

Call for Papers

First International Workshop on Business Models for Mobile Platforms (BMMP 09)

held in conjunction with the Mobilware 2009 Conference
Berlin, Germany, April 27, 2009

<http://events.ibbt.be/mobilwareworkshop>

Purpose and Aim

The emergence of various new types of platforms in mobile and wireless systems illustrates that competition and diversity in the mobile arena are increasing strongly, and that convergent service provision is rising strongly. Mobile platforms may refer to various system levels including mobile devices' operating systems, mobile network protocols, mobile applications, and so on, as well as to different functionalities and services, including service creation, authentication, personalisation, transaction, information and interaction. This evolution presents a range of new possibilities to create and capture value in new and unexpected ways. Direct and indirect revenue models that monetise service enablers and customer data are being experimented with. At the same time, this evolution challenges the traditionally dominant stakeholders active in the mobile industry, and has led analysts to anticipate a reconfiguration of the entire mobile industry architecture.

The objective of this workshop is to explore changing business models and industry architectures as a result of the introduction of new mobile platforms. The workshop calls for original papers on this central topic. These papers may be of an empirical or of a conceptual nature. Papers should deal with research questions on the characteristics of successful business models in this field, the emergence of new mobile industry architectures, the impact of technical architectures and standards on market organisation and business opportunities, and the competition and collaboration between media, IT, internet and telecommunications companies regarding mobile platforms. The presented research may focus on individual platforms and central applications, as well as on cross-platform comparative studies. Papers focusing on the trade-offs related to openness versus monetisation of platforms are particularly solicited.

Workshop Topics

Topics of interest include, but are not limited to:

- Changing roles of mobile operators related to converging platforms
- New platform revenue (sharing) models
- Monetising customer data through mobile platforms
- Converged, cross-media platform models
- Standardisation strategies regarding mobile platforms
- Two-sided and multi-sided platforms in the mobile industry
- Business issues regarding service creation platforms
- Mobile communication mashups and platforms
- Location-based and city-specific mobile services platforms
- Mobile billing platform models

Important Dates

- Paper submission deadline: 20 February 2009
- Acceptance notification deadline: 6 March 2009
- Camera-ready deadline (non-extendable): 20 March 2009

Publication

Original, previously unpublished papers are solicited. The MOBILWARE 2009 Workshop Proceedings will be published by **Springer**, in the **ICST Lecture Notes series**, and will be included in major article indexing services. Also, selected BMMP workshop papers will be invited to submit a revised version of their paper for publication in a special issue of **Telematics & Informatics**.

Workshop Organisers

Dr Pieter Ballon, IBBT & Vrije Universiteit Brussel, Belgium

Dr Harry Bouwman, Delft University of Technology, the Netherlands

Dr Timber Haaker, Telematica Institute, the Netherlands

Paper Submission

Paper submission is through <http://www.mobilware.org/> All papers will be rigorously reviewed by program committee members and invited reviewers. The max. number of pages is 10 in LNICST format: <http://mobilware.org/authorskit.shtml>