

## Day 1

### Monday, 27 Feb

09:00 - 10:30

#### Keynote 1: Mobile. The Next Element

How can we describe the role of mobile in today's world? Mobile has become fundamental to the everyday lives of nearly five billion people. Mobile is revolutionary, dynamic, personal and ever adapting. Mobile is the force behind every emerging innovation. The opening keynote of the 2017 Mobile World Congress will feature CEOs from some of the world's leading operators, taking to the stage to discuss the short and long term challenges and opportunities facing the mobile industry and share insights on how the operator community in particular can continue to play a central role in supporting global economic growth and social capital. Key topics will include the boom in video consumption and the move to 4k and virtual reality, big data and artificial intelligence, industrial and consumer IoT, the road to 5G and the wider impact of mobility on society.

*Mats Granryd, Director General, GSMA*

*José María Álvarez-Pallete López, Chairman & CEO, Telefónica*

*Masayoshi Son, Founder, Chairman & CEO, SoftBank*

*Chang-Gyu Hwang, Chairman & CEO, KT Corporation*

*Sunil Bharti Mittal, Chairman, GSMA and Founder and Chairman, Bharti Enterprises*

10:30 - 11:00

#### Networking Break featuring the Showcase Stage 1

*Moderator: Steve Brumer, Partner, 151 Ventures*

*Andrea Sommer, Co-Founder & CEO, Hiver*

*Kleomenis Katevas, Co-Founder & CTO, Hiver*

*Javier de la Torre, CEO, CARTO*

*Neel Juriasingani, Founder & CEO, Boxer Internet*

11:00 - 12:10

#### The Industrial Internet

Industrial Internet and massive IoT have the opportunity to increase productivity and streamline industrial manufacturing technology by accumulating and making sense of data from production lines and equipment. Furthermore, it allows manufacturers to become predictive, understanding when and where faults are likely to occur, mitigate risk and reduce downtime. A recent paper by GE proposed that a 1% increase in productivity in industrial processes could translate to US\$10-15 trillion increase in global GDP over 15 years. The opportunity to use data to increase productivity is not only beneficial to a firm, but to broader society as well. Enabling IoT network technology such as LPWA, as well as unlicensed players, together with cloud-based solutions, give manufacturing firms access to more information than ever before. *Moderator: Venkat Atluri, Senior Partner, McKinsey & Company*

*Humera Malik, CEO & Founder, Dat-uh*

*Mike Troiano, VP IoT Solutions, AT&T*

*Enrique Herrera, Principal, Connected Services, OSISOFT*

*Brad Keywell, Co-Founder & CEO, Uptake*

*Doug Brent, VP Technology Innovation, Trimble*

*Dr. Thomas Engel, Manager, Technology Innovation Strategy, John Deere*

11:00 - 12:10

#### Artificial Intelligence: Chatbots and Virtual Assistants

Natural language processing has reached an important milestone. Sophisticated chatbots are now available as white label and open source offerings while larger technology companies are releasing Virtual Personal Assistants capable of performing complex tasks via voice commands, from ordering goods and services to acting as a smart hub for smart homes. These new categories of products and services are set to revolutionise customer care, search and discovery, and the provision of goods and third party services. Join pioneers from this exciting new space to learn how AI is set to radically transform how we interact with the world around us. *Moderator: Cliff Raskind, Senior Director, Smart Devices & IoT, Strategy Analytics*

*Gummi Hafsteinsson, Product Management Director, Google Assistant*

*Rob High, IBM Fellow, VP, CTO Watson, IBM Watson*

*Alex Jinsung Choi, CTO, SK Telecom*

*Kriti Sharma, Director, Bots & AI, Sage*

*Arte Merritt, CEO & Co-Founder, Dashbot.io*

11:00 - 12:10

#### The Disruptive Impact of Blockchain

Blockchain first rose to prominence as the digital engine of the Bitcoin currency. Blockchain's ability to record data such as transactions, contracts and agreements and have them verified by users of the distributed ledger means that the technology has the potential to disrupt in a range of industries such as financial services, telecoms, legal, manufacturing, and transportation. The financial services industry is expected to be profoundly impacted by blockchain given its ability to speed up transactions and lower their costs. Large financial institutions are evaluating the technology to determine how it can be used to execute different types of transactions. There are also several hundred blockchain start-ups globally and many of them are seeking and securing partnerships with large organisations. The Internet of Things could also establish a key role for blockchain. A distributed ledger could be used to manage the big data associated with IoT, such as assigning digital signatures to data at each stage of a transaction between connected devices. Furthermore, blockchain's distributed nature makes it difficult to hack so it could provide the security and transparency that the IoT needs. Blockchain can also be used in smart contracts, such as to facilitate the transfer of ownership of an asset from one party to another. This session will explore where and how blockchain is expected to have impact, and what challenges need to be addressed for the technology to realise.

*Moderator: Dave Birch, Director, Innovation, Consult Hyperion*

*Ryan Shea, Co-Founder, Blockstack*

*Melanie Shapiro, Founder & CEO, Case*

*Kelly Olson, Director, Distributed Ledger Technology, Intel*

*Diego Gutiérrez Zaldívar, President, Bitcoin Argentina & CEO, RSK Labs*

*Julio Faura, Head of R&D & Innovation, Santander*

11:00 - 12:10

### Mobile Operator Digital Transformation

Mobile operators across the world face the twin challenges of slowing growth and ongoing disruption of core services by new internet players, even as the broader mobile ecosystem continues to see significant revenue growth. This session highlights and discusses the opportunity and steps required for operators to undertake digital transformation to benefit from these opportunities and gain a share of the incremental revenues, by developing new business models and skills to compete effectively.

*Moderator: John Jackson, Research VP, Mobile & Connected Platforms, IDC*

*Alexander Rusli, President Director & CEO, Indosat Ooredoo Meinrad Spenger, CEO, MÁSMÓVIL (Yoigo)*

*Elena Gil Lizasoain, CEO, LUCA Data Driven Decisions & Global Director, Big Data B2B, Telefonica Group*

*Bénédicte Javelot, CSO, Orange Group*

*Yogesh Malik, Group CTO, VimpelCom Ltd*

*Paul Michael Scanlan, CTO, Huawei*

12:30 - 13:30

### Keynote 2: The Digital Economy

The digital economy, catalysed by the rapid proliferation of mobile technologies, will continue to transform how we do business and how we interact with our partners, customers and consumers. Still in its infancy however, incredible growth remains ahead. As this process continues to unfold, new entrants and established players alike will be challenged to remain agile and ready to apply existing and emerging technologies to support business goals and exploit the new opportunities that will continue to emerge in this space. The Digital Economy keynote will highlight some of the best examples and explore the current and future impact of this digital and virtual revolution.

