

Mobile Media – A Cornerstone for Convergence



Overview

Our Mobile Data MVNO seminar is the most comprehensive and the only seminar of its kind in the world. It contains 3 sessions and 2 workshops. The first session provides an insight to mobile networks, convergence, mobile data technologies and applications. The second session provides a complete overview of the key elements of the MVNO business. The third session contains thirty (30) current and future MVNO case studies from seven (7) different categories.

The strategy workshop will review our client's mobile strategy partner's selection, competitors, and their service offering. The final workshop provides our clients how to build a compelling Mobile Data MVNO business case. Our ultimate goal is to maximize your knowledge and answer all of your MVNO questions. Depending on your needs, we can also customize the seminar to fit your situation.

On-Site MVNO Seminar

Benefits of on-site seminar are:

- **Convenience:** Delivered to your team on your schedule, at your location or one of [Regus business centers](#)
- **Confidentiality:** Discuss proprietary information relevant to your company's business plan
- **Cost-Effective:** Eliminates travel related expenses and increase productivity of your team as a whole

Session I: Mobile Data Fundamentals

- **Mobile Networks & Convergence**
 - Examining the capabilities and limitations of current and next-generation mobile networks
 - Determining the MVNOs' mobile network architecture and developing its technology roadmap
 - Understanding the impact of IMS (IP Multimedia Sub-system) and SDP (Service Delivery Platform)
- **Mobile Marketing Essentials & Mobile Data Services & Mobile Content & Mobile Applications**
 - Examining the key differences between mobile marketing versus traditional and online marketing
 - Learn how to commercialize mobile entertainment, commerce, advertising, positioning applications
 - Understanding the roles of content aggregator, content provider and ASP and creating mobile content
 - Developing innovative mobile data services and understanding the effect of subscriber's user interface
 - Identifying killer applications and understanding how to exploit them by using existing mobile usage data

Session II: MVNO Business Guide

- **MVNO Market Entry Evaluation & Strategy Planning**
 - Understanding the potential of becoming an MVNO and identifying the key success factors
 - Evaluating multiple MVNO business models and determining the next steps to move forward
- **Market & Customer Segmentation**
 - Identifying new and untapped consumer groups for specific mobile data services and applications
 - Segmenting the market for mobile data services and devising a product portfolio for each segment
 - Determining how much consumers are willing to pay for mobile data services and its impact for ARPU

Session II : MVNO Business Guide Continued

■ HNO Evaluation & Analysis & Contract Negotiation

- Selecting a Host Network Operator (HNO) and evaluating pros and cons
- Determining the criteria HNOs look for hosting MVNOs and selecting MVNEs
- Negotiating a win-win deal with HNO(s) and examining the types of wholesale pricing

■ MVNE Identification & Evaluation & Analysis

- Evaluating the costs and benefits of working with an MVNE and understanding the selection process
- Negotiating a win-win deal with an MVNE and examining the pricing models and current market prices
- Determining the business operations an MVNO should outsource to an MVNE and telecom vendor

■ Partnerships & Alliance Development

- Determining the criteria an MVNO should use to select its partners
- Examining how to structure revenue sharing arrangements with partners
- Understanding the MVNO partnership process and development of Service Level Agreements (SLAs)

■ Distribution & Service Development

- Determining the distribution channels an MVNO should use based on its target segment
- Examining the handset subsidization practice as a customer acquisition and retention strategy
- Understanding pricing models an MVNO should use for its services (i.e. content based, volume, duration)

Session III : MVNO Case Studies

■ Emerging Devices:

Amazon Kindle (www.amazon.com/kindle), Dell (www.dell.com), Apple iPhone (www.apple.com), Nintendo (www.nintendo.com), LG (www.lg.com), Electronic Arts (www.ea.com), Sega (www.sega.com), Panasonic (www.panasonic.com), Kodak (www.kodak.com), Canon (www.canon.com), GE (www.ge.com), HP (www.hp.com), Nokia (www.nokia.com), Sony (www.sony.com), Garmin (www.garmin.com)

■ Cable:

Comcast (www.comcast.com), Time Warner (www.timewarner.com), Videotron (www.videotron.com)

■ Satellite:

DIRECTV (www.directv.com), Dish Network (www.dishnetwork.com), Terrestrial (www.terrestrial.com)

■ Health:

Medtronic (www.medtronic.com), Siemens (www.siemens.com), Philips (www.philips.com)

■ Automobile:

BMW (www.bmw.com), Ford (www.ford.com), GM (www.gm.com), Volvo (www.volvo.com)

■ Disruptive & WiMAX Network Sharing:

Google (www.google.com), T-Mobile USA (www.t-mobile.com)

