

12. Konferenz Mobile Communications Technologien, Märkte, Anwendungen (MCTA 2012)

Universität Augsburg, 30./31.01.2012



Workshop 1: **Current Trends in Mobile Markets - New Market Players, New Devices, New Services?**

Topic/Method	The workshop provides an overview of the relevant services, devices and market players in mobile markets. On that basis, current developments are analyzed and clear insights on future trends and revenue streams are given.
Target Group	This workshop is addressed to leaders and leading employees of companies working within any part of the whole mobile value chain.
Central Issues	<ul style="list-style-type: none">• Trends and drivers in the future telecommunication market• New players in the mobile market and their influence on the value chain• Winners and losers in the future mobile ecosystem• Who will "own" the customer tomorrow?• Different perspectives<ul style="list-style-type: none">- The mobile operator perspective- Technology provider perspective- Content and service provider perspective• What kind of new services will the market offer?• How will new devices and technologies like NFC influence the market?• Which services to which clients on which technologies?• Impacts of market regulation
Workshop Leader	<p>John Strand, CEO, Strand Consult</p> <p>is one of the most renowned consultants in the mobile business. He has founded Strand Consult in 1994 and is focused on the mobile sector, analyzing markets and developments and publishing reports and holding executive workshops that have helped mobile operators, mobile services providers, terminal producers and media companies all over the world focus on their business strategies and maximizing return on their investments.</p>