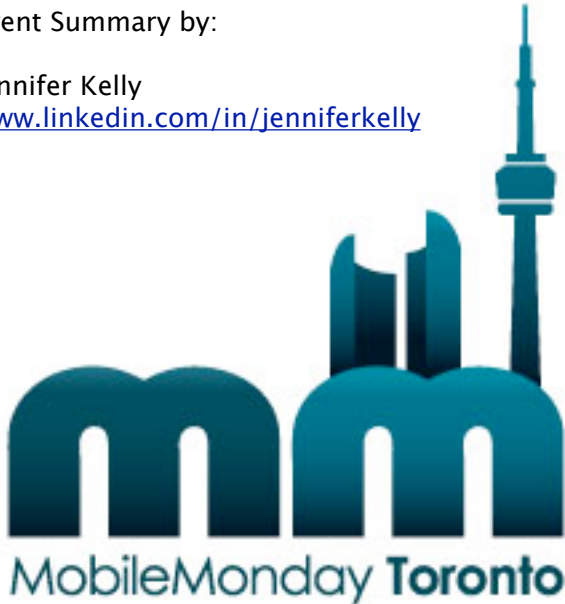


MobileMonday Toronto – November 2, 2009 – Mobile Video

Event Summary by:

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If there were any skeptics in the audience certain that video shot on a mobile phone could not be watchable, entertaining, or worth spending time on, they may be thinking differently at MobileMonday Toronto's November event.

Duncan Kennedy, President of Mobigardens, moderated the panel discussion – Mobile Video Content. The Panelists included Anurag Thakur, Nokia Marketing Manager; Adrienne

Clapperton, Director of Digital Platforms, BITE TV; Ben Murray, independent filmmaker; and Amar Varma, co-founder Xtreme Labs. In addition to the 100+ attendees, Antonio Micevski – Agency for Foreign Investments – Republic of Macedonia, was the VIP guest of the evening.

Actions speak louder than words and so, in an effort to prove how entertaining and engaging a film shot on a mobile phone could be, the discussion opened with a presentation of several mobile films shown on the large screen. A few were shot locally in Toronto, others from around the world. The audience was paying attention and laughed in all the right places.

A few of the films shown this evening and many more will be featured in the mobile phone film festival, MobiFest, November 17th, 2009 at 7pm at the Revue Cinema. Find out more at mobifest.net. MobiFest is currently one of the more than 30 mobile film festivals in the world.

The discussion and audience Q&A followed the film screenings. Major points discussed included storytelling, devices, content distribution and applications.

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Storytelling

The first thing you may notice about films shot on the mobile phone is that, so far, many don't involve a lot of dialogue. A lot of established filmmakers are exploring this new format and are experimenting with what works best to tell their story in this way. For the filmmaker, immediacy is attractive – an idea can be shot on the fly. Have an idea – get inspired. Film. Upload. However, the power of a good story will always resonate – no matter what the medium. Boring story + mobile video still = boring mobile video.

Devices

Ready for high definition (HD) filmmaking on mobile phones? Many of us are used to viewing our (regular) films on HD screens, and this becomes a 'default' standard we expect to view content.

An audience member raised the point regarding accessibility. Usually viewing user generated and professional content on the mobile phone seems to favor the high-end devices. This often leaves those who have an older phone unable to participate. However, depending on how old your phone is, often the device can 'tell' the content what it is able to process, and deliver a best effort. This is a far cry from ideal, but we're getting there.

Content and content distribution

Content refers to information such as videos, games, and news reports etc. available for viewing on the mobile phone. Essentially anything beyond a voice call is considered content. Information (news), weather, music and sports scores are very popular downloaded content. There is a window now, where consumers will put up with mobile video that is not as 'slick' as what they are used to on TV or the web. However, as handsets are getting better and better it'll become more enjoyable to watch video on them. As a result the bar for producing quality content will rise. Ideally, the experts in this area say, the TV experience (quality) on their mobile phone is what everyone wants.

Applications

Applications (apps) have seen tremendous growth in the mobile arena. Look to the

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iPhone app store and the BlackBerry App World for starters. Predictions are that you'll start seeing a lot more social networking interaction via the mobile phone with pictures/video updates instead of text updates. Current constraints to widespread and faster adoption include the cost, network, devices, and storage capacity on the phone. The two revenue models are one-time purchase and subscription-based. Those interested in building apps and are wondering where to invest to make the most money should absolutely consider cross-platform availability.

View the full video of the November 2nd event at www.mobilemondaytoronto.com

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