

**14 & 15
November**
Le Corum
Montpellier
France

DigiWorld

29th IDATE international conference

2007 summit

programme

Mobile-Broadband-Media

→ The Next Business Models Opportunities & Disruptions

10 key issues selected and introduced by IDATE experts:

- What needs to be said about consumers' new digital behaviour patterns?
- Who should pay for FTTx?
- Redefining mobile business models
- New ad-ventures for TV, web and mobile operators
- Net neutrality vs. separation
- Video game: how convergence affects business models
- The battle for the digital home
- Can we expect a 2.0 wave in the ICT business market?
- Vertical integration, horizontal consolidation, infrastructure separation... the changing shape of the DigiWorld
- India: from IT offshoring to the mobile explosion...

India  guest country

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Editorial

The period of recovery that followed the burst of the internet bubble neither put an end to technological innovation (web 2.0, 3.5G and WIMAX, DTT and mobile TV, FTTx...), nor eliminated questions over the business models that could create value for expected future services.

IDATE has chosen 10 key questions to help take stock of the changes at work in the DigiWorld. The plenary sessions and specialty seminars are designed to allow participants to debate with IDATE analysts and our invited experts over the DigiWorld's growth opportunities and chief options with respect to industrial organisation. Lastly, we continue our series of spotlights on a major market, having chosen India as this year's guest country.

Looking forward to seeing you at the DigiWorld Summit07!

Yves Gassot
CEO, IDATE

Francis Lorentz
Chairman, IDATE

Your programme

Tuesday, 13 November 2007

6:30pm-10:30pm

- Welcome party at the Musée Fabre, Montpellier > page 4
- Allocution de Mr. Hervé NOVELLI, Minister of State for Businesses and Foreign Trade, France

Wednesday, 14 November 2007

9:00am-12:40pm

- **Plenary sessions** > page 4

10:00am-6:30pm

- **Executive seminar**
- **Video Game:** How convergence affects business models > page 11

12:40pm-2:00pm

- Lunch, hosted by Montpellier Agglomération

2:00pm-7:00pm

- **Executive seminars**
- **Broadband:** Who should pay for FTTx? > page 7
- **Media:** New ad-ventures for TV, web & mobile operators > page 10
- **Mobile:** Redefining mobile business models > page 8
- **Transatlantic Telecom forum** > page 9

7:30pm

- Gala dinner, hosted by the Languedoc-Roussillon Region and IBM

Thursday, 15 November 2007

9:00am-1:00pm

- **Plenary sessions** > page 5

1:00pm-2:00pm

- Lunch

2:00pm-4:00pm

- **Plenary sessions** > page 5

4:00pm

- Closing cocktail

- Keynotes in French or English, with simultaneous interpreting provided in both languages

- This programme is updated regularly on our website: www.digiworldsummit.com

Contact

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The Next Business Models

→ 13 November 2007

6:30pm Conference welcome

Hervé NOVELLI, Minister of State for Businesses and Foreign Trade, France
Welcome Party at the Musée Fabre, Montpellier.

→ 14 November 2007

9:00am-9:30am Opening session

Welcome:

- Francis LORENTZ, Chairman, IDATE
- Yves GASSOT, CEO, IDATE

9:30am-10:00am Can we expect a 2.0 wave in the ICT business market?

Keynote speaker: Steve GARNETT,
President & Co-President of EMEA, Salesforce.com*

10:00am-10:30am Coffee break

10:30am-11:30pm: Beyond the hype: new consumer behaviour?

The popularity of Web 2.0 sites and of IM, mobiles, MP3, etc. has given rise to new behaviour patterns among young consumers in terms of interactivity, personal expression and community identity.

- What part do the different products and services play in these consumers' lives?
- How do they compare with traditional media?
- Is piracy bound to be a lasting part of web users' habits?
- Will today's youngsters communicate the same way as they grow older

Moderator: Olivier JAY, Editor-in-Chief, Usine Nouvelle

Introduction:

Gilles FONTAINE, Deputy Managing Director, IDATE

Discussants:

- Carlo D'ASARO BIONDO, CEO International, Lagardère Active Media
- Benjamin BEJBAUM, CEO & Co-founder, Dailymotion
- Eric CLEMENCEAU, SVP EMEA, Joost

11:30pm-12:10pm

Keynote speaker: Pierre BELLANGER, President, SkyRock

12:10pm-12:40pm

Keynote speaker:

Jean-Bernard LEVY, CEO, Vivendi Universal

12:40pm-2:00pm Lunch

hosted by Montpellier Agglomération

10:00am-6:30pm Executive seminar

■ Video Game:

How convergence affects business models > [page 11](#)

2:00pm-6:30pm Executive seminars

■ **Broadband:** Who should pay for FTTx? > [page 7](#)

■ **Mobile:** Redefining mobile business models > [page 8](#)

■ **Media:** New ad-ventures for TV, web and mobile operators > [page 10](#)

■ **Transatlantic Telecom Forum:**

Net neutrality vs. separation > [page 9](#)



Opportunities & Disruptions

15 November 2007

9:00am-10:30am

The battle for the digital home

The proliferation of digital communication products owned by consumers would appear to promise an edge to those capable of ensuring interoperability of the hardware and the services, and of providing users with greater flexibility.

