

Eyes & Ears Academy

Mobile Entertainment – Mobile Content

9 and 10 June 2005 in Cologne

Within a few years many new entertainment and information services for mobile handsets have been positioned in the market. With increasing bandwidth the mobile phone is developing into a new channel for music, games and video contents. The mobile phone as an interactive channel challenges the market players and offers new opportunities for broadcasters. Due to the extension of their formats TV channels can exploit new profit opportunities by means of downloads, phone-based voting systems, sweepstakes and live streams. They can promote the viewer retention and test new forms of interaction.

But which are successful mobile entertainment offers? What requirements must be given for this? In which direction will mobile entertainment and information services as well as the user interaction develop? Which possibilities of safe license utilisation can be exhausted? How can companies from the different fields of the media and communication industry position themselves in the market on a long-term basis?

In the course of this two-day event of Eyes & Ears of Europe and MIDRAY, representatives of different market players will discuss the status quo, the opportunities and threats of mobile entertainment and mobile content. They will present concrete examples and scenarios from their own field of experience and will be available for discussion.

This event is primarily aimed at employees of media and communication companies, (post) production firms, design studios, consultancies and marketing, advertising and dialogue agencies that wish to learn more about the status quo and the future of mobile entertainment and mobile content. Persons generally interested in media as well as students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum of 25**.

The seminar language is German.

Registration deadline: 3 June 2005

Questions? Just call us: **+49 (221) 454 3511**

Thursday, 9 June 2005

11.30 **Welcome**
Dirk Uhlemann, CEO MIDRAY, Cologne

Host

Wout Nierhoff,
CEO Eyes & Ears of Europe, Cologne

11.45 **Introduction of the participants**
12.00 **New Trends in Mobile Business:
TV Channels between Mobile Marketing &
Mobile TV**
Robert Fahle, Head of Mobile Media
RTL Interactive, Cologne
12.45 Discussion
13.00 Lunch break
14.00 **IncCom – Mobile Media in Europe**
Wilfried Runde, Project Manager/Editor
Deutsche Welle DW-Online, Bonn
14.45 Discussion
15.00 Break
15.15 **Football, the King of Sports – The
Bundesliga mobile**
Marcus Hochhaus, Head of New Media &
Business Development Plazamedia, Ismaning
16.00 Discussion
16.15 Pause
16.30 **Mobile Entertainment: Further
Developments in Technology &
International Trends**
Andreas Varesi, Director E-Marketing
Siemens AG Mobile Networks, Munich
17.15 Discussion
17.30 Break
17.45 **Production & Financing of Mobile Content:
Opportunities, Threats & New Business
Models**
Dirk Figge, New Business Executive Media &
Entertainment MIDRAY, Cologne

18.30 Discussion
19.00 End of the first day

Friday, 10 June 2005

09.30 Get together
10.00 **Criteria for the Successful Realisation of
Mobile Formats**
Olaf Laber, Key Account Manager Media dtms,
Mainz
Patrick Wirtz, Sales Director dtms, Mainz
10.45 Discussion
11.00 Break
11.15 **The Mobile World of DW-World**
Jochen Spangenberg, Strategy & Planning
Deutsche Welle DW-Online, Berlin
12.00 Discussion
12.15 Lunch break
13.30 **Mobile TV and its Value Chain**
Dirk Böhm, Head of Communication/
Spokesperson of Universal Studios Networks
Deutschland, Munich
14.15 Discussion
14.30 Break
14.45 **Mobile Communications – One factor of the
Integrated Marketing Mix**
Stefan Wolters, Group Head Interone
Worldwide, Cologne
15.30 Final discussion
16.00 Evaluation
16.30 End of the event

How to register

For your compulsory registration please send in the registration form until 3 June to:

Eyes & Ears of Europe

**Association for the
Design, Promotion and
Marketing of Audiovisual
Media e.V.**

Eyes & Ears Academy

**Director
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Fees

€ 250 for Eyes & Ears members; € 75 for students and trainees who are members. € 1,000 for non-members; € 150 for students or trainees who are non-members. The fee is to be paid within a week after the receipt of the written confirmation by either crossed cheque or bank transfer.

Accommodation and catering are not covered by the participation fee.

Eyes & Ears of Europe e.V.

**Stadtsparkasse Köln
Bank code 370 501 98
Account No. 101 308 2688**

Your registration is compulsory

Should you wish to cancel your participation after your registration, we will charge a cancellation fee. If you cancel your participation within the last eight days before the seminar, we will have to demand the whole participation fee. In any case you can nominate somebody else to replace you in the seminar. Please note that reduced member fees cannot be transferred to non-members. **Eyes & Ears of Europe reserves the right to change the programme.**

How to get to the event

By public transport

At the main station Cologne you take the underground No. 16 (direction Bonn) and get off at 'Chlodwigplatz'. There you enter the bus No. 133 (direction Zollstock) and go to the stop 'Mannsfeld'. You are now at Brühler Straße. The KunstSalon is located on the left side.

Coming from the airport Cologne/Bonn take the suburban train S-Bahn No. 13, get off at the main station and go on like described above.

By car

At the motorway intersection Köln-Süd keep to the right lane and head Köln-Bayenthal. When reaching the roundabout, the 'Bonner Verteiler', turn right into the second side street, Bonner Straße. After approx. 2 km you can turn left into Brühler Straße. The KunstSalon is located on the left side.

Location

KunstSalon
Brühler Str. 11-13
D-50968 Cologne
Germany