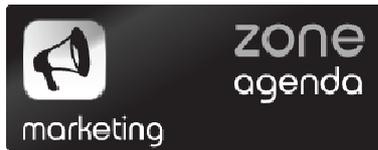


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## Workshop Agendas



### Day1

#### [App Marketing Stream](#)

App Promotion & Marketing  
Brand Building with Apps  
Mobile Entertainment Apps  
Mobile Social Media & Gaming

### Day2

#### [Advertising, Tablets & Monetization](#)

App Advertising & DIY  
iPad, Tablets & New Models  
App Monetization & Payments  
Cross Platform Apps Promotion

#### [Mobile Operator & Handset Stream](#)

Key Industry Challenges  
Business Models & App Store Strategies  
Billing, Payment & Device Integration  
Future App Tech & Challenges

#### [TV App Store – Pay TV as an App Platform](#)

Current State of Apps for TV  
Apps in a Connected TV Environment  
Turning Pay TV into an Apps Platform  
Socially Enabling TV with Apps

#### [Developers Stream](#)

Creating Compelling Apps  
App Store Partnerships  
Developing with a leading App Store  
Building & Innovating in Location Based Apps

#### [Developers Stream](#)

Pitching New Apps & Funding  
App System Testing & Quality Control  
Developing Enterprise & Cloud Apps  
Developer Challenges: Future Cross Platform Apps

## Day 1 (30 Nov 2010)

### App Marketing Stream

This stream is designed for Marketing Professionals who want to find out whether the value of having an app as part of their marketing strategy is worthwhile. Many brands are extending their Social Media strategy with the inclusion of mobile apps, hear tangible insights from leading companies who have experimented with this.

This session will address what's needed to market your app successfully, answering common questions such as what are the options to get in the top 10?

0915 [Event Chair Welcome & Introduction](#)  
**Ben Rooney, Technology Editor, The Wall Street Journal Europe**

0930 [Morning Keynote Session](#)  
**- Nick Lansley, Head of R&D, Tesco.com**

#### SESSION ONE: APP PROMOTION & MARKETING

Discover how the mobile apps medium is exploding as an essential marketing tool, and what response rates are being delivered versus traditional media.

1010 [Choosing an agency or go directly to developers?](#)  
**- Richard Collins, Managing Director, Pocket Marketing**

1030 [Stella Artois Case study - Building an iPhone app with location based augmented reality](#)  
**- Jane Linton, Business Development Director, Imano**

1100 [BioLock Biometric Security: Iris/Face recognition technologies applied to apps and how smartphones are bringing Biometrics to the masses.](#)

### Mobile Operator & Handset Stream

This zone is targeted towards operator handset, cloud computing & billing providers to examine how apps are changing the key mobile business models. Worldwide operators will debate the challenges of multiple app stores, and how they can protect their traditional business models. Device manufactures and technology providers look at building the right hardware to facilitate app functionality, and the associated billing, security and testing issues.

0915 [Event Chair Welcome & Introduction](#)  
0930 [Morning Keynote Session - Ensuring Your Success with Huawei Digital Shopping Mall](#)  
**- Mehdi Khorasani, Head of Consumer Business Solution, Europe, Huawei**

#### SESSION ONE: KEY INDUSTRY CHALLENGES

1010 [The role of the operator in the Apps ecosystem](#)  
**- What assets can the operator bring to the table: Customer knowledge, network APIs, user experience investments, etc.**  
**- How to make this useful to customers.**  
**- How to make this simple to developers.**  
**- How multiplatform proposition makes sense for a converged operator like Telefonica.**

**Javier Lorente, Global Project Manager - Mobile Data Group, Telefónica Europe**

1040 [Why Android is not enough](#)  
What is the idea behind Sony Ericsson's user experience? Why is Android only a

### Developers Stream

A two day developers stream geared up for app developers focusing on all the issues dealing with development of apps across different app stores. Technical presentations from leading developers & app stores cover a myriad of issues and challenges faced when developing apps.