- Are we really moving towards integrated configurations?
- What are the most suitable ecosystems for the main customer segments?
- Who among telcos, portals, pay-TV providers, CE giants and IT companies will shape the future?
- What impact will they have on the nature of the services and their business models?

Introduction: Laurent MICHAUD, Head of Digital Entertainment Practice, IDATE

- François AGUECI, Chief Technical Officer, Sony
- Stuart COLLINGWOOD, Vice President EMEA, Sling Media
- Luc JULIA, CTO, Orb
- Christophe PARCOT, General Manager, Yahoo! France and VP for Southern Europe, Yahoo!
- François RUAULT, Country Manager Entertainment & Devices Division, Microsoft France
- Jean-Pierre TEMIME, Deputy CTO, France Telecom

10:30am-11:00am Coffee break

11:00am-12:30pm Guest Country: India



This destination completes the Asian cycle begun with our previous Guest Countries, and will allow us to familiarise ourselves with another economic giant now emerging in Asia - one whose 9% annual growth is being fuelled chiefly by services:

- leading the way, of course, are IT services - being supplied by top national firms such as Tata Consultancy Services, Infosys and Wipro which are reporting between 30% and 40% annual growth, and by major Western software houses;
- but mobiles too are helping drive the market: with over 6.5 million new subscribers signing up every month, India's growth momentum has now overtaken China's.
- representatives from the Indian Public Authorities and top level executives from leading firms (mobile, IT, video);
- and, naturally, we cannot overlook 'Bollywood': India is the globe's second largest film producer, while major cable networks in the cities are taking a growing interest in IPTV and local companies are developing value-added services for the net, for mobiles, etc.

12:30pm-1:00pm

Keynote speaker: Patricia RUSSO, CEO, Alcatel-Lucent

1:00pm-2:00pm Lunch

2:00pm-3:30 pm Vertical integration, horizontal consolidation, network outsourcing and separation: Changing shape of the DigiWorld...

Convergence and increasingly fierce competition are fuelling the coexistence of several trends: industry consolidation, equipment suppliers' shift to services, fixed-mobile convergence, access providers' investments in content, network outsourcing...

- How are the dividing lines between the DigiWorld's sectors and professions likely to evolve over the next five years?
- Content: producer, aggregator, distributor... who gets the money?
- What are the main corporate strategies taking shape?
- What issues are they creating for regulators?
- Why are financial players pushing for the separation of network and services?

Introduction:

- Bernard SPITZ, President, BS Conseil
- Yves GASSOT, CEO, IDATE

Keynote speaker: Paul CHAMPSAUR, Chairman, ARCEP

Round-table:

- Virginie CALMELS, CEO, Endemol France*
- Michel COMBES, President, TDF
- Stephen HOWARD, HSBC Global Telecoms, Media & Technology, HSBC*
- Frederic GASTALDO, Head of Strategy and Innovation Switzerland, Swisscom
- Carlos LOPEZ BLANCO, International Office Director, Telefónica SA*
- Gary B. SMITH, President, CEO and Director, CIENA*

3:30pm-4:00pm:

Closing speech: Didier LOMBARD, President & CEO, France Telecom

4:00pm: Closing cocktail

About IDATE

Founded in 1977, IDATE is one of Europe's foremost market analysis and consulting firms, whose mission is to provide assistance in strategic decision making for its clients in the Telecom, Internet, Media industries.

- **Consulting:** IDATE has established its credibility and independence in conducting consultancy and studies assignments on behalf of its clients:
 - **Market research** - techno-economic monitoring, modelling and forecasts, sector-specific analyses, surveys
 - **International benchmarking** - positioning studies, competitive analyses
 - **Strategic marketing** - assistance in launching new services, business planning, partnership
 - **Public policies** - public policy definition and assessment, socio-economic impact, project management, regulatory benchmarking
- **Research:** IDATE's clients benefit from the knowledge and expertise of its teams of specialists, and from its ongoing investment in its **DigiWorld** information and strategic monitoring system – a veritable digital world. Observatory.
- **Forum:** IDATE has also been instrumental in providing a forum for debate amongst the markets' players, notably thanks to the IDATE Foundation, the DigiWorld Summit and the Communications & Strategies economic journal.
www.idate.org

