

INVITATION



WSA
WORLD SUMMIT AWARD

**MOBILE
CONTENT**

Excellence in m-Content 2010

TOWARDS MOBILE KNOWLEDGE SOCIETY

ABU DHABI

December 6-8, 2010

WSA-mobile Winners'
Conference and Gala

| m-Business & Commerce | m-Government & Participation | m-Learning & Education | m-Entertainment & Lifestyle | m-Tourism & Culture | m-Media & News | m-Environment & Health | m-Inclusion & Empowerment |



*Prof. DDr. Peter A. Bruck,
Chairman of the WSA Board of Directors*

World Summit Award Mobile **WINNERS' GALA, CONFERENCE and EXPO**

INVITATION AND EVOLVING PROGRAM

Unique Networking Event with the most outstanding mobile content
designers and innovative application developers from around the world

KEY NOTE SPEAKERS to hear

Jon McNerney

Chief Operating Officer, Internet Society



Catherine Warren

President, FanTrust Entertainment Strategies, Canada



James H. Poissant

Secretary General, WITSA, World Information
Technology and Services Alliance



Bruno Jacobfeuerborn

CTO, Telekom Germany



Dorothy K. Gordon

Director-General, Ghana-India Kofi Annan
Centre of Excellence in ICT, Ghana



Tomi Ahonen

Mobile Visionary and Author, Hongkong / Sao Paulo



An event under the auspices of the Government of Abu
Dhabi in co-operation with the United Nations and its Global
Alliance for ICT and Development and Government and
business partners from around the world

Welcome to Abu Dhabi



*H.E. Rashed Lahej Al Mansoori, Director General ADSIC,
Host of the World Summit Award Mobile 2010*

Jari Tammistö
CEO/President, MobileMonday Global, Finland

Janis Karklins
Assistant Director-General for
Communication & Information Sector, UNESCO

Latif Ladid
President, IPv6 Forum, Luxembourg

H.E. Mohammad Hassan Omran ^{tbc}
Chairman of Etisalat, United Arab Emirates

R. Chandrashekhar
Secretary, Department of Information Technology,
Government of India

Muhammad Yunus ^{tbc}
Chairman, Grameen Bank, Bangladesh

December 6-8, 2010

Hosted by:



WHY SHOULD YOU PARTICIPATE?

THREE MAIN REASONS AT A GLANCE



Unique m-Content

The WSA-Mobile is the only ICT event worldwide, which reaches the mobile community in over 160 countries and is able to promote the best mobile content and innovative applications out of this huge selection. This gives you the unique opportunity to feel the pulse of this thriving industry.

WHAT IS WSA-Mobile Gala, Conference and Expo?

SCOUTING THE WORLD'S BEST MOBILE CONTENT

→ THE EVENT OBJECTIVES

The World Summit Award Mobile is a global initiative to select and promote the world's best in mobile content and innovative applications. It was started in 2010 in the

framework of the United Nations' World Summit on the Information Society (WSIS). The objectives for the WSA-Mobile events in Abu Dhabi are:



Anchor the United Nations based WSA-mobile Network in Abu Dhabi with a major initiative and thus give Abu Dhabi unique international visibility by hosting the WSA-mobile Events in 2010, 2012 and 2014.



Put the focus on mobile and creative content/innovative applications and thus on the future of mobile broadband usage and thus extend the range of contents from games, navigation and social networks.



Develop the cooperation with a 5 year perspective toward the UN Summit Review on Information Society in 2015 in order to show unique activity and concrete results at the Summit as part of the UAE ICT efforts.



Develop Abu Dhabi as key node in the global e-Content development and thus as premier place for Arab e-Content through a horizontal innovation network and centre.

Highest level contacts

This event is held under the patronage of the United Nations (UN Global Alliance for ICT & Development), which gives you the guarantee of a long lasting, first class events worldwide, with highest international dignitaries, including Heads of State, leaders of government and business as well as outstanding members of civil society.

Market development

Content markets are highly segmented and still under development. The opportunities for value added services are just opening up; content is the main driver for customer attraction and future profitability. This brings you into contact with highly profiled mobile experts from India, Africa, South America, and other developing markets.

→ THE NETWORKS SUPPORTING THE WSA-MOBILE EVENTS IN ABU DHABI

WSA-Mobile is an activity of partners and an invitation project for everyone whose ideas, interests and beliefs go beyond technical and infrastructural issues and who understands the importance and value of recognition and definition of quality in m-Content production.