#### "Free to attend for developers"

0910 [Event Chair Welcome & Introduction](#)  
**Brian Friedman, CEO, Nexva**  
0930 [Morning Keynote Session](#)  
**- Ilja Laurs, Founder & CEO, GetJar**  
**SESSION ONE APP DESIGN & CREATION**  
1010 [Creating compelling iphone apps: This session examines some of the latest tips and tricks in app design and development and building compelling user interfaces.](#)  
**- Ed Lea, CTO, Grapple Mobile**  
1030 [All about the user interface: User Experience & App Payments](#)  
**- John Lunn, Director of Platform and Integration, PayPal Developer Network**

1100



Jason Braverman, CEO, Blue Planet Apps, Inc.

1130 Morning Break

**SESSION TWO: BRAND BUILDING WITH APPS**  
 There are a large number of mainstream brands and companies incorporating apps into their marketing strategy enabling them to drive brand awareness, transactions and loyalty.

1200 **Trip Advisor Case Study**  
 - Séverine Philardeau, Senior Director of Partnerships, TripAdvisor

1230 **JustGiving Case Study**  
 - Elizabeth Kessick, Community Product Manager, JustGiving.com  
 - Rahul Power, Founder, Apsmart

1300 **Panel: Leading Consumer Brand App Case Studies Debated**  
 What have been the most successful brand app case studies, and why? Successful determinants of leading app case studies? Frustration over paying for multiple app stores and the importance of cross platform narrative within app strategies

- Babs Rangaiah, Vice President, Global Communications Planning, Unilever  
 - Kelaine Olvera, Director of Product Marketing, Operators & Media, Velti  
 - Ian Malone, Managing Partner, We Are Apps  
 - Lloyd Price, Director of Marketing, Badoo  
 - Jaskirat Singh Gill, General Manager - Entertainment, Bharti Airtel Limited

1330 Networking Break

**SESSION THREE MOBILE ENTERTAINMENT APPS**  
 The music industry has been quick to embrace mobile and apps, leading with many of the forward thinking app development projects.

1430 **Case Study: Showcase of the award winning music discovery app**  
 Examining some of the best music apps in the market, and what determinants make them successful.  
 - Beatrice Farina, Vice President Marketing Communications, Shazam

1500 **MTV case study**  
 How a broadcaster is utilizing mobile apps, different challenges and models  
 Gerry Gouy, Global Senior Director, MTV Networks

1520 **Panel: Apps & the Music Industry**  
 How are labels using apps to promote their bands? How to monetize this fan base for the music industry?  
 - Sébastien Marteau, Vice President, Sales & Business Development EMEA, Fox Mobile Group, News Corp.  
 - Faisal Galaria, Global Head of Business Development, Spotify  
 - Josh Saunders, Head Of Technical And Creative Digital Marketing, EMI Group UK

qualifier? In this session, Karl-Johan Dahlström will take you on a journey behind the scenes of Sony Ericsson's phone propositions, and you will learn how Xperia™ phones will be made successful thanks to the influence of Sony, the Android platform and unique design elements from Sony Ericsson. Also, you will learn how the Android platform is implemented and what it means to be working with Android from a manufacturer perspective.

- Karl-Johan Dahlström, Developer Program Architect, Sony Ericsson

1100 The role of Telcos in Apps arena , Vodafone Italy case study

- Vodafone Calcio, a vertical branded app looking at distribution of football content via apps

- My 190, Self Care Application

**Melany Libraro, Head of Mobile Access at Vodafone IT**

1130 Morning Break

**SESSION TWO BUSINESS MODELS & APP STORE STRATEGIES**

1200 **Launching the Orange Apps Store – Multiplatform app store models Integrating Orange TV and Orange gaming into the App store**  
 What impact will the growth in app usage have on operators' networks? Building apps into increased data plans for subscribers  
 - Jean-Luc Ottensen, Head of Mobile Games and applications, Orange France

1220 **Verizon Casestudy**  
 - Laura Osbaldeston, Head of the VDC for Business Markets & Applications, Verizon Wireless