14 & 15 November 2007 Exhibition

DigiWorld Summit demos

Demonstrations of solutions emblematic of the topics addressed in the DigiWorld Summit sessions. Exhibitor demonstrations will include mobile TV, video game, broadband and internet offers and solutions.
IDATE contact: Noëlle Sulmoni-Laborde - Tel: +33 (0)4 67 14 44 08 - n.sulmoni@idate.org

The OPPTECH show:

In association with IDATE's DigiWorld Summit, the OPPTECH show aims to promote digital technologies in the Languedoc-Roussillon by showcasing the region's most innovative firms.
OPPTIC LR contact: L. Dallaines - Tel: +33 (0)4 67 82 76 15 - forum@oppticlr.org - www.oppticlr.org

Media partners

Official event publication: 



Broadband 5th Executive Seminar

→ 14 November 2007

Who should pay for FTTx?

The long-promised deployment of optical access networks to replace the old copper pair phone networks now appears to be finding some rationale, given the bandwidth restrictions that triple play bundles and Web 2.0 applications are having to contend with, and due to ISPs' consolidation.

Against a backdrop of pioneer rollouts and recent announcements, several questions emerge:

- At what pace will FTTx networks be deployed, and using which technologies?
- How will the offer be structured from the consumer standpoint (speeds/services/pricing...)?
- What impact will they have on the broadband market and on competition?
- How can local authorities contribute to encouraging these rollouts?

Sponsors:



Partner:



Media:



2:00pm-3:00pm FTTx economics: main investment parameters

Introduction :

- Roland MONTAGNE, Head of Broadband Practice, IDATE
- Didier POUILLLOT, Director of Knowledge Management, IDATE

Discussants:

- Wolfgang FISCHER, Business Development Manager, Cisco
- Richard HANSCOTT, VP Carrier Networks, NEC
- Jean-Pierre LARTIGUE, VP Marketing & Communication Access Network Division, Alcatel-Lucent
- Patrick MENARD, Managing Director Leverage Finance, Société Générale
- François PAULUS, General Manager Very High Speed Broadband Division, Neuf Cegetel
- Joeri VAN BOGAERT, President, FTTH Council Europe

3:00pm-4:00pm The world leaders' viewpoint

Chair:

- Roland MONTAGNE, Head of Broadband Practice, IDATE

Discussants:

- John SCHOMMER, Director, Consumer BB Access PDM, Verizon
- Hiromichi SHINOARA, VP Director Information Sharing Laboratory Group, NTT*
- Hahn WON SIC, Vice President, Managing Director Head of Broadband Service Planning Department Marketing BU, KT*

4:00pm-4:30pm Coffee break

4:00pm-5:00pm The European alternative: VDSL vs. FTTH

Chair:

- Jean-Michel CHAPON, Director UK, IDATE

Discussants:

- Paolo DAL BONO, Strategy - Technology - TLC Trend Analysis, Telecom Italia

- Yves PARFAIT, Fiber to the Home Project Manager, Orange
- Manuel KOHNSTAMM, Vice President European Cable Europe, Director Public Policy & Communication, Liberty Global International
- Representative Belgacom*

5:30pm-6:30pm Pricing and business model issues

Moderator:

- Pierre Michel ATTALI, Head of the Networks Practice, IDATE

Round-table:

- Christophe BERTHIER, CEO, Sogetrel
- Terry. K DENSON, Vice President, Programming and Marketing, Verizon FiOS TV
- Claes ENGERSTAM, Broadband Coordinator, AB Svenska Bostäder
- Martin LINDEN, Chief Sales Officer, Zitius
- Pierre-Eric St ANDRE, CEO, Axione



Mobile 3rd Executive Seminar

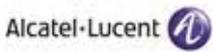
➔ 14 November 2007

Redefining mobile business models

In Europe, as the markets are nearing or have reached saturation, there is a growing danger of seeing the mobile markets' value crumble. At the same time, users' migration to 3G has not yet translated into clear new sources of revenue on the voice or text messaging side of things. But operators' and apparently early adopters' interest in video services, the deployment of HSDPA, the launch of mobile TV and the top telcos' convergence strategies do appear to justify the hope being invested in this new stage of the game.

Each session will address one of the central issues affecting the future of the mobile internet:

Sponsors:



Partner:



Media:



2:00pm-2:30pm

General introduction

What conclusions can we draw about the current state of 3G? What lessons to be learned from mobile TV's first forays? What future for 3.5G and mobile internet?

Frédéric PUJOL, Head of Mobile Practice, IDATE

2:30pm-4:00pm

3.5G issues disruptions

To be successful with 3.5G, will operators need to abandon their walled gardens and take a more open stance with respect to internet companies, while also introducing new flat rates? What impact would that have on ARPU?