The Global Alliance for Information and Communication Technologies and Development (GAID), an initiative approved by the United Nations Secretary-General in 2006, was launched after comprehensive worldwide consultations with governments, the private sector, civil society, the technical and Internet communities and academia.

The 2005 United Nations Summit emphasized the importance of Information and Communication Technologies (ICT) in achieving the internationally agreed development goals, including the Millennium Development Goals (MDGs) and GAID was set up as a truly global forum that would comprehensively address cross-cutting issues related to ICT in development.



www.un-gaid.org

The most popular open community platform of mobile industry visionaries, developers and influential individuals fostering brand neutral cooperation and cross-border P2P business opportunities through live networking events to demo products, share ideas and discuss trends from both local and global markets. Mobile Monday has become the industry leading mobile platform. Chapters are holding events in over 100 cities worldwide and are being launched in new locations monthly.



www.mobilemonday.net

WSA is brought to Abu Dhabi by a unique partner network consisting of the most outstanding communities of creatives, technologists and entrepreneurs.

The Internet Society (ISOC) provides global leadership in Internet related standards, education, and policy. It addresses the future of the Internet, and is the organisational home for the groups responsible for Internet infrastructure standards, including the Internet Engineering Task Force (IETF) and the Internet Architecture Board (IAB). The Internet Society has more than 100 organisational and more than 28,000 individual members in over 80 chapters around the world.



www.isoc.org

WSA-MOBILE CATEGORIES

EXCELLENCE IN M-CONTENT 2010



The eight categories of the WSA-mobile reflect the multitude of uses of mobile phones and the richness of content

8



1. m-Business & Commerce

Supporting m-Business processes and commercial transactions, including real-time travel bookings; creating new business in m-Commerce; offering customers convenient services and supporting SMBs in the marketplace; using mobile phones for buying, selling and banking, as well as for servicing customers and for collaborating with business partners.



3. m-Learning & Education

Serving the needs of learners to acquire knowledge and skills via mobile phone in a quickly changing world; transforming educational institutions through mobile learning resources; creating active m-Learning communities and solutions for corporate training as well as life-long learning.

2. m-Government & Participation

Delivering mobile services in public administrations to individuals, businesses and organisations, in order to improve access to services; fostering quality and efficiency of information exchange and citizen centric transactions; strengthening the participation of individuals and groups.

4. m-Entertainment & Lifestyle

Sports, games, music, fashion and fun: supplying mobile entertainment products and services; entertaining the user with a range of innovative games by taking advantage of the properties of small, wearable devices; supporting interactive entertainment and fun; mobile content, services and accessories to enhance and excite the quality of life.





5. m-Tourism & Culture

Bringing cultural heritage to mobile platforms; demonstrating valuable cultural assets clearly and informatively, using state-of-the-art mobile technology; providing guides to the diversity of cultures, sites and objects, and all in a multi-lingual package. Enabling travellers to find attractions, to be informed and enlightened, to enjoy safe travel and have access to up2date travel information; enhancing intermodal use of public transport, supporting orientation in cities and countryside, allowing the hotel industry to address customers, providing new perspectives on the space around us; using maps and navigation-based contents.

6. m-Media & News

Reporting the news using the mobile phone, crowd sourcing, citizen journalism, covering natural disasters, public campaigning, multimedia news, mobile media aggregation and search services; new forms of mobile video and m-TV, movies and current affairs.



7. m-Environment & Health

Content and services to encourage sustainable models of living; smart use of mobile media to promote green energy; new mobile approaches to monitoring and reducing pollution; mobile portals and social media applications to encourage climate controls and holistic environment-friendly habits; client-centred models of health care, where stakeholders collaborate; mobile technologies to deliver health care and to meet the needs of citizens, patients, healthcare professionals and providers; epidemic and pandemic alert services; wellness and behavioural education.

8. m-Inclusion & Empowerment

Measures to support integration within the global information society; bringing least developed regions and groups of society into the mobile information society; reducing the “digital divide” between technology-empowered and technology-excluded communities, such as groups in rural areas, women, senior citizens, disabled citizens and children; bridging society through mobile contents and applications; empowering citizens and stakeholders in public services.