1240 **How Apps make Entertainment Bigger – Revenue, Experience & Marketing Impacts**  
 How can operators enhanced their traditional business models to deliver new entertainment revenue streams?  
 Jaskirat Singh Gill, General Manager - Entertainment, Bharti Airtel Limited

1300 Networking Break

**SESSION THREE: BILLING, PAYMENTS & DEVICE INTEGRATION**  
 This session examines the application payment mechanisms being used, and the challenges of introducing carrier billing

1430 **Is there gold at the end of the rainbow?**  
 The Operator paradox – help or hindrance? The developer choice – monetisation? The content owner dilemma – build or buy? The user experience – pain or pleasure?  
 - Graham Rivers, CEO of WIN/Executive Director of IMImobile

1500 **Cross platform app billing** Examining the different billing functions, and propensity to increase in app purchases.  
 -Charles Damen, VP Business Development, MACH

1520 **The smartphone as a credit card payment acceptance device?**  
 The power of the smartphone has been harnessed to provide a fully secure card payment terminal. What opportunities exist for developers wishing to integrate secure

Adobe will be providing a 1.5 hour developers track @appsworld.

**Create, Distribute and Monetize cross platform applications**  
 With the expanding number of platforms and devices, it is becoming harder to develop and distribute applications that reach a large number of users. Learn how you can easily create, distribute and monetize applications for PCs, netbooks, tablets, phones and televisions. In this session, we will develop a basic Adobe AIR application and then publish the application through Adobe InMarket.

**Serge Jespers, Platform Evangelist, Adobe**

1230 **Cross Platform Development Today**  
 Cross platform development options. Discuss existing tools such as J2ME Polish, Phone Gap, Appcelerator and more and highlight their respective strengths and weaknesses. Tool free cross platform strategies, such as common architecture or using pure web apps. Compare the cross platform development with going native all the way.  
**Robert Virkus, CEO, Enough**

1300 **Pricing models & how does one make money from his/her app**  
 -Tamar Shachar, Chief Revenue Officer of Logia Group

1310 **Networking Break**

1400



Nokia Developer track:

A cross-platform framework that creates huge opportunities for future Symbian and MeeGo smartphones.

A robust, tried and tested application development framework that has delivered thousands of use-cases across desktop, mobile and embedded operating systems.

A greatly reduced development effort through intuitive APIs, as well as 70% reduction in lines of code.

A framework that compiles your code to native, and will not slow it down through runtime.

1500



**Moving from 2D to 3D UI on Android**  
 With the growing hardware support for accelerated graphics on mobile devices we face new opportunities for advanced user-interfaces for application developers. As users add more information to their screens we need new ways of visualizing it without decreasing the overall user experience. Erik Hellman from Sony Ericsson will show how to move your old and flat 2D UI to a new dimension by combining standard Android UI