Moderator:

Philippe CHAUFFARD, Executive Director-Network, EMEA and Latin America, Accenture

Discussants:

- Antonio ARCIDIACONO, Director of Innovation, Eutelsat
- Olivier COSTE, Chairman, Alcatel-Lucent Mobile Broadcast*
- Marco NARDUZZI, 3 Power Business Operations Director, H.3G
- Luís Filipe REIS, COO, Sonaecom
- Geraldine WILSON, VP and GM Connected Life Europe, Yahoo! Europe

Keynote speaker:

- Jean-Marc TASSETTO, Executive Senior V.P. Brand, Marketing, Consumer, SFR

4:00pm-4:30pm Coffee break

4:30pm-5:20pm

Spectrum issues

To what extent does this outlook justify mobile operators' demands for additional capacity in the 2.5GHz and UHF/VHF frequency bands? What was the response to these demands in Geneva?

Moderator: Gérard POGOREL, Professor of Economics, ENST

Round-table:

- Yves BELLEGO, Director Spectrum Strategy and Planning, Orange France
- Wassim CHOURBAJI, Government Affairs Europe, Qualcomm
- Richard FEASEY, Public Policy Director, Vodafone
- Chris WOOLFORD, Spectrum Manager, Ofcom

5:20pm-6:10pm

State of affairs and identifiable options for 4G

Introduction: Pierre CARBONNE, Senior Consultant, IDATE

Round-table:

- Jean-Pierre BIENAIME, President, UMTS Forum
- Klaus GOERKE, Head of System Product Management, Nokia Siemens Networks
- Toru OTSU, President & CEO, DoCoMo Communications Laboratories Europe
- Representative, Sprint Nextel*

6:10pm-6:30pm

Concluding remarks

Keynote speaker:

Emmanuel FOREST, Deputy Chief Executive Officer, Bouygues Telecom



14 November 2007

Net neutrality vs. separation

Organised in partnership with members of the IDATE Foundation, Columbia University, ITS and Communications & Strategie, this "3rd Transatlantic Telecom Forum" will provide the opportunity to discuss and compare analyses and opinions regarding the regulatory issues created by broadband & internet economics. The event will devote itself to two major issues which are the subject of much talk on the two sides of the Atlantic: in the United States, the debate continues over the necessity for and the exact content of legislation that forbids operators from discriminating against service providers while, over in Europe, there is a great deal of discussion over the legitimacy and means for implementing a structural separation between access and service provision activities. Speakers will include representatives of National Regulatory Authorities (NRAs), as well as industry experts and academics.

Partners:



Media:



2:00pm-3:00pm Net neutrality:

What does net neutrality mean? What are the different definitions of and arguments for and against net neutrality? What questions are being raised regarding quality of service and pricing at a time of increasingly numerous video exchange platforms on the net? On what legislative provisions can we base our decisions? Is there any link between net neutrality and "open access" demands for the future wireless auctions?

Chair: James ALLEMAN, Professor, University of Colorado

Presentation:

- Johannes M. BAUER, Professor of Telecommunication, Information Studies and Media, Michigan State University
- Kenneth R. CARTER, Senior Consultant, WIK-Consult
- C. Lincoln HOEWING, Vice President, Verizon

Discussants:

- Jérôme BUVAT, Global Head of Capgemini's Telecom and Media Strategy Lab, Capgemini
- Marvin SIRBU, Professor of Engineering and Public Policy, Carnegie Mellon University
- Brian WILLIAMSON, Director, Indepen Consulting

3:00pm-4:00pm Separation:

Why are separation proposals considered as a solution to issues in the energy, transport and telecom sectors? Accounting separation, structural separation, separate ownership? Where structural separation has been implemented in the telecom industry e.g. (Openreach) in Europe and around the world, how has it worked? Should we, and can we, introduce separation as a remedy in the revised EU regulatory framework? Is separation

compatible with the goal of encouraging facilities-based competition?

Chair: Ulrich STUMPF,

Director, WIK Consult

Presentations:

- Martin CAVE, Professor and Director of the Centre for Management under Regulation, University of Warwick
- Julien SALANAVE, Head of Telecom Equipment Practice, IDATE
- Nick WHITE, Director, INTUG

Discussants:

- Vianney HENNES, Senior Vice President European & International Regulation, France Telecom
- Bruno JULLIEN, Research Director, CNRS & IDEI
- Richard LALANDE, Senior executive Vice President, SFR & President, AFORS
- Lorenzo Maria PUPILLO, Executive Director, Public Strategies, Telecom Italia

4:00pm-4:30pm Coffee break

4:30pm-5:30pm The new deal in the era of Next Generation Networks (NGN) and convergence:

Will FTTx network rollouts change in the context of net neutrality? What are the dangers of discrimination? Should FTTx networks be shared? What would be the impact of priority mechanisms on the internet's traffic flow? Will this force a rethink of peering agreements? What are the implications of the different solutions in the US and Europe?

