

**MIKAEL JENSEN, MANAGING DIRECTOR & OWNER OF DIGITAL MEDIA VENTURES**

Digital Media Ventures is a Strategic Digital Media Consultancy focusing on strategic new media, brand strategy, innovation and marketing



I believe in doing great things in a humble way. I believe in innovation, quality and superior user experiences as decisive means to creating lasting customer satisfaction, loyalty and brand preference.

I believe in combining hardware, software, services and access into integrated propositions tailored to the individual customer's needs and thereby making a real difference in the customer's daily life.

In the Open Economy I believe it to be necessary to create rights clearing and business models that enable all parties to benefit and be part of the value creation.

I believe the Internet is going mobile primarily driven by Telco networks (e.g. 3G, WiFi, LTE), OTT service providers (e.g. Google, Facebook, Twitter, MOG, Spotify) and devices like the smart-phone.

As the internet is going mobile and the Telco industry is moving toward a more holistic focus on services, applications and superior user experiences via e.g. smart phones it is increasingly necessary to take the role as being a service distributor and service inventory manager in the life of the consumer.

**BACK GROUND**

Mikael has until end of 2009 been responsible for TDC Play, which is a strategic entertainment initiative within the TDC Group. TDC Play is a 'feels like free' music service bundled with TDC mobile, broadband or mobile broadband subscriptions at no extra cost for the TDC customer. The TDC Play concept was launched on April 1 2008 and has resulted in a significant reduction in 'churn', higher 'Customer Life Time Value' (CLV) and increased brand equity of the TDC brand. Seen from the perspective of the music industry TDC Play has introduced a new business model for distribution of music, which has doubled the digital music revenue and significantly reduced online piracy of music in Denmark.

Before taking on the strategic new media position Mikael was Head of Corporate Branding in the TDC Group. In this position Mikael was member of 'Mass Market Board', who decided and implemented TDC's Marketing Strategy on the residential (BtC) markets. In this role Mikael has been working with all the different business units and brands within the TDC Group and been an active participant in the turn-around of TDC since 2006, where TDC was bought by five global investment funds.

Prior entering the corporate position in the TDC Group Mikael was Marketing Manager for TDC Mobile on the residential market. In this role Mikael launched e.g. new subscription product portfolio, data/content services like picture messaging (MMS) and the mobile portal Fly. Before entering the marketing position Mikael held a position as Market Manager for Mobile Internet in TDC Mobile responsible for product development of data/content services and commercial content & application partnerships.

Mikael has 9 years of experience within incumbent Telco TDC in strategic, tactical and operational roles and more than 4 years of brand, marketing and category management experience within FMCG at Unilever. Mikael holds a Master of Science Degree in Economics & Business Administration from Aarhus School of Business and Pennsylvania State University from 1996 and an Executive Coach Degree from Coaching Institute from 2009.

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