



5 x Mobile National Days 2010

Hamburg, Vienna, Zurich, Prague, Sofia

Main Event: **M-Days** www.m-days.com



Munich 2010

Vienna 2009



Hamburg 2009

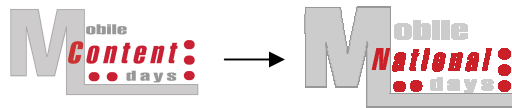


mobile trends and facts in Europe



The development of the **Mobile National Days**

Since 2005, the 11 Prozent Communication organizes expert congresses for the mobile industry. There, many different topics are handled. There has been congresses for publishers, radio stations, advertisers, brands, telcos and, of course, the mobile industry. The congresses happen in 2010 in Germany, Austria, Switzerland, Czech Republic and Bulgaria.



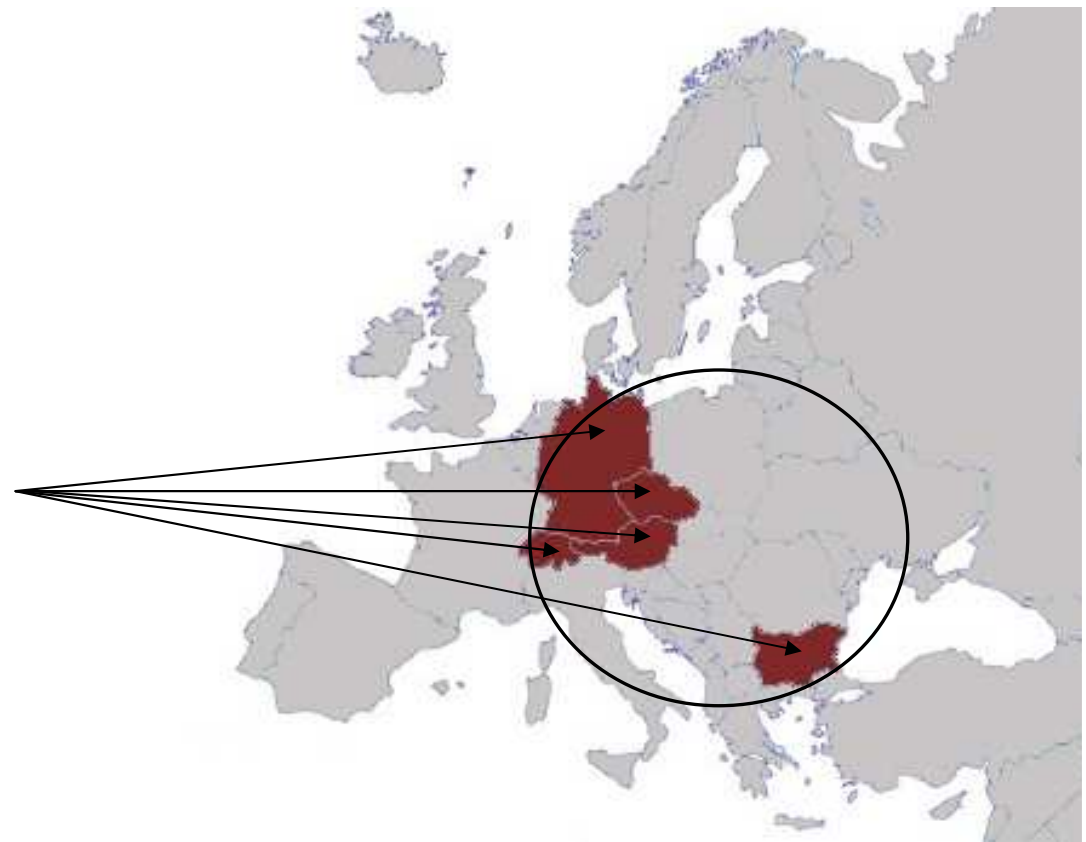
In 2010 the Mobile Content Days are renamed into the **Mobile National Days**. The internationalisation as well as the expansion of the topics are the driving reasons behind this step.