*Moderator: Karen Tso, Presenter, CNBC*

*Josep Maria Bartomeu i Floreta, President, FC Barcelona*

*John Stankey, CEO, AT&T Entertainment Group, AT&T Services Inc.*

*Alexey Reznikov, Managing Partner, L1 Technology*

*Travis Johnson, Global CEO, Ansible*

13:30 - 15:00

### Networking Lunch featuring the Showcase Stage 2

*Moderator: Steve Brumer, Partner, 151 Ventures*

*Andrea Sommer, Co-Founder & CEO, Hiver*

*Kleomenis Katevas, Co-Founder & CTO, Hiver"*

*Neel Juriasingani, Founder & CEO, Boxer Internet*

*Miguel Arias, COO, CARTO*

*Magnus Melander, Co-Owner, Springworks*

*Gillen Bilbao Baró, Founder & COO, Innroute*

*Jun Yong Jeon, CSO, Innoplaylab*

*Tom Vandendooren, Chief Business Development Officer, Sentiance*

15:00 - 16:00

### Keynote 3: Connected Vehicles

Managing the transition from manually driven cars to autonomous, and preparing the infrastructure to facilitate this technology will be a lengthy challenge from a technological, regulatory and societal stand point, but it is happening right now. The mobile network is at the heart of the autonomous vehicle; low latency, always-on, fail-proof and secure are just some of the key requirements for such a critical infrastructure. The Connected Vehicle keynote will feature

the leading companies driving what will be a transport revolution with far reaching and profound consequences.

*Moderator: Michael O'Hara, CMO, GSMA*

*Eugene Kaspersky, Chairman & CEO, Kaspersky Lab*

*Anthony Levandowski, Founder & CEO, Otto*

*Alejandro Agag, CEO, Formula E Holdings Ltd.*

*Denis Sverdlov, CEO, Roborace*

*Daniel Simon, Chief Design Officer, Roborace and Charge*

16:15 - 17:45

### Autonomous Vehicles

Managing the transition from manually driven cars to autonomous, and preparing the infrastructure to facilitate this technology will be a lengthy challenge from a technological and societal stand point. Additionally, laws and regulations will need to be adapted, a process which has already begun in many areas, including the United States, where regulation in California has been passed to allow for further testing on public roads. The mobile network is at the heart of the autonomous vehicle. Low latency, always-on and fail-proof are just some of the key requirements for cars. Will 5G be enough to handle this demand?

*Moderator: Alastair Hayfield, Senior Director, IHS Automotive Technology, IHS Markit*

*Nikolai Reimer, Head of Mobile Online Services & Connectivity, Volkswagen*

*Olivier Pautet, VP Market Strategy, Sierra Wireless*

*Daniela Gerd tom Markotten, Head of Digital Services & Solutions, Mercedes-Benz Trucks*

*Alex Mangan, Head of Product Marketing, Automotive, Here*

*Ogi Redzic, SVP, Connected Vehicles & Mobility Services, Renault-Nissan*

*Ofer Ben-Noon, CEO, Argus Cyber Security*

*Antonio Mauro, CISO, Octo Telematics*

*Jeff Massimilla, Vice-Chair, Auto-ISAC & Chief Product Cybersecurity Officer, General Motors*

*Thomas Born, Chief Security & Privacy Officer, Vodafone Automotive*

16:15 - 17:45

### Building Positive Engagements with the Connected Consumer

Simply put, brand equity equals margin, but that's a tough reality in today's market. To maintain relevance and ultimately profitability, operators need to identify impactful moments to interact with their customers. They must be perceived as a valued brand in the connected consumer's increasingly crowded world. There is a need to invest in infrastructure, products and services whilst also ensuring that customers have a great experience at every touch point. Operators have an opportunity to reimagine their brand and go beyond traditional ways of thinking.

*Moderator: Teresa Cottam, Chief Strategist, Telesperience*

*Stephen Waldis, Founder & Executive Chairman, Synchronoss*

*Susan Buttsworth, CEO, 3 Solutions (Hutchison Whampoa)*

*Dave Labuda, Founder, CEO & CTO, MATRIX Software*

*Matt Bush, Director, Agencies, EMEA, Google*

*JC Oliver, Global Chief Creative Officer, Unlocked*

16:15 - 17:45

**5G Beyond the Hype: Value And Building Blocks**

4G was barely being deployed when 5G began being discussed. After several years of hype, many people have no clear idea of what 5G actually is or, more to the point, what value it will add to their business beyond building bigger and faster data pipes. Work on 5G has reached the point that there are clear qualitative, and disruptive, differences between it and forerunner technologies, while significant steps have been made towards realising them. This session aims to showcase what the significance of 5G really will be for the telecoms industry and all those that depend on connectivity, as well as highlight the progress towards achieving the technological elements of 5G to date.

*Moderator: Peter Jarich, Chief Analyst, Global Telecoms & IT, Global Data*

*Hayim Porat, CTO, ECI Telecom*

*Dr. John Naylor, CTO & Founder, CBNL*

*Stuart Revell, External Engagement Advisor, 5GIC*

*Rui Frazao, CTO, Vasona Networks*

*Dino Flore, Director General, 5GAA*

*Jin-Hyo Park, SVP, Head of Network Technology R&D Centre, SK Telecom*

*Tong Wen, Huawei Fellow & Chief 5G Scientist, Huawei*

*Ulf Ewaldsson, SVP, Chief Strategy and Technology Officer and*

*Head of Group Function Strategy and Technology, Ericsson*

*Hossein Moini, CTO, Mobile Networks, Nokia*

16:15 - 17:45

**Global Innovations in Media & Content: Publishing and Delivery**

In order to remain relevant and diversify revenue streams, news, media and publishing businesses are re-imagining their business strategies and innovating in their approach to delivering news and content. Long-form, short-form, off-platform, user-generated and citizen journalism are all being embraced as part of this transformation. In mobile-first, or mobile-only markets, such as Latin America and Africa, the need for relevant and local content has never been greater. Hear from a range of companies that are revolutionising the publication and delivery of content globally.

*Moderator: Patrick Steemers, Partner & Telecom Industry Segment Lead, Deloitte*

*Will Gosling, UK Consulting TMT Industry Lead Partner, Deloitte*

*Madhav Chinnappa, Director, Strategic Relations, News & Publishers, Google*

*Noemi Ramirez, Chief Digital Officer, EL PAÍS*

*Marc Lavalley, Executive Director, Story X, The New York Times*

*Jeff McElfresh, President, DIRECTV Latin America*

*Henk Van Niekerk, Head of International Publisher Services, AOL*

17:45 - 18:00

**Networking Break featuring the Showcase Stage 3**

*Moderator: Steve Brumer, Partner, 151 Ventures*

*Florent Bolzinger, Founder & CTO, SkyLights*

*Jun Yong Jeon, CSO, Innoplaylab*

18:00 - 18:30

**Keynote 4: Reed Hastings, CEO and Founder, Netflix**

Content is in the midst a period of disruption and change.

