

## MOCO PARTY: CELEBRATING THE NEW MEDIA WORLD

The convergence of media, a meeting of minds, fostering the exchange of ideas, etching as well as pushing forward new media strategies, identifying new business opportunities and the shaping of the mobile and media industries – these are just some of the aims of Singapore's all new monthly networking platform which brings together mobile and media professionals – MoCo Party.

Initiated by a group of companies and professionals (i-POP Networks, Terrapinn, MediaBUZZ, MBlox, Qpass, Yahoo! Asia Pacific and VHQ TV) who are passionate about evangelizing mobile technology and content development, the inaugural session took off with a blast on May 2<sup>nd</sup> at the trendy Casa Z, attracting a good crowd of industry executives and featured Jason O'Sullivan, vice president, multimedia ventures, ESPN Star Sports as its guest speaker.

O'Sullivan presented his thoughts on how and why the television business is changing and stressed the importance of having in place and executing a well-thought of strategy. He also stressed the importance of flexibility when it comes to molding the strategy to the ebb and flow of customers.

"Data services are over-rated and it's crucial to not let technology drive your company. Pay close attention to the learning curve and always ensure you know your market well," O'Sullivan advised. He also touched on the importance of creating products specifically for different platforms and emphasized how vital quality experience for the user at a reasonable price is. "Media cannot be a separate platform, which is why localization is very important. Content for specific

markets and individual markets is very crucial and going hand-in-hand with this is the analysis of data," he stated.

O'Sullivan's crisp speech was a good talking point for many of the attendees at MoCo Party who welcomed the opportunity to embrace the new media world which heralds the convergence of the mobile, internet, broadcast and print industries. All in all, most of the attendees that Asian eMarketing spoke to came to the consensus that while it is a new market brimming with opportunities, it is also a tough and competitive market especially for smaller brands, which is why every company's strategy is or at least, should be, top priority.

Many were also excited about the MoCo Party, saying that it's a great platform to meet their peers, discuss ideas, sniff out new business opportunities and even look for new business partners.

"Somehow, mobile technology and mobile content development have traditionally been two separate and segregated industries. The MoCo party aims to bridge these two industries as well as encourage collaboration and networking amongst industry folks and their organizations by presenting opportunities for personal contacts," elaborates Colin Miles, executive vice president, i-POP Networks and one of the co-organizers of MoCo Party.

Bearing this in mind, the monthly sessions will focus on mobile media, content and technology in Asia – how they work, their evolution and the various opportunities available.

The next MoCo Party will be held on the 20<sup>th</sup> of June, 2007 from 7 p.m. onwards. Check out: <http://www.mocoparty.com/index.html> for more details and to sign up.

See you there!

Shanti Anne Morais



*The get-together of mobile and media professionals  
every first Wednesday of the month!*

*Join the MoCo buzz and*

***SIGN UP NOW!***

*[www.mocoparty.com](http://www.mocoparty.com)*