<p>1600 Networking Break</p> <p><b>SESSION FOUR MOBILE SOCIAL MEDIA, GAMING &amp; TV APPS</b></p> <p>Session four examines both how social media has been a driving force behind app adoption and usage, but also how it can be used as part of your marketing strategy to promote apps.</p>	<p>card payment into their apps? - <b>Peter Turner, CEO, CreditCall – CardEase Mobile</b></p>	<p>widgets with OpenGL ES 2.0 hardware accelerated 3D graphics. <b>Erik Hellman, Lead software architect, Sony Ericsson</b></p>
<p>1630 <b>Youview case study: TV as a portal and apps based platform.</b> The challenge of building an apps and widget based TV platform, and the opportunities for brands and marketers to engage with TV apps. <b>Anthony Rose, CTO, Youview</b></p>	<p>1600 Networking Break</p> <p><b>SESSION FOUR FUTURE APP TECHNOLOGIES &amp; CHALLENGES</b></p> <p>1630 An Examination of the Russian and EE apps marketplace - MTS 360</p> <p>Building industry standard for mobile apps <b>Dmitry Troshkin, Head of Mobile Commerce and Applications Department, MTS Russia</b></p>	<p>1600 Networking Break</p> <p><b>SESSION FOUR BUILDING &amp; INNOVATING IN LOCATION BASED SERVICES</b></p> <p>1630 <b>Innovating with location based apps.</b> The technologies and business of creating compelling location based apps.  - <b>Mimmi Olsson, Global Manager, Technical Marketing &amp; Developer Technologies, NAVTEQ</b></p>
<p>1700 <b>Examining the latest in mobile social networking as a key driver for the apps industry</b> - <b>Christian Hernandez Gallardo, Head of International Business Development, Facebook</b></p>	<p>1700 <b>Launch of new industry standards - Wholesale Applications community (WAC)</b> • Using web standards for mobile apps – will operators succeed with a global apps platform? <b>Tim Haysom, Head of Developer Relations at the Wholesale Applications Community</b></p>	<p>1650 <b>Development of applications focused on location based services and features</b> Understanding core location frameworks, mapping technologies and available platform to execute on. - <b>Nick Black, Co-founder, CloudMade</b></p>
<p>1730 <b>Social Dating Meets Apps</b> - <b>Lothar Eckstein, Chief Marketing Officer for Badoo.com</b></p>	<p>1720 <b>Panel - How will mobile telco business models evolve?</b>  - <b>Sissel Henriette Larsen, VP, Head of Content &amp; Applications, Telenor Group, Corporate Development</b>  - <b>Laura Osbaldeston, Head of Verizon Developer Community, Verizon Wireless</b>  - <b>Sam Arora, Director, DeviceAnywhere Ltd.</b></p>	<p>1710 <b>Huawei's inTouch Partnership Program for Developers</b> - <b>Mehdi Khorasani, Head of Consumer Business Solution, Europe, Huawei</b></p>

**Day 2 (1 Dec 2010)**

**Advertising, Tablets & Monetization**

<p>0915 <b>Event Chair Welcome &amp; Introduction</b> - <b>Ferhan Cook, President Any Screen Productions &amp; MobiAdNews</b></p>	<p>0930 <b>Morning Keynote Session</b>  - <b>Peter Vesterbacka, CEO, Rovio (Angry Birds)</b></p> <p><b>SESSION ONE APP ADVERTISING &amp; DIY</b></p>
<p>1010 <b>Panel: Building the Advertising Model within Apps</b> Examining the latest in ad funded apps and best practices for in-app advertising. - <b>Jon Mews, Head of Mobile, IAB</b> - <b>Limvirak Chea, Director Business Development Europe &amp; Middle East, InMobi</b> - <b>Stephen Upstone, VP Sales and Business Development Europe, Velti</b></p>	<p>1000 <b>Smart TV: Where next for TV Apps?</b>  Will apps fundamentally change the way we interact with TV?  Integration with social networking sites, the socialization of tv?  Opening TV platforms for developers – the challenge to the TV industry to embrace developers  - <b>Dan Saunders, Head of Content Services, Samsung Electronics</b></p>
<p>1040 <b>Mobile TV app case study: T-mobile International</b>  <b>Luke Magnuson, Head of Apps Propositions: Products and Innovation, T-Mobile International</b></p>	<p>1100 <b>Rolling out apps across the enterprise</b> Delivering in-house apps, for employees of large scale enterprises  <b>Matt Hatch, Managing Director, Mubaloo</b></p>

**TV App Store – Pay TV as an Apps Platform?**

This day covers the emergence of the TV app store, and the key issues involved with building apps for Pay TV services and devices.

<p>0915 <b>Event Chair Welcome &amp; Introduction</b> <b>Bill Scott, Chief Operating &amp; Commercial Officer, EaseITV</b></p>	<p>0930 <b>Morning Keynote Session: What prompts TV operators to get into the apps business?</b> Examining the current state of the world of TV apps, and TV App Store launches - <b>Andrew Burke, CEO, Amino Technologies</b></p> <p><b>SESSION ONE THE CURRENT STATE OF APPS FOR TV</b> We start by establishing the current state of the intersection between apps and television, and then examine each facet; including the applications themselves and also their value to operators, content providers, application providers and advertisers.</p>
<p>1030 <b>Apps in a Connected TV setting - Building Content Related Interactive Applications</b></p>	<p>0950 <b>Application Submission Stories</b> Listen to "dream or nightmare" stories around application submissions from</p>