Chair: Winston MAXWELL, Partner, Hogan&Hartson MNP

Presentations:

- Gabrielle GAUTHEY, Commissioner, ARCEP

- Wolfgang KOPF, Senior Executive Vice President Public & Regulatory Affairs, Deutsche Telekom

- Pablo PFOST, Director of Regulatory Strategy at the corporate level, Telefónica

Discussants:

- Yves BLONDEEL, Telecoms Regulatory expertise Europe, T-REGS*
- Remko BOS, Head of the Department Telephony & Numbering, OPTA
- Robert BRISCOE, Chief Researcher, BT
- Dougal SCOTT, Director of Strategy, Ofcom

5:30pm-6:30pm Regulatory provisions & business strategies:

Do regulatory access rules slow or accelerate the development of the broadband internet? Are financial players interested in a pure infrastructure model? Will telcos' business scenarios diverge depending on whether they are in North America or Europe?

Chair:

Erik BOHLIN, Associate Professor, Chalmers University & Chair, ITS

Round-table:

- Jacques CHAMPEAUX, Executive Vice President, Regulatory Affairs France Telecom
- Stephen CRISP, Director EU Affairs, BT
- Yves GASSOT, CEO, IDATE
- Eli NOAM, Director, Columbia Institute for Tele-Information, Columbia University
- Stefano MANNONI, Commissioner of the Italian Communications Authority, AGCOM



➤ 14 November 2007

New ad-ventures for TV, web and mobile operators

The traditional TV audience's shift towards new media, and to the web and mobile in particular, could lead to a parallel shift in advertising budgets to these new platforms. Web and mobile offer greater potential for targeting consumers, adapting and personalising ads and, more importantly, offer the means to measure their efficiency. Thanks to new media, advertisers and advertising agencies are revamping and reinventing the marketing landscape by developing new forms of advertisement – while new players are paying close attention to the changes at work. Telcos are hoping to earn a share of the pie with IPTV and mobile TV, while more and more players are exploring the option of ad-funded services.

Sponsors:



Media:



2:00pm-2:20pm

Word of ad-vice

Quick overview of the advertising market and its overriding trends. New forms of advertising. New opportunities for advertisers and for new players. What prospects for traditional media players? Is the advertising market tailored to support massive development of these new services?

Introduction:

- Vincent BONNEAU, Head of Internet Services Practice, IDATE
- Florence LE BORGNE, Head of Television & New Media Practice, IDATE

2:20pm-2:40pm

Ad-aptng to a new world

A prospective look at the impact of new media on the evolution of advertising communication, and the ad market's impact on business models for new services.

Keynote speaker:

Olivier FLEUROT, Executive President, Publicis WorldWide

2:40pm-3:40pm

Ad-vantage video

What major changes can we expect in traditional TV advertising? How will ads evolve on TV? How will video be used to

advertise on the new media? Will commercial TV channels' business model be affected by the growing market of Web and mobile video services? Do Web and mobile video services compete with TV channels on the advertising market, or are they complementary? How can Internet players and telcos build profitable services with ad-funded services?

Moderator: Journalist*

Round-table:

- Benjamin BEJBAUM, CEO & Co-founder, DailyMotion
- Bo HELLBERG, Creative Director, Ogilvy
- Eric CLEMENCEAU, SVP EMEA, Joost
- Representative, France Télévisions Publicité*

3:40pm-4:00pm

Ad-option of new formats

The viewpoint of an advertiser about the new advertising media: what are the strengths and weaknesses of new media in comparison with traditional ones? How to measure the efficiency of each medium? What will be the deciding factors for choosing the appropriate medium on which to communicate?

Keynote speaker:

Casey HARWOOD, Senior Vice President Digital Media, Turner/CNN

4:00pm-4:30pm Coffee break

4:30pm-5:15pm

Ad-dressing the communities

Community sites are rapidly expanding and generally rely on free business models. Can advertising revenues sustain the development of such a huge number of services? How to address these specific targets? What place for the brands: between advertising and e-commerce, where is the dividing line? What complements can traditional media players find between old and new media in their relationship with consumers? Where is the value, if any?

Moderator:

Philippe TROUCHAUD, Partner, PriceWaterHouseCoopers

Round-table:

- Olivier ABECASSIS, Director, WAT
- Philippe JACOB, General Manager Web Sales, Skyrégie On Line
- Marc MONTALDIER, Head of Advertising, France Telecom
- Robert VINET, CEO, Agence Community Chest
- Representative, SecondLife*

5:15pm-6:10pm

(New) ad-vanced tools

New media and new screens are also developing as a consequence of increasingly personalised and individualised consumption. Advertising will have to adapt to these changes. What are the new tools for advertisers in terms of targeting and contextualising? What value-added can they offer? How will traditional media players adapt to maintain their global market share? How to share the value

between content providers and telcos? Is there a place for new intermediaries in the value chain? Can advertising finance everything?

