



**May 15 Deadline** for Extended Abstracts

The 2nd International Workshop on Business Models for Mobile Platforms will take place on 14 October in conjunction with the ICIN 2010 conference in Berlin. The BMMP10 workshop proceedings will be published (electronically) within the ICIN 2010 conference proceedings and individual papers will be indexed within the IEEE Xplore digital library.

The workshop will focus on the causes and effects of the current explosion of platforms in the mobile ICT industry and explore the changing business models and industry architectures that result from the introduction of mobile platforms.

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

- Platform theories, network effects and multi-sided mobile platforms
- Business strategies related to mobile platforms
- New revenue (sharing) models around mobile platforms
- Business models for mobile app stores and mobile search
- Mobile media platforms
- Mobile service platforms for Smart Cities
- Platform models for the Internet of Things
- Standardisation strategies regarding mobile platforms
- Regulatory implications of mobile platforms

Important dates

- Extended abstract submission deadline: **15 May 2010**
- Acceptance notification deadline: 10 June 2010
- Speaker registration deadline: 30 June 2010
- Full paper deadline: 30 July 2010

Prospective authors are invited to submit extended abstracts 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/N8948>. Extended abstracts should be between 1000 and 1500 words long. All extended abstracts will be peer-reviewed.

For more information please visit our call for papers online at: <http://events.ibbt.be/bmmp10> 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).

Best regards

Stuart Sharrock, Chairman  
ICIN International Advisory Board  
[chair@icin.biz](mailto:chair@icin.biz)

Pieter Ballon, Chairman  
BMMP Technical Programme  
Committee  
[bmmp\\_chair@ibbt.be](mailto:bmmp_chair@ibbt.be)