In the beginning of the year, the largest annual Central European congress trade faire of the mobile industry, the **M-Days**, are appointed.



mobile trends and facts in Europe



„Central- and Eastern Europe“



Mobile National Day **Hamburg**

Event:	Mobile National Day in Hamburg (annually since 2006)
Place:	Hamburg
Date:	September 10th 2010
Motto:	„Mobile for Print-Online-Medien“
Target Groups:	publishers , print & online publications, media representatives, mobile marketers, agencies
Participant Number:	ca. 120 persons



- Topics:**
- **Apps, Stores & Co.** – How do they change the print world?
 - **iPad & We Pad:** In which way do **new devices** impact the market and how can they be used?
 - **Customer is King** – Does paid content has to be re-examined?
 - **MCommerce** – This way can you convince your readers!
 - The ways of the **device manufacturers** to adapt to **publishing houses**.
 - New ways: How can I **effectively target** my customers **above and below the line?**
 - **Up in the air:** profitable investments!
 - How can a publisher use the **augmented reality?**
 - **We do invest** in publishing houses! – conditions and motivations of **brands**



Mobile National Day **Zurich**

Event: Mobile National Day in Zurich (annually since 2009)
Place: Zurich
Date: September 22th 2010

Motto: „*Mobile for Pharma, Health Care & Beauty*“

Target Groups: *pharma & cosmetics industry, health care*, mobile, advertisers, agencies
Participant Number: ca. 90 persons

Topics:

- **Customer targeting** via mobile: In this way you learn about the *wishes of your customers*
- Mobile as **fitness trainer**: training anytime and wherever you are
- **Package insert & Co. – Apps** for medicaments and services
- Will the internet pharmacies become **mobile pharmacies**?
- **Field staff education** via mobile applications
- Buying **beauty products** directly at the **mirror** – mobile makes this possible!
- Which **success factors** play the **key role** for this market?
- **MCommerce**: These are the ways to earn money
- **Apps & Co.** which strengthen the **customer loyalty in the B2B and B2C sectors** in the beauty, health care and pharma markets
- Numbers, data and metrics to the **pharma, beauty & health care markets**





Mobile National Day **Prag**

Event: Mobile National Day in Prague (annually from 2010)
Place: Prague
Date: October 08th 2010

Motto: „*Meet Eastern Europe – The bridge to the East*“

Target Groups: *telcos, publishers, trade* & mobile industry
Participant Number: ca. 90 persons

Topics:

- **Possible business partners** in Eastern Europe – here you can meet!
- Development topics? – The **developments in CEE**
- **Media and brands** are searching for partners and explore new territory
- New **mobile devices – numbers and facts** on the market
- Do mobile topics like **LBS**, marketing, content applications play a role in the East?
- **Mobile ticketing, mobile couponing & MCommerce:**
The possibilities in the CEE market
- **International cases** and **success drivers** on stage





Mobile National Day **Sofia**

Event: Mobile National Day in Sofia (annually from 2010)
Place: Sofia
Date: October 28th 2010

Motto: „*Mobile all around the Black Sea*“

Target Groups: *media, brands*, mobile & advertising industry
Participant Number: ca. 90 persons



Topics:

- **Eastern Europe & Asia** – What can we learn from each other?
- **Conditions** for a greater spread
- How many people **use** mobile devices?
- In which areas do mobile play a role?
- **Mobile ticketing, mobile couponing & MCommerce:**
The ways to earn money
- How do the **brand and media areas** look like?
- **Cloud mobile-ing:** The trend of tomorrow?
- The **position** of the devices



Mobile National Day **Vienna**

- Event:** Mobile National Day in Vienna (annually since 2008)
Place: Vienna, MARX Restauration
Date: 04th November 2010
- Motto:** „*Mobile for trade & tourism*“
- Target Groups:** *trade, tourism*, brand industry, media, agencies, research, telekommunikation
- Participant Number:** ca. 120 persons
- Topics:**
- Apps & Co. as **evergreens** – do they have a **future**?
 - How does the new generation affect **trade companies**?
 - **Tourism management** – Which applications are useful and popular with the customer?
 - **POS – communication:** Many ways to the **sale!**
 - **Mobile ticketing** – What is new in the market?
 - Numbers, data and facts on the **tourism & trade markets**
 - The **applicability** of mobile apps
 - **Mobile couponing**





