

Business Models for Mobile Platforms

Mobile Applications, Networks and Communities

BMMP

11 October 2012, Berlin, Germany

held in conjunction with



BMMP12 focuses on Mobile Applications, Networks and Communities

The 4th International Workshop on Business Models for Mobile Platforms ([BMMP12](#)) will take place on 11 October 2012 in conjunction with the [ICIN 2012](#) conference in Berlin.

The massive migration of data applications towards mobile platforms is leading to great opportunities but also strong challenges for mobile network operators, smartphone providers, mobile web companies, telecom vendors and application developers. Business models are characterised by strong uncertainty and complexity, because of the far-reaching convergence and interdependencies between various industries, the changing user patterns and demographics, and evolution of regulatory frameworks.

BMMP12 calls for original contributions addressing these issues. Prospective speakers are invited to submit research papers on the following topics:

- Network effects and two-sided markets in the mobile industry
- New revenue (sharing) models
- Choosing and multihoming between multiple platforms
- Modelling app store strategies
- Customer ownership, user data and privacy concerns
- Context awareness platforms
- E-reader and e-book business models
- Mobile urban service platforms
- Traffic and mobility platforms
- Platforms for the Internet of Things
- Mobile service platforms and back-office
- Virtualisation and platformisation of mobile networks
- Access to mobile platforms and regulatory implications
- Standardisation strategies of mobile platforms

Registration and Paper Submission are through the EDAS system at <http://edas.info/N11773>. The BMMP12 workshop requires the submission of **full papers** (rather than the extended abstracts that were required for previous workshops).

Important dates

Paper submission deadline: 9 April 2012

Acceptance notification: 28 May 2012

Speaker registration: 25 June 2012

Full Conference Paper: 30 July 2012

For full submission information please visit the BMMP website at: <http://www.icin.biz/bmmp12> or download the call for papers [here](#).

If you have any questions on topics, content or the selection process, please contact: bmmp_chair@ibbt.be.

Best regards

Stuart Sharrock, Chairman
ICIN International Advisory Board
chair@icin.biz

Pieter Ballon, Chairman
BMMP Technical Programme Committee
bmmp_chair@ibbt.be

<p>ICIN 2012 Gold Patrons</p> 	<p>Supported by</p>         	<p>Technical co-sponsor</p>   <p>Media Partners</p>   
<p>In Cooperation with</p>         		