



MWC Americas Conference Agenda and Session Synopses

Conference Overview



Wednesday, September 12					
9:00 - 10:30 a.m.	Keynote 1: Opening Keynote (Keynote Auditorium)				
11:00 - 12:00 p.m.	Keynote 2: Innovation (Keynote Auditorium)				
	Everything Policy Concourse 150	Media & Entertainment Conference: Partnership, Distribution and Monetization Concourse 151	Blockchain Conference Concourse 152	Network Optimization Conference Theater 411	IoT Conference Petree
1:00 - 2:00 p.m.	5G Ready: A Spectrum Policy Update	Distribution in a Digital Era	What is Blockchain?	Network Analytics, Diagnostics & Service Assurance	The IoT Landscape
2:15 - 3:00 p.m.	Securing our Connected World Keynote Remarks of NTIA Secretary David Redl	Evolving Content Partnerships	Cryptocurrencies and Beyond	Open Networks	Delivering IoT at Scale
3:15 - 4:00 p.m.	Legislative Policy Initiatives: Congressional Agenda	Monetizing Content, Media & Entertainment	Blockchain and Identity Management	Automating the Network: AI & Machine Learning	IoT Deployments: Case Studies
4:15 - 5:00 p.m.	Wireless Policy From the Inside: The FCC Legal Advisors' View	Original Content Strategies	Blockchain for Enterprise	The Network Edge	Securing IoT for the Enterprise
Thursday, September 13					
9:00 - 10:45 a.m.	Keynote 3: The Fourth Industrial Revolution (Keynote Auditorium)				
11:015 - 12:00 p.m.	Keynote 4: Media & Entertainment (Keynote Auditorium)				
	Everything Policy Concourse 150	Media & Entertainment Conference: Live Concourse 151	CMO & Digital Marketing Conference Concourse 152	AI Conference: Enterprise Applications Theater 411	5G Conference Petree
1:00 - 2:00 p.m.	Keynote Remarks of FCC Commissioner Michael O'Rielly International Perspectives on Spectrum and 5G	Experiencing Live Events: Business Models	Leveraging Mobile for Your Brand	AI Investment Trends	5G: The CTO Session
2:15 - 3:00 p.m.	Keynote Remarks of FCC Commissioner Brendan Carr	Experiencing Live Events: Tech	The Golden Age of Data: Privacy, Targeting & Influence	Driving Digital Transformation: AI and Machine Learning	5G Deployment Models
3:15 - 4:00 p.m.	Building Our Way to a Robust 5G Future	Stadiums of the Future	The Path to Purchase: Moments that Matter	Strategies for Managing Quality, Bias and Risks	5G Trials
4:15 - 5:00 p.m.	Keynote Remarks of FCC Commissioner Jessica Rosenworcel	Future of Entertainment	The Future of Digital Marketing	The Future of Work With and Around Autonomous Systems	5G and Smart City Networks
4:15 - 5:00 p.m.	Converging Markets and Regulations in the 5G Era				
Friday, September 14					
9:00 - 10:30 a.m.	Keynote 5: Media & Entertainment (Open Keynote) (Keynote Auditorium)				
	AI Conference: Consumer Applications Concourse 150	IoT and 5G Conference Concourse 151	Connected Vehicle Conference Concourse 152		
11:00 - 12:00 p.m.	AI and the Customer Experience	5G IoT & Enterprise	Autonomous Vehicles		
12:15 - 1:15 p.m.	Consumers and Natural Language Interfaces	4G to 5G Transition	From Automotive Manufacturer to Smart Mobility Service Provider		
2:00 - 3:00 p.m.	AI in Immersive Experiences: Gaming, AR and VR	5G Demos	Safety and Security in Intelligent Vehicles		



Wednesday 12 September

Keynotes

09:00 – 10:30am Keynote 1: Opening Keynote

Announced speakers include:

Mats Granryd, Director General, GSMA

Marcelo Claure, CEO, Sprint

Michael Sievert, President & COO, T-Mobile

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

Meredith Attwell Baker, President & CEO, CTIA

11:00 – 12:00pm Keynote 2: Innovation

Everything Policy

1:00 – 1:50pm 5G Ready: A Spectrum Policy Update

As wireless providers around the globe race to lead in 5G, these next-gen networks will require a mix of low-, mid-, and high-band spectrum. This panel will explore the forward-looking spectrum policies needed for 5G deployment and discuss how industry and government stakeholders can collaborate on spectrum initiatives.

