

# World Telemedia 2017 Conference



**Date and time:** 9<sup>th</sup> – 11<sup>th</sup> October 2017

**Venue:** Marbella

## Event Summary

Report from World Telemedia 2017

This year's World Telemedia Conference and Expo held in the warm and sunny climate of Marbella, appears to have found a new lease of life, with a lot more people from around the world and a lot of engagement with the exhibitors, sponsors and conference speakers.

Well done to the organising team led by Jarvis Todd!

The first day focused on networking starting with lunch and drinks outside by the hotel pool absorbing the much needed vitamin D from the Spanish sun (necessary for us Brits!) while meeting the new faces that Telemedia has attracted.

"Meet Market" followed and this is a highly successful format for introducing companies to each other with a 5 minute chat about each other's business and exchange of business cards for further dialogue if there is interest in progressing. It's speed dating for business people, but also a great way of ensuring that you return from the Expo with a clutch of business cards that you have presorted into the potential or no potential categories.

Drinks again on the Sun Terrace sponsored by Veoo and the day is already done, barring the traditional late night party (Sponsored by International Premiums , Telecom 2, Veoo & Mobile Life) and even later After-Party sponsored by Mobile Life. Day 2 is where business really ramps up and exhibitors have to nursemaid their sore throats from the previous nights party and after-party to be able to chat to visitors wandering around between conference topics.

Distinctive for this year was the quantity of new visitors. Business' in Asia, Africa, Eastern Europe and Middle East have been attracted by the show, the furthest travelled from Hong Kong, China and Australia.

There was a lot of conversation around affiliate marketing as both a highly successful marketing tool for digital content providers but it has been seen to carry fraud, misleading techniques, iframe masking, hacking and malware. These issues are causing mobile operators worldwide to shut down service categories and apply restrictive payment flows as we have seen here in UK.

Investment by advertisers and ad agencies is needed to control this scourge and aimm managed to speak to some companies specialising in fraud detection with the intent of bringing intelligence to members. Incorrect AIT withhold procedures has become a major issue for fixed line telco's with some companies pushed to the wall and one international company now refusing to operate in the UK until solved.

Telecom2's (and aimm Board Member) Alan Partington detailed the issue in a private lunch with other telecom companies. Mobile Squared provided a positive view of the growth of the global market for VAS, Centili looked at the "Carrier Billing" market worldwide as it develops and Veoo presented its view on emerging market support. aimm provided insights into managing customers,

and the arrival of GDPR while Empello ran their highly popular Country Updates and MCP presented on monitoring services.

The estimated audience was 400, a major increase on earlier years and provided a good buzz to the atmosphere. I am already looking forward to Telemedia 2018.