

## TUESDAY 5 APRIL

### Connect

**EXPERIENCE HUB**

9.00 - 10.00  
NETWORK at Connected Cafe  
*Open all Day*

10.00 - 12.00  
TIPS for First-Timers  
\*\*\*  
Consumer Lab Guided Tours

12.00 - 14.00  
NETWORK at Connected Cafe

14.00 - 18.00  
DISCOVER Cutting-Edge Technology & Cool Services Demos & Presentations  
\*\*\*  
GET SOCIAL on Connected Street  
\*\*\*  
ESPRESSO with VIPS

12.00 - 14.00  
REGISTRATION

14.00 - 14.15  
WELCOME & INTRODUCTION

14.15 - 15.45  
**MODULE 1 : CONNECTED CONSUMER**  
**The Mobile, Social & Connected Consumer**  
> Top 10 Consumer Trends 2011  
> Connected Technology Trends  
> Mobility Around the Globe: Get Multi-Local!

coffee break

16.15 - 18.00  
BREAK-OUT GROUPS: MEET-LEARN-DEAL

<b>MATCHMAKING</b>	<b>MATCHMAKING</b>	<b>WORKSHOP</b>
GLOBAL MOBILE NETWORKING BRIC SA MARKETS	GLOBAL NETWORKING SMART PHONE MARKETS	THE START-UP PECHA KUSHA

18.15 - 19.15  
JOINT MIPTV/CONNECTED CREATIVITY KEYNOTES  
*Grand Auditorium*

19.15 - 20.30  
CONNECTED CREATIVITY HAPPY HOUR  
*Connected Entertainment HUB*

## WEDNESDAY 6 APRIL

### Transact

8.00 - 9.00  
NETWORKING BREAKFAST

9.00 - 10.00  
**EXPERIENCE HUB**

9.00 - 10.00  
NETWORK at Connected Cafe  
*Open all Day*

10.00 - 12.00  
CONTENT 360 SESSIONS  
\*\*\*  
Consumer Lab Guided Tours

12.00 - 14.00  
NETWORK at Connected Cafe

14.00 - 17.00  
SEE Multi-Screen Experiences in Action Demos & Presentations  
\*\*\*  
IMMERSE in Connected Living Room

17.00 - 18.00  
MEET the Hackers

8.00 - 9.00  
NETWORKING BREAKFAST

9.00 - 13.00  
**MODULE 2 : CONNECTED CONTENT**  
**Monetising Multichannel Content**  
> Show and Tell : Connected Interfaces  
> Entertainment / Operator Debate  
> Cross Platform Video Monetisation

coffee break

> Gamification of Entertainment  
> Monetising the Passionate Fan  
> From Print to 2.0 : The Rise of New Publishing Industry  
> How to Achieve Global Success in the Over-Crowded App Store?

13.00 - 14.15  
3 THEMED NETWORKING LUNCHES

14.30 - 15.15  
CC VENTURES OPENING INVESTOR CHAT

15.30 - 16.30 BREAK-OUT GROUPS : MEET-LEARN-DEAL	15.30 - 18.00 CC VENTURES  STARTUPS INVESTOR PITCH SESSION
<b>CASE STUDIES / SUMMIT</b>	
T-COMMERCE / MULTICHANNEL MONETISATION CONNECTED VIP SUMMIT	
<b>WORKSHOP</b>	
NEGOTIATING & MANAGING MULTIPLATFORM LICENSES DELEGATES SHARE	

coffee break

17.00 - 18.00  
> Virtual Money Gets Real in Social Networks  
> M-Commerce Made Easy!

18.15 - 19.15  
JOINT MIPTV/CONNECTED CREATIVITY KEYNOTES  
*Grand Auditorium*

20.00 Onwards  
CONNECTED PARTY & CONTENT 360 AWARDS  
*By Invitation Only - Salon Croisette*

## THURSDAY 7 APRIL

### Inspire

8.00 - 9.00  
NETWORKING BREAKFAST

9.00 - 10.00  
**EXPERIENCE HUB**

9.00 - 10.00  
MEET the Bloggers at Connected Cafe

9.30 - 12.00  
Hot STARTUPS Presentations

11.50 - 12.45  
BREAK-OUT GROUPS: MEET-LEARN-DEAL

<b>MATCHMAKING</b>	<b>MATCHMAKING</b>	<b>MATCHMAKING</b>
TECHNOLOGY & CONTENT COLLABORATION ROUNDTABLES	START-UPS MEET GLOBAL PARTNERS	APP PLATFORMS PITCH TO PUBLISHERS

12.45 - 13.30  
STARTUP AWARDS, CHAT WITH BLOGGERS  
CLOSING PERFORMANCE  
*Majestic*

13.30 - 14.30  
CONNECTED CREATIVITY CLOSING LUNCH  
*Salon Croisette*

14.00 - 18.00  
NETWORK at Connected Cafe

9.00 - 11.30  
**MODULE 3 : CONNECTED FUTURE**  
**Joint Opportunities for Content & Technology**  
> Connected Future Keynote  
> Expanding Platforms: The Connected & Augmented City  
> Beyond Facebook: Future of Social Media  
> Exploding Consumer Data! : A New Avenue to Revenues?

coffee break

18.15 - 19.15  
JOINT MIPTV/CONNECTED CREATIVITY KEYNOTES  
*Grand Auditorium*

20.00 Onwards  
CONNECTED PARTY & CONTENT 360 AWARDS  
*By Invitation Only - Salon Croisette*

**connectedcreativity at miptv.**

In partnership with 