



MOBILE MONDAY TOKYO



EXECUTIVE SUMMARY

March 31<sup>st</sup> 2015



## Table of Contents

Mobile Monday Global .....	3
Mobile Monday Tokyo .....	4
Sponsorship Outline.....	5
Participant List .....	6
Global Sponsors .....	7
Past Presenters .....	7
Organizers .....	8
Contact .....	9



## Mobile Monday Global

<http://www.mobilemonday.net>

Mobile Monday (MoMo), established in 2000, is a global community for mobile professionals. This forum fosters cooperation and cross-border business development and encourages the sharing of ideas, best practices and trends between domestic and global industry segments.

Mobile Monday's main activities consist of monthly live networking events combined with virtual networking through the growing number of Mobile Monday affiliate sites. Original chapter locations included Helsinki, New York, Silicon Valley, London, Sydney, Paris, Mumbai, Beijing, Singapore and Tokyo with 140+ cities active now and more planning to launch in 2015. Mobile Monday exposes domestic mobile industry professionals to foreign companies and markets, and provides their global industry counterparts' access to local community players.

- Foster an open, independent and innovative platform within the mobile sector
- Facilitate industry networking between small and large companies and individuals
- Bridge partnership exchanges between domestic and international organizations
- To present valuable visions, trends, studies and forecasts from the mobile marketplace
- Provide opportunities for local members to effectively participate in global initiatives



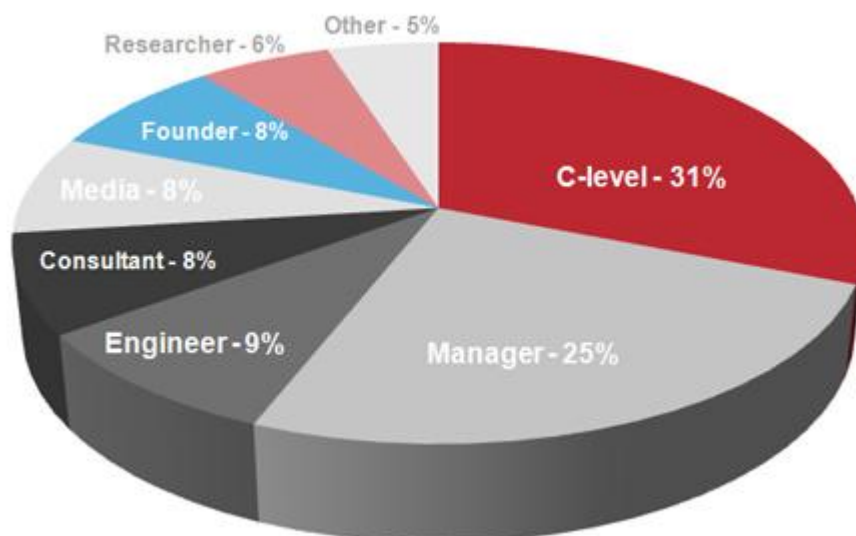
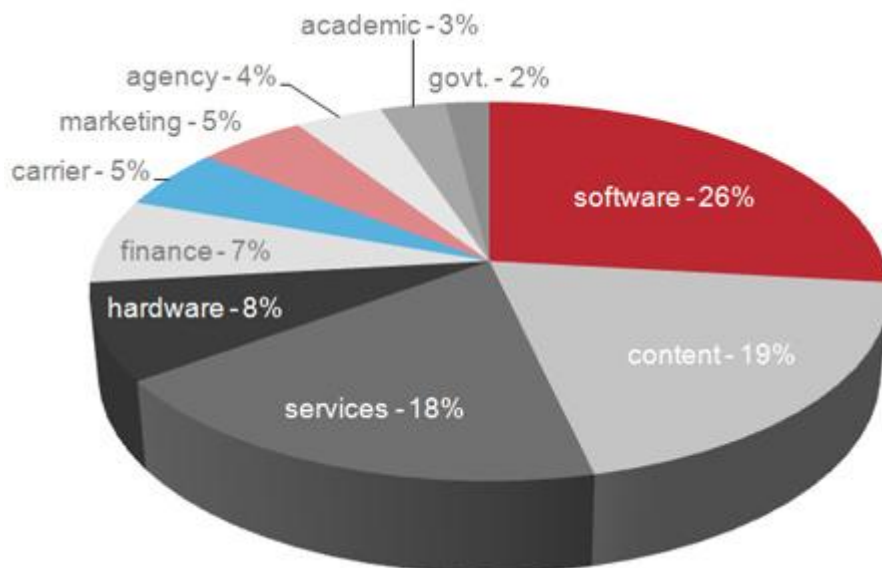
Bringing the Community Together – Smile.. It's Monday!