Acquisitions abound, as content has taken on the role as one of the primary assets for consumer engagement and loyalty in the digital economy. Netflix is synonymous with this new production, delivery and personalized engagement model.

Reed Hastings co-founded Netflix in 1997. In October 2016, Netflix reported over 86 million subscribers worldwide, including more than 47 million in the United States

Reed is an active educational philanthropist and served on the California State Board of Education from 2000 to 2004. He is currently on the board of several educational organizations including CCSA, DreamBox Learning, KIPP, and Pihara, and the Hispanic Foundation of Silicon Valley.

Reed is also a board member of Facebook, and was on the board of Microsoft from 2007 to 2012.

*Moderator: Francine Stock, Radio Presenter, BBC*

*Reed Hastings, Founder & CEO, Netflix*

## Day 2

# Tuesday 28 Feb

09:00 - 10:30

### Keynote 5: Achieving Sustainable Development Goals through Mobile

Connectivity is one of the most important enablers of social development and economic growth in our time. With 5.6 billion people expected to have access to mobile services by 2020, mobile networks are transforming the world and are essential in achieving the UN Sustainable Development Goals. Whether it's ensuring healthy lives, achieving gender equality or helping to combat climate change, mobile provides the platform for overturning the status quo. In order for the mobile industry to have the greatest impact, commercial models need to be formulated. These models need to be impactful, long term and profitable, creating a clear and leading contribution to the broader social, environment and economic challenges of the world. Only through new innovations such as IoT, continued investment in networks and functionality, and working with other sectors, governments and key stakeholders, can mobile play a key role in the success of the SDGs.

*Moderator: Mats Granryd, Director General, GSMA*

*Takashi Niino, President & CEO, NEC Corporation*

*Strive Masiyiwa, Founder & Executive Chairman, Econet*

*Jeremy Oppenheim, Executive Director, Business and Sustainable Development Commission*

*Jeremy Oppenheim, Executive Director, Business and Sustainable Development Commission*

*Greta Bull, CEO, CGAP*

*Arun Gore, President & CEO, Gray Ghost Ventures*

10:30 - 11:00

### Networking Break featuring the Showcase Stage 4

*Moderator: Steve Brumer, Partner, 151 Ventures*

*Andy Smith, Enterprise Sales Consultant, GeoSpock Limited*

*Leonardo Valente, CTO, LivePanel*

*Tony Zhao, Founder & CEO, Agora.io*

11:00 - 12:00

### Keynote 6: Building the 5G Economy

With 5G technology fast approaching, the mobile industry and policy markets are increasingly focused on the potential for new services and applications that can transform the way people live, work, play and communicate. The rapid pace of change has already made many policies and regulations obsolete, and the emergence of 5G will only put more pressure on existing frameworks to stay relevant. With increased competition and consumer choice in today's digital marketplace, policymakers face challenges as they adapt to these new dynamics in a way that supports three key principles: protecting consumers, promoting competition and encouraging investment and innovation.

This session will explore these principles and more as we look to shape policy frameworks for a future 5G economy.

*Moderator: Karen Tso, Presenter, CNBC*

*Andrus Ansip, VP Digital Single Market, European Commission*

*Ajit Pai, Chairman, U.S. Federal Communications Commission*

*Stéphane Richard, CEO & Chairman, Orange Group*

*Mike Fries, President & CEO, Liberty Global*

12:15 - 13:15

### The Future of Messaging: Engagement, eCommerce and Bots

Messaging apps have over 4 billion monthly active users (September 2016). Whatsapp, Line, Kik, Telegram or Wechat are some of the most popular mobile apps for consumers. With more monthly active users on messaging apps than on social media apps, messaging is poised to become the new foundation for building platforms and ecosystems. Today Telegram, Whatsapp, Messenger, Line, Kik, and Google are adding new features to their messaging apps, enabling conversational commerce and/or ecommerce via messaging apps. Messaging apps are now including corporate/brand accounts, advertising, browsers, chatbots and payments. The messaging platform wars have only just begun. With the massive amount of active users on messaging apps, there is a lot at stake for all parties involved. So much so, that Google are refocusing on the messaging space. All messaging apps are actively executing their strategy to create a new platform for ecommerce and for monetisation of their user base. Companies and brands are looking at messaging platforms as their primary engagement platform for their now 24/7 customer relationships. Customer service and commerce via messaging apps creates a unique opportunity to simplify how businesses and consumers interact. Messaging is simple, personal, constantly connected and ubiquitously mobile. Consumers have adopted this new platform, but for most companies the step to messaging and conversational commerce still has to be taken.

*Moderator: Pamela Clark-Dickson, Principal Analyst, Consumer Services, Ovum*

*Harper Reed, Entrepreneur in residence, Next Generation*

*Commerce, PayPal*

*Matt Asay, VP, Mobile, Adobe*

*Mitali Dhar, Director, Global Product Partnerships, Google*

*Berud Sheth, Founder & CEO, GupShup*

*Ryan Sullivan, VP, Product Development, Sprint*

12:15 - 13:15

### The Digital Enterprise and Employees

The digital transformation affects both employees and the culture and layout of traditionally "offline" businesses. The inevitable shift to online and mobile has created a need for different skillsets within the workforce, different processes and tools for employees to fulfil their responsibilities. The change is so significant, that a recent PwC report found that 68% of surveyed CEOs were concerned about the lack of access to key skills in the workforce. How can firms continue to attract tech-savvy employees, change their "DNA" and become digital entities? What tools, networks and equipment do companies and employees require? How can operators shift their business models to be a Network as a Service provider and capitalize on this opportunity?

*Moderator: Nick McQuire, VP, Enterprise Research, CCS Insight*

*Andy Zmolek, Android Ecosystem Evangelist, Google*

*Christian Reilly, CTO, Workspace Services, Citrix*

*Art King, Director, Enterprise Services, Spidercloud Wireless*

*Didier Duriez, SVP, Orange Global Solutions for Business, Orange Business Services*

*Isabelle Droll, Director, Aviation IT, TUI Group*

12:15 - 13:15

### Mobile VR: Enhancing the Entertainment Experience

This session will focus on how VR can transform the future of video, entertainment and user-generated content, become more accessible while also increasing the level of quality content to consumers. We will examine how much capacity networks need in order to effectively process VR material and how to maximise delivery efficiency. What systems need to be built that approach consumers on their devices and how should VR be packaged and bundled with existing offerings.

