

# POWER50 CONFERENCE

Shape your future strategy and grow your business

9th November 2016 - CCT Venues, Barbican, London

Conference, Workshop and Networking

## Notes from the Workshop session at the end of Power 50

Following a full day of highly informative and insightful presentations from a varied range of speakers examining growth potential for the industry, delegates were divided into tables for the afternoon workshop. Delegates chose a topic which they could examine and discuss with the intention to present at the end of the workshop:

- How this topic provides an opportunity for growth
- How AIME could support members by supporting growth

The key findings from each Group are summarised below:

### 1. DAVID STEPHEN'S GROUP - TICKETING

General comments:

DS fed back on general topics discussed. These included how L1's are being challenged by merchants, how there are still credibility issues for L1's, there is still more work that AIME can do with MNO's and that there are technology integration issues.

The group discussed developing a ticketing business case, scoping out the scale of the project and how they would need a business model for the value chain.

How can AIME help?

- Bring together transport and entertainment companies to start developing ticketing opportunities
- Look into developing the business model for ticketing
- Educating the industry (merchants) on Charge to Mobile

### 2. RORY MAGUIRE'S GROUP - PUBLISHING

General comments:

RM commented on how the publishing industry are showing a desire to speak to MNO's about opportunities, how there is a need to better educate the publishing industry about the Charge to Mobile value chain, how we need to create simplicity for potential Merchants and how to make it clear that Charge to Mobile is not just another payment system.

How can AIME help?

- AIME needs to assist in educating the publishing industry

- AIME needs to focus on talking to payment intermediaries and kick start the dialogue between mobile payments industry and the publishing industry

### **3. TONY COYNE'S GROUP - CUSTOMER FOCUS**

General comments:

TC fed back on the need to be more customer focussed in our industry. The consumer is very important. We need to develop and set standards that a consumer understands and that the industry upholds. This needs to be backed by the regulator. We need full value chain commitment. One specific issue raised was how refunds are handled. It was discussed that a set of standards needs to be published.

How can AIME help?

- AIME to start dialogues going with all parties with the possibility of a working group to move this forward
- AIME to commence work on developing outward facing industry standards

### **4. LEE BOOTH'S GROUP - GOING BACK TO BASICS. TICKETING**

General comments:

This table discussed the need to go back to the basics and to ensure the industry is working together effectively. They raised the concern that there is a lack of consistency within MNO's approaches which can cause the industry issues. In particular when a legal interpretation is needed. There was a desire to agree a framework for everyone to work within.

They also discussed that ticketing seemed to offer a good opportunity for the industry.

How can AIME help?

- Help the industry construct a workable framework.
- Work with the ticketing industry to progress opportunities in this arena

### **5. SALLY WEATHERALL'S GROUP - PUBLISHING AND TICKETING**

General comments:

Delegates discussed the cultural differences between the publishing industry and ours, even down to terminology used. It was discussed how PSD2 may impact on ticketing opportunities and to try and understand the FCA's position on this moving forwards. Money laundering was also debated and how this needs to be taken seriously. The industry may also need to look at different payment models for publishing e.g. licensing out payments. They also discussed how increased competition post Brexit might lead to more lobbying requirements from AIME.

How can AIME help?

- Help educate the publishing industry
- Clarify any confusion that PSD2 might have regarding publishing and ticketing opportunities

### **6. RICHARD REEVE'S GROUP - PUBLISHING**

General comments:

RR talked about how data collaboration has worked well within the publishing industry. It was debated if there could be a joint industry model which could work between our industry and the publishing industry.

How can AIME help?

- AIME to start dialogue with the publishing industry to see what opportunities there are in data collaboration.