**Developers Zone**

<p>0915 <b>Event Chair Welcome &amp; Introduction</b>  <b>Jeff Hadfield, President, The Code Project</b></p>	<p>0925 <b>Morning keynote session</b></p>
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Pitching your New App, the process developers go through submitting their new app to each app store, and how easy this process is ?  
- **Thibaut Rouffineau, VP Developer Partnerships, Wireless Industry Partnership (WIP)**

**SESSION ONE : PITCHING NEW APPS & FUNDING**  
The first session looks at the process of pitching a new app, what developers go through when submitting to the app store, then a panel of expert evaluate different app pitches, and we look at how app developers can get finance and funding for new app projects.

<p>1130 Morning Break</p> <p><b>SESSION TWO IPAD &amp; TABLETS – NEW MODELS FOR PUBLISHERS &amp; ENTERTAINMENT?</b></p> <p>The iPad and various tablet launches have attracted a great deal of interest for the publishing and associated industries. It's still too early to tell what long lasting opportunities smartphones and tablets will have but some promising starts have been made by newspapers. Many publishers, newspapers and magazines are seizing the opportunity, and this session explores the challenges in the tablet apps marketplace.</p>	<p>Apps that extend the TV experience and enrich and interactive viewing experience.</p> <p><b>- Angelo Pettazzi, Head of DTT Content Factory, Mediaset S.p.A.</b></p>	<p>developers and appstore owners.</p> <p><b>- Wireless Industry Partnership (WIP)</b></p>
<p>1200 <b>Tablet apps</b></p> <p>Key insights as publishers head towards the tablet app model, how to encourage deeper engagement with individual publications?</p> <p><b>- Illicco Elia, Head of Mobile Products, Reuters Consumer Media</b></p>	<p>1100 Key lessons in interactive tv and how these can be applied to apps and widget based viewing.</p> <p><b>- John Denton, Managing Editor, TV Platforms, BBC</b></p> <p>1130 Morning Break</p> <p><b>SESSION TWO APPS IN A CONNECTED TV ENVIRONMENT</b></p> <p>During 2009, major operators launched mobile smartphone apps to program the home DVR. This year, some of them added the ability to use the mobile as a TV remote control. But that's just the beginning. This session shows how devices used in multiple contexts work together to enhance the TV experience</p>	<p>1030 <b>In-App and Mobile Browser Payments using PayPal</b></p> <p><b>- Anthony Hicks, Senior Integration Manager, Strategic Partners and Platform PayPal X</b></p> <p>1100 <b>Panel: Attracting VC Investment &amp; Funding for your App</b></p> <p>This panel looks at what investors are looking for in app development, what evaluation criteria applies to their decisions and advise on getting funding for your app projects.</p> <p><b>- Randeep Wilkhu, Senior Investment Manager, T-Venture Holding GmbH</b></p> <p><b>- Joe Neale, Principal, m8 Capital</b></p> <p><b>- Charles Pangrazi, Partner, Equity Plus Partners</b></p>
<p>1240 Case study: Sky Mobile TV Apps Combining TV and apps into a compelling experience Future apps strategy – broadcast and mobile synergies</p> <p><b>- David Gibbs, General manager for Mobile, BSkyB</b></p>	<p>1200 <b>How operators can leverage apps on Pay TV &amp; Connected TV environments</b></p> <p><b>- Michael Lantz, CEO, Accedo Broadband AB</b></p>	<p>1130 Morning Break</p> <p>1200</p>
<p>1300 <b>Panel: Business &amp; Revenue models for iPad &amp; tablet apps</b></p> <p>Ad funded, sponsorship and premium subscription based apps for publishers. Examining subscription issues on tablet apps. Examining iPad launches, and how to add value to paid content?