## Mobile Monday Tokyo

<http://www.mobilemonday.jp>

Launched in Japan in September 2004, MoMo Tokyo hosts regular networking events that routinely attract 100-200 participants working within the wireless industry. As of January 2015, over 5,500 unique individuals have attended Mobile Monday in Tokyo; many thousands more from around the world have visited the website to download presentations of our past events. This audience represents a wide and deep slice of the Japan-focused wireless industry, including; professionals from telecom carriers, handset makers, technology vendors, developers, content, application and service providers, media, academics, finance, govt, marketers and agencies.





## Sponsorship Information

Mobile Monday Tokyo is made possible through the sponsorship of forward-looking companies who understand the power of networking and the positive exposure of supporting efforts that connect with real people and their business interests. MoMo Tokyo events take place bi-monthly at popular central venues with a balanced combination of presentations and casual drinks in a comfortable atmosphere for our attendees to gather, learn and meet with potential partners, vendors and customers. This provides an ideal and well-established platform for corporate sponsors to raise their profiles as leading enablers of this demonstrated vibrant community.

To-date we have held over 100 such gatherings at over a dozen different venues with 200 plus presenters, coming from the largest and smallest of companies, hosting delegates on an even basis from local and global backgrounds with over 60% working at management level or higher.

## Opportunity Details

The MoMo Tokyo platform includes several digital touch points for our supporters. The company logo is clearly featured as a valued sponsor, across the entire site, with link to a dedicated page for content and contact details as supplied. Also, every event announcement - both online and through the opt-in email blasts to our members database - includes a "Sponsored by" notation with custom link. Our latest site traffic statistics are supplied separately from this document.

At all events the sponsors are entitled - but not required - to a 5 minute speakers slot. Of course they are most welcome to distribute any related promotional product materials and we naturally do everything possible, both by on-stage mention and through personal introductions, to make sure they are recognized and respected as key supporters of the MoMo Tokyo community.

## Package Pricing

MoMo Tokyo offers a limited, exclusive, opportunity for our charter sponsors on an annual basis.

We are pleased to provide community engagement to select partners, as described herein, at the standard starting rate of ¥1,000,000 per year. We've also extended bespoke options on a per event basis, ranging from ¥300k - ¥500k. As the costs and inclusions tend to vary depending on requirements it would be best to explore such options together in detail to provide a quote.



