

## Mobile Media Study Tour 2010

*An exclusive new media and publishing delegation to  
Japan and South Korea*

**March 6 – March 14, 2010**

### Program overview

The following provides the program as of March 4<sup>th</sup>, which could be subject to modifications.

DATE		ACTIVITY	
Sat. 6 March	Afternoon	15.15 Gathering	at Schiphol (opposite check in counter)
	Evening	Departure <b>Schiphol</b>	Flight to Tokyo KL 861 @ 17.40 Flight duration: 11:05
Sun. 7 March	Morning	Arrival <b>Narita International Airport</b> Bus transfer to hotel	Arrival in Tokyo @ 12.45 Check in at <b>Cerulean Tower Tokyu Hotel</b> , Shibuya <a href="http://www.ceruleantower-hotel.com/en/">http://www.ceruleantower-hotel.com/en/</a> 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo 150-8512, Japan Phone 81-3-3476-3000
	Afternoon	Orientation to Tokyo	Walk around Shibuya
	Evening	Group welcome dinner	Including speech Judith Stalpers on playful Japanese
Mon. 8 March	Morning	Opening briefing with in-depth analysis of the Japanese mobile phone market	Kei Shimada, CEO at <b>Infinita Inc.</b> <a href="http://www.infinita.co.jp">www.infinita.co.jp</a> delivers market intelligence and research
	Morning	on site <b>NTT DoCoMo</b> HQ Japan's premier mobile communications company	visit to executive showroom Yuzo Aramaki
	Lunch	at Shunju	NTT DoCoMo Bldg
	Afternoon	Hakuhodo DY Mobile Advertising	<a href="http://www.hakuhodo.jp/about/company/">http://www.hakuhodo.jp/about/company/</a>
	Afternoon	Seminar on mobile Social Networking Sites - gaming, animation, novels, streaming video	<b>Maho-no-Island</b> mobile novels <b>NextNinja</b> .....video streaming <b>DLE</b> animation <b>DeNA</b> Japan's largest mobile SNS, gaming, auction
	Evening	Dinner	Including dinner speech Arjen van Blokland Dutch executive with 15 years experience working with Japanese high-tech companies, expert on mobile content

Tue. 9 March	Morning	Only for the early birds: <b>Tsukiji Fish Market</b> (at 5.30!)	Tuna auction in the inner market. Huge frozen fish carcasses are sold
	Morning	early morning walk through Meiji Shrine	tradition and modernity go hand-in-hand - walk the Meiji shrine and cross the bridge to Japan's Avant-Garde hotbed
	Morning	on site <b>Dai Nippon</b> e-publishing Dai Nippon Printing mobilebook.jp	<a href="http://www.mobilebook.jp">www.mobilebook.jp</a> Imai Jun Suzuk
		Lunch - sushi Tsukiji Fishmarket	
	Afternoon	on site <b>Asahi Shimbun</b>  Digital Content at large Japanese newspaper. Integration of TV/radio, internet on mobile	Yoichi Sato Director Digital Content Center  widely regarded for its journalism as the most respected daily newspaper in Japan. <a href="http://www.asahi.com/english/">http://www.asahi.com/english/</a>
		<b>Royal Netherlands Embassy:</b> working session What's next in Mobiles?	<a href="http://www.oranda.or.jp/">www.oranda.or.jp/</a>  Telecom Infrastructure by Takeshi Natsuno Augmented Reality and Telexistence by Susumu Tachi Global Trends in mobile by Takeshi Natsuno
	Evening	Networking Reception & Dinner	Royal Netherlands Embassy
Wed. 10 March	Morning	on site <b>Navitime</b> Japan HQ	<a href="http://www.navitime.com">www.navitime.com</a>  Navigation & Travel
	Afternoon	Lunch with Iguchi, CEO <b>Tonchidot</b> Social Augmented Reality Mobile Location-based services	<a href="http://www.tonchidot.com">www.tonchidot.com</a>  @ Keio University Mita Campus
	Afternoon	<b>Softbank Mobile</b> Leading mobile phone carrier: developments in handsets, services and applications.	<a href="http://www.softbankmobile.co.jp/en/">http://www.softbankmobile.co.jp/en/</a> Executive vice-president Ted Matsumoto and Akira Tada (Joint Innovation Laboratory, a joint venture of China Mobile and Vodafone)
	Evening	Flight to <b>Seoul</b>  Bus transfer  Arrival hotel	Departure 19.35 @ Tokyo Haneda - Arrival 21.50 @Seoul Gimpo  <b>Grand Hyatt Seoul</b> 747-7 Hannam 2-Dong, Yongsan-Ku, Seoul, South Korea 140-738 Tel: +82 2 797 1234 <a href="http://seoul.grand.hyatt.com">http://seoul.grand.hyatt.com</a>

Thu. 11 March	Morning	Opening briefing with in-depth analysis of the South Korean mobile media market	<b>Korean Communications Commission</b>
	Afternoon	Company visit JoongAng Multimedia Magazines & Books/Broadcasting Inc.  Company visit <b>LG</b>	<b>JoongAng m&amp;b</b> is part of JoongAng Media Network (JMnet) which consists of newspapers, broadcasts, and internet and magazine publications over 25 media channels.  e-paper <a href="http://news.mk.co.kr/outside/view.php?year=2010&amp;no=24088">http://news.mk.co.kr/outside/view.php?year=2010&amp;no=24088</a>
	Evening	Royal Netherlands <b>Ambassadors Residence</b>	Networking event & dinner (tbc)
Fri. 12 March	Morning	Company visit <b>SK Telecom</b>	<a href="http://www.sktelecom.com.eng">www.sktelecom.com.eng</a> , biggest telco in Korea has commercialised many services (mobile TV, gaming, social networking, content services):
	Afternoon	Seminar: successful mobile media services	Interactive session with Korean publishers (books, magazines, newspapers, online, professional and custom publishing) tbc
	Afternoon	<b>DMC Kyobo Bookstore</b> Sangam dong	Strategic alliance with <b>Samsung</b> and publishing e-books
	Evening	Free	
Sat. 13 March	Morning	Site seeing: the <b>Korean Demilitarized Zone (DMZ)</b>	Visit to the impressive DMZ, a symbol of one of the world's last remaining divided nations
	Afternoon	Site seeing: downtown Seoul	Among other Gyeongbokgung Palace
	Evening	Closing dinner	
Sun. 14 March	Morning	Transfer Airport	Departure Seoul Incheon on flight to Amsterdam KL 866 @14.40
	Afternoon	Arrival Schiphol	Arrival in Amsterdam @18.20



## The participants

Wim Danhof	Mediafacts	Editor in chief
Jeroen Borgsteede	Kennisnet	Manager services
George Freriks	Two Minds, Dutch Media Hub	Partner /program director
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Yvonne Joosten	Media Business Press	Managing director
Martijn Kole	HGRV	Partner
Paulien Loerts	WPG Uitgevers	COO & Chief Innovation
Patrick Loppé	Telegraaf Media	Mobile strategy manager
Geert Noorman	Nederlands Uitgeversverbond	Managing director
Gert Staal	OV Reisinformatiegroep	CEO
Erik Trimp	EDG	CEO
Hans van Velzen	Koninklijke Boom Uitgevers	MD /Editor in chief
Nico van 't Zet	De Tijdstroom Uitgeverij	Managing director

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