

AGENDA



Beyond Voice: Mapping the Mobile Marketplace
May 6-7, 2008

May 6, 2008

8:00-9:00

REGISTRATION

9:00-9:15

WELCOME AND INTRODUCTORY REMARKS

Commissioner Jon Leibowitz, Federal Trade Commission

9:15-10:00

SESSION 1: THE MOBILE MARKETPLACE — WHAT, HOW, AND WHO

This session will provide an introduction to the role of mobile commerce, beyond traditional voice service, in today's society. This overview will include a discussion of demographics, consumer habits, and popular and anticipated uses of mobile services within the United States. It also will refer to developments in mobile commerce outside the United States.

Participants

[Evan Neufeld](#), Vice President and Senior Analyst, M:Metrics

[Steve Smith](#), Media Critic, Mediapost and Access Intelligence

Moderator

[Ruth Yodaiken](#), Staff Attorney, FTC Division of Marketing Practices

10:00-11:00

SESSION 2: MOBILE MESSAGING — UNSOLICITED, PREMIUM, AND INTERACTIVE MESSAGING

This session will provide an overview of text/SMS (Short Message Service) and MMS (Multi-media Messaging Service) messaging, introduce innovations, and highlight billing concerns.

Participants

[Alykhan Govani](#), Head of Business Development, MX Telecom

[William Haselden](#), Assistant Attorney General, Office of the Attorney General of Florida

[Dorrian Porter](#), Chief Executive Officer and Founder, Mozes, Inc.

[Leigh Schachter](#), Senior Litigation Counsel, Verizon Wireless

Moderator

[Lisa Hone](#), Assistant Director, FTC Division of Marketing Practices

11:00-11:15

BREAK

11:15-12:30

SESSION 3: MOBILE APPLICATIONS — GAMES, WIDGETS, AND MORE

This session will offer a series of demonstrations about the many possibilities offered by modern mobile devices, which are barely recognizable from the cell phones of yesterday. Industry panelists will discuss how different mobile ecosystems open up the world of applications, from games to social networking.

Participants

[Steve Boom](#), Senior Vice President of Connected Life, Yahoo! Inc.

[Andrew Elliott](#), Director of Services and Software, North America Go-to-Market, Nokia

[Thomas C. Ford](#), Global Market Strategist, Consumer Products, Opera Software

[Rich Miner](#), General Manager of Mobile Platforms, Google Inc.

Moderator

[Ruth Yodaiken](#), Staff Attorney, FTC Division of Marketing Practices

12:30-1:45

LUNCH (on your own)

1:45-3:00

SESSION 4: LOCATION-BASED SERVICES

This session will offer a roundtable discussion of the emerging world of location-based services, through carrier-controlled environments or other mechanisms. This discussion will include references to broadcasting commercial appeals and coupons to phones. There will be a discussion of disclosures about tracking and consumer control of information.

Participants

[Michael F. Altschul](#), Senior Vice President and General Counsel, CTIA–The Wireless Association

[Tony Bernard](#), Vice President of Operations, Useful Networks

[Alissa Cooper](#), Chief Computer Scientist, Center for Democracy and Technology

[Brian R. Knapp](#), Chief Privacy Officer and Vice President of Corporate Affairs, Loopt, Inc.

[Tim Lordan](#), Executive Director, Internet Education Foundation

[Fran Maier](#), Executive Director and President, TRUSTe

Moderators

[Rick Quaresima](#), Assistant Director, FTC Division of Advertising Practices

[Peder Magee](#), Senior Attorney, FTC Division of Privacy and Identity Protection

3:00-3:15

BREAK

3:15-5:00

SESSION 5: MOBILE ADVERTISING AND MARKETING — THE TRANSITION AND ADAPTATION TO MOBILE DEVICES AND THE SMALL SCREEN

This session will examine the general transition of advertising and marketing to mobile devices, discuss mobile-specific advertising campaigns, and address issues such as the targeting of advertising in the mobile space and strategies that advertisers use to adjust to small mobile screens.

Participants

[Jean Berberich](#), Digital Marketing Innovation Manager – Mobile, Procter and Gamble

[Jeff Chester](#), Executive Director, Center for Digital Democracy

[Susan Duarte](#), Counsel for Marketing Practices, Sprint Nextel Corp.