Moderator: Jean-Marie PIERRON, Senior Executive Communications France Benelux, **Accenture**

Round-table:

- **Brigitte CANTALOUBE**, Commercial Director, **Yahoo! Media**
- **Marc-Henri MAGDELENAT**, CMO & Co-founder, **ScreenTonic**

- **Riyako SUKETOMO**, Senior Partner, **Jap'Presse / InnovAsia**
- Representative, **Microsoft***

6:10pm-6:30pm

Ad-visory board getting Ad-amant

Keynote speaker:

Julien BILLOT, Digital Business Executive Vice President, **Lagardère Active**

Video Game 6th Executive Seminar

14 November 2007

How convergence affects business models

Organised in partnership with members of the French and European industry (APOM, SELL, ISFE, GAME and TIGA), local productive systems (Capital Games, Lyon Game) and with financial support from Montpellier Agglomération. A host of opportunities have opened up over the past two years: the development of serious games, Massively Multiplayer Games and persistent universes, online capabilities incorporated as standard features in home consoles, the emergence and growth of mobile gaming, the development of online poker that's been as swift as it has been surprising... All constituting innovative technologies and ways to play which, in this era of growing convergence, involve or induce an overhaul of business models.

10:00am-10:20am

Introduction by Montpellier Agglomération and presentation of local initiatives

10:20am-10:30am

Introduction from the Chairman:

Representative, **SELL***

10:30am-11:00am

Keynote: Casual Gaming

Keynote speaker:

Geoffroy SARDIN, Managing Director France, **Ubisoft**

Moderator: **Laurent MICHAUD**, Head of Digital Entertainment Practice, **IDATE**

11:00am-12:00pm

Networks: technical restriction or fuel for innovation?

Technical innovation in the telecommunications sector (optical access networks, 3.5 broadband mobile services) are at the heart of developments in the video game sector. LAN parties and wireless game tournaments over the web, online games over the PC or home console, the rise of digital distribution over the computer, the console and mobile phone, Wi-Fi gaming... The next stage of communication technologies' evolution will go a long way in shaping the gaming sector, as much in terms of

the content developed, gameplay and gamers' habits as the design, production and distribution of games. This session will examine next generation network technologies (3.5 G, 4G), those which are in the deployment stage (fibre optic, WiMAX) or already available (Wi-Fi) and their impact on the industry.

Moderator: **Jean-Noël PORTUGAL**, CEO, **Intuneo**

Round-table:

- **Alexis ARRAGON**, Technology & Tools Project Manager, **Darkworks**
- **Alexis AUBERT**, Head of Games, **SFR**
- **Eric VIENNOT**, Creative Director, **Lexis Numérique**
- Representative, **France Télécom***

Sponsor:





How convergence affects business models



12:00pm-12:30pm

Public policies

Moderator:

Fred HASSON, CEO, TIGA

Keynote speaker:

Ludovic BERTHELOT, Ministry of the Economy, Finance and Industry, France

Partner:



12:30pm Lunch hosted by Montpellier Agglomération

2:00pm-2:30pm

Special keynote from Atari Infogrames

Keynote speaker:

Patrick LELEU, CEO, Infogrames

Moderator:

Laurent MICHAUD, Head of Digital Entertainment Practice, IDATE

2:30pm-3:30pm

Persistent universes: does content segmentation = variety of business models?

Now that the global success of World of Warcraft (Blizzard Entertainment/Vivendi Games) can no longer be denied, massively multiplayer games need to be recognised as mass digital entertainment, capable of attracting a wide swathe of the public. Thanks to Second Life (Linden Lab) we are becoming aware that persistent universes can prove popular beyond the realm of the game. And between these two universes lie a host of innovative experiments, particularly those aimed at youngsters and that work in synergy with TV – operating equally innovative business models. This session will provide a chance to take stock of the current state of the market, and explore what models are in store: in-game service provision, game service provider, advertising, flat rates, subscriptions, ...

Keynote speaker:

Philip ROSEDALE, Founder & CEO, Linden Lab*

Moderator: Frank BEAU, Researcher, Journalist

Round-table:

- Frank CAMPBELL, Chief Business Officer, MindArk
- Hilmar PETURSSON, CEO, CCPGames
- Paul VAN DEN BULCK, Layer Attorney-at-law at the Bars of Brussels and Paris Partner, Ulys Law Firm
- Phil HARRISON, President, Worldwide Studios, Sony Computer Entertainment Europe*

3:30pm-4:00pm:

Keynote speaker:

Representative, Nintendo*

4:00pm-4:30pm Coffee break

4:30pm-5:30pm

Serious games: full-fledged market, full-fledged industry?

