

# WEB+MOBILE+TV: LiveReply

11 June 2009

## 10.00 WELCOME

The convergence between fixed and mobile and the increasing diffusion of networked devices and multimedia content services is deepening the contamination of the heterogeneous worlds of mobile, web, television and advertising. What exactly do we mean by “services”, “content” and “contamination”? Above all, how can providers of services and content distribute their product and make it immediately available to users who want to use it every minute of the day?

## 10.10 CONTAMINATION AND CONVERGENCE: STATE OF THE ART

Which case studies are most representative of multi-channel and cross-media in Italy?

How did they develop, what are their current offerings, and how are they planning to expand in the future?

## 10.40 CONTAMINATION AND CONVERGENCE: EVOLUTIONARY SCENARIOS

What are today's profiles for Web, Mobile, Media and TV communication systems? What assumptions are taking shape about future interaction? What are the killer applications and the medium- and long-term business prospects?

With the contribution of:

Andrea Andreutti - [Samsung](#)

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Lorenzo Viscanti - [Mikamai/Facebook Developer Garage](#)

Paolo Capitelli - [Live Reply](#)

## 11.15 LIVE REPLY

Why did the Reply group create Live Reply, a new company providing advanced Mobile, Web, Media and Digital Device interoperability? What are its objectives and what kinds of services does it offer to businesses? What technology does it use?

There are working demonstrations of some of the services created by Live Reply: TV access to social networks, delivery of multimedia content from mobile, Media Center, search via SMS, provision of value added services on several channels, and an example of a mobile financial portal.

With the contribution of: Marcello Viti - [Vodafone Italia](#)

## 11.50 ROUND TABLE: NEW SYNERGIES AND NEW STRATEGIES

Can we still talk about boundaries between Mobile, Web and TV/Media? What obstacles still exist and which strategies are being used to overcome them? How can a new operator like Live Reply break into this market and promote an even tighter and more synergistic integration between different digital devices?

Taking part:

Attilio Bonnici - [Fastweb](#)

Roberto Pellegrini - [Pirelli Broadband Solutions](#)

Vittorio Veltroni - [Vodafone Italia](#)

Paolo Capitelli - [Live Reply](#)

## 12.35 HIGHLIGHT

Conclusions and summing up for the day.

[www.livereply.eu](http://www.livereply.eu)