

Topic Mobile Marketing & Advertising

Program 1 h 15 max

Welcome & introduction

Vicente López, CEO Barcelona Media (5 min.)

Jari Tammisto, CEO MobileMonday HQ, Finland (10 min.)

Master of Ceremony/Moderator

Hernán Rodríguez, CEO Asociación Española de Comunicaciones Móviles –
www.aecomo.org (5 min.)

Mobile Marketing and Advertising Sessions

Ricardo Baeza-Yates, is Director of Yahoo! Research Barcelona, Spain and Yahoo!
Research Latin America at Santiago, Chile. (15 min.)

Theme: Search and advertising in the Web and their implications in the mobile world

URL: <http://research.yahoo.com/>

Ana Caralt, CEO McCann Interactive (15 min.)

Ana will explain the experience of the agency with clients such as Volkswagen, Coca-Cola,
Amstel... and how the brands are reaching their marketing objectives by integrating the
mobile channel in their media mix.

URL: <http://interactive.mccann.es>

Russell Buckley, is a leading practitioner, speaker and commentator on mobile marketing.
(15 min.)

Theme: Mobile Advertising – The Story So Far

Russell heads currently AdMob in Europe and co-writes (with Carlo Longino) MobHappy.com,
the leading blog about mobile technology and founded The Carnival of the Mobilists, a
blogging network that showcases the best writing about mobile every week. Russell draws on
the lessons of 6 years mobile marketing and advertising, looks at successes and failures and
draws some important lessons for the future.

URL: www.admob.com – www.MobHappy.com

José Luis Jorge Marrasé, of Alcatel's Mobile Solutions Division in Spain.

José will explain about Mobile TV as a potential solution for Mobile TV advertising.

URL: <http://www.alcatel.es>

Networking cocktail (1 hour)