*Moderator: Jefferson Wang, Senior Partner, IBB Consulting  
Amit Singh, VP, Business & Operations, VR, Google  
Arthur van Hoff, CTO & Founder, Jaunt  
Raheel Khalid, Chief Engineer VR, Verizon  
Molly Swenson, CMO, RYOT  
Bill Rusitzky, CRO, THX Ltd*

12:15 - 13:15

### Accelerating Universal Financial Access

Marking a decade in mobile money, this session will welcome a panel of high-profile leaders in financial inclusion. Examining how the mobile money industry has disrupted the financial services sector over the last ten years, this session will discuss regulatory and commercial achievements and further opportunities for delivering digital and financial inclusion for women. We are delighted to celebrate the 10 year anniversary of mobile money with a fire-side chat with our keynote speaker, Michael Joseph, MD, Mobile Money, Vodafone

*Moderator: Yasmina McCarty, Head of Mobile for Development, GSMA  
Michael Joseph, MD, Mobile Money, Vodafone  
Claire Sibthorpe, Head of Connected Women, GSMA  
Harmeen Mehta, Global CIO, Bharti Airtel  
Yasmina McCarty, Head of Mobile for Development, GSMA  
Diego Gutierrez, CEO, Tigo Tanzania  
Shamina Singh, President, Mastercard Center for Inclusive Growth  
Greta Bull, CEO, CGAP*

13:15 - 14:00

### Networking Lunch featuring the Showcase Stage 5

*Moderator: Steve Brumer, Partner, 151 Ventures  
Fredrik Åkerlind, Chief Sales Officer, Springworks  
Gillen Bilbao Baró, Founder & COO, Innroute  
Leonardo Valente, CTO, LivePanel  
Tony Zhao, Founder & CEO, Agora.io*

14:00 - 15:00

### Cars as a Service

Connected vehicles will not only be driverless, but ownerless, especially in crowded urban areas, where cars remain unused 95% of the time and rapidly depreciating. In order to deliver a regular tailored service, partnerships are forming between media companies, automotive manufacturers and other ecosystem players. Increasingly, traditionally functional objects such as vehicles or homes are becoming adaptable enough to mould themselves to the preferences and tastes of their users. End user knowledge creates loyalty and regular custom. A lack of ownership does not have to mean a less personal experience. Arguably, items like cars are becoming an extension of one's home and office, wherein they listen to the same music, experience the same connectivity and comfort. The implementation of technology

allowing users to customise their shared car experience through music, car layout and even where they are located. The surge in self driving technology and the connected user will allow cars to provide a service entirely customised to the person riding it, their mood, time of day or even their destination.

*Moderator: Barbara Peng, VP, Research, BI Intelligence/Business Insider  
Joel Myers, Founder, Chairman & President, AccuWeather  
Dieter May, SVP Digital Business Models, BMW  
Jason Collins, VP IoT Marketing, Nokia  
Rob Moore, CTO, Hertz  
Manik Gupta, Head of Product, Maps, Uber  
Klaus Entenmann, CEO, Daimler Financial Services AG*

14:00 - 15:00

### Consumer Data: Privacy and Opportunity

"Personal data is becoming a valuable commodity, but people lack transparency in how their data is being used and by whom. This is a growing ethical issue, and also a business issue in cases where companies leak customer data. The lack of end user visibility and control threatens the trust that enables most services to function. Ways to redress the balance of power in the user-service provider relationship are emerging. Entitlement frameworks or data 'gatekeepers' offer users the chance to take back control of how their data is used and reap dividends from sharing it. Operators have the opportunity to play a major role in acting as the consumer's champion, enhancing their relationship with users as well as increasing the value of their services. This session explores what is being done at the leading edge of this critical field.

*Moderator: Fatemeh Khatibloo, Principal Analyst, Forrester Research  
Jon Fisse, CEO & Founder, Atomite, Inc.  
Rimma Perelmuter, CEO, Mobile Ecosystem Forum  
Julian Ranger, Chairman & Founder, Digi.me  
Ludovic Levy, VP, Global Data Strategy & Governance, Orange*

14:00 - 15:00

### Optimising for Exceptional Video Experiences

The need for high-quality, on-demand video is showing no signs of slowing. Mobile data traffic is set to grow 15 fold by the end of 2017, driven mainly by video. Looking ahead to high-profile events such as the 2018 Football World Cup in Russia, operators need to be able to meet, and surpass, customer expectations, profitably. Content delivery at the network edge, the latest techniques in optimisation and compression and technologies like UHD and LTE Broadcast, all offer opportunities to deliver unparalleled video experiences on mobile networks, whilst offering new business models to operators.

*Moderator: Aditya Kishore, Practice Leader, Video Transformation, Light Reading  
Lior Netzer, VP & GM Emerging Mobile Business Unit, Akamai  
Eric Black, CTO Digital, NBC Sports  
Matt Stagg, Head of Mobile Video & Content, EE  
Rashmi Misra, GM Media & Entertainment, Hewlett Packard Enterprise*

14:00 - 15:00

**AI Assisted Society: Digital Health and Beyond**

The amount of data generated by our connected societies is already proving to be a challenge to traditional big data analytics methodologies and this trend will only be compounded as data volumes grow exponentially. AI will greatly enhance our ability to extract meaningful insights from these overwhelmingly large datasets and will provide the catalyst for radical changes in how we address some of the most important challenges facing the world today. From scientific research to solving important practical problems, our societies will increasingly be assisted and enhanced by AI. Today, some of the most compelling examples of these changes to come can be seen in medicine and clinical research, but as we further develop AI technology, we can expect its critical assistance in tackling climate change, critical resource management and population movements to name just a few. What insights can existing efforts in this space provide and how can future research into AI be directed to better assist us in addressing our shared challenges?

*Moderator: Martin Garner, SVP, CCS Insight*

*Denis Gilhooly, Founder & Executive Director, Mobile Alliance on Pandemics (MAP) Action 2030*

*Cedric Hutchings, VP, Digital Health, Nokia Technologies*

*Rick Valencia, President, Qualcomm Life*

*Elie Lobel, CEO, Orange Healthcare*

*Ronan Wisdom, MD, Accenture, Connected Health*

15:00 - 15:30

**Networking Break featuring the Showcase Stage 6**

*Moderator: Steve Brumer, Partner, 151 Ventures*

*Andy Smith, Enterprise Sales Consultant, GeoSpock Limited*

*Han Solomon Seunghyun, Founder & CEO, ROWAN*

*Tom Vandendooren, Chief Business Development Officer, Sentiance*

15:30 - 16:40

**Smart Cities, Connected Citizens**

Smart cities are hardly a new concept, but the suite of services and applications that are now available to deployment is ever expanding. Cities are becoming smarter, more efficient and, to an extent, autonomous in its decision making. Whilst most smart city deployments exist in silos, common platforms are emerging to facilitate communication. As more cities become 'smart' they can learn more from each other, make more decisions and share more insights with experts to continue to improve its citizens' quality of life. What do citizens need from smart cities? How can common platforms help build synergies within and between cities, allowing them to share information and services? What is the social and environmental impact of a smart city? What will a truly "Smart City" look like?