</p> <p><b>- Stephen Pinches, Lead Product Manager, FT.com at Financial Times</b></p> <p><b>- Illicco Elia, Head of Mobile Product, Reuters Consumer Media</b></p> <p><b>- Jamie Walters, Digital Director, Metro</b></p> <p><b>- Limvirak Chea, Director Business Development Europe &amp; Middle East, InMobi</b></p> <p><b>- Tristan Leaver, Director of Business and Audience Development, EMEA, The Wall Street Journal Digital Network</b></p>	<p>1220 <b>Panel : Connected TV Apps</b> - Building the case into making TV's capable of delivering the widget experience. Developing apps for connected tv's, and examining the advertising opportunities within apps</p> <p><b>- Peter White, CEO, Rethink Wireless</b></p> <p><b>- Stela Bokun, Senior Analyst Europe, Pyramid Research</b></p> <p><b>- Senior Representative, Netgem</b></p> <p><b>- Ian Valentine, Founder, miniweb</b></p>	<p>1330 </p> <p>Learn how to turn your code into cash Join Intel at <a href="#">Apps World</a> in London on Wednesday 1<sup>st</sup> December for a free developer workshop to learn how to make money by selling your apps on the <a href="#">Intel AppUp Center</a>. <a href="#">Enrollment</a> in the Intel AppUp Developer program is free for a limited time. We'll be discussing revenue opportunities for Adobe AIR* and Windows* C/C++ developers, as well as how you can optimise existing iOS, Windows and runtime applications for netbooks.</p>
<p>1330 Networking Break</p> <p><b>SESSION THREE - BUILDING SUCCESSFUL MOBILE APP STRATEGIES</b></p> <p>This session examines who is making money in apps and top tips for launching successful mobile apps</p>	<p>1250 <b>Using apps &amp; widgets to make the TV experience stickier</b></p> <p>Enriching the TV experience by using apps</p> <p>Quantifying the potential of Yahoo! Connected TV and Google TV platforms for IPTV operators</p> <p>Integrating communication services and social networking with IPTV</p> <p>Legal aspects in using widget overlays over TV broadcasts</p> <p>Comparing the apps &amp; widget strategies for different IPTV operators</p> <p><b>Jukka Helin</b></p> <p><b>CTO, Qbitech Ltd (former Director - TV, Content &amp; Digital Home at TeliaSonera)</b></p>	<p>1330 Networking Break</p> <p>1400 </p> <p>Hear why you should develop for the Intel AppUp Center, learn about our SDKs with live coding walkthroughs, listen to other developers already involved in the program, and talk to Intel experts in our staffed open lab. Bring your code and questions! Want to see what to expect? <a href="#">View our videos</a> from past Application Labs.</p>
<p>1430 <b>Ten top tips for launching a successful mobile app to promote your brand</b></p> <p><b>- Mark Lister, Managing Director, Imano</b></p>	<p>1310 Networking Break</p>	<p>Drinks and snacks will be served throughout the workshop. All attendees will have the opportunity to win a top-of-the-range netbook* and any developer who submits their application to the Intel AppUp Center at the event could win an expenses-paid trip to <a href="#">Mobile World Congress*</a> in February!</p> <p>*Prizes subject to conditions</p> <p><b>Nina Woolvett, Portfolio Manager, Intel AppUp Developer Program (IADP) Team</b></p> <p><b>Costas Stylianou, Senior Software Engineer, Intel</b></p> <p><b>Christoph Weinmann, Application Engineer, Intel</b></p>
<p>1450 <b>Who's making money in apps?</b></p> <p>How do you price your app in the app store and what are the other ways of monetising it?</p> <p><b>- Jamie Walter, Digital Director, Metro</b></p>	<p><b>SESSION 3 TURNING PAY TV INTO AN APPS PLATFORM</b></p> <p>What is the current state of affairs in the world of TV apps here at the end of 2010? What's at the leading edge and hasn't been done until just now? This session provides a survey of apps from major service providers around the world. Apps seem natural for IPTV operators with universally available two-way pipes, but what about satellite providers and cable operators?</p>	<p>1400 <b>TV &amp; Internet crossfertilization, using Apps to make the TV experience stickier</b></p>
<p>1520 <b>Success in a multi-platform app world</b></p> <p>How to ensure your apps succeed on all platforms and the pitfalls to avoid.</p> <p><b>- Nigel Little, Managing Director of Distinctive Developments</b></p>	<p>1400</p>	<p>1400</p>
<p>1540</p>	<p>1400</p>	<p>1400</p>