Confirmed speakers include:

Moderator: Kara Graves, Director, Regulatory Affairs, CTIA

Kathleen Ham, SVP Government Affairs, T-Mobile

Grant Spellmeyer, VP, Federal Affairs & Public Policy, US Cellular

Julie Knapp, Chief, Office of Engineering & Technology, FCC

2:00 – 2:50pm Securing our Connected World

As we embrace an increasingly connected wireless world, this panel will discuss the security landscape and explore approaches, tools, and wireless industry efforts to secure the Internet of Things (IoT) and protect today's 4G and the 5G networks of tomorrow.

Confirmed speakers include:

Moderator: Melanie Tiano, Director, Cybersecurity & Privacy, CTIA

Evelyn Remaley, Deputy Associate Administrator, Office of Policy Analysis & Development, NTIA

Chris Boyer, Assistant Vice President, Global Public Policy, AT&T

Drew Morin, Director, Federal Cyber Security Technology and Engineering Programs, T-Mobile

Travis Russell, Director, Cybersecurity, Service Provider Networks, Oracle

3:00 – 3:15pm Keynote Remarks Featuring NTIA Assistant Secretary David Redl

Confirmed speakers include:

David Redl, Assistant Secretary and Administrator, NTIA

3:15 – 4:00pm Legislative Policy Initiatives: Congressional Agenda

The U.S. Congress plays a vital role in many of today's key wireless issues, including infrastructure siting and spectrum. In this wide-ranging discussion, senior Congressional staff from the Senate and House will discuss important legislative efforts that would impact the wireless industry.

Confirmed speakers include:

Moderator: Jaime Hjort, Assistant Vice President, Government Affairs, CTIA

Crystal Tull, Council/Policy Director, Senate Subcommittee on Communications, Technology, Innovation and the Internet

Eric Einhorn, Senior Counsel, Senator Brian Schatz

Sean Farrell, Professional Staff Member, House Committee on Energy and Commerce

Alex Damato, Senior Technology and Telecommunications Policy Adviser, Office of Rep. Doris Matsui

Kara Van Stralen, Senior Policy Advisor, Transportation and Innovation, Office of Senator Maggie Hassan



4:10 – 5:00pm Wireless Policy From the Inside: The FCC and NTIA Legal Advisors' View

From spectrum to infrastructure, to broadband, IoT, and public safety issues, this panel will give you insights from wireless experts who advise FCC and NTIA leadership as they discuss the policy issues and decisions that will drive the wireless ecosystem – and ultimately touch us all.

Confirmed speakers include:

Moderator: Scott Bergmann, SVP, Regulatory Affairs, CTIA
Erin McGrath, Legal Advisor, Wireless, Public Safety and International, Office of Commissioner Michael O'Rielly, FCC
Will Adams, Legal Advisor, Office of Commissioner Brendan Carr, FCC
Umair Javed, Legal Advisor, Wireless and International, Office of Commissioner Jessica Rosenworcel, FCC
Derek Khlopin, Senior Advisor to Assistant Secretary, NTIA
Jen Oberhausen, Director, Regulatory Affairs, CTIA

Media & Entertainment Conference: Partnership, Distribution and Monetization

- Internet video traffic will account for 80% of all internet traffic by 2021
- Over 500 million watch video on facebook everyday, mostly on mobile networks and devices
- Every second, a million minutes, or almost 17,000 hours of video content will cross the network by 2021, according to Cisco

Look around: How common is it to see someone deeply engrossed in a video on their mobile device? Be it a TV show, a movie, user generated content, or news, mobile is now the 1st screen. Costs of production and the reach of distribution, means mobile is fundamental to media, content and entertainment engagement. While the change has been constant, the biggest transformations in entertainment and media are yet to come.

