

## UK TELEMEDIA DAY

For many outside the industry – carrier billing is seen as a multi-billion dollar opportunity. However, for many within the telemedia industry, network and regulatory issues are all too often seen as major inhibitors to massive growth potential. UK Telemedia is an opportunity for the entire industry to meet for a much needed day of honest, open and frank discussions, informative presentations, educational seminars and some good old fashion networking.

With the mPayment Summit scheduled to take place alongside the event - delegates will also get a chance to meet new prospective B2C merchants and get some valuable face time with the network operators, clients, partners and regulators.

## INDUSTRY BACKGROUND

The telemedia industry is a well established provider of the payment, engagement and networking technologies that enable a range of successful interactive media services, premium digital content and physical goods promotions, such as:

|                   |        |               |              |
|-------------------|--------|---------------|--------------|
| Charity Donations | Games  | Chat & Dating | Competitions |
| Gambling          | Voting | Astrology     | Tick         |

## OPPORTUNITIES FOR GROWTH

As ever-increasing numbers of “connected” consumers; interact with media, advertising, brands and social networks; the pressure is on to connect and commercialize this potential by generating billable network traffic, minutes and messages. Today this applies to almost any consumer facing business from a wide range of sectors including:

|                     |                          |                    |
|---------------------|--------------------------|--------------------|
| TV & Broadcast      | Advertising & Promotions | Press & Publishing |
| Charities           | Retail                   | Parking            |
| Ticketing           | Automated Vending        | Bars & Venues      |
| Wifi & Web Services | Lifestyle Services       | Fast Foods         |
| Entertainment       | Hotels & Travel          | Sport & Leisure    |

## THE AGENDA – IN BRIEF

- What can be done to fully tap into the growing demand for mPayment solutions?
- As a key element of the engagement process, what’s the potential for messaging?
- How to reach a widening market of new potential merchants and consumers.
- What do existing clients within established sectors expect to see from the industry?
- How to optimise services and promotions whilst remaining fully compliant.
- How to capitalise on changes to the legal, regulatory and commercial landscape.
- The future of regulation of premium rate services in the UK

## THE AGENDA

### 1. EXPANSION OF MPAYMENTS

There's some big numbers surrounding the world of mobile payments and a baffling array of options all vying to be the de facto solution. The most popular will be convenient, secure and immediate – which sounds a lot like direct operator billing! But with increasing complexity of regulation outside of PPP and OFCOM, mainstream brands may struggle to implement “plug and play” billing mechanics.

*So what can the industry do to develop the potential market in the short, medium and long term?*

### 2. RULES OF ENGAGEMENT

Charge to mobile is an important part of a wider “engagement” process, which also involves marketing, interaction, response, messaging and data capture. Successfully integrating all these elements is the key to connecting consumers to the media, content and billing they want. *What must the industry do to ensure that consumers continue to “get the message?”*

### 3. FLOGGING THE INDUSTRY

This industry has a wealth of new potential opportunities, transferrable technologies and commercial expertise; but are we any good at selling ourselves? Getting both merchants and consumers to “buy in” - is the key to generating more clicking, spending and messaging. *How can we reach a wider market of new potential merchants and consumers?*

### 4. BUILDING ON SUCCESS

The telemedia industry is an established provider of the network, payment and engagement technologies in sectors such Broadcast, Entertainment, Advertising, Press, Online and Charities. What can be learned from successful campaigns and what service enhancements will continue to generate ROI? *Are you ready to respond to the demands of existing clients within established sectors?*

### 5. KEEPING OUT OF TROUBLE

Knowing what's in and out of the 13th code along with “new guidance” is essential housekeeping for any Telemedia provider. There's also been a change from “Prior Permission” to “Special Conditions” – that could make exiting services “high risk” without you even knowing it! *How can you optimise your services whilst remaining compliant?*

### 6. STAYING “IN THE KNOW”

In the wake of the recent judicial review we assess the likely impact on affiliate marketing and general regulation in the UK. We also consider the importance of knowing your payment directives - as clients seek to expand services (e.g. ticketing), trade across borders and look forward to using new higher rated premium numbers! *Can we get the legal, regulatory and commercial landscape working better for our industry?*

Sponsors

 ImpulsePay

 txtNation®  
Global Reach, Personal Touch

In association with

 aime  
ASSOCIATION FOR INTERACTIVE MEDIA & ENTERTAINMENT

Media Partners

 charge to mobile  
REVIEW

 telemedia



 mGAMING  
SUMMIT

 CENTURIONS

## CO LOCATED WITH MPAYMENT SUMMIT

The mPayment Summit (MPS) is designed for B2C merchants that intend to recommend, authorize or implement micro payment technologies into their business. It makes the case for carrier billing and explains how Payforit, PSMS, drop charge and PRS can work as part of the engagement process in a variety of market sectors.

Whilst both conference tracks are strictly separated, all delegates will network together in the communal areas throughout the day.

## ... AND THE M-GAMING SUMMIT

The mGaming Summit (MGS) offers delegates from the gambling industry, two dedicated sessions that cover the issues relating to M-Payments, Engagement, Mobile Marketing and Regulation that are specific to this important.

## CONFERENCE SUMMARY – IN BRIEF

- mPayment Summit - Keynote – outlining the Charge to Mobile opportunity and how to make it work in practice, building merchant & consumer trust, customer service, case studies, future proofing charge to mobile strategies.
- UK Telemedia (industry) - Rules & regulations explained (PSD2, e-money), what do users want in key verticals. In the wake of the recent JR; what's next for PRS regulation in the UK. AIME will also host three workshops to cover changes to the 13th Code, guidance and special conditions along with an overview of payment directives and an update on higher rated premium numbers!
- mGaming Summit – Developing successful mobile strategies within the gambling sector. Featuring payments, engagement, chargebacks, out payments, marketing rules and regulations.

## UK TELEMEDIA COSTS

50 passes are available at the discounted rate of £125 + VAT – standard rate £155 + VAT

Which includes entry to all UK Telemedia sessions plus any jointly held sessions with the mPayment Summit, breakfast, lunch, coffee breaks and the AIME industry Awards Party.

### For more information

visit [www.UkTelemedia.com](http://www.UkTelemedia.com)

email [jarvis@telemedia-news.com](mailto:jarvis@telemedia-news.com)

call Tel 07711 92 70 92

**AIME DRINKS**  
Will be held directly after the show  
**ALL DELEGATES**  
**WELCOME**