*Moderator: Ricardo Tavares, CEO, TechPolis*

*Shao Zhi Qing, Deputy Chairman, Shanghai Municipal Commission of Economy and Informatization*

*Andrey Belorezov, Deputy CIO, City of Moscow*

*Francesca Bria, Chief Technology & Digital Innovation Officer, City of Barcelona*

*Jamie Cudden, Smart City Programme Manager, Dublin City Council, Ireland.*

*Mike Zeto, GM & Executive Director, AT&T Smart Cities*

*Javier Paniagua, Head of Smart Cities, Telefónica Spain*

*Daniel Baluta, Mayor, Sector 4, City of Bucharest*

*Doug Webster, VP Service Provider Marketing, Cisco*

*Jessica Ellis, Director, Customer Success, Bristol is Open*

15:30 - 16:40

**NFV: A Re-Examination**

Network virtualisation was originally developed "to address the ossification of the internet". However, in the past few years attention has shifted towards running telecoms networks cheaper and more flexibly. Not surprisingly, this change of direction has led to significant opportunities being overlooked. At the same time, virtualisation is developing in two different, potentially complementary directions with the evolution of containers and micro services compared with openstack NFV. The implications of these technical developments will be felt in the way that operators can deliver and monetise their network capabilities and in the business models they can support. This industry should examine whether NFV is developing in the right ways to deliver what we need and how some technical decisions will affect the success of the wider business. This session aims to do just that.

*Moderator: Grant Lenahan, Partner & Principal Analyst, Appledore Research Group*

*Diego Lopez, Head of Technology Exploration and Standards - GCTO Unit. Chair of the ETSI NFV ISG, Telefónica*

*Tim Yeaton, SVP Infrastructure Business, Red Hat*

*Daniel Joseph Barry, VP Positioning & Chief Evangelist, Napatech*

*Alan Carlton, MD & VP, InterDigital Europe*

*Kishen Mangat, VP & GM, Mobile Packet Core & Policy Business Unit, Cisco*

*Neil Holmquist, VP Marketing & Product Strategy, Cloud & IP, Spirent Communications*

15:30 - 16:40

**Disrupting the Marketplace: The Sharing Economy**

The sharing economy is a democratised marketplace connecting consumers and providers of technology-driven services. From accommodation and cars to online staffing, new services are launching at a rapid pace across the globe as more consumers are realising the benefits of consuming services using this democratised approach. Sharing economy services are considered disruptive because they change how services are provided and consumed. Proponents of the sharing economy believe that it encourages community-building through crowdsourcing, reduces inequalities by offering services more widely and competitively, brings more wage-earning opportunities to more people, and is better for the environment since there is less resource waste. Opponents argue that the sharing economy is displacing traditional, secure jobs and creating part-time, low paid work. Furthermore, providing such services in regulated sectors can present challenges to sharing economy firms that are often looking to gain critical customer mass as quickly as possible. This session will discuss how the sharing economy is disrupting the services marketplace and transforming how services are provided and consumed.

*Moderator: Barry Jaber, Partner, PwC Strategy&*

*Chris Lehane, Head of Global Policy, AirBnB*

*Ankit Jain, Head, Ola Play, Ola*

*Itamar Novick, MD, Big Swing Ventures*

*Graeme Risby, CEO & Co-Founder, HiyaCar*

15:30 - 16:40

**Sustainable Development Goals: Industry Case Studies**

The mobile industry has a critical role implementing the UN's Sustainable Development Goals (SDGs) by 2030. Mobile networks continue to transform the world and this session will examine uses of technology for sustainable development and humanitarian goals, exploring the needs, feasibility and execution of mobile technology in both developing and developed communities.

*Moderator: Sonia Jorge, Executive Director, AFAI*

*Davidi Vortman, CEO & Co-Founder, Lumos*

*Karl Toriola, VP, WECA region, MTN Nigeria*

*Steve Polsky, Founder & CEO, Juvo*

*Frank La Rue, Assistant Director General, UNESCO*

*Minna Aila, VP, Corporate Affairs, Nokia*

*Steve Polsky, Founder & CEO, Juvo*

*Kojo Boakye, Africa Public Policy Manager, Connectivity and Access, Facebook*

17:00 - 18:30

**Keynote 7: The Content Gold Rush**

Content is undergoing another significant period of disruption and acquisition, not least from mobile operators themselves, who see content as the key to customer acquisition and retention. This keynote will see leading protagonists from around the world, discuss their content strategies and the role of mobile networks and devices as the primary, delivery, consumption, production and engagement channel for consumers.

*Moderator: Caroline Hyde, European Business Correspondent, Bloomberg Television*

*Arnaud de Puyfontaine, CEO, Vivendi*

*Eric Xu (Xu Zhijun), Deputy Chairman of the Board, Rotating CEO, Huawei*

*John Martin, Chairman & CEO, Turner*

*John Hanke, Creator, Pokemon GO, Founder & CEO, Niantic*

## Day 3

### Wednesday 1 March

09:00 - 10:30

**Keynote 8: The Fourth Industrial Revolution**

We are at the beginning of a technological revolution that will fundamentally alter the way we interact with each other, our working environment, companies, brands and governments. In its scale, scope, and complexity, the transformation will be unprecedented. One of its key tenets is the need for a complex ecosystem of organisations, from commercial companies to regulators and civic institutions and many more, to work in harmony and at a tremendous scale to unlock the potential of this technological, industrial and social revolution.

Mobile has connected nearly 5 billion people with unprecedented processing power, storage capacity, and access to knowledge, but this is just the start. The addition of usable big data, artificial intelligence, robotics, the Internet of Things, autonomous vehicles, and quantum computing will enable a more intelligent and efficient world. This keynote will feature key players from across this diverse

ecosystem from enablers to users of the technology required to drive The Fourth Industrial Revolution.

*Moderator: Mary Clark, CMO, Syniverse*

*Rajeev Suri, President & CEO, Nokia*

*Bob Moritz, Global Chairman, PwC*

*H.E. Dr. Aisha Butti bin Bishr, Director General, Smart Dubai*

*Allison Kirkby, President & Group CEO, Tele2*

10:30 - 11:00

**Networking Break featuring the Showcase Stage 7**

*Moderator: Steve Brumer, Partner, 151 Ventures*

*Han Solomon Seunghyun, Founder & CEO, ROWAN*

*Benjamin Levy, CEO, IsItYou, Ltd.*

*Jun Yong Jeon, CSO, Innoplaylab*

11:00 - 12:10

**Enabling IoT Platforms**

By 2025, Machina Research estimates that public and private enterprises will be spending over US\$1 Trillion on IoT. As the volume of services, data and opportunities continue to expand, enabling technologies and platforms will need to surface and be widely adopted to create an IoT ecosystem across industry sectors. Enabling IoT solutions should aim to facilitate synergies between use-cases to create economies of scale, providing security for the technology and users, and identifying the core network technology that will uphold and meet demand. Interoperability is the first step towards creating IoT ecosystems that cut across use-cases and industry sectors, but security has to be a primary focus.

