



MMA Consumer Best Practices Industry Forum

Meeting Minutes

DATE: January 13, 2009

TIME: 10:00am – 4:30pm MST

CO-CHAIRS

Dave Oberholzer, Limbo / Ellen Roberson, AT&T

MMA LIAISON

John Manganilla

Attendees:

2ergo	mBlox	RH Donnelley
4INFO	MBmobileinteractive, LLC	SendMe, Inc.
AccuWeather	Media Breakaway	Sharpcards, Ltd
Aegis Mobile	Media News Group	Single Touch Interactive
Alan Chapell & Associates	Microsoft	SinglePoint
Alltel	Mobile Marketing Profits	Sybase365
Atlas Interactive, NA	Mobile Messenger	Tapioca Mobile
ATT Mobility	MocoSpace	Teligence
Bango	Motricity	Textopoly
Buongiorno USA	Mozes, Inc.	The Weather Channel
Cellfish Media	MX TELECOM	Thumbplay
Cruces	National Marketing	T-Mobile
DexKnows	NeuStar, Inc.	Useful Networks
Distributive Networks	NextWeb Media	Valassis Inc
Echovox	Nokia Interactive Advertising	VeriSign
Flycell, Inc.	One North America	Verizon
Fox	OpenMarket	Vibes Media
Funmobile	Pelago	Wells Fargo Bank
iLoop Mobile	PhindMe Mobile	Western Illinois University
Lavalife	Playphone	Western Union
Levendo Holdings, LLC	Pocket Fuzz, Inc.	Wireless Media Consulting
Limbo, Inc.	Portable Insights, Inc.	Yahoo
LSN	R H Donnelley	Zed USA
Manatt Phelps & Phillips	Remarkable Mobile, Inc.	Zipwhip

ATTACHMENTS

Refer to Agenda & Zip file of PowerPoint presentations

AGENDA TOPICS

TOPIC

PRESENTER(s)

US Industry Sustainability

Laura Marriott & Scott Delacourt - MMA

Detailing the Mechanics & Challenges of Launching Mobile Programs

Nick MacIlveen, OpenMarket

Word of Mouth / Viral Marketing

Dana Willis, Verizon Wireless

Media Monitoring & CSC Registry

Mike Altschul, CTIA

User Generated Content Update

Andrew Osmak, LavaLife

Marketing Online

Brad Blanken, Thumbplay

Affiliate Marketing Overview

David Schwind, VeriSign

Meeting Minutes

1) Forum intro

2) Mechanics and Challenges of Launching Mobile Programs

- Any ability to have a discussion with carriers/aggregators for flexibility in launching programs? Why must it be in a box without flexible options to encourage innovation?
- T-mobile stopped the double opt-in requirement for standard rated programs
- Consider a time frame window of compliance for content providers to abide by new Consumer Best Practices (CBP) guidelines
- Why is commonality between carriers still in the early stages? What can we do increase commonality and avoid regulation?

3) Word of Mouth Marketing

- P2P messaging – what does that mean? Defining opt-in/opt-out process for P2P messaging.
- Help mechanism in messages?
- Forwarding messages – Can an individual in a premium program forward their premium message to someone else via standard rate?
- What about inducements for referring to a friend? Forwarding of message or forwarding of a coupons? How to handle?

4) Media Monitoring and CSC Registry

- Any way to simplify this system?
- Is there a better way of policing the system? Access to registry is tied to compliance.
- Why can't we cast a wider net in addition to cutting off shortcodes to clean up off deck in one swoop?
- Will only certain shortcodes be removed, allowing the violating party/program to use an alternative shortcode?
- Answer: Central repository for complaints.. Significant and timely reaction to bad behavior... (cutting off shortcode.. suspending them for x months... stronger penalties for non-compliance)
- Audits should be from one place, as in Canada's one auditing house.
- More dialog with CTIA to better flesh out the monitoring
- Incorporate carrier playbooks into the MMA's CBP Guidelines as caveats
- How do we cut down on the differences between carrier rules?
- We need to add more time to Carrier Legal review in the process of updating CBP guidelines.
- We need to get carrier legal reps involved in the CBP Guideline update process sooner.
- When to incorporate or take into account customer feedback into the CBP Guideline update process?
- Are there different levels of violations within CSC Registry program?
- Goal is to get to one document for all carrier playbooks. How do we get there?

