



II Международный форум **Business Models Media & Telecom 2.0:** **Ключевые стратегии монетизации**

25 апреля 2012 г., отель Holiday Inn Lesnaya

Programme

The Programme is subject to change. It can be altered, supplemented or adjusted without special notification. For the most up to date information on the presentations, please contact the Programme Committee.

The Programme includes the confirmed presentations, which the Programme Committee has selected. Sessions are currently being created and the time-slots are being distributed. Please regularly check for updates.

The Forum agenda will begin with registration and coffee at 9.00AM, followed by the plenary sessions, which commences at 9.30AM, and thematic sessions, which will start after lunch at 14.45. More details can be found on the following pages.

09.00 – Registration, Welcome coffee

PLENARY SESSIONS

09.30 – Conference opening, introduction of the Organizers and the Sponsors

9.30–11.30

STRATEGY 2.0. STRATEGIC INITIATIVES, SCENARIOS AND TRENDS FOR TELCO & MEDIA INDUSTRY TRANSFORMATION

Session Chair. **Eugene Solomatin**, Business Development Director, **Cominfo Consulting**, Dean, **MBA-TELECOM**, MIRBIS Business School

Welcome Address

Naum Marder, Deputy Minister, **Ministry of mass media and communications of the Russian Federation**

Challenges ahead for the EU telco industry

Luigi Gambardella, Executive Board Chairman, **ETNO (The European Telecommunications Network Operators' Association)**

Dieu Thierry, Director for Communications and Public Policy, **ETNO (The European Telecommunications Network Operators' Association)**

Global challenges for Russian telecom industry. Digital public private partnerships for national infrastructure projects.

Konstantin Solodukhin, Deputy Director General, **MegaFon**

IBM Global Telecommunications Consumer Survey 2011. Trends and results for Russia.

Alexey Churin, Business Development Director, Telecom Solutions, **IBM Russia**

LTE challenges for Russia: business models, services and technological partnerships.

Gulnara Hasjanova, Executive director, **LTE Alliance**

Stimulating market development through antimonopoly regulation mechanisms.

Dmitri Rutenberg, Head, Department for monitoring on transport and telecommunication, **Federal Antimonopoly Service**

11.30-12.00 Coffee break

12.00–13.45

TELCO & MEDIA 2.0. KEY PLAYERS BUSINESS STRATEGIES AND PARTNERSHIPS

Session Chair. **Serge Ferré**, Board Member, Head of Strategic Committee, **ANOVO**

Topic to be announced

Karim Taga, Executive partner, **Arthur D. Little**

Beyond the 4G: Application discovery and challenges to create new mass-markets in Russia?

Harlan James Vold, Vice-president, IT Strategy, **Yota Group**

From directory to local media: driving more traffic to local advertisers

Julien Billot, CEO, **Pages Jaunes**

Anatomy of Success: prospective operator's business models, based on scalable architectures and convergent platforms.

Sergei Alimbekov. Commercial Director of the Division of Service Providers. **NVision Group**.

Telco&Media integration: Points of grow, opportunities and practice.

Sergey Lavrukhin, Executive Director, **ONEXIM Group**

The synergy: how to employ analytics when setting up a strategy of extra revenue derivation.

Elena Evdokimova, Head of Business Consulting Department, **SAS Russia/CIS**

Additional topic for discussion

- E-commerce: future landscapes and platforms for fixed and mobile operators.
- How to make money on Content: opportunities and prospects for telecom operators.
- OTT-services and traditional operators – from competition to partnership

13.45 – 14.45 Lunch

THEMATIC SESSIONS

14.45-16.15

APPLICATIONS&PLATFORMS 2.0: BUSINESS MODELS AND POTENTIAL FOR MONETIZATION

Session Chair. **Konstantin Ankilov**, Partner, **IKS-Konsalting**

Telco 2.0 for TelCos: strategies, services, business partnerships, impacts for Russia.

Henri Tchong, Managing Director, **BearingPoint**

Connecting applications: creating environment for doing business.

Evgeniy Vasiliev, Director General, **MTT**

10 million – this is only the beginning!

Alexander Makarov, General Director, **Tricolor TV**

Topic to be announced

Dmitry Bagdasaryan, Head of Fixed business, **MTS**

Video platform and monetization: models of partnership.

Anatoly Vorontsov, CEO, **Dulton Media**

Monetization of the video services in «new media» – myths and expertise.

Andrey Vdovin, Program Director, **CTI**

Additional topic for discussion

- **M2M 2.0 - new opportunities for telecom operators on vertical markets.**
- **SDP: concept, business model, technological base and deployment practice for fixed and mobile operators**
- **The structure and dynamics of mobile applications market**

16.15-16.35 – Coffee break

16.35-18.15

CLOUDS & INFRASTRUCTURE 2.0. TECHNOLOGIES AND ECOSYSTEMS

Session Chair. **Eldar Razroev** , Independent Expert

Topic to be announced.

Vitaly Slizen, CEO, **INNOVENTICA**

Data centers and cloud services in Russia. Prospects, Problems and Scenarios

Irina Grishanova, Deputy CEO, **Megalabs**

CDN 2.0. Partnership platform for delivering and deploying premium video services.

Konstantin Chumachenko, Director General, **NGENIX CDN**

Operator as cloud services aggregator. Monetization models and technical architecture.

Konstantin Anisimov, Marketing and partnerships Director, **Parallels**

Scalable integration: how PON infrastructure can help increase revenue and develop product catalog.

Oleg Popov, Commercial Director, **MGTS (Moscow City Telephone Network)**

Telco start-ups: money, ideas and reality for Russia.

Tatjana Tsvetkova, Development Director, **Fast Lane Ventures**

Additional topic for discussion

- **Development strategy of a large infrastructural player. vertical integration + the service platform**
- **Cloud Computing: business cases and applications.**
- **Infrastructure sharing for fixed and mobile networks.**

18.15-19.00 End of the Forum. Closing wine