*Moderator: Matt Hatton, CEO & Founder, Machina Research*

*Deon Newman, VP Marketing, Internet of Things, IBM*

*Darko Dragicevic, EVP Partners & Solutions, Bragi*

*Vicente Muñoz, Global IoT Chief Officer, Telefónica*

*Patrick Zhang, President, Marketing & Solutions Department, Products & Solutions, Huawei Technologies Co., Ltd*

*Francisco Salcedo, SVP & Head of Etisalat Digital, Etisalat*

*Raj Talluri, SVP, Product Management, Qualcomm*

*Adil Kaya, CEO, SIGOS*

*Tong Hai TAN, CEO, StarHub*

11:00 - 12:10

**Network Analytics and Machine Learning**

Operators have never had a shortage of data and metadata to use for network optimisation; the challenge has lain in bringing it together and analysing it in ways which provide usable lessons. Improvements in data collation and, above all, in the application of machine learning and automation to network problems is delivering some significant improvements in efficiency and performance today. Drawing on case studies from different parts of the globe, we examine how operators are improving the use of their existing assets as well as gaining better insights for decisions about their networks' future development.

*Moderator: Rohit Mehra, VP Network Infrastructure, IDC*

*Patrick Ostiguy, President & CEO, Accedian*

*Patrick Buttimer, CEO, Eirteic*

*Stephen Bowker, CEO, Cardinality*

*Brendan O'Reilly, CTO, Telefónica UK*

*Thierry Langlais, Senior Services Director, ZTE*

11:00 - 12:10

**The Power of Personalisation**

The combination of personalisation and recommendation when applied to video can be a powerful tool and with the huge array of viewing options available to customers these days, offering a user-friendly, personalised content experience is critical. You need to grab your customer's attention and quickly personalise their experience or risk losing them forever. There is a huge opportunity to develop a highly personalised and seamless video experience, which connects with consumers in a meaningful way. Convenience is king, but behind the scenes, there is still a lot of work to be done around big data capabilities, intelligent networks and the development of a personalised platform offering for the customer. This new kind of personalization applies not only to the content we enjoy, but to the advertising we tolerate or respond to, dramatically increasing its inherent value. The quality of advertising is truly a reflection of one's understanding of the target – their habits, locations, online and offline behaviours, and peer groups. This session will showcase some of the most innovative personalised experiences and cover how the industry can use new content delivery methods to enable the best viewing experience, bringing seamless delivery of video across a multitude of platforms and operators.

*Moderator: Jamie Turner, CEO, SIXTY*

*Per Borgklint, SVP, Chief Innovation Officer & Head of Business Unit Media, Ericsson*

*Amit Ahuja, VP, Mobile & Emerging Businesses, Adobe*

*Jason Juma-Ross, Head of Tech, Entertainment & Telco, Facebook*

*Matt Beal, Director, Innovation & Architecture, Vodafone*

*Nick Snowdon, Director, Technology and Financial Services, Kantar, TNS UK*

*Thomas Crampton, Global MD, Social@Ogilvy & Mather, OgilvyOne*

*Helen Lawrence, Head of Creative Agencies, Twitter*

11:00 - 12:10

**Disruption in Digital Finance**

Disruption in financial services is unprecedented today and can be seen throughout the industry such as in payments, remittances, savings, loans and insurance. Established players and new start-ups are offering a variety of digital financial services aimed at different customer segments, from long-time customers and small businesses to millennials and the underbanked. Digital financial services use channels such as mobile devices, ATMs, and point of sale systems, and are increasingly taking advantage of emerging technologies to gain efficiencies, improve the customer experience and offer more targeted services. In this competitive environment, digital financial services offered by start-ups can have a profound impact on established players, but some established banks are creating fintech hubs and accelerators, often working with start-ups to help develop new products and services.

This session will explore disruption in financial services, from the technology enablers to the business models, and how industry players are competing or collaborating to bring digital financial services to the market.

*Moderator: Samee Zafar, Director, Edgar, Dunn & Company*

*Rocky Scopelliti, Global Industry Executive, Telstra Corporation*

*Pere Nebot, Chief Information Officer, CaixaBank*

*Anuj Nayar, Head of Global Initiatives, PayPal*

*Dror Oren, Co-Founder & VP, Product, Kasisto*

*Gulru Atak Gundem, Head, Global Innovation & Dublin Lab,*

*Treasury & Trade Solutions, Citi*

12:30 - 13:30

**Keynote 9: Connecting The Main Event**

Mobile technology plays a pivotal role in the modern event experience, from broadcast news, to sports fan engagement, crowd management, ticketing and security. Mobile has become the personal epicentre of consumer engagement in what matters most to them, from politics to sport. It is a showcase for how mobile can be used diversely and most effectively. This keynote will feature the highest profile sporting event in the world: the Olympics. The Olympic technology provider will showcase opportunities for Tokyo 2020 and how 5G will drive a new generation of event engagement and management strategies.

*Moderator: Janice Hughes, Founding Director, Redshift Strategy*

*Jean-Briac Perrette, President & CEO, Discovery Networks*

*Patrick Gelsinger, CEO, VMware*

*Patrick Adiba, Chief Commercial Officer & CEO, Olympics and Major Events, Atos*

*Shane Smith, Co-Founder & CEO, VICE Media*

13:30 - 14:15

**Networking Lunch featuring the Showcase Stage 8**

*Moderator: Steve Brumer, Partner, 151 Ventures*

*Benjamin Levy, CEO, IsItYou, Ltd.*

*Simon Taylor, Co-Founder & Research Director, Zappar*

*James Dean, CEO, SenSat*

14:15 - 15:40

**Enabling IoT Security**

A significant amount of IoT projects do not make it past the prototype stage due to security concerns. Investment is increasing to meet this challenge and secure not only active IoT solutions, but future use-cases. The GSMA estimates that worldwide IoT security will increase by 73% by 2019 to US\$195 million to address this gap. Security is at the heart of enabling IoT. The Enabling IoT Security session will explore best practice security strategies for IoT deployments, discuss the impact of security on the different layers and explore the opportunities for cross-industry consensus on security for devices, sensors and users alike.

