

# COMMUNIQUE '08

XII National Telecom Seminar



ENTERTAINMENT  
DISTRIBUTION  
MOBILE TV  
CONTENT  
DEVICE  
MEDIA  
VOICE

Telecom Media Convergence :

*Commerce of a unified ecosystem*



Symbiosis INSTITUTE OF TELECOM MANAGEMENT



# COMMUNIQUE '08

## **The XII National Telecom Seminar**

**Telecom Media Convergence: Commerce of a Unified Ecosystem**

### **SESSION 1: Inaugural Session**

- 9.30**            **Inauguration**
- 9.45**            **Directors Speech**
- 10.15**          **Industry Address (Chief Guest)**
- 10.45**          **Prize Distribution**
- 11.15**          **Refreshments**
- 11.45**          **Thematic Address**  
**Telecom Media Convergence:**  
**Commerce of a Unified Ecosystem**
- 12.15**          **Guest of Honour**  
**Smart phone to Entertainment phone**
- 12.45**          **Forecast Presentation**
- 13.15**          **Lunch Break**

### **SESSION 2: Content and Distribution, new highways to revenue**

- 14.15**          **VAS to Digital Entertainment: Lateral revenue streams**
- 14.45**          **Entertainment Fuelling Data Connectivity:**  
**Catalyst for Mobile Internet**
- 15.15**          **DTH v/s Cable : Battlefield for Supremacy**
- 15.45**          **Tea Break**
- 16.15**          **Mobile TV: TV on the move**
- 16.40**          **Panel Discussion:**  
**Managing Business Convergence**



# COMMUNIQUE '08

## **The XII National Telecom Seminar**

### **Telecom Media Convergence: Commerce of a Unified Ecosystem**

- 9.30**      **Welcome Address**
- 9.45**      **Panel Discussion**  
**Is Content or Distribution the King?**
- 10.45**     **MPayments: The Thinnest Billion \$ Wallet**
- 11.15**     **Mobile Advertising: The shifting face of promotions**
- 11.45**     **Refreshments**
- 12.15**     **Enabling Convergence through digital content: Digital Asset Management**
- 12.45**     **Wireless Distribution Revolutionizing Media Delivery**
- 13.15**     **Role of Security in the Convergence Scenario**
- 13:45**     **Panel Discussion:**  
**In the Convergence Ecosystem will Telecom Houses or Media Conglomerates be successful**
- 14.45**     **Lunch Break**

**DAY ENDS**

**Day 2: 4<sup>th</sup> OCTOBER, 2008**



# COMMUNIQUE '08

*“Established in 1996, SITM is the first business school in South Asia committed to develop world class telecom business leaders who can handle the ever-changing technology and the business scenario effectively at all levels of the corporate ladder. The Seminar Committee, Symbiosis Institute of Telecom Management, Pune has been organizing this event for the past ten years.*

*The idea behind this is to bring stalwarts of the industry on a neutral platform in order to come to a consensus on some of the contemporary issues confronting the industry. It also unveils the practical aspects, prevailing trends, and the expected route of the industry by providing a common platform for the students and the industry experts to interact.”*

**For further details contact:**

*Symbiosis Institute of Telecom Management,  
Symbiosis Knowledge village,  
Near Lupin Research Park,  
Lavale Village,  
Mulshi Tehsil,  
Pune-411042*

*Email: [seminar@symbiosistelem.com](mailto:seminar@symbiosistelem.com),*

*[sitm.seminar@gmail.com](mailto:sitm.seminar@gmail.com)*

*Phone: 020-39116196*

***Mob: 9921092648 /9921093764***