## Tokyo Participant Companies – Sample List

Access Co., Ltd.	Getty Images	NTT DoCoMo Inc.
AGENCE FRANCE-PRESSE	Google Japan	OgilvyOne Japan K.K.
Alcatel-Lucent Japan Ltd.	Government of Canada	OgilvyOne Worldwide
Amazon Japan K.K.	GREE, Inc.	Omron Corporation
ASAHI Agency	Hamamatsu University	OPERA Japan K.K.
Asahi Net, INC.	Hartford Life Insurance K.K.	Panasonic Mobile Co., Ltd
ASCII SOLUTIONS. Inc.	Hewlett-Packard Japan, Ltd.	Prudential Financial
AT&T Global Network Services	Hitachi Software Engineering	Qualcomm Japan Inc.
ATARI JAPAN	Hitotsubashi University	Rakuten, Inc.
Austrian Broadcasting Corporation	HTC Nippon Corporation	RECRUIT CO.,LTD.
Austrian Embassy	IDG NEWS SERVICE	Reuters Japan Ltd
Avex Network Inc.	Impress Corporation	RICOH
BANDAI NETWORKS CO., LTD	Index Corporation	Rotterdam School of Management
Bell Mobility	International University of Japan	Sega Corporation
bitWallet.Inc	Itochu Technology Ventures	Sharp Corporation
Bloomberg	J.P Morgan Securities Limited	Shinsei Bank, Limited
Boeing Japan	JAC Japan	SoftBank Mobile
Bouygues Telecom	JESA	Sony Corporation
Canadian Embassy	Japan Corporate Newswire	Sony Ericsson Mobile
Canon Electrics Inc.	Kanazawa Institute of Technology	Stanford Japan Research Center
CATHAY PACIFIC	KDDI CORPORATION	Sumitomo Corporation
CEATEC JAPAN	Keio University	Swisscom Mobile AG
CIAJ	Kellogg School of Management	Taito Corporation
CitiGroup	Kodansha	TBS Entertainment, Inc.
CNBC Asia Pacific	Lehman Brothers Japan Inc.	TEKES
CSK Venture Capital Co., Ltd.	Lionbridge Japan	TelecomTV
Cybermedia K.K.	LG JAPAN CORPORATION	TeliaSonera
CYBIRD Co., Ltd,	London STOCK EXCHANGE	Temple University Japan
DeNA Co. Ltd.	MCF Mobile Content Forum	THE CARLYLE GROUP
DENTSU INC	McGill Management	the European Commission
Deutsche Securities Limited	MEDIASEEK Inc.	The Foreign Correspondent's Club
DG Mobile, Inc.	MHD Diageo Moet Hennessy K.K.	The Japan Times
Digital Advertising Consortium	Microsoft CO., Ltd	The New York Times
Digital Garage, Inc.	Mitsubishi Electric Corporation	The Royal Bank of Scotland
Discovery Japan, Inc.	Mitsui & Co., Ltd.	Thomson Corporation K.K.
DoubleClick Japan Inc.	Mobile Broadcasting Corporation	Tokyo Television Broadcasting
eAccess	Mobilkom Austria	Tokyo FM Broadcasting Co., Ltd.
Embassy of Sweden	NEC Corporation	Tomen Telecom Corporation
Embassy of the United States	NEC Europe Ltd.	Transcosmos Inc.
EMI Music Publishing Japan	New America Foundation	United Nations University
Entrepreneur Association of Tokyo	New Asia Network Institute Inc.	Universal Music
European Commission	NGI Capital. inc	UNIVERSITY OF WASHINGTON
Excite Japan Co., Ltd.	NHK	UTStarcom Japan K.K.
France Telecom Japan Co.,Ltd.	Nihon Keizai Shimbun, Inc	ValueCommerce Co.,Ltd
Fujitsu Laboratories Ltd.	Nikkei Business Magazine	VeriSign Japan K.K.
Fujitsu Limited	Nikkei Digital Media Inc.	Walt Disney Internet Group
Future Venture Capital Co., Ltd.	NOKIA	Waseda University



Mobile Monday Global Sponsors:



Presentations to MoMo Tokyo by:





## Friends of Mobile Monday Tokyo



MoMo Tokyo was founded by Mobikyo KK, the company publishes Wireless Watch Japan, operates Mobile Intelligence guided executive missions providing various related research and advisory services. We also have a dedicated and energetic group of contributors who have acted admirably over these years as our Community Agents and Chief Enthusiasts!

This team consists of over a dozen industry veterans who are widely respected, and very connected, within the Japanese mobile ecosystem. They have combined depth and talent ranging from marketing and IT and most are active within related associations in Japan and overseas. The details of these 'Friends of MoMo Tokyo' members are available online.

We strive to operate MoMo Tokyo events on a strict brand and technology agnostic, open-platform basis. Our philosophy includes openness, equality, inclusion and the assumption that ideas should be tested through vigorous debate, critical examination and peer review. We also believe that initiative and risk-taking should be honored and that the mobile industry plays a key role in shaping society.

Our continued challenge – and reward – is to provide a valuable platform for members to meet, stay up-to-date and make desirable connections in a casual and fun environment. As members of a global family we are constantly aware of the needs and desires for our membership to observe and connect with peers in other locations. Therefore, we're proud to act as a bridge between Japan and the world to "Bring the Mobile Industry Together".

*Yoroshiku!*

Lawrence Cosh-Ishii  
Director, Mobikyo KK





mobikyo 

Level 32, Shinjuku Nomura Building

1-26-2 Nishi-Shinjuku, Shinjuku-ku

Tokyo, Japan. 〒163-0532

<http://www.mobikyo.com>