

Invitation

Make Money from Mobile

1- 2 September, 2003

Oslo, Norway





Shaping the Future of the Newspaper

MAKE MONEY FROM MOBILE

1 - 2 September, 2003, Oslo, Norway

Realise the opportunities of the telecommunications revolution.

Spend two days with the leading telecom company in the world's leading telecom market.

The World Association of Newspapers together with Telenor is organising a study trip to the world's most mobile-enabled market.

The visit, hosted by Telenor, one of the world's leading telecommunications companies, will provide newspaper executives with an opportunity to examine how mobile communications are set to revolutionise the newspaper industry.

The programme will include:

- Case studies of successful and profitable news and information services drawn from across the world;
- An explanation of how telecommunications systems will develop and how newspapers can exploit these developments;
- An examination of alternative business models, for maximising audiences and revenues.

The venue

Telenor's headquarters, inaugurated in July 2002, is the venue for the event. Telenor is situated at Fornebu, outside Oslo, facing Oslofjord. Designed as Scandinavia's leading workplace for innovation, it is a showcase for flexible working methods and modern office architecture. Telenor also houses an impressive art collection by world renowned, international contemporary artists.

"Making money from digital media, strategic lessons from mobile, tv and internet"

Program Monday

Today's mobile money makers

11.00 Introduction

Event chair Erling Maartman-Moe, Partner, Medianordix

Welcome to Telenor

Fredrik Baksaas, CEO and President of Telenor

The mobile opportunity, Shaping the Future of the Newspaper perspective

Jim Chisholm, Strategy Advisor, WAN

The mobile revolution, Telenor outline of the transaction and billing processes

Ric Brown, Vice President, Business Expansion, Telenor Mobil

Case study 1.

Content opportunities

Torry Pedersen, CEO, VG Multimedia, Schibsted. VG ist the largest newspaper in Norway - both online and on paper

13.30 Buffet lunch

Case study 2.

Youth and Mobile - What are the trends?

PhD Rich Ling, Senior Researcher, Telenor Research & Development

Case study 3.

Content Repurposing - The Korean experience

Speaker to be confirmed, Joong Ang libo

Coffee

Future technology solutions

Terence Dodgson, Technology Manager, Advanced Research and Standards Group, Samsung Electronics (UK) Ltd

Case study 4.

Advertising opportunities

Moritz Wuttke, Executive Marketing Manager, PubliGroupe

17.30 **Dinner and Entertainment**, hosted by Telenor

Program Tuesday

Future strategies for the mobile newspaper

09.00 **When media meets telecommunications**

Stig E Sivertsen, CEO, Telenor Broadcast

Case study 4.

Making money from mobile

Speaker to be confirmed. Non newspaper example of exploiting mobile.

Content and channels - Multi-channel content management solutions

Speaker to be confirmed. Unisys

11.40 Coffee

Case study 5.

Strategic alliance of 70 local newspapers brings classifieds from print to internet and mobile platforms.

Jan M Moberg, Director New Media, Orkla Media ASA, One of the major regional local newspapers in Norway

Who owns the content - Intellectual Properties

Jon Bing, Professor in Information Technology Law at Norwegian Research Center for Computers and Law (NRCCL), University of Oslo since 1988 and Member of The European Commission DG XIII's Legal Advisory Board (LAB).

Synergies newspaper, online news & mobile

Rune Røsten, Publisher, Dagbladet.no, the second largest Newspaper online in Norway

Case study 6.

Charging for added value services - complement mobile access with interactive platform

Johan Dolven, Director, Telenor Zonavi

Looking ahead - Conference summary and conclusions.

Chair: Erling Maartman-Moe, Partner, Medianordix

14.30 **Close and lunch.**

BOOKING FORM

Please send to World Association of Newspaper, 25, Rue d'Astorg, 75008 Paris, France
or to telefax no. +(33-1) 47424948.

Norwegian participants:

Please register only at www.telenor.no/telenoruken/mediaseminar

I wish to register for the WAN/Telenor two day Study Trip.

Name:

Address:

Company:

Country:

Telephone no.: Email address.....

Standard price - 600 Euros *), WAN/WEF individual member price - 500 Euros *)

*) Excluding VAT (VAT applies to European Union countries only.) For E.U. Countries, please enter your VAT number here

Payment can be made:

- 1) By cheque to the order of WAN Training & Events
- 2) By bank transfer to AMJ Formation/WAN Training & Events: Account # 000 102 809 4261 BNP Paribas, Saint Lazare Haussmann, 75008 Paris, France; Bank Code: 30004; Agence Code: 00819
- 3) By credit card: Visa (preferred) / Mastercard / Eurocard / American Express

Credit Card Number:

Type of Card:Expiry Date:

Name & Address of Cardholder: (if different from above).....

.....

Date and Cardholder's Signature:

Cancellation of registration: In the event of cancellation before 31 July, you will be reimbursed the total amount of the registration fee; beyond that date, WAN will not issue a refund, except in the case of illness and on production of a medical certificate.

HOTEL

We have booked one of the nicest hotels in Oslo, located in beautiful surroundings, in the outskirt of Oslo, Holmenkollen Park Hotel. The price for rooms is 995,- + VAT

See <http://www.holmenkollenparkhotel.no/>

Do you wish hotel: Yes No

MOBILE FACTS AND FIGURES

- Norway has one of the world's highest mobile penetrations
- In Norway about 8 million SMS messages are sent each day (mobile originated), about 60 - 70 % of that is handled by Telenor
- 65 % of our customers use SMS on a monthly basis
- SMS remains a growth area, about 20 % growth is expected this year
- 10 % of mobile customers currently have MMShandsets

ABOUT TELENOR

- 2002: Revenues: € 5,7 bn
- The leading fixed line and mobile operator in Norway
- A fast growing profitable international mobile portfolio
- The leader within Nordic Broadcasting and Pay-TV
- Operational activities in 14 countries, presence in 30 countries
- 22,050 employees - 6,500 outside Norway

Telenor's commitment as a WAN partner gives us a unique possibility to further develop our good relationship with the media industry. Although the convergence between different technologies and between technology and content has not developed as fast as we thought a few years ago, we know that convergence will be a main issue in the years to come, both for the media industry and the telecom industry. As a telecom operator, we see several opportunities to contribute in developing new business models in the intersection between the two industries, says CEO of Telenor, Fredrik Baksaas.

As one of few incumbent telecom operators of the world, Telenor has been focusing on content distribution and development of interactive services, through both digital TV and broadband Internet. Telenor has also been heavily involved in developing Digital Right Management systems and secure billing systems.