1:00 – 2:00pm Distribution in a Digital Era

Technology innovation is transforming content distribution on three primary levels:

- Networking Technology – increased ability of wireless connectivity to deliver entertainment (e.g. live / recorded video, music etc.) with potential for 5G to open-up new content categories and services.
- OTT Platforms – ability to create cross-border content platforms operating under different economic constraints to traditional distributors and broadcasters
- Content Discovery – emergence of voice search challenges role of the content aggregator – going forward, will audiences search for the channel or directly for the content title?

In this context, the opportunities for content producers and rights holders are broadening as they are no longer constrained by traditional distribution models. For example, sports organisations now can distribute their content direct-to-fan online, traditional broadcasters are partnering with online brands to reach increasingly targeted audiences, and telco providers are becoming an increasingly attractive distribution partner. At the same time, for distributors, there is a requirement to understand how to leverage technology evolutions to remain relevant in the digital content era.

Confirmed speakers include:

Moderator: Sam Evans, Partner, Delta Partners
John Curbishley, SVP, Distribution Strategy, Viacom
Mike Toppo, VP & Senior Editorial Director, CNN Digital, CNN
Darcy Antonellis, CEO, Vubiquity
Alex Wallace, VP, OTT Video Production & Distribution, Oath

2:15 – 3:00pm Evolving Content Partnerships

Many mobile operators developing media and entertainment propositions are doing so through partnership. Working with platform providers in primarily video and music, Telco's are using entertainment to transition their market position from network provider to digital experience provider. In doing so, it is critical for operators to identify and on-board partners to create mutual value and ensure investment in the network to deliver the required quality of experience.

Confirmed speakers include:

Moderator: Sam Evans, Partner, Delta Partners
Moderator: Andrew Snead, Head of North America, Delta Partners
Kevin Wall, Co-Founder, PTK Capital
Andy Schuon, Co-Founder & CEO, Speaker Studios
Christa Carone, President, Group Nine Media



Bob Gruters, Group Director, Entertainment, Technology & Connectivity, Facebook

3:15 – 4:00pm Monetizing Media, Content & Entertainment

As opportunities for distribution evolve, the potential options to monetise content, media and entertainment diversify. Depending on content category, audience and platform, advertising, subscription and transactional models can all be leveraged to generate value. On one side, given the increasing complexity of the media ecosystem identifying the optimal monetization model for content can be challenging. Whilst on the other, increasing diversity of monetization options is opening-up greater opportunities for content producers impacting the investment process. In such a complex and evolving ecosystem, how can players across the entertainment value chain ensure an ROI? This session will use sports as a case study for how the opportunities and requirements for monetizing content are ever evolving in the digital era.

Confirmed speakers include:

Moderator: Andrew Snead, Head of North America, Delta Partners

Moderator: Sam Evans, Partner, Delta Partners

Allan Samson, Senior Vice President - Acquisition Marketing, Sprint

Reagan Feeney, Vice President, Content Partnerships, Hulu

Christine Pantoya, SVP, Direct to Consumer & Mobile Strategy, NBA

Richard Berry, Commercial Director, Williams F1

4:15 – 5:00pm Original Content Strategies

Original content, traditionally the bastion of television broadcasters, is undergoing a fundamental transformation. International OTT platforms have been able to change the economics of content investment creating super-productions with the cost-per-hour of content reaching \$10m, whilst smartphone technology advancements and social media platforms have democratised production. As a result, there is ever-more original content competing for audience engagement, and for content investors it can be increasingly challenging to pick the 'winners'.

Confirmed speakers include:

Moderator: Sam Evans, Partner, Delta Partners

Nick Verkroost, COO, Seenit Digital

Gunjan Bhow, SVP / GM Digital, The Walt Disney Company

Nicole Jackson, Deputy Head of VR, The Guardian

Blockchain Conference

Blockchain is an emerging technology that is receiving significant attention for its proven and potential uses. While there are predictions that this technology will shape the future of many industries, to date, it has been difficult to determine whether the hype around this technology is justified. This conference will cover the basics of blockchain technology, successes with cryptocurrencies, and potential use cases across industries.

