Publisher/Search	• •	2%
Research/Analyst	• • •	3%
Tech Provider	•••••	19%
Telco	• • • • •	5%

THE CONNECTED CIRCLE: DIRECT COMMUNICATIONS WITH INDUSTRY DECISION MAKERS, INFLUENCERS & PROFESSIONALS

First-Level Management – **19.6%** (Manager/Group Officer/Supervisor/Team Leader etc)

OVER 200 PARTICIPANTS JOINED US IN 2010 FOR 3 INCREDIBLE DAYS OF MOBILE MARKETING!

- More than 70% of surveyed attendees emerged very satisfied with the overall event.
- An overwhelming majority rated the sessions and event as being very valuable.

Presented by:

MOBILE MARKETING ASSOCIATION

Produced in Partnership with:

President/Director etc)

telecoms & media

www.mobilemarketingforum.com



What our satisfied clients have to say:

"Thanks for organizing a wonderful event. Gauging from the success."

Ranganathan Somanathan, Starcom MediaVest Group

"It was one of the thoughtful, well planned, and well-structured events I attended for a long time and I would like to thank you for making this happen!"

Freddy Friedman

"Congratulations and thanks for all the incredible hard work you and your teams have done to made this year's MMF a brilliant success. Thank you. It seemed to go really well, with greater attendees, strong presentations and I was left with the impression and confidence that this year is a turning point, this event specifically for the future of mobile in the region."

Barney Loehnis, Asia Pacific Digital Lead for OgilvyOne **Ogilvy & Mather Asia/Pacific**

"The MMF was very well received among the 5 people from P&G interactions and high powered presentations, the forum was a great attending. I personally found it of extraordinary quality. A little lengthy on the first day but perfect on the second."

Marco Gavin

Procter & Gamble Asia Pte Ltd. Singapore Hub Haircare GBS Leader (AAIJK)

"One of the best mobile seminars so far." Rommel Pentinio, Associate Director, Starcom PH

"Overall it was a great forum to learn trends in mobile advertising from across the world!"

Vinay Kumar, CEO, StratosHear

Coming up in April 2011:

Mobile Marketing Forum 2011 (See below for contact details)

Attended by over 200 agencies, brands, carriers, and media professionals

- Hong Bao Media (Holdings) Pte Ltd
- HOTMOB LTD
- Hungama Digital Media
- Entertainment
- iCELL Network Pte Ltd **IIR EXHIBITIONS PTE LTD**
- Infinita Inc
- INFOLINE
- INMOBI
- INTEL SEMICONDUCTOR LTD ASIA PACIFIC
- INTUIT
- i-POP Networks
- **JSPECTRUM**
- Lianhe Zaobao
- Madhouse
- Madison World
- Marketing Institute of Singapore
- Marketing-interactive
- Maruti Suzuki
- MEASAT BROADCAST NETWORK
- SYSTEMS SDN BHD (ASTRO) MEC
- Media Asia
- MEDIA PRIMA BHD
- MEDIACOM
- Microsoft
- Microsoft Advertiser and Publisher Solutions
- MIS Asia
- MIXI INC
- MOBILE 2 WIN

Sponsored By:

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Media Solutions

- MOBILE ADVERTISING SOLUTION SDN BHD Mobile Entertainment Forum Asia
- Mobile Giving Foundation
- Mobile Marketing Association
- MobileMonday Singapore
- Mobixell MO.IOPIA
- MRM WORLDWIDE
- M-stars Indonesia
- NANYANG ACADEMY OF FINE
- ARTS
- NAVTEQ
- Navteq Media
- Netbiscuits Pte Ltd Netcore Solutions
- Neuralitic Systems Inc.
- NOKIA
- NTT COMMUNICATIONS CORPORATION
- **OCBC Securities Private Limited**
- Ogilvy One **OGILVYONE WORLDWIDE**
- SINGAPORE
- OMD

Alcatel·Lucent

Google

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DON'T HESITATE TO CONTACT US...

LOGO

- Omnicom Media Group Openwave Systems, Inc
- OUT THERE MEDIA ASIA PTE LTD
- P&D
- P&G
- PICO ART INTERNATIONAL PTE LTD
- Singapore Economic Development Board Singapore Press Holdings

BUTALCASY

For more information on the upcoming 2011 Mobile Marketing Forum Asia conference, sponsorship and exhibition options,

S Microsoft Advertising

OPENWAVE"

please contact: Ms Sheryl Pacheco at Tel: +65 6508 2455 | Email: sheryl.pacheco@informa.com

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PT INFORMASI TEKNOLOGI

PT SOLUSI MEDIA SELULAR

SEEKER WIRELESS PTY LTD

Pudding Media Singapore

COMPANY SINGAPORE (PTE) LTD

PT ANTAR MITRA PRAKARSA (M-

Questex - Telecom Asia / Wireless

- Singapore Tourism Board
- Smaato Inc. Smart Communications
- SOFIALYS
- Solidance
- SPH SEARCH PTE LTD
- STARCOM

SMART

- STARHUB LTD
- StratosHear

- SUN MICROSYSTEMS c/o LEONG CHOU WENG
 - Sybase (S) Pte Ltd
 - Sybase 365
 - TechSparks
 - Telecom Channel
 - Telecom TV TELEMEDIA INTERACTIVE LLC
 - The Cherrypicks Group
 - The Jakarta Post
- The Nielsen Company
 - Thomson Reuters India
- TRINITY WIZARDS
- Turkcell ULTRA SUPERNEW - CREATIVE AGENCY
- UNIFIED COMMUNICATIONS (OHQ) SDN BHD
- Unilever Asia, Africa, Middle East and Turkey

ZDNet Asia / CBS Interactive

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