

TESTIMONIALS

“Overall, the content of the Summit was well-balanced and the format was relaxed and fairly informal, which is just what you want at a media related event. Even the one-too-many sessions entailed comments and questions throughout the presentations, making for an intimate round-table atmosphere rather than a stuffy conference environment. In summary, Media Content World Summit provided a digestible content showcase; a highly topical discussion forum and a useful networking opportunity. It would be good to see more of these around Europe.”

-Jonathan Doran, Senior Analyst, Yankee Group

“Regarding the conference as a whole, the mix of people there was good, although I think in the aggregate, you could benefit from a couple more sessions so that the panels were not so long. 90 minutes on one topic is pretty hard work not only for the panellists and the chairperson, but also for the audience. I’d suggest that 45 minutes is the ideal length.”

- Dan Whiley, Commercial VP Digital Media, MTV Networks Int’l

“I attended the morning session and found it to be a well-organised conference with good facilities and interesting range of speakers in an informal atmosphere...My sense was that some delegates would have welcomed a wider discussion about digital content. Having said that, it was interesting hearing some of their experience and there was a good opportunity for networking. Congratulations on the conference and best wishes for the future.”

-Nick Wren, Managing Editor EMEA, CNN

“I thought the conference was well put together with a strong list of delegates and discussion panels generating an intelligent conversation.”

- Jeff Jones, VP Strategy and Business Development, Disney Internet Group, EMEA

“I found the Summit to be very informative, addressing the key issues faced by developing technology which is changing our broadcast landscape. It also brought together a very interesting group of people and set an environment which encouraged interaction and networking. I met some very interesting companies and am currently following up with them to see how we can work together.”

- Andrea Raman, Director of Distribution, CNBC Europe

“It has been a very pleasure and a pride to me to attend your event; I had the possibility to get in contact with interesting people and share difference experiences that can increase the mood to view our business and give ideas to launch in our country.”

- **Federico Vittadello**, Online and Mobile VAS, **RCS Digital**

Yes, for me the summit was both informative and beneficial. I like the formulae and the more informal and easy way the summit enables networking. I also like the variety of speakers and panellists (telcos, media companies, MySpace, etc) to discuss particular issues.

-**Rob van den Dam**, EMEA Telecomss Industry Leader, **IBM Institute for Business Value**

“I really enjoyed taking part in the Summit although feeling sick. Sorry for leaving the event that early, but I feel much better now. But from what I had seen and heard and regarding the other panels and discussions on the schedule, the summit was very informative and beneficial to me. The fast changes in mobile technology are incredible and having to think about new strategies is important. The Summit made me aware of this need.

I am also interested in attending the next Summit in June so I would appreciate you sending me further information on that”

- **Jorg Ellmers**, Station engineer, **ZDF German TV**

“ A rare opportunity to gain exposure to the mobile media industry, with a good selection of provocative and knowledgeable speakers. In addition, the networking opportunities were excellent in a very convivial surrounding.”

--**John Francis Nolan**, Managing Director, **First Mile Networks**

“I enjoyed taking part in your event and was sorry I couldn't stay longer. I thought the quality of speakers were really good and I got an impression there were some interesting people in the audience too. I hope we can work together again in the future...”

- **Simon Andrews**, Chief Strategy Officer- Worldwide, **Mindshare**

“ The day itself was both enjoyable and informative. Rory Sutherland was an inspired keynote speaker who provoked lateral thought and the Jon Snow and Peter Bazalgette interview informative for those who don't know or wouldn't typically get access to them. The panel session may have benefited from a narrower focus and was a little too shotgun for me as few issues were really examined and I suspect the Conax piece may work better in a separate technical break out session. But all in all a very worthwhile event.”

-Stuart Baxter , EVP European Distribution ,SONY PICTURES

“Thank you for arranging such an interesting and informative day last Thursday. This was the first time I've attended and it did exceed my expectations and I would be interested in attending next year. I apologise that I had to leave earlier than planned unfortunately I was called back to the office. The Jon Snow and Peter Bazalgette interview was the highlight for me; it was very useful to get the view of such an experienced individual. Please pass my thanks on to your team, who did a great job.”

-Tim Hussain ,Head of Mobile Advertising,BSKYB

“It was the second time that I have attended one of your conferences and I found it stimulating and interesting, even more than the previous one! The speakers were of a very high standard and the panel discussion was very lively, with participants from different parts of the industry making it really worth attending. I particularly found the live interview with Jon Snow and Peter Bazalgette of interest. They are entertaining, knowledgeable, straight talkers and their uncensored views made for interesting listening. The content of the discussion was also very thought provoking.

-Sue Hudson, Business Development, FUJI TV

“Technosummits' 2009 Annual Media Summit saw the gathering of high-calibre media industry experts. Discussions throughout the day were very engaging from not only a supply and demand market perspective but also the need for a more dynamic regulatory framework.”

-Sharifah Amirah, Senior Analyst, FROST & SULLIVAN

“ I thoroughly enjoyed the event, apologies that I had to shoot off at 2pm as I had to get back to the office. Please do e-mail me updates on any future events you run. With regards to the live interview, it was an interesting debate at the end... it is in my opinion that enough of us media folk talk about Behavioural Targeting but no one is stepping up and sharing strategies (including me) For fear of being misunderstood and associated with the BT/Phorm incident. I would however actually like to see someone either from the IAB or Govt to get involved in these conversations about

how we as an industry can start to educate the general public without causing mass hysteria. “

-Louisa Wong, Head of Behavioural Targeting ,BSKYB

“It was a pleasure to meet you yesterday and my congratulations on organising such a good conference. The speakers and panel sessions were very enlightening and gave the audience much to ponder.

The Snow/Peter Bazalgette interview was a very good discourse on the future challenges facing the communications and media industry and raised many thought provoking issues.”

-Keith Hatfield, Senior Strategy Manager ,BT OPENREACH

“The highlights for me were the keynote from Rory Sutherland of Ogilvy and the discussion between Jon Snow and Peter Bazalgette. It was a privilege to be present at such an event which provided many useful perspectives and valuable networking opportunities.”

-Dr William Cooper, Founder and Chief Executive ,informitv.com

“But I found that the opening keynote by Rory Sutherland was inspirational and particularly well delivered. It was a great way to make everybody rethink their brand positioning in the current economic downturn. I noticed there was a camera at the back of the room: do you plan to post Rory's presentation on the web? I would be very interested in watching it again and sharing it with colleagues.

The VOD panel was also very insightful; especially as every player is still experimenting in this area. The panel offered different perspectives on what works and what doesn't. “

-Paul Valentin, Distribution Manager EMEA, CNBC

Yes, I will most certainly consider the next event - I'm sure I missed out on some excellent content in the afternoon session, so I am certainly not being critical of the event as a whole. Overall the quality of speakers / panellists you had arranged was of a very high standard. Looking forward to the next one.

-Dan Fahy, Distribution and Development Manager, EUROSPORT