



## membership prospectus

<http://advisorygroup.mobi>

# What is the dotMobi Advisory Group?

The dotMobi Advisory Group (MAG) is an independent, not-for-profit industry forum with the goal of ensuring that the dotMobi Top Level Domain (.mobi) is operated in the best interests of the global dotMobi community and the Internet at large.

The MAG is a global forum exploring the dotMobi Switch On!™ Guides (technical style guides), best practices, domain policies and commercialisation initiatives, providing policy advice to dotMobi through the Policy Advisory Board (PAB). The MAG enables its members to keep in touch with market trends and understand, assess and prioritise the needs of the

mobile Internet community. It acts as a vehicle for mobile industry stakeholders to network and voice their opinions and ideas for the betterment of the mobile Internet experience.

The MAG membership is open to all commercial and trade association players in the mobile and ICT world. You might be a mobile content provider, developer, mobile operator, mobile device manufacturer or registrar. Or you might represent another interested party from the industry. If you feel you have something valuable to add as a dotMobi stakeholder, then the MAG's doors are open for you – visit [advisorygroup.mobi](http://advisorygroup.mobi) for more information.

## Membership Categories

There are four levels of MAG membership. Organisations should choose to participate and fund the work of the MAG in a manner they feel best matches their commitment, circumstance and desire to be recognised as a supporter of the Internet experience on mobile devices.

MAG members can

- ✓ Influence and understand
  - Switch On!™ Guides
  - Best practices
- ✓ Define, recommend and influence dotMobi policies through the PAB
- ✓ Plan for change before it happens
- ✓ Benefit from corporate visibility and promotion
- ✓ Network and partner
- ✓ Participate in cross-industry co-operation
- ✓ Consider policy, technology and commercial issues
- ✓ Reduce market barriers and stimulate the mobile Internet market
- ✓ Understand global mobile consumer needs and trends
- ✓ Engage in global market intelligence, research and dialogue

### Observer Member

The MAG welcomes both organisations and individuals at this level. As an Observer you are able to access, view and actively contribute to the on-line discussion forums. This is a great level for individuals and organisations to join at who want to keep a finger on the pulse of the dotMobi ecosystem.

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Membership fee: €295.00

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### Associate Member



This level of membership is ideal for organisations or consultancies seeking to expand market position; non-profit industry groups, trade associations, or standards-setting bodies coordinating domain efforts with foundational work; or a University or research centre applying academic resources to influence the mobile internet community. At this level organisations receive voting privileges as laid down in the MAG Operating Procedures.

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Membership fee: €1,995.00

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### Full Member



If the development of the internet on mobile devices is important to the future of your business, then Full membership is the perfect level for your organisation. Full Members are recruited to engage and lead in MAG committees, encouraged to propose new work to the MAG agenda. The activities necessary to promote the widespread development and adoption of dotMobi are made possible by Full Members and by ensuring its success protect their own investment.

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Membership fee: €4,995.00

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### Foundation Sponsor Member



Is your organisation a major driver of the development and adoption of the internet on mobile devices? Foundation Sponsorship is the ultimate commitment to the dotMobi ecosystem and at this level organisations underwrite the core values of the MAG.

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Membership fee: €14,995.00

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Join the MAG – go to <http://advisorygroup.mobi>