WSA-MOBILE WINNERS GALA 2010

MONDAY | DECEMBER 6, 2010

WELCOME



WSA-MOBILE WINNERS WORKSHOPS

TUESDAY | DECEMBER 7, 2010 | WEDNESDAY | DECEMBER 8, 2010

PANEL SPEAKERS to debate with

Mario Franco, President, Foundation for Mobile Communications, Portugal

Rodolfo Laddaga Lopez,
VP of Digital Content, Media Innovations, Mexico

Osama Manzar, Director, Digital Empowerment Foundation, India

Madanmohan Rao, Global Research Director, Mobile Monday, India

Christian Rupp, Spokesperson, e-Gov Digital Platform, Austria

Anya Sverdlov, Managing Director, Actis Wunderman, Russia

Elizabeth Quat, Founder, Internet Professional Association, China

Alexander Felsenberg, Director, Tradeshows New Media, Germany

Lumko Mtimde, CEO, Media Development & Diversity Agency, South Africa



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CELEBRATING THE RICHNESS AND DIVERSITY IN M-CONTENT

The Gala Celebration is the highlight of the entire WSA-mobile process in 2010. It is a unique ceremony to honour excellence in m-Content and innovative application creation.

The winning teams of the eight categories from all over the world will be present to receive their awards. Dignitaries of government, the private sector and the United Nations will take part in the two hour show featuring multimedia and music elements. By bringing together government, business and civil society, the WSA-mobile supports the creation of synergies and cooperation to develop innovative ideas and create practical applications.

SHARING THE EXPERTISE: M-CONTENT & INNOVATIVE APPLICATIONS

For two days, WSA-mobile Winners teams will take stage to present their awarded projects.

They will meet each other in a panel discussion, share their visions on ICT, creativity and innovation, speak about their experience and ask and answer questions. Each session will be thematically dedicated to one of the WSA mobile categories and moderated by a member of the Grand Jury.

The workshops will be dedicated to innovation and creative use of mobile ICTs. Working with technologies creatively can improve the lives of many. Mobile contents can help bridging the digital divide. Concrete examples for that will be showcased and discussed during the workshops.

M-CONTENT GLOBAL EXPERTS (Grand Jurors) to network with

Chitranganie Mubarak, Programme Head, ICT Agency of Sri Lanka, Sri Lanka
Katrin Verclas, Founder and Managing Director, Mobileactive, USA
Kei Shimada, Founder and CEO, Infinita Inc, Japan
Anu Lyra, My Nokia SW concept owner, Nokia Corp., Finland
Rabana Rapelang, Co-Founder & CEO, Yeigo Communications, South Africa

Manar Al-Hashash, General Manager, Dot Design, Kuwait
Thom Kennon, VP Strategy, Wunderman Global, USA
Katri Ristal, Director of Marketing, Estonian Open Air Museum, Estonia
Mohammed Saad Laib, General Manager, DIDACTICA, Algeria
Maria Zaghi, Operations Director, Ergocom.net, Guatemala

Ralph Simon, Americas Founder & Chairman Emeritus, Mobile Entertainment Forum, USA
Mathieu Flamant, Founder and Manager, Open Mundi.com, Brazil
Brendan Tansey, CEO, Wunderman UK

ABU DHABI



Capital of the United Arab Emirates
Economic, Technology and
Culture Hub of the Gulf Region



MOBILE WORLD 2010

i.e. mobile cellular subscriptions / per 100

Countries with the highest mobile teledensity



UAE 232.07
Estonia 202.99
Bahrain 199.38

as a comparison:

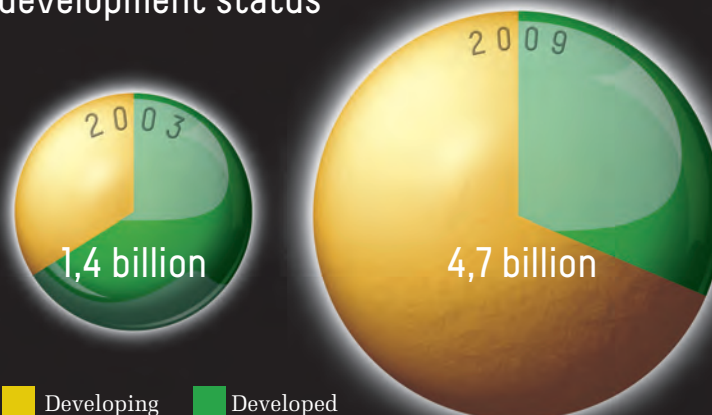
Hong Kong 173.84
Russia 163.62
UK 130.55
WORLD 68.3
China 55.51

