

# Mobile World Congress 2017 - Conference Programme, Hall 4

Monday 27 February				
09:00 - 10:30	Keynote 1: Mobile. The Next Element <b>Auditorium 1</b>			
10:30 - 11:00	<b>Networking Break featuring the Showcase Stage 1</b>			
11:00 - 12:10	The Industrial Internet <b>Auditorium 2</b>	Artificial Intelligence: Chatbots and Virtual Assistants <b>Auditorium 3</b>	Mobile Operator Digital Transformation <b>Auditorium 4</b>	The Disruptive Impact of Blockchain <b>Auditorium 5</b>
12:10 - 12:30	<b>Networking Break</b>			
12:30 - 13:30	Keynote 2: The Digital Economy <b>Auditorium 1</b>			
13:30 - 15:00	<b>Networking Lunch featuring the Showcase Stage 2</b>			
15:00 - 16:00	Keynote 3: Connected Vehicles <b>Auditorium 1</b>			
16:00 - 16:15	<b>Networking Break</b>			
16:15 - 17:45	Autonomous Vehicles <b>Auditorium 2</b>	Building Positive Engagements with the Connected Consumer <b>Auditorium 3</b>	5G Beyond the Hype: Value and Building Blocks <b>Auditorium 4</b>	Global Innovations in Media & Content: Publishing and Delivery <b>Auditorium 5</b>
17:45 - 18:00	<b>Networking Break featuring the Showcase Stage 3</b>			
18:00 - 18:30	Keynote 4: Reed Hastings, CEO and Founder, Netflix <b>Auditorium 1</b>			

Tuesday 28 February				
09:00 - 10:30	Keynote 5: Achieving Sustainable Development Goals through Mobile <b>Auditorium 1</b>			
10:30 - 11:00	<b>Networking Break featuring the Showcase Stage 4</b>			
11:00 - 12:00	Keynote 6: Building the 5G Economy <b>Auditorium 1</b>			
12:00 - 12:15	<b>Intermission</b>			
12:15 - 13:15	The Future of Messaging: Engagement, eCommerce and Bots <b>Auditorium 2</b>	The Digital Enterprise and Employees <b>Auditorium 3</b>	Mobile VR: Enhancing the Entertainment Experience <b>Auditorium 4</b>	Accelerating Universal Financial Access <b>Auditorium 5</b>
13:15 - 14:00	<b>Networking Lunch featuring the Showcase Stage 5</b>			
14:00 - 15:00	Cars as a Service <b>Auditorium 2</b>	Consumer Data: Privacy and Opportunity <b>Auditorium 3</b>	Optimising for Exceptional Video Experiences <b>Auditorium 4</b>	AI Assisted Society: Digital Health and Beyond <b>Auditorium 5</b>
15:00 - 15:30	<b>Networking Break featuring the Showcase Stage 6</b>			
15:30 - 16:40	Smart Cities, Connected Citizens <b>Auditorium 2</b>	NFV: A Re-Examination <b>Auditorium 3</b>	Disrupting the Marketplace: The Sharing Economy <b>Auditorium 4</b>	Sustainable Development Goals: Industry Case Studies <b>Auditorium 5</b>
16:40 - 17:00	<b>Networking Break</b>			
17:00 - 18:30	Keynote 7: The Content Gold Rush <b>Auditorium 1</b>			

Wednesday 1 March				
09:00 - 10:30	Keynote 8: The Fourth Industrial Revolution <b>Auditorium 1</b>			
10:30 - 11:00	<b>Networking Break featuring the Showcase Stage 7</b>			
11:00 - 12:10	Enabling IoT Platforms <b>Auditorium 2</b>	Network Analytics and Machine Learning <b>Auditorium 3</b>	The Power of Personalisation <b>Auditorium 4</b>	Disruption in Digital Finance <b>Auditorium 5</b>
12:10 - 12:30	<b>Networking Break</b>			
12:30 - 13:30	Keynote 9: Connecting The Main Event <b>Auditorium 1</b>			
13:30 - 14:15	<b>Networking Lunch featuring the Showcase Stage 8</b>			
14:15 - 15:40	Enabling IoT Security <b>Auditorium 2</b>	Disruption at the Network Edge <b>Auditorium 3</b>	Acquire, Aggregate, Partner? Creating value for Telcos in Content <b>Auditorium 4</b>	Artificial Intelligence: Automation and Robotics <b>Auditorium 5</b>
15:40 - 16:00	<b>Networking Break</b>			
16:00 - 17:00	Keynote 10: Conversational Commerce <b>Auditorium 1</b>			

Thursday 2 March				
09:30 - 11:00	Keynote 11: Start Up Innovation <b>Auditorium 1</b>			
11:00 - 11:30	<b>Networking Break featuring the Showcase Stage 9</b>			
11:30 - 13:00	Mobile Innovation: The Start Up Pitch Showcase <b>Auditorium 2</b>	Consumer Advertising and the MNO <b>Auditorium 3</b>	AR/VR Software, Platforms and UIs <b>Auditorium 4</b>	5G Impact <b>Auditorium 5</b>
13:00 - 14:00	<b>Networking Lunch</b>			
14:00 - 15:10	The Fan Experience <b>Auditorium 2</b>	Social Engineering: Hacking the User <b>Auditorium 3</b>	The AR/VR Hardware Challenge <b>Auditorium 4</b>	

Please re-visit this online document closer to the event