[Jim Durrell](#), Director of Product Management, Greystripe

[Benjamin Ezrick](#), Senior Strategist of Digital Innovation, Ogilvy Interactive

[Michael Hanley](#), Assistant Professor of Advertising, Ball State University

[Gene Keenan](#), Vice President of Mobile Services, Isobar Global
[Hairong Li](#), Associate Professor of Advertising, Michigan State University
[Marcy Troutman](#), Founder, Siteminis, Inc.

Moderators

[Mary K. Engle](#), Associate Director, FTC Division of Advertising Practices
[James Trilling](#), Staff Attorney, FTC Division of Advertising Practices

May 7, 2008

9:30-10:30

SESSION 6: MANAGING YOUR MOBILE DEVICE

This session will offer a discussion about the availability and consumer awareness of mechanisms for managing mobile devices, including provider-based options for limiting text messaging and capping cell phone-billed purchases.

Participants

[Mike Bennett](#), Executive Director – Consumer, State, and Local Government Affairs, AT&T Services, Inc.
[Susan Grant](#), Director of Consumer Protection, Consumer Federation of America
[Laurie Itkin](#), Director of Government Affairs, Cricket Communications
[Gareth Maclachlan](#), Chief Operating Officer and Co-Founder, AdaptiveMobile

Moderator

[Robert Schoshinski](#), Staff Attorney, FTC Division of Marketing Practices

10:30-10:45

BREAK

10:45-12:15

SESSION 7: CHILDREN AND TEENS

This session will discuss the mobile space as it relates to children and teens. Topics to be explored include: youth-directed mobile campaigns and advertising; the social and psychological effects of mobile usage on children and teens; and the control options available to parents to manage the mobile devices used by their children.

Participants

[Michael J. Becker](#), Executive Vice President of Business Development, iLoop Mobile, Inc.
[David S. Diggs](#), Executive Director, The Wireless Foundation
[Eileen Espejo](#), Senior Associate, Children and the Media Program, Children Now
[Todd Haiken](#), Acting Manager, Public Policy, National Parent Teacher Association
[Wayne J. Keeley](#), Director, Children’s Advertising Review Unit of the Council of Better Business Bureaus
[Riitta Kokko-Herrala](#), Attorney, Finnish Consumer Agency and Consumer Ombudsman
[Jeff J. McIntyre](#), Senior Legislative and Federal Affairs Officer, American Psychological Association



Moderators

Phyllis Marcus, Senior Attorney, FTC Division of Advertising Practices
Stacey Ferguson, Staff Attorney, FTC Division of Advertising Practices

12:15-1:45

LUNCH (on your own)

1:45-3:00

SESSION 8: BEST PRACTICES

This session will offer a roundtable discussion of the issues raised in the previous sessions; the current and future role of industry self-regulation, including the role of the carriers as gatekeepers for the third-party services for which they bill; the role of other participants, such as mobile billing aggregators; and steps in place to limit the potential for fraud.

Participants

Peter Avery, Principal Administrator, Committee on Consumer Policy, Organisation for Economic Co-Operation and Development
Laura Marriott, President, Mobile Marketing Association
Patrick McQuown, Vice President of Media, SinglePoint
James Bradford Ramsay, General Counsel and Supervisor/Director – Policy Department, National Association of Regulatory Utility Commissioners
Gary Schwartz, Co-Chair of the Mobile Advertising Committee, Interactive Advertising Bureau

Moderator

Lois Greisman, Associate Director, FTC Division of Marketing Practices

3:00-3:15

BREAK

3:15-4:00

SESSION 9: MOBILE SECURITY — WHOSE PHONE IS IT ANYWAY?

This session will begin with an overview of the differences between mobile devices and standard computers for security issues, including inadvertent enabling of unwanted access (i.e., Bluetooth, Wi-Fi). Panelists and audience members will then discuss consumer awareness of risks, including storing data on these devices, and awareness of security measures.

Participants

Dave Cole, Senior Director, Consumer Products, Symantec
Mark W. Henderson, Senior Analyst, United States Computer Emergency Readiness Team (US-CERT)
Larry Rudolph, Senior Staff Engineer, VMware

Moderator

Philip Tumminio, Staff Attorney, FTC Division of Marketing Practices

4:00-4:15

CLOSING REMARKS

Mary Beth Richards, Deputy Director, FTC Bureau of Consumer Protection

