

**19 & 20
November**
Le Corum
Montpellier
France

30th IDATE international conference

DigiWorld summit 2008

www.digiworldsummit.com

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The Future of the Internet

IDATE's 30th annual International Conference

19 & 20 November 2008 – Le Corum, Montpellier (France)



Guest country **South Korea**

Designed as a veritable international forum for discussion and debate, the DigiWorld Summit provides an opportunity to look back over the outstanding events of 2008, and to explore those issues that will constitute key challenges in the years ahead. Some of the questions we will try to answer this year are:

- How will the internet need to evolve to be able to handle an incessant rise in traffic and applications that are increasingly demanding in terms of quality of service? What is currently being done to optimise routes, ensure quality bandwidth and handle the consequences of P2P on networks? What technological developments will have the greatest impact on the Net?
- Will social networks manage to monetise their massive user communities? Up to what point are they willing to offer interoperable social graphs and communication platforms?
- Why is there so much buzz surrounding M2M and the internet of objects? What will be its main areas of application, and what does this mean for Europe?
- How quickly will the mobile internet take hold? How can operators offer speeds and bandwidth at prices that enable the creation of a mass market without destroying margins? What will distinguish the mobile internet from the fixed Web?
- What does the oft-cited phrase "content is king" really mean? What parts of the traditional media are being threatened? What can UGC teach us about the true nature of the long tail?
- How can online video games break out of a market populated by only several million hardcore gamers?
- ... and, of course, how will these issues and ICT industries in general be affected by the consequences of the current financial crisis?

Over 120 speakers...

Attending the plenary sessions and seminars at IDATE's DigiWorld Summit 08 in Montpellier means the chance to hear the views of and discuss the issues with 120 industry luminaries (alongside IDATE experts).

Included in our line-up of top-flight speakers are:

- **Hamid AKHAVAN, CEO, T-Mobile**, (the first operator to launch a mobile handset using the Android O/S)
- **Jeong KIM, President, Bell Labs**,
- **Paul BLOOM, CTO Telecom Research, IBM**,
- **Sally DAVIS, CEO, BT Wholesale**,
- **Simone BRUNOZZI, Technology Evangelist, Amazon**,

- Dana DUNNE, CEO, AOL Europe,
- Marc FOSSIER, CTO, France Telecom
- Philippe VALLEE, EVP, Gemalto
- Henrique de CASTRO, Managing Director Google/YouTube EMEA,
- Paul CHAMPSAUR, Chairman, ARCEP,
- Maxime LOMBARDINI, DG, Iliad
- Frank ESSER, President & CEO, SFR/NeufCegetel
- Julio LINARES, COO, Telefonica,
- ...
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South Korea: Guest country ...

Now become a tradition at IDATE's annual conference, once again this year we will have a number of players from our Guest country on hand. Honouring South Korea provides us with a chance to hear from pioneers in ultra-fast broadband, WiMAX, mobile internet, video game and mobile TV network rollouts. In addition to national officials, we will hear from representatives of Samsung, KT, KTF, SK Com/Cyworld...

The Welcome Party on 18 November at the prestigious Musée Fabre will be a special moment to welcome our guests from South Korea.

Celebrating IDATE's 30th anniversary with guest of honour, Secretary of State, Eric Besson...

The Gala Evening on 19 November at the IBM centre in Montpellier will provide an opportunity for IDATE's President, Francis Lorentz, and CEO, Yves Gassot, to celebrate IDATE's 30th anniversary with a number of special guests, including Eric Besson, and to talk a bit about the future of the Institute.

Associated events

1st DigiWorld Summit International Business Forum - 19 & 20 November

A singular networking opportunity

Organised on the initiative of the Languedoc Roussillon Region, these BtoB meetings will take place on 19 and 20 November 2008 during the DigiWorld Summit. Designed to enable distributors, integrators and large accounts seeking innovative solutions to make the most of their time at the DigiWorld Summit and to give their business an added edge.

Two days to meet with the most dynamic ICT companies in the Languedoc Roussillon Region.

Advantages of the International Business Forum:

- Preliminary identification of your needs
- Efficient interactive scheduling software: www.fia-digiworld.com
- Private and pre-scheduled 45-minute appointments
- Quality meetings tailored to your stated interests

Contact: Anne Baraillé-Combe - International Business Forum Manager - Tel: +33(0) 499 642 929 - baraille@septimanie-export.com

The Future of Technologies: IBM Demonstrations Tour - 19 November 7:30pm, during the Gala Evening

Telecom carriers are transforming their business, now working to create, manage and market new services, with particular focus on efficiency, speed and a positive customer experience. IBM invites you on a private tour that reveals how Telecommunication Services Providers can meet these new challenges by leveraging next generation networks & Web 2.0 technologies for video on demand and online gaming services, as well as IPTV/ mobile multiplatform services delivery.

Registration: <http://www.alphavisa.com/dws2008/registration.php>

For further information about the visit: <http://www.ibm.fr>

Multimedia, Internet, Networks & Telecoms conference - 19 & 20 November

MIRT 2008

Organised by the Montpellier Laboratory of Computer Science, Robotics, and Microelectronics (LIRMM), this conference is devoted to technical issues that concern the telecom industry.

The topics being addressed this year are:

- Ultra-fast broadband: what solutions for businesses and consumers?
- Convergence: fixed-mobile, web-telecom...

The goal of the MIRT Conference is to bring together academics, researchers and telecom industry players; to offer a programme that appeals to the various target audiences; to allow academics and researchers to discover IDATE's DigiWorld Summit 2008, and to encourage interaction between firms from the Languedoc Roussillon Region attending the event and players from the research sector.

Contact: Céline Berger - Tel: +33(0) 467 418 505 - berger@lirmm.fr / Jérôme Galy - Tel: +33(0) 631 401 898 - galy@lirmm.fr

About IDATE www.idate.org

Founded in 1977, IDATE is one of Europe's foremost market analysis and consulting firms dedicated to assisting clients from the Telecom, Internet and Media industries in their strategic decision-making through:

Consulting & Research

- **Consultancy** - IDATE has established its credibility and independence in conducting consultancy and study assignments on behalf of its clients: **market reports** (techno-economic monitoring, modelling and forecasts, sector-specific analysis, surveys); **international benchmarking** (positioning studies, convergence strategies, competition analysis); **assistance in the launch of new products** (technical analysis, competitive environment, business planning); **public policies** (public policy definition and assessment, socio-economic impact, project implementation and management, regulatory benchmarking).
- **Analytical reports:** IDATE's clients benefit from the knowledge and expertise of its teams of specialists, and from its ongoing investment in its information and strategic monitoring system: market reports, databases, online services and direct access to our analysts.

DigiWorld Programme

IDATE is also instrumental in providing a forum for international debate between the industry's key players through its annual DigiWorld programme, supported by its members ("IDATE Foundation") representing the sector's most prominent companies:

- **DigiWorld Network:** monthly meetings in European capitals and international business trips
- **DigiWorld Events:** the annual DigiWorld Summit and a series of associated seminars devoted to the year's central issues
- **DigiWorld Publishing** - the DigiWorld Yearbook and the DigiWorld Economic Journal ("Communications & Strategies")

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For complete information on the DigiWorld Summit: www.digiworldsummit.com

DigiWorld Summit Media partners



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