1:00 – 2:00pm What is Blockchain?

Blockchain is a transformational technology that will impact major portions of the global economy. What started out as a distributed and incorruptible online database for economic transactions, is now expanding to various use cases across industries and sectors. This powerful, efficient and transparent tool allows for sharing information in real-time. This session will highlight the foundational strength of this emerging technology and the opportunities for where it can be applied in the future.

Confirmed speakers include:

Moderator: Maryanne Morrow, CEO & Founder, 9th Gear Technologies

Dr. Rosanna Chan, Founder, Therefore

Brian Behlendorf, Executive Director, Hyperledger Project

Ben Smith, Field CTO, RSA

Eric Wuehler, Principal Engineer, McAfee

2:15 – 3:00pm Cryptocurrencies and Beyond

There is an ever-growing opinion that cryptocurrencies have created a new model for a decentralized economy. Blockchain technology enables the existence of these currencies and makes it possible for people to freely, and securely exchange money digitally. With new cryptocurrencies appearing every day, we must ask:

- Is this all hype?
- Should new investors be entering these new markets? And if so, how should they choose which currency to invest in?

- How have cryptocurrencies evolved overtime? And how will they continue to evolve?
- Will the market be able to scale globally?
- When will governments attempt to regulate cryptocurrencies? And what will the impact be?
- Will all cryptocurrencies survive?

Confirmed speakers include:

Moderator: Maryanne Morrow, CEO & Founder, 9th Gear Technologies
Waseem Sadiq, CEO, Tradebits Exchange
Eric Wiesen, General Partner, Bullpen Capital
Tavonia Evans, Founder and CEO, \$Guap Coin

3:15 – 4:00pm Blockchain and Identity Management

Today, industry experts disagree about the potential of using blockchain to control identity information. Some believe it will allow individuals to have complete control of their identity, and how they want to share personal information. While others emphasize that it would not be safe to store personal data on an inherently public platform. This session will bring together industry experts to debate whether blockchain will be the best tool for managing identity information going forward.

Confirmed speakers include:

Moderator: Maryanne Morrow, CEO & Founder, 9th Gear Technologies
Vinny Lingham, Co-Founder & CEO, Civic
Steve Ritter, CTO, Mitek
Dominique Shelton, Partner, Perkins Coie
Qiang Li, Chief Scientist, Cloudminds

4:15 – 5:00pm Blockchain for Enterprise

Blockchain technology is expected to have significant impact across industry sectors, including payments, IoT, identity management, insurance, energy and more. Even though blockchain adoption is becoming more mainstream, the enterprise will have specific challenges when integrating this technology. This session will highlight the latest innovations, use cases and opportunities for blockchain in the enterprise.

Confirmed speakers include:

Moderator: Maryanne Morrow, CEO & Founder, 9th Gear Technologies
Jason Kelley, GM, IBM Blockchain Services, IBM
Asheesh Birla, SVP, Product, Ripple
Doug Garland, VP Innovation and Partnerships, Sprint
Sam Samuel, CTO Mobility Group, Cisco

Network Optimization Conference

The Network Optimization Conference will focus on the immediate future and upgrade of existing cellular network infrastructure and assets. The sessions will focus on the impact and deployment of technology such as network analytics and AI as well as the virtualization of functions to deliver greater flexibility and adaptability to networks. How can technology today drive innovation to build for tomorrow's networks?

1:00 – 2:00 Network Analytics, Diagnostics & Service Assurance

Cellular networks are expected to be not only constantly available, but functioning perfectly." The highly competitive landscape across many markets in the region, especially the United States, has driven offers for more data, such as zero rated use of video, and a head-to-head on network performance to attract customers. What tools do carriers have to create flawless network experiences? How much can carriers offer to the customer without overloading their networks? Can 100% service assurance ever be accomplished?