Networking Break	Bringing compelling content to the user, what techniques can be leveraged by apps, to improve audience reach and keep them using your app and its content for longer periods of time and more often?	1600 Networking Break
<b>BUILDING YOUR APPS STRATEGY</b>	<b>- Nicolas Bry, FT/PRESIDENCE/, Orange Vallée</b>	
1630 Building on the previous 2 days of sessions, we have heard a variety of case studies, examples on app promotion, branding, entertainment and tablet apps – for brands and marketers we wanted to offer a summary session assisting and guiding you on key areas to do with setting up, and building your own apps strategy.	1420 <b>Panel: Broadcasters, TV Programmers and Apps</b> Which Broadcasters & TV programmers are experimenting with apps and what kinds of results are they getting? How are players from the traditional broadcast world leveraging new media? Are apps simply extending their existing audiences to new screens, or are they actually attracting new audiences and younger demographics?	<b>Delivering the BlackBerry Super App Experience</b>
1720 <b>SUMMARY &amp; CLOSE</b>	<b>- Shirlene Chandrapal, Director, Connected TV Yahoo! Europe</b> <b>- Simon Miller CEO, Betfair TV</b> <b>-Gerry Gouy, Global Senior Director, MTV Networks</b> <b>-Paul Rawlings, Founder &amp; CEO, ScreenReach</b> <b>- Tristram Biggs, YouView Launch Manager, BBC</b>	1600 Learn how to maximise your investment on BlackBerry by leveraging the unique capabilities of the BlackBerry Application Platform to create a best-in-class mobile experience.  - Building full-featured apps in Java or HTML-5  - Learn about new BlackBerry Commercial Services to help you monetise apps  - How to deliver killer Super App experiences using Push, Multi-Tasking, Inbox / PIM / BBM Integration and more
	1450 <b>Examining the role of key technologies to build an apps &amp; widget based platform over Connected TV devices</b>  <b>- Nigel Smith, Vice President and Chief Marketing Officer, NDS</b>	<b>- Sanyu Kiruluta, Team Lead, Developer Relations, EMEA, Research in Motion</b>
	1520 <b>Panel: Can IPTV services harness the development of Social TV services and applications?</b>  <b>- Loo Cheng Chuan, Principal, SingTel Idea Factory</b> <b>- Dr. Randolph Nikutta, Leader New Media, Innovation Development, Deutsche Telekom AG, Laboratories</b> <b>-Fearghal Kelly, VP Media Solutions, ioko</b>	1720 <b>Event Wrap Up</b> Debate on the key issues discussed at the event, and next challenges for developers
	1610 Networking Break.	
	<b>SESSION 4 SOCIALLY ENABLING TV WITH APPS</b> Socially Enabling TV with Apps Social media has not only become an important part of our individual lives, but it's also becoming a part of the TV experience. Operators see social features as differentiating their services while exposing TV to younger audiences for whom the TV is not the first screen.	
	1630 <b>Launching new TV Services, a practical demo. Apps add social networking features to the TV experience</b> From a feature, technology and social impact perspective; how successful it has been as a marketing tool from a TV context? <b>- Loo Cheng Chuan, Principal, SingTel Idea Factory</b>	
	1700 <b>Delivering the Connected TV Apps Proposition</b> <b>- Barry Rubery, Founder &amp; Chairman, GreenButton</b>	
	1720 <b>Panel – The pros and cons of Social Media on TV</b>	

Is social media is paradoxically a private experience that most social media users don't want to share with others in a living room environment? Or is it something that will extend the viewing experience?

- **Andy Gower, Research & Innovation Consultant, BT**

- **Richard Kastelein, Founder/Editor, App Market TV / Social TV**

- **Jukka Helin, Director - TV, Content & Digital Home at TeliaSonera**

- **Mike Foss, Chief Operating Officer, Antix Labs**

- **Ian Valentine, Founder, miniweb**

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