Workshops: Strategy & Business Case Development

- **Revenue Structure:** Market Sizing, Take-Up Usage, Service Selection and Pricing
- **Capex (Capital Expenditures) Structure:** Network Related and Non-Network Related Expenses
- **Opex (Operating Expenditures) Structure:** Direct and Indirect Expenses
- **Revenue Sharing Arrangement:** MVNO, MVNE, Content Providers, ASPs
- **Financial Indicators:** Internal Rate of Return (IRR), Net Present Value (NPV), Payback

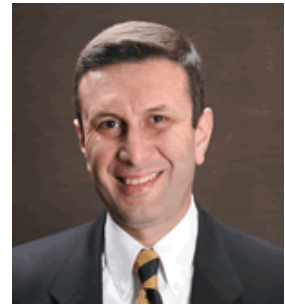
About The Presenter

Alex Besen is the Founder & CEO of The Besen Group LLC. He provides advisory and consulting services to executive managers in the mobile data industry. Alex has over 16 years of hands-on experience in the mobile industry working for operators and vendors in North America and Europe in numerous roles including business development, marketing, project management and finance.

Previously, Alex worked at Ericsson with mobile operators on MVNO and UMTS projects in the EMEA (Europe, Middle East and Africa) region. He was also responsible for identifying potential partners and hosting workshops at Ericsson Mobility World (a mobile data laboratory) where developers create, optimize and commercialize mobile applications.

Prior to Ericsson, Alex was a Business Development Manager at T-Mobile USA (Omnipoint Communications) where he was responsible for partnerships, joint ventures and provided billing, customer care, marketing and financing solutions to mobile operators. Alex began his mobile career with a start-up operator "Pocket Communications", where he managed the company's auction activity for C-block spectrum licenses as well as other activities associated with market research, market segmentation, pricing plans and market distribution strategies.

He holds a BS degree in Management and MBA from the American University. He has spoken at MVNO Industry Summit 2010, Eurasia Com 2009, Mobile World Congress 2008, MVNO Summit 2008, MVNO Summit 2007, MVNO Congress 2007, Emerging Mobile Partnerships & MVNOs Conference 2007, CTIA Wireless 2006, CTIA Wireless 2005 and is also quoted frequently in the leading telecommunications and media publications.



About The Besen Group

The Besen Group LLC is an international management consulting practice to the mobile data industry headquartered in the Washington DC area, with representatives in Paris and Tokyo.

The Besen Group brings global perspective and an open approach to client engagements, where the transfer of our mobile data knowledge, hands-on experience, and strategic thinking become part of our clients' ongoing competitive strength.

Its mission is to provide mobile data players with tools, knowledge, and services enabling them to perform optimally in their mobile environment. The Besen Group's competitive edge is based on practical experience with mobile operators, mobile vendors, and a mobile data laboratory.

Our references include Avea, Banque Populaire, Clearwire, Cosmote, Leclerc Mobile, Ericsson, Fenerbahce, Mportal, Mpower Labs, SpeechPhone, and T-Mobile USA.

The Besen Group offers the following four (4) service portfolios: [Mobile Data Service Portfolio](#), [MVNO Service Portfolio](#), [MVNE Service Portfolio](#) and [HNO Service Portfolio](#).

All of our services are tailored to ensure that each of our clients' needs are met and surpassed. We work on a project basis or retainer basis with mobile operators, MVNOs, MVNEs, mobile vendors, law firms, investment banks, venture capital and private equity firms from all around the world.

Channel Partners



Pricing

MVNO Seminar includes:

- Session I: Mobile Data Fundamentals
- Session II: MVNO Business Guide
- Session III: MVNO Case Studies
- Workshop: Strategy & Business Case Development

For pricing information, please send an email to: seminar@thebesengroup.com.

The seminar price is for unlimited number of participants. The seminar price will vary for a customized seminar.

The duration of the seminar is one day. Per customer request, the seminar can be extended to additional days.

Customers will be responsible for all travel related expenses including air, transportation, and lodging for the presenter. In case, customers will need a training facility, all Regus business center expenses will be billed additionally.

Payment

Full payment is required prior to the scheduled seminar date.

All payments should be made by check or wire transfer.

Make all check payments payable to: The Besen Group LLC

Mail check to: 10127 Ebenshire Court, Oakton, VA 22124, USA.

To arrange for a wire transfer, please contact us at +1.703.981.8168 or by email to: seminar@thebesengroup.com.

Scheduling

To schedule a seminar, please send your request to: seminar@thebesengroup.com with your contact details and availability. For a customized seminar, please contact us at +1.703.981.8168 or by email to: seminar@thebesengroup.com.

Cancellation

All cancellations must be in writing. Cancellations received two weeks prior to the scheduled seminar date won't be responsible for any service charge. A service charge of \$1,000 will apply to cancellations received less than two weeks prior to the scheduled seminar date within North America and a service charge of \$2,000 for all other international countries.

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