Confirmed speakers include:

Moderator: Sue Rudd, Director, Networks & Service Platforms, Strategy Analytics
Grant Castle, VP, Engineering Services, T-Mobile
Anand Srinivas, Co-Founder & CTO, Nyansa

2:15 – 3:00 Open Networks

The call for industry-wide open source networks, and the deployment of open source architecture such as SDN and NFV technology is becoming louder. With an ever-increasing demand for data and the looming reality of 5G, the urgency to upgrade and develop increased network capabilities, whilst maintaining cost and becoming more agile. What role does open-source software have in the networks of tomorrow?

*Confirmed speakers include:*

Moderator: Sue Rudd, Director, Networks & Service Platforms, Strategy Analytics
Rob Wilmoth, Chief Architect, Red Hat
Dave Stehlin, General Manager, Lifecycle Service Assurance, Spirent
Angela Logothetis, VP & Head of CTO, Open Network Division, Amdocs
Mansoor Hanif, Independent Consultant, UK5G

3:15 – 4:00pm Automating the Network: AI & Machine Learning

Applying automated processes and predictive analytics to the network is a vital cost-saving and efficiency-maximizing strategy. Although it is not a new technology, AI is becoming increasingly fundamental in shaping, and virtually re-shaping, networks according to demand and faults.

Confirmed speakers include:

Moderator: Sue Rudd, Director, Networks & Service Platforms, Strategy Analytics
Jonathan Davidson, SVP & GM, Service Provider Networking, Cisco
Paul Tilghman, Program Manager, Microsystems Technology Office, Defense Advanced Research Projects Agency (DARPA)
Jan Karlsson, EVP & head of Business area Digital Services, Ericsson
Ron Marquardt, VP of Technology, Sprint

4:15 – 5:00pm The Network Edge

Moving computing power and network capabilities towards the network edge is highly relevant for today's networks, as well as those of the future. By moving computing power to the edge, networks are able to cache popular data and services, creating efficiencies and driving up performance. During this panel, a line-up of industry experts will debate the role of the edge in expanding network capabilities, dealing with increased traffic and closing not-spots.

Confirmed speakers include:

Moderator: Sue Rudd, Director, Networks & Service Platforms, Strategy Analytics
Alicia Abella, VP Advanced Technology Realization, AT&T
Caroline Chan, VP, Network Platforms Group & GM, 5G Infrastructure Division, Intel
Sanyogita Shamsunder, VP, 5G Ecosystems, Verizon
Bejoy Pankajakshan, SVP & CSO, Mavenir

IoT Conference

The explosion of IoT continues to grow, and shows no signs of slowing. In the next five years, people can expect to see over 25 billion intelligent and connected devices that will radically change their daily lives. As technologists create smarter solutions and operators create more powerful networks, how should companies look to effectively deploy, grow and scale their IoT solutions? This conference will host presentations from leading industry voices on IoT and intelligent connectivity, as well as panels on deployment, scaling and security.

1:00 – 2:00pm The IoT Landscape

Year over year, financing for innovative IoT solutions has continued to grow. As the ecosystem moves towards massive scale, business leaders are being asked to prove that these new intelligently connected solutions will give their organizations a competitive advantage. This session will bring together industry leaders to talk about how to win with IoT and their predictions for the intelligent connectivity in 2019 and beyond.

Confirmed speakers include:

Moderator: Graham Trickey, Head of Internet of Things, GSMA
Glenn Lurie, CEO, Synchronoss
Chris Penrose, President, IoT Solutions, AT&T
Jan Geldmacher, President, Sprint Business, Sprint
Dipti Vachani, VP & GM, Internet of Things Group, Intel
Nishant Batra, Head of Product Area Networks, Ericsson

2:15 – 3:00pm Delivering Mobile IoT at Scale

With the rapid growth of IoT solutions and deployments, there is increased pressure on the network operators to deliver affordable, low power connectivity solutions. For IoT to truly scale around the world, enterprises need an intelligent network that is designed for IoT applications, global, simple to integrate, and very secure. Are network operators ready and able to provide intelligent connectivity for all of the connected devices around the world? What should be the business model for IoT connectivity that will enable ecosystem growth?