5) US Industry Sustainability

- Good first step, but we need more. Industry response? Comprehensive solutions?
- MMA should establish a taskforce to solidify recommendations
- Broaden the topics covered in report and scope of work for taskforce

6) Mobile Communities & UGC

- Is CTIA working on Mobile Communities & UGC guidelines already?
- Andrew at Lava Life to follow up with Mike at CTIA and Brad at Thumbplay

7) Privacy & Code of Conduct

- Some things for privacy committee to discuss:
 - o Education around privacy safeguards in mobile
 - o Mobile cookies – How to opt out, how stored, how retained, how deleted?
 - o Mobile gaming – Targeted advertising in mobile games using the GPS feature of a handset.
 - o Social networking – Who owns and has the right to message the cell number for someone who opts into a standard rate campaign to follow a band on a social net site?
 - o Sweepstakes- How does an auto send SMS message confirming sweepstakes entry work if the entrant is a minor and not eligible to participate?

8) Marketing Online

- False advertising within online marketing. Advertising mobile content that doesn't exist.
- How do we prevent?
- Can we prevent?

9) Affiliate Marketing

- Audits and internal escalations on affiliate marketing will cross radar screen
- Multiple violations by the same affiliate marketer causes the need for responses to each violation even if it's the same affiliate. Any way to simplify the process like grouping complaints by offending party?
- Affiliate Marketing is 80% of business driver, but there needs to be accountability
- Sense of urgency on getting affiliate issues resolved
- There's a need for education from other affiliate marketers perspectives
- How can affiliate marketing be done in a way that allows for accountability? Is there an answer to this?
- Customer care calls went down for those content providers that relied less on affiliate marketing, but so did their revenue.

Open Discussion:

- Do carriers focus more on managing or growing the business? Answer: both
- Why do carrier playbooks exist? Differences between carriers on what services they provide.
- Are subscribers getting the full benefit from split carrier playbooks?
- Create one unifying document of carrier playbook guidelines.
- Carriers still can not agree on a few points. Suggestion that they "never will".
- Advertising metrics, we need them. Solution?
- Look outside the marketplace to see examples of innovation

- Why are some items updated in the CPB Guideline update process ultimately denied by carrier legal? Answer – first goes into business review, depends on the context of the change (eg risk management – legal team) (expanding the business- business team evaluates). Changes must be teed up.
- How do we get the carrier legal lawyers and CEO's involved? How can we bring them to the meetings to hear the discussions and weigh in with their feedback?
- It would be good to have carrier legal teams present at committee meetings to ask/answer questions
- MMA Roadshow to carrier legals is needed re: CBP.
- Refunds and customer calls- percentage of customer calls per CP per carrier?
- CBP should get back to fact-based policy making.
- Do customers really use the HELP command?
- Standard Rates May apply- get this language standardized
- Secure protocol, better availability with SMS. Any reporting or quicker fixes to network outages regarding SMS?
- Fraud protection on SMS programs needed. EG: Mobile banking scams going around asking for PIN on mobile banking account.
- Banks running mobile programs are fielding some customer care calls b/c carriers have SMS blacklisting and do not disclose to companies running the programs.
- Where's the teeth and enforceability in CBP? (penalties).
- Separate standard rates and premium from into two CBP docs
- What are alternatives for premium delivery methods? Outside of SMS?
- How will MMA react to big industry topics?
- How can I get better value out of my MMA membership? Networking, but what else?
- There is need for a voice within the carriers advocating for content providers.
- Internal advocacy at the carrier level is important
- CBP committee meetings should be held in carrier's hometown, perhaps even at their offices.
- Further democratizing the CBP Guideline input process and provide better visibility into the ways in which CBP committee functions and creates their updates.
- CBP Industry Forum should be held more than once per year.
- Consider Member review to CBP guidelines?
- Centralized HUB action item
- Carriers allow aggregators to approve some programs on their own
- Shared shortcodes ought to be in the hands of a few trusted players
- White-listing some shortcodes and issue keywords on these shortcodes only as a test.
- Greater outreach is needed to membership for MMA guidelines and data.
- PIN placement- a trial of placement of PIN in opt-in placements? A case-study?
- Unilateral refund policy? We need data to create this.
- RE: Affiliate Marketing: Content Providers should put their phone numbers on the sites/landing pages to limit bad behavior
- Data behind choices is a necessity-from committee members and other MMA members who are not in committees.
- Incorporate data into CBP document
- Emphasis the "best practices" aspect of the guidelines and less emphasis on dictating policy.
- Original intent of double opt in was for protecting against refunds at carrier level.