

Business Models for Mobile Platforms

Access and Competitiveness in Multi-Sided Markets

BMMP

7 October 2011, Berlin, Germany

held in conjunction with



Access and Competitiveness in Multi-Sided Markets

The 3rd International Workshop on **Business Models for Mobile Platforms** will be held 7 October 2011 in Berlin.

NEW Workshop keynote address: **How Business Model Considerations Impact the Standardisation Process**

Musa Unmehopa, Distinguished Member of Technical Staff, Alcatel-Lucent and Chairman of the Technical Plenary of the Open Mobile Alliance

This year, the workshop has a special focus on **Access and Competitiveness in Multi-Sided Markets**. Users become locked in, and user data is increasingly collected, through mobile platforms. Industry leaders become those who exploit bottlenecks and apply multi-sided market strategies to maximise profits.

The papers presented at BMMP 11 explore these strategies and their implications for mobile platform business models.

Learn about these new analyses at BMMP 11 – the Business Models for Mobile Platforms workshop at the ICIN 2011 event. See the [workshop programme](#) on the event website or download the ICIN 2011 Advance Programme [here](#).

Best regards

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