## Membership Entitlements

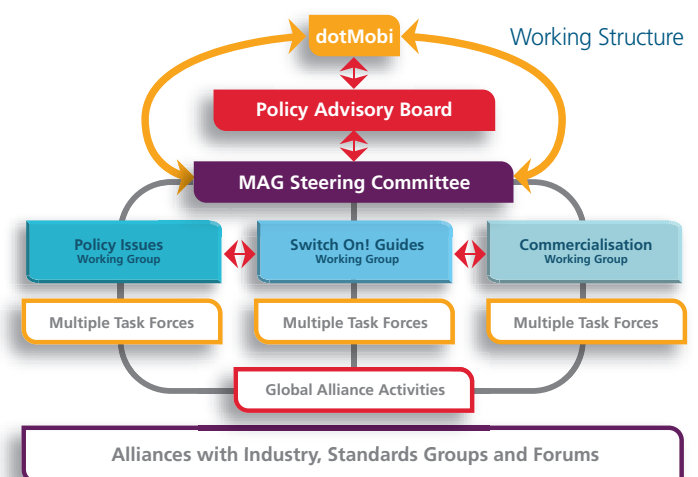
	Observer	Associate	Full	Foundation Sponsor
Join in MAG discussion forums	✓	✓	✓	✓
Participate in MAG online community activities	✓	✓	✓	✓
Discounts on the MAG Annual Conference and regional events	✓	✓	✓	✓
Participate in demonstrations, case studies and industry development activities at the MAG Annual Conference and regional events	✓	✓	✓	✓
Host MAG events	✓	✓	✓	✓
Provide quotes for MAG press releases	✓	✓	✓	✓
Your organisation's logo on the MAG website members page	Listing only	✓	✓	✓
Nominate and vote for members to be elected to the MAG Steering Committee		✓	✓	✓
Voting rights as laid down in the MAG Operating Procedures		✓	✓	✓
Pre-release access and 'Member only' access to documents and deliverables		✓	✓	✓
Display MAG Member logo on your website and other promotional materials		✓	✓	✓
Discounts on MAG publications, training and market research		✓	✓	✓
Participate in MAG sub-committees, work groups and task forces		✓	✓	✓
Propose MAG sub-committees, work groups and task forces			✓	✓
List your company's mobile internet news and press releases on the MAG 'Member News' section			✓	✓
Sponsor of the MAG Annual Conference				✓
Your logo on the MAG website homepage and marketing materials				✓
Receive 2 delegate seats at MAG events				✓
Opportunity to be voted on to the MAG Steering Committee. Steering Committee seats allocated to categories of membership. The MAG Steering Committee comprises of thirteen (13) seats.		2 seats	5 seats	6 seats

## Steering Committee Membership

Members from each of the Foundation, Full and Associate member levels will have the opportunity to be nominated and stand for election as a Steering Committee member. These candidates, once elected to the Steering Committee can be nominated to stand for the positions of Chair, Vice Chair, Secretary and Treasurer.

**All members of the Steering Committee will have the opportunity to:**

- Nominate or become a candidate to represent the MAG Steering Committee on the Policy Advisory Board (PAB)
- Vote in the 'MAG Steering Committee representative to PAB' elections
- Vote on all output of MAG, including policy to PAB
- Vote on the approval of the formation of MAG working groups, sub-committees, task forces
- Approve the MAG annual budget
- Participate in pre-approved MAG industry, media and public relations activities



## Policy Advisory Board

The PAB provides an important link between the MAG and dotMobi, advising dotMobi on best-practice registry policy relating to the dotMobi Top Level Domain.

The PAB comprises ten appointed members. Five members of the MAG Steering Committee will be elected to the PAB. The other five members include two members drawn from the ICANN At Large Advisory Committee (ALAC), two representing NGO/public interest/user group members, and one represents the registry operations contractor.



## What is dotMobi?

dotMobi is unique – the first top level domain dedicated to delivering Internet content to mobile devices. Having launched in May 2006, dotMobi will revolutionise mobile device access to Internet content. dotMobi guides mobile users to made-for-mobile Internet content and services that can be accessed with confidence.

dotMobi (the informal name of mTLD Top Level Domain, Ltd.) is the ICANN-appointed company responsible for the dotMobi Top Level Domain. It is an industry-wide consortium that signalled the way for the creation of the .mobi domain for mobiles. The joint venture is made up of global companies representing different segments of the mobile industry, all committed to driving the growth of the mobile Internet – visit **dotMobi.mobi** for more information.

## dotMobi Investors



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