Marketing strategy



- different topic **press releases** on sponsoren and partners as well
- **a strong editorial presence** in the **GFM Nachrichten** (own magazine) in **print** (issue 9,500) – **online** (33,400 PIs) – **newsletter** (weekly, 8,600) the mouthpiece of the mobile/ social media/ IPTV/ WebTV/ eGame marketing industries
- **Shipment** of the **congress program** flyers (issue: 7,000, personalized) as well as distribution via expert organizations and media
- internet presence, **banner presentation**, etc. on www.gfm-nachrichten.de and other websites
- e-mail - **newsletter** to interested persons and participants (issue: 8,850)
- **advertisements** in expert and special media

Media partners
www.mobile-national-days.com



Media partner: GFM Nachrichten MOBILE, eGAMES, WebTV, IPTV, SOCIAL MEDIA

With the own expert publication GFM Nachrichten, the 11 Prozent informs since 2004 intensively about the mobile, eGames, IPTV and Social Media areas. In this way, the M-Days are supported with special articles and issues.

PRINT = FACTS

15,400* readers/issue
4 times per year, 4c, 20-32 pages
Print issue: **9,500 exemplars**
Release: quarterly

ONLINE = FACTS

4,300 unique users
Weekly newsletter to
8,600 readers/week*

Readers of the magazine:

- Brands from automobile, food and non food, beverages, sports, textile and fashion, tourism industries etc.
- Media and advertising agencies
- Media of all kinds (TV, print, online, radio etc.)
- Publishers, plattformen
- Telecommunication, consulting
- Mobile industry,
- Publishers and developers

www.gfm-nachrichten.de

GFM NACHRICHTEN
Das Branchenmagazin für MOBILE - Social Media - eGame - IPTV - WebTV

MOBILE-SPECIAL-AUSGABE ZU DEN M-DAYS

Mobile Goldgrube in der Tasche mehr auf Seite 2-4	M-Days App-Nutzung explodiert mehr auf Seite 6-9	Studie Mobile Banner / Bezahlschranke mehr auf Seite 17	eGames Mobile Development / Android mehr auf Seite 20
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Die Aussichten für das kommende Mobile-Jahr:

M-Days zeigen, was das Mobile-Jahr 2010 bringt

von Angelika Szametal

Knapp 130 Prozent Wachstum für führende mobile Networking-Plattformen bestätigt, comScore. Handybetriebsystem Android wird laut Gartner-Prognose auf Platz 2 rutschen und mobile Apps werden die hartkörnliche Medienordnung und Konsumnutzung auf den Kopf stellen. Die M-Days befassen die am 28. und 29. Januar 2010 in nationalen und internationalen Panels mit der Tragweite dieser Trends.

Der Hype um die neue Generation der Touchscreen-Geräte ist ausgebrochen - das Smartphone als ständiger Begleiter stellt heute bereits einen einflussreichsten zusätzlichen Verbreitungskanal für Werbe- und Marketing-Botschaften dar. Zahlreiche hochrangige Vertreter aus dem In- und Ausland wie BBC, UK, Southern United Football Club oder bekannte Digital-Marketing All Stars: App-Georg-Charl von Fjord, sowie Tchibo, Deutsche Post, Volkswagen, Microsoft, Vodafone und 88 Referenten weiterer Unternehmen werden am 28. - 29. Januar 2010 in der BMW Welt München das kommende "Mobile-Jahr" erläutern.

Aktuelle Messergebnisse aus dem Marktforschungshaus comScore zeigen, dass im Vergleich zum Vorjahr die Nutzung von Social-Media-Engagement durch Mobile-User allein in Deutschland um knapp 130 Prozent gestiegen ist. Begehrtest von der Einführung des LTE/4G-Netzwerks, legt der digitale Medienkonsum auf mobilen Endgeräten zu. Allein Mobile News- und Info-Browsing nahm im gleichen Zeitraum um 100 Prozent zu und bescheinigte den Verlagen zweistellige User-Rat...