Confirmed speakers include:

Moderator: Ricardo Tavares, CEO, TechPolis
Dave Mayo, SVP & Business Chief of 5G and IoT, T-Mobile
Ludovico Fassati, Head of IoT, Vodafone Americas
Sue Holub, CMO, KORE
Steve Szabo, Head of Global Products & Solutions, Verizon

3:15 – 4:00pm Mobile IoT Deployments

With the emergence of Mobile IoT networks, AI, edge computing and cloud infrastructure, the process of designing, securing and deploying IoT devices has become significantly less complex. This session will feature a panel discussion including companies who have successfully deployed low power mobile IoT solutions leveraging the benefits of intelligent technologies.

Confirmed speakers include:

Moderator: Ricardo Tavares, CEO, TechPolis
Georges Karam, President & CEO, Sequans Communications
Kishen Mangat, GM, Service Provider Mobility, Cisco
Ellie Symes, CEO, The Bee Corp
Tim LeBeau, Chief Commercial Officer, Seek Thermal
Scott Schwalbe, CEO, Nimbelink

4:15 – 5:00pm Securing IoT for the Enterprise

As the number of connected devices, systems and services continues to grow, security is now more important than ever. The enterprise is particularly vulnerable, because any malicious cyber activity could have significant impact on customers and employees personal information and/or safety. This session will feature a IoT security solution demonstration, as well as a panel discussion on potential security risks for the enterprise and how to design effective security solutions.

Confirmed speakers include:

Moderator: Ricardo Tavares, CEO, TechPolis
Alex Thurber, SVP & GM of Mobility Solutions, BlackBerry
Colin Morris, Director, Adobe Analytics, Adobe
Chris Calvert, Co-Founder & VP, Product Strategy, Response Software
Bodil Josefsson, Head of IoT Security, Ericsson

Thursday 13 September

Keynote Program

09:00 – 10:45am Keynote 3: 5G & The Fourth Industrial Revolution

Announced speakers include:

Ronan Dunne, Group President, Verizon Wireless
Tim Baxter, President & CEO, Samsung Electronics North America
Seleta Reynolds, GM, LA Department of Transportation
Rajeev Suri, President & CEO, Nokia

11:15 – 12:00pm Keynote 4: Media & Entertainment

Announced speakers include:

Moderator: Lisa Pommering, Head of Media, Entertainment and Information Industries, WEF
David Christopher, President, AT&T Mobility & Entertainment

Everything Policy

1:00 – 1:15pm Keynote Remarks Featuring FCC Commissioner Michael O’Rielly

Michael O’Rielly, Commissioner, FCC

1:15 – 2:00pm International Perspectives on Spectrum and 5G

With just over a year to go until the World Radio Conference 2019, this panel will bring together policy experts from across the Americas to discuss spectrum and 5G developments in their home markets as well as implications for the global stage in advance of WRC-19.

Confirmed Speakers Include:

Moderator: Jen Oberhausen, Director, Regulatory Affairs, CTIA
Tom Sullivan, Chief, International Bureau, FCC
Charla Rath, VP, Wireless Policy Development, Verizon
Jayne Stancavage, Executive Director, Communications Policy, Intel
John Godfrey, SVP, Public Policy, Samsung Electronics America

2:15 – 2:30pm Keynote Remarks Featuring FCC Commissioner Brendan Carr

Brendan Carr, Commissioner, FCC

2:30 – 3:20pm Building Our Way to a Robust 5G Future

Given the need to densify wireless networks, many policymakers have focused on modernizing existing infrastructure siting processes. Industry and government panelists will discuss the various reforms adopted at every level of government this year and what additional steps can ensure that wireless infrastructure can be rapidly and efficiently deployed.