Lowest mobile teledensity



Eritrea 2.78
Myanmar 0.90
D.P.R. Korea 0.29

Global mobile cellular subscriptions by development status



ITU World Telecommunication | ICT Indicators database

The projected boom in mobile data traffic

Mobile Internet/data traffic (Terabytes/month)



IBM Institute for Business Value analysis 2009



Projection, Morgan Stanley

Apps

80
min/day

Android and iPhone
users spend using apps

1,372,260,862

Estimated number of Apps downloaded in the **Android Market**
(25. August 2010 at 4pm)

3 Billion

Apple announced in January 2010
that App Store downloads have
officially broken 3 billion, and it happened in less than 18 months.

Mobile Teens (U.S.A.)

Third of U.S. teens with phones text 100 times a day

i.e. 3000 texts a month

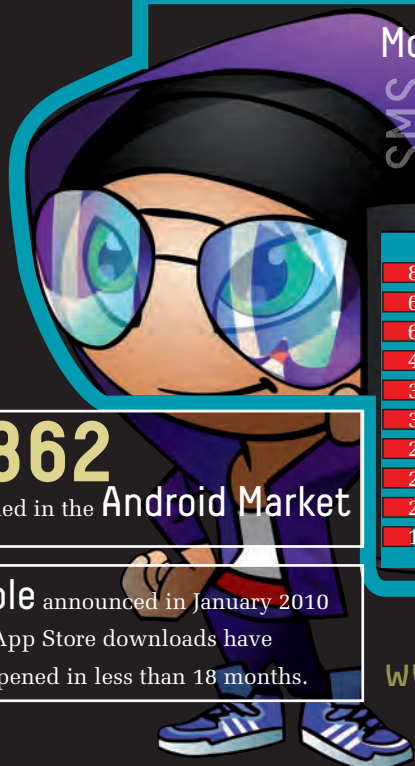
47% Can Text with Eyes Closed

Teens who have multi-purpose phones

- 83% use their phones to take pictures.
- 64% share pictures with others.
- 60% play music on their phones.
- 46% play games on their phones.
- 32% exchange videos on their phones.
- 31% exchange instant messages on their phones.
- 27% go online for general purposes on their phones.
- 23% access social network sites on their phones.
- 21% use email on their phones.
- 11% purchase things via their phones.

Source: Reuters

www.wsa-mobile.org





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Board of Directors

Peter A. Bruck, Chairman
CEO and Chief Researcher
Research Studios Austria, Austria

Jak Boumans
Managing Director
Electronic Media Reporting, Netherlands

Effat El Shooky
Advisor to the Minister of
Communications and ICT, Egypt

Alexander Felsenberg
Director Tradeshow New Media
Online Marketing Düsseldorf, Germany

Dorothy Gordon
Director-General, Ghana-India
Kofi Annan Centre of Excellence, Ghana

Manar Al-Hashash
Secretary General Kuwait e-Award, Kuwait
Latif Ladid

President, IPv6 Forum, Luxembourg

Rudolfo Laddaga Lopez
VP of Digital Content,
Media Innovations, Mexico

Osama Manzar
Founder & Director,
Digital Empowerment Foundation, India

Elizabeth Quat
Founder & Immediate Past President,
Internet Professional Association
China

Alfredo Ronchi
General Secretary,
Medici Framework, Italy

Christian Rupp
Spokesperson, e-Gov
Digital Platform, Austria

Anya Sverdllov
Managing Director, Actis
Wunderman, Russian Federation

Catherine Warren
President FanTrust Entertainment
Strategies, Canada



www.wsa-mobile.org

Contact | WSA OFFICE

Ms. Anastasia Konstantinova, Secretary of Board
Mr. Harry Timons, Project Manager
Ms. Nora Wolloch, Event Production
Ms. Anna Rechberger, Road Shows
Mr. Nedim Dedic, Web Development
Mr. Andreas Rothe, Communication
wsa@icnm.net

ICNM - International Center for New Media
Moosstrasse 43a | 5020 Salzburg | Austria
Tel: +43 662 63 04 08
www.wsa-mobile.org



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Abu Dhabi Systems & Information Centre



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