Serious games are a sector of activity outside the confines of interactive entertainment that exploit technologies designed in game studios. The market they have created is expected to flourish in the coming years. Thanks to their technological and gameplay chops, video game studios are in the best position to take advantage of these new opportunities. But does developing a serious game business not require a different approach to the way work is organised, as well as specific design methods and production processes, and a special set of skills? Can game creators really invest in this sector?

- Philippe RENAUDIN, Head of Video Game Activities, Lyongame
- Damien BRIATTE, CEO, Les Tanukis

- Nick PRICE, Game Director, Serious Games Interactive
- Stéphane URBINATI, Marketing & Development General Manager, Script Games
- Franck TARPIN-BERNARD, CTO, Scientific Brain Training

5:30pm-6:30pm

Online poker: current state of affairs and development model for Europe

Online poker is one of the most popular applications amongst fixed and mobile gamers. A global community of poker players has been created thanks to wide exposure on TV and international tournaments. This session will provide the chance to get a better understanding of this massive phenomenon that is online poker, by examining not only usage and business models but also regulation - which will be a decisive factor in shaping the future of online gambling in France.

Moderator:

Emmanuel FORSANS, CEO, AFJV

Speakers:

- Thibault VERBIEST, Attorney-at-law at the Bars of Brussels and Paris Partner, Ulys Law Firm
- Olivier LEJADE, CEO, Mekensleep
- Frédéric VINZIA, CEO, Partouche Interactive
- Christophe FORAX, Information Society & Media Office, European Commission*



Registration form

Registration

- **Please return to: Alpha Visa Congrès/DWS 2007** - 624, rue des Grèzes - 34070 Montpellier - France
Tel: +33 (0)4 67 03 03 00 - Fax: +33 (0)4 67 45 57 97 - E-mail: dws2007@alphavisa.com
- **Register online:** <http://www.alphavisa.com/dws2007/inscription.php>

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Please tick your choices

	Regular rate ⁽¹⁾ (after 15/10/07)	Special rate ⁽¹⁾ 25% discount ⁽²⁾
14 November 2007 - plenary sessions & executive seminars Please select one seminar Video Game: How convergence affects business models Broadband: Who should pay for FTTx? Mobile: Redefining mobile business models Media: New ad-ventures for TV, web and mobile operators Transatlantic Telecom Forum: Net neutrality vs. separation	€ 700 excl. VAT (€ 837.20 incl. VAT) <input type="checkbox"/> 0912 <input type="checkbox"/> 0712 <input type="checkbox"/> 0612 <input type="checkbox"/> 0812 <input type="checkbox"/> 1012	€ 525 excl. VAT (€ 627.90 incl. VAT) <input type="checkbox"/> 0911 <input type="checkbox"/> 0711 <input type="checkbox"/> 0611 <input type="checkbox"/> 0811 <input type="checkbox"/> 1011
15 November 2007 - plenary sessions	<input type="checkbox"/> 1212 € 700 excl. VAT (€ 837.20 incl. VAT)	<input type="checkbox"/> 1211 € 525 excl. VAT (€ 627.90 incl. VAT)
14 & 15 November 2007 - plenary sessions & executive seminars Please select one seminar Video Game: How convergence affects business models Broadband: Who should pay for FTTx? Mobile: Redefining mobile business models Media: New ad-ventures for TV, web and mobile operators Transatlantic Telecom Forum: Net neutrality vs. separation	<input type="checkbox"/> 0012 € 1 200 excl. VAT (€ 1 435.20 incl. VAT) <input type="checkbox"/> 0914 <input type="checkbox"/> 0714 <input type="checkbox"/> 0614 <input type="checkbox"/> 0814 <input type="checkbox"/> 1014	<input type="checkbox"/> 0011 € 900 excl. VAT (€ 1 076.40 incl. VAT) <input type="checkbox"/> 0914 <input type="checkbox"/> 0714 <input type="checkbox"/> 0614 <input type="checkbox"/> 0814 <input type="checkbox"/> 1014

(1) VAT 19.6% Because the event is taking place in France, VAT exemption is not possible.

