Open Source in Mobile 2009
(25 - 26 June 2009) Westin Taipei, Taiwan

Program Topics

(1) **Global trends & the impact of OSS (open source software), presenting the new landscape & dynamics in mobile ecosystem**
- Presenting the business proposition of open source in mobile
- Mapping open source into your business model

(2) **Mobile Web 2.0 – How are operators worldwide capitalizing on open source?**
- The open marketplace for telecom operators

(3) **Initiatives to Accelerate Growth Opportunities for Stakeholders**

(4) **Key drivers & opportunities in ASIA – reviewing the competitive edge of open source to mobile devices**
- The new cycle of innovation
- Model for converged services, devices, business strategies and technology
- The new dynamics and key opportunities here in Asia
- The unique key drivers in Asia and why open source in mobile will be highly successful?

(5) **Case study - 1st things 1st - Getting the business model right – Going beyond the technology and better understanding the objectives and long term sustainability factors**

(6) **Achieving a successful mobile business model for open source in mobiles**

- Understanding the ecosystem and the potential gains for key stakeholders
- The risks and gains
- Existing processes vs. new process and platforms
- Some ideals for sustainable revenue sharing

(7) **Case study - sharing innovations in open source ecosystem**

(8) **Monetizing through open source in mobile – Strategies to achieving profitability for both Telcos, MVNOs and 3rd parties developers**

(9) **What are the major trends in mobile handset OS?**

(10) **What are the most suitable open source licensing models for mobile handset software? Open source licensing & other key issues in selecting open source projects**
- The difference between commercial product and open source platform
- License choice, dual licensing and patents
- Contributor agreements
- Expectations of the open source community
- Open source philosophies and company policies

(11) **Reducing the barriers to collaboration**

(12) **<u>Stakeholders' panel discussion</u> – What are the expectations of telcos/operators, device users and manufacturers?**
(Telecom operator, device manufacturer, internet players, developers)

(13) **<u>Discussion</u> - Identifying The Optimum Collaboration Model When Working With Third Party Application Developers**

(14) **Understanding the dynamics of competition and collaboration of open source, key lessons from the international open source market**

(15) **Trends - The great shift to mobile apps and cloud computing & SaaS (business benefits of software as a service model)**

(16) **Examining the benefits of Linux standardization to the whole mobile ecosystem**

(17) **Closing the gap between technical & business requirements**

(18) **Role of open source in Telco Enterprise Applications**

(19) **Examining the new landscape and new dynamics in the mobile handsets market**
- New trends & developments
- The value chain
- The role of open source in mobile
- The rise and rapid adoption of smartphones in Asia

(20) **Creating greater value through open source – how will open source succeed in the mobile space?**

(21) **Case study - Understanding the operator's perspectives**
- Requirements for open source in mobile
- Collaboration issues

(22) **Understanding consumer 2.0**

(23) **Enhancing security in the open source solutions**

(24) **Panel discussion – Innovators perspectives on open source in mobile**
Will open source be the main innovation breakthrough for your device?

(25) **Diversity and choice, fragmentation issues – perspectives & insights gleaned from the OpenMoko community**

(26) **Walled garden vs. open garden**

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