*Moderator: Stuart Carlaw, Managing Partner & Chief Research Officer, ABI Research*

*Nikos Isaris, Deputy Head of Unit, Internet of Things, European Commission*

*Jason Porter, VP Security Solutions, AT&T*

*Vince Steckler, CEO, Avast*

*Filip Chytry, Product Manager, Threat Intelligence, Avast*

*Masashi Usami, GM, R&D Division, Technology Sector, KDDI*

*Macario Namie, Head of IoT Strategy, Cisco Jasper*

*Rami Avidan, MD IoT, Tele2 Group*

*Shawn Welsh, VP, Telular*

*Ian Ferguson, VP, WorldWide Marketing & Strategic Alliances, ARM*

14:15 - 15:40

**Disruption at the Network Edge**

The growth in network traffic to be managed in the coming years is staggering, no matter whose projections you use. It will demand massive boosts in RAN, backhaul and fronthaul resources. At a time when many operators' revenues are stable or declining, how can these demands be met without proving ruinously expensive? Only through radical reinvention of the technology and business models being used. Happily, such reinvention is taking place and is



producing exciting results. In this session we share some of the most striking from around the world.

*Moderator: Monica Paolini, Founder & President, Senza Fili  
Günther Ottendorfer, COO, Technology, Sprint  
Bruno Jacobfeuerborn, CTO, Deutsche Telekom Group  
Michael Clever, SVP Converged Core, Nokia  
Steve Papa, CEO, Parallel Wireless  
Steve Greaves, Co-Founder & CEO, CCS  
JP Hemingway, CMO, O3B Networks*

14:15 - 15:40

#### [Acquire, Aggregate, Partner? Creating value for Telcos in Content](#)

Content is an area that represents huge potential for growth for operators. There are many routes into, and business model approaches for, content. The success of these varies due to the local competitive landscape, operator scale and customer preferences. Some operators have chosen to pursue a multi-play approach, whilst others may look to acquire content platforms, strike deals with content aggregators or even purchase content rights themselves. Whichever strategy operators adopt they will inevitably face a number of challenges – communicating the value of content as part of the Telco investor growth story, working with content producers and rights holders to build a proposition that will strengthen customer engagement, accepting longer ROI break-even, implementation of back-end and billing systems, educating customers and developing pricing approaches are all potential hurdles. Re-positioning from a connectivity provider to content provider takes significant commitment in terms of time and investment, but the payoffs can be great.

*Moderator: Sam Evans, Partner, Redshift Strategy  
Tony Goncalves, Entertainment Group SVP, Strategy & Business Development/Otter Media, AT&T  
Lucy Quist, MD (CEO), Airtel Ghana  
Dan Reich, SVP, Multiplatform Products & Strategy Development, Viacom Inc.  
Erik Arveschoug, MD, Corporate Bank, Head of EMEA Telecom Media & Technology, Citi  
Efe Cakarel, CEO & Founder, Mubi  
Richard Berry, Head of Commercial, Williams F1*

14:15 - 15:40

#### [Artificial Intelligence: Automation and Robotics](#)

Robots are already taking over the world, efficiently and successfully replacing humans to build, defend, heal, explore and entertain. These advanced technology solutions require a range of AI applications working in conjunction with each other over high capacity and low latency networks. Image recognition, machine learning, gesture control and context aware computing are just some of the elements needed to power this highly complex technological revolution. How are these technologies evolving and where are they being applied most successfully today? What insights into the future of robotics can they afford us and what can existing deployments teach us about some of the challenges we will face in transitioning more of what humans do to machines, both from a technology and ethical point of view?

*Moderator: Malik Saadi, MD & VP, Strategic Technology, ABI Research  
Ben Scott-Robinson, Founder, Small Robot Company  
Patrick McCarthy, CMO, VP Strategy & Marketing, Service Provider Operation, Europe, Huawei Technologies  
Lester Thomas, Chief IT Systems Architect, Vodafone*

*Andreas Urschitz, Division President, Infineon Technologies AG  
Martin Brandenburg, Director Europe, DJI*

16:00 - 17:00

#### [Keynote 10: Conversational Commerce](#)

Messaging apps are at the heart of the mobile experience, the most frequently used application on almost every smartphone. To date most of these interactions have been peer to peer and text based, but messaging apps are becoming increasingly rich as new technologies like payments, virtual assistants, natural language interfaces and chat bots become commonplace.

Messaging apps are therefore becoming key commerce platforms for brands and services to engage and deliver to their consumers. Similarly, applications and brands are integrating conversational commerce features into their digital real estate, to provide a better, more personalized and real time customer engagement experience.

*Moderator: Marty Swant, Technology Staff Writer, Adweek  
Jeff Lawson, Founder, CEO & Chairman, Twilio  
Ted Livingston, Founder & CEO, Kik  
Dave O'Flanagan, CEO & Co-Founder, Boxever  
Takeshi Idezawa, CEO & President, LINE Corporation*

## Day 4

## Thursday, 2 March

09:30 - 11:00

#### [Keynote 11: Start Up Innovation](#)

Innovation is the life blood of the tech industry, whose rapid product lifecycles create a constant need for renewal and therefore disruption. Key to this is a start-up community injecting innovation and vibrancy into the digital economy. This session showcases some of the best innovation in the industry today.

*Moderator: Edith Yeung, General Partner, 500 Mobile Collective  
Microfund  
Brian Pallas, CEO & Founder, Opportunity Network  
Julia Puig, Founder & Chief Commercial Officer, Opportunity Network  
Alexey Moiseenkov, Founder & CEO, Prisma Labs, Inc.  
Paul Hainsworth, CEO, Open Garden  
João Barros, CEO, Veniam  
Raviv Melamed, CEO & Co-Founder, Vayyar Imaging  
Farah Ramzan Golant, CEO, Girl Effect*

11:00 - 11:30

#### [Networking Break featuring the Showcase Stage 9](#)

*Moderator: Steve Brumer, Partner, 151 Ventures  
Simon Taylor, Co-Founder & Research Director, Zappar  
James Dean, CEO, SenSat*

11:30 - 13:00

#### [AR/VR Software, Platforms and UIs](#)

As with most emerging hardware platforms, success and uptake is dependent on a number of software centric issues such as: quality of developer tools and platforms, UI and the user experience it dictates, quality of content supported. AR and VR will share a number of common solutions in this field due to the similar nature

of their function. The melding of AR and VR will further contribute to the interoperability of software solutions. The AR/VR software market will overtake the hardware market in terms of value in the next few years. That being said, the different segments each market serves (enterprise and consumer) will demand very different functionalities and requirements from a software and content point of view. In addition, emerging UIs that fully leverage the medium, such as gesture control and spatial computing will create new challenges and opportunities for software, product and service developers.