Confirmed Speakers Include:

Moderator: Tom Power, SVP & General Counsel, CTIA
Charles McKee, VP, Government Affairs Federal & State Regulatory, Sprint
Tamara Preiss, VP, Federal Regulatory Affairs, Verizon
Jared Carlson, VP, Government Affairs and Public Policy, North America, Ericsson
Don Stockdale, Chief, Wireless Telecommunications Bureau, FCC
Andy Huckaba, Councilman, Lenexa, KS

3:30 – 3:45pm Keynote Remarks Featuring FCC Commissioner Jessica Rosenworcel

Jessica Rosenworcel, Commissioner, FCC

3:45 – 4:30pm Converging Markets and Regulations in the 5G Era

Change is rippling throughout the global mobile wireless industry as companies take steps to ensure their vision of a 5G future. This panel brings together thought leaders across the mobile wireless industry to discuss a converging and evolving mobile wireless market and the impact to current regulations.

Confirmed Speakers Include:

Moderator: Matthew Gerst, Assistant VP, Regulatory Affairs, CTIA



Hank Hultquist, VP, Federal Regulatory, AT&T
Mark Lowenstein, MD, Mobile Ecosystem
Michelle Connolly, Professor of the Practice of Economics, Duke

Media & Entertainment Conference: Live

The face of live entertainment is changing rapidly - every music, sports and entertainment fan has a Smartphone in their pocket and the demand for live experiences is exploding globally. Innovations in ticketing and streaming will compete for fan attention, alongside a shift in advertising towards digital and social channels. Sports franchises globally are building some of the most advanced sports stadiums to date. But the sports industry is not immune to the disruption posed by advances in technology as well as social and cultural challenges that cannot be ignored. The sheer volume of free and low-cost streaming services has led to viewing fragmentation and intense competition. As they increasingly switch to these digital platforms to watch live events, fans' data will be used to create targeted and personalized offers.

1:00 – 2:00pm Experiencing Live Events: Business Models

When every music, sports and entertainment fan has a Smartphone in their pocket and the demand for live experiences is exploding globally, the face of live entertainment is changing rapidly. The globalisation of music, sports and live events is creating exciting opportunities for clubs, musicians and broadcasters alike. How do rights owners and broadcasters leverage digital mobile channels to build a loyal fan base across continents? And how do these stakeholders leverage 360 digital strategies to build out global fan bases and audiences? How do they find, and work with, the best partners? This session will examine the latest market developments and case studies from across the music, sports and entertainment ecosystem.

Confirmed speakers include:

Moderator: Todd Beilis, Principal / Partner, Deloitte
Dave Finocchio, CEO & Co-Founder, Bleacher Report
Bryan Perez, CEO, AXS.com
John Levy, Founder & CEO, theScore
Howard Wright, AVP Business Development, Intel Corporation

2:15 – 3:00pm Experiencing Live Events: Tech

Join us for a showcase of the latest developments in experiential and live events across music, sports and entertainment, as we discuss:

- Developing strategic brand partnerships
- The use of VR, AR & Biometrics to enhance the live experience
- How new technologies such as end to end UltraHD, 8K, and other consumer centric innovations will deliver the next generation of fan experiences.

Confirmed speakers include:

Moderator: Todd Beilis, Principal / Partner, Deloitte
Doug Lodder, SVP, Business Development, Boingo Wireless
Chuck Steedman, COO, AEG
Katie Pandolfo, General Manager, StubHub Center

3:15 – 4:00pm Stadiums of the Future

The US is leading the way in developing next generation stadiums and venues. The LA Rams are currently constructing what is set to be the biggest and smartest stadium in the world and the NFL is generating huge sums from TV rights deals in the tens of billions of dollars. Join us as we delve into the latest and greatest in-stadium experiences, exploring the technology, investment and overall fan experience behind the stadiums of the future.

Confirmed speakers include:

Moderator: Todd Beilis, Principal / Partner, Deloitte
Sergio Jerez, CTO, FC Barcelona
Stephane Wyper, SVP, New Commerce Partnerships & Commercialization, MasterCard
Christian Lau, VP, Information Technology, LAFC
Lani Ingram, VP Smart Communities, Verizon

4:