

# Business Models for Mobile Platforms

*Access and Competitiveness in Multi-Sided Markets*

# BMMP

7 October 2011, Berlin, Germany

held in conjunction with



## Business Models for Mobile Platforms – BMMP 11 Call for Papers announced

The 3rd International Workshop on Business Models for Mobile Platforms ([BMMP 11](#)) will take place on 7 October 2011 in conjunction with the [ICIN 2011](#) conference in Berlin.

The workshop will focus on the characteristics of successful business models in this field, the emergence of new mobile industry architectures, and the competition and collaboration between media, IT, internet and telecommunications companies regarding mobile platforms.

Prospective speakers are invited to submit review manuscripts for BMMP 10. Registration and paper submission are through the EDAS (<http://edas.info/doc/authors.html>) manuscript registration and submission system. Extended abstracts should be submitted electronically through EDAS at <http://edas.info/N9907>. Review manuscripts should be between 1000 and 1500 words long. All review manuscripts will be peer-reviewed.

The BMMP11 workshop proceedings will be published within the ICIN 2011 conference proceedings and individual papers will be indexed within the IEEE *Xplore* digital library.

The workshop is multidisciplinary and specifically encourages research papers on the following topics:

- Network effects and two-sided markets in the mobile industry
- New revenue (sharing) models
- Choosing and multihoming between multiple platforms
- Modelling app store strategies
- Customer ownership, user data and privacy concerns
- Context awareness platforms
- E-reader and e-book business models
- Mobile urban service platforms
- Traffic and mobility platforms
- Platforms for the Internet of Things
- Mobile service platforms and back-office
- Virtualisation and platformisation of mobile networks
- Access to mobile platforms and regulatory implications
- Standardisation strategies of mobile platforms

### Important dates

- Review manuscripts submission deadline: 7 March 2011
- Acceptance notification deadline: 17 May 2011
- Speaker registration deadline: 30 June 2011
- Full paper deadline: 4 August 2011

For more information please visit our call for papers online at: <http://www.icin.biz/bmmp11> or download the call for papers [here](#).

If you have any questions on topics, content or the selection process, please contact: [bmmp\\_chair@ibbt.be](mailto:bmmp_chair@ibbt.be).

ICIN now has a LinkedIn group. Join us at: <http://www.linkedin.com/groupRegistration?gid=3686879>

Best regards

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