(2) 25% discount: - Payment prior to 15/10/07 - Multiple registrations (same company, same address, for two people or more) - Universities

Inscriptions with the reception

13 November 2007 (6:30pm-10:30pm) - Welcome party at the Musée Fabre, Montpellier

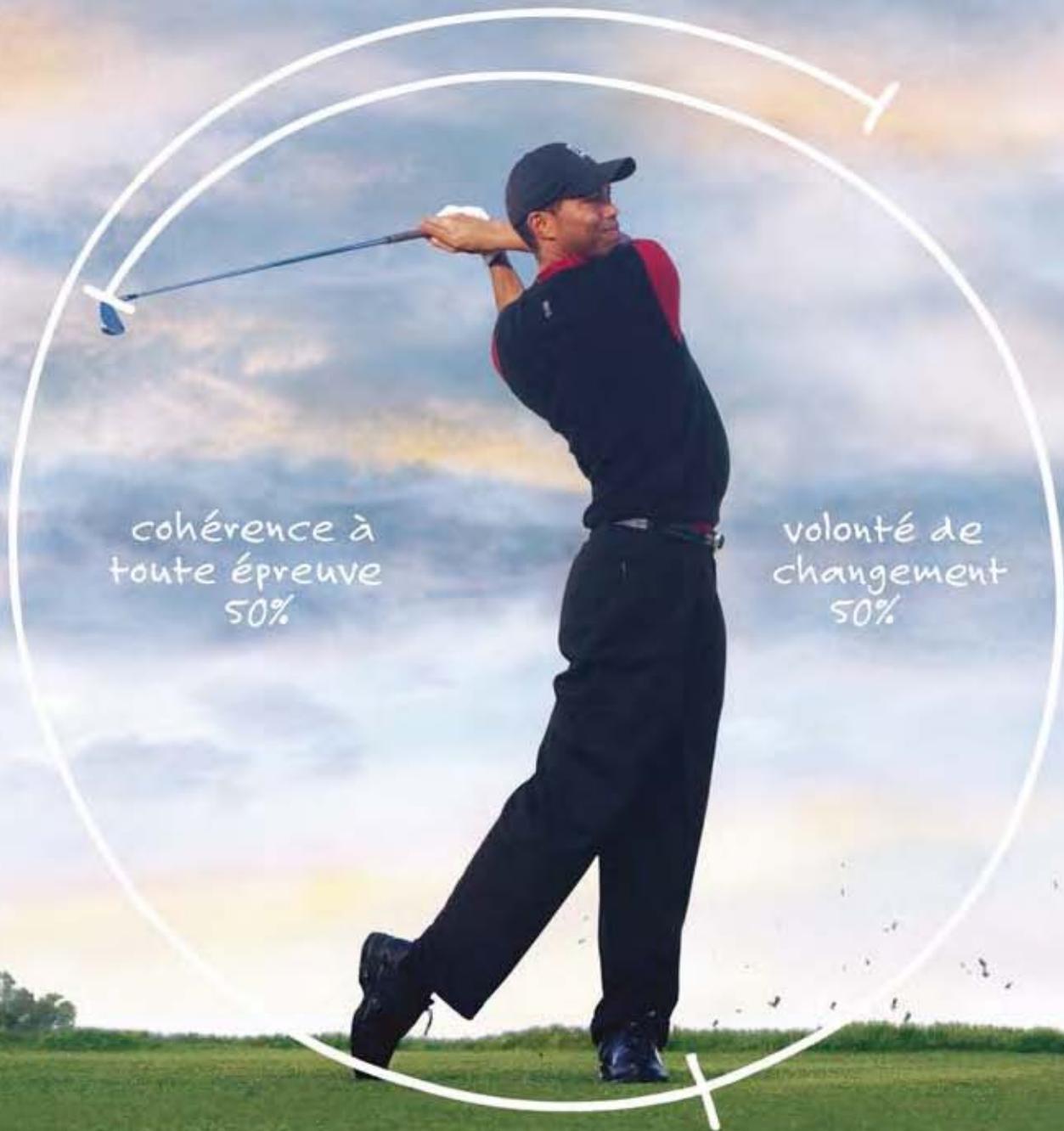
14 November 2007 (7:30pm-11:30pm) - Gala dinner at the IBM site

■ **Registration includes** access to the conference halls, the exhibition, to lunches and receptions, online access to the Summit proceedings, a copy of the special issue of Communications & Strategies and a one year subscription to the Communications & Strategies journal.

■ **Registrations are final only upon payment in full.**

Upon receipt of this form and of your payment, we will issue a confirmation of registration and an invoice. In cases where full payment has not been received before the start of the conference, delegates will be required to pay the outstanding balance upon arrival. Only administrations are authorised post-event payment via government money order, but the present form must be returned with an official purchase order. Certificates of attendance can be issued upon request, and will be delivered by our hostesses on site.

■ **Cancellations:** all cancellations must be made in writing to **Alpha Visa Congrès/DWS 2007 before 31 October 2007.** A 15% service charge will be deducted from reimbursement of registration fees. After 31 October, all outstanding invoices will remain due. **No refunds will be made after 31 October 2007, and all outstanding payments will be due.**



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