*Moderator: Chetan Sharma, Founder & CEO, Chetan Sharma Consulting*

*Omar Tellez, Head of Growth, Niantic*

*Irina Guskova, AR Expert, iGuskova Consulting*

*Graham Breen, Senior Product Manager, HTC Vive*

*Johannes Peeters, Senior Director, Sales & Business Development, SoftKinetic*

11:30 - 13:00

#### **Mobile Innovation: The Start Up Pitch Showcase**

This innovation focused session will feature a panel of well-established industry experts, including founders and investors who will discuss what it takes to become a successful enterprise. Throughout the past year we have been hosting competitions during our GSMA events and the winners will now join the stage to undertake a series of fast paced pitch presentations. These start-ups will showcase their product or service live on stage and each company will then be judged by our panel and the audience will get to decide and vote on the best pitch.

*Moderator: Paul Lee, Global Head of Research, TMT, Deloitte*

*John Occhipinti, Partner, Relay Ventures*

*Vicente Vento, CEO, Deutsche Telekom Capital Partners*

*Ana Segurado, Global Director, Telefónica Open Future*

*Keith Teare, Executive Chairman, Accelerated Digital Ventures*

*Daniel Guevara, Socio-Director, Iotnet*

*Kenny Ewan, CEO & Founder, WeFarm*

*Ramsey Faragher, CEO, Focal Point Positioning Ltd.*

*Andrew Jiang, CEO, The Superbook by Sentio*

*Maurizio Cibelli, Founder & CEO, Hutoma*

*Iñigo Verga, CEO, The Motion*

11:30 - 13:00

#### **Consumer Advertising and the MNO**

Operators are sitting on a wealth of under-leveraged consumer data. Today's customer demands a hyper-personalised, contextualised and tailored experience. It is estimated that mobile operators can increase global data revenues by \$47 billion with upsell offers based on real-time customer context. Bringing together multiple data sets and applying sophisticated analytics can provide intelligent, contextually aware offers, both for themselves and as a product for other brands to utilise. Recent high-profile acquisitions demonstrate that operators are repositioning themselves as media & advertising focused businesses. A lot can be learnt from other industries, and with the right commitment and investment, operators can make the most of the advertising opportunity.

*Moderator: Nitesh Patel, Director, Wireless Media Strategies, Strategy Analytics*

*Daniel Rosen, Global Director, Advertising, Telefónica*

*Mark Cannon, Chief Mobile & Data Officer, AOL, a Verizon Company*

*Mike Harkey, VP, Business Development, Foursquare*

*Kamakshi Sivaramakrishnan, CEO & Founder, Drawbridge*  
*Tobin Ireland, Co-Founder & CEO, Smartpipe*

11:30 - 13:00

#### **5G Impact**

From revolution to evolution, 5G will change the way mobile works and how it is used. The impact of 5G will spread far beyond greater speeds, higher throughput or greater energy efficiency. When society speaks of 5G, they'll talk about improved medical services, connected societies, driverless vehicles or banking for the unbanked. Whilst the standardisation efforts are ongoing, technology leaders from across the value chain have been hard at work to develop 5G concepts and prototype use-cases, many of which will serve as the backbone of modern 5G networks. 5G Impact will offer a platform to showcase 5G in action today. Network technology, innovative services and life-changing applications will all be featured through live and interactive demonstrations. What could be possible with the power of 5G plus enhanced senses of touch, sound and sight with Virtual Reality and machine learning? The question is explored by Ericsson Research and King's College of London using an operating-room example with haptics, robotics, and of course an intelligent network that carries data faster than ever before possible. With all these tools at our fingertips, access to knowledge and skills can be passed quickly and accurately, bringing benefits to people, business and society.

14:00 - 15:10

#### **The Fan Experience**

Connectivity is shaping the way in which we watch and experience live sporting events. We have reached a stage where simply attending an event does not suffice, fans want to become active participants in the social experience. This session will showcase some of the most innovative applications that are enhancing the fan experience.

*Moderator: Tony Poulos, Managing Editor, DisruptiveViews*

*Dori Gurwitz, VP, New Business, LISNR*

*Rafael de Los Santos, New Media Director, Real Madrid*

*Jim Rushton, Global Leader & Partner, Sports & Entertainment Practice, IBM Interactive Experience*

*Neza Kai Phoenix, Mobile Product Manager, Arsenal*

*Stefan Rupp, CEO & Chief Digital Officer, Swisscom Event & Media Solutions Ltd.*

*Michael Davies, SVP, Field & Technical Operations, FOX Sports*

*Andre Lorenceau, Founder & CEO, LiveLike*

14:00 - 15:10

#### **Social Engineering: Hacking the User**

Many people in the security world would say that networks aren't secure enough; not the internet, not the nascent IoT, not even mobile networks. They would also say confidently that people are the biggest threat to digital security today; the very habits that make us human can be 'hacked' to do what a scammer wants. But what if that doesn't have to be the case? What can operators do to encourage safer types of behaviour for their customers, benefiting them, the companies they work for, ultimately the industry itself? And what part can we all play? Featuring hackers and heroes, demonstrations and case studies, find out in this session.

*Moderator: Toni Sless, Director, Into Consultancy & Risk Avengers*

*Rebecka Cedering Ångström, Acting Head of Consumerlab, Ericsson*

*Dror Liwer, CSO & Co-Founder, Coronet*

*Chris Roberts, Chief Security Architect, Acalvio Technologies*  
*Domingo Guerra, Co-Founder & President, Appthority*  
*Michael Covington, VP Product Strategy, Wandera*  
*Avi Turgeman, Founder, CTO & VP Business Development, BioCatch*

14:00 - 15:10

[The AR/VR Hardware Challenge](#)

2016 has been a breakout year for both VR & AR, the former grabbing all the headlines, the latter quietly but quickly growing in value. Forecasts for the total value of the VR/AR hardware market vary wildly: conservative estimates (such as CCS Insight) value the market at \$4 billion by 2018 with 24 million units sold in that year while more ambitious forecasts (ABI Research) put the value at \$61bn by 2021. Experts agree however that while AR will account for most of the value due to its enterprise focus, reaching scale in both the AR and VR device space will remain a key challenge in the coming years. With so much technology crammed into these devices, reaching a tipping point for consumer uptake that won't overly compromise on capabilities and the user experience will be key to the future success of these platforms. Will AR headsets become a mass consumer product? Will VR ready smartphones cannibalise the VR market or will fully mobile VR headsets help drive mass adoption? Join this session to learn how the AR and VR market can move from niche to mass market in the coming years.

*Moderator: David MacQueen, Executive Director, Apps & Media, Strategy Analytics*

*Hugo Swart, Senior Director of Product Management, Qualcomm Technologies, International, Ltd.*

*Joerg Tewes, CEO, Avegant*