Leser, Lesenden und Leser, in wenigen Tagen beginnt das neue Mobile-Jahr. Die fünf M-Days in der BMW Welt München stehen am 28. und 29. Januar 2010, diesmal ganz im Zeichen der Internetaktivierung und der Apps. Sie werden einige Herausforderungen im Vergleich zu den letzten Jahren aufzeigen. Sie werden auf dem Kongress zum ersten Mal gleichzeitig englischsprachige Panels präsentiert werden. Zudem findet eine Preisverleihung für die besten Applications statt, die bei uns eingereicht wurden. Aber natürlich werden auch bekannte Highlights aus der Mobile-Media Night am Abend des ersten Tages. Mit dieser Ausgabe der GFM Nachrichten werden wir Ihnen einen Überblick über die Themen verschaffen, welche derzeit in der Branche sind und auf den M-Days genauer beleuchtet werden. Nur viel Spaß beim Lesen wünscht Ihnen,

Angelika Szametal
Heftausgeberin

Ausgabe 20 12/09 € 7,00

Fortsetzung auf Seite 2



Sponsoring

Become a **sponsor of the Mobile National Days 2010** now and ensure the best possible attention via our channels!

International Sponsoring

- Speaker slot ca. 20 min. (with topic agreement) at all five Mobile National Days
- Presentation areas on site (2m x 3m) at each National Mobile Day
- Explicit communication and presentation of the sponsor in all media online and print
- Branding of all congress participants with lanyards
- 2 congress tickets per event
- Supplements in the congress materials (each max. 90g, DIN A4)
- strong presence in the GFM Nachrichten: 1/1 advertisement, online interview, banner presentation on www.gfm-nachrichten.de (Sept.-Oct.) and in the newsletter

Sponsoring Fee:

15,000 Euro

National Sponsoring

- Speaker slot ca. 20 min. (with topic agreement) at the selected event
- Presentation area on site (2m x 3m) at the selected event
- Communication and presentation of the sponsor in all media online and print
- Notepads and pencils for the participants
- 2 congress tickets for the selected event
- Supplement in the congress materials (each max. 90g, DIN A4)

Sponsoring Fee:

3,000 Euro



Business areas of the organizer

11 Prozent Communication:





Event references

11 Prozent Communication provides since 2004 **communication platforms** for the digital markets mobile/ eGames/ social media/ WebTV/ IPTV :

- **M-Days** (since 2006, Munich, 1,650 Visitors) www.m-days.com
- **Mobile National Day Hamburg** (since 2006, 120-150 Visitors) www.mobile-national-days.com
- **Mobile National Day Wien** (since 2008, 100 Visitors) www.mobile-national-days.com
- **Mobile National Day Zürich** (since 2009, 100 Visitors) www.mobile-national-days.com
- **Mobile National Day Prag** (from 2010, 90 Visitors) www.mobile-national-days.com
- **Mobile National Day Sofia** (from 2010, 90 Visitors) www.mobile-national-days.com
- **Consumer Content Conference** (since 2007, Cologne, 70 Visitors) www.consumer-content.de
- **App Days** (since 2010, Cologne, 200 Visitors) www.app-days.com





Contact Data:

Angelique Szameitat

CEO

a.szameitat@11prozent.de

Carsten Szameitat

CEO

c.szameitat@11prozent.de

Nicoletta Gehlmann

Sales Manager

n.gehlmann@11prozent.de

Franziska Kratzer

Jun. Project Leader

f.kratzer@11prozent.de

Inga Kozuruba

i.kozuruba@11prozent.de

11 Prozent Communication

St. Paul 15

85435 Erding

Germany

Tel. +49 (0)8122 - 955 625

Fax. +49 (0)8122 - 955 627

www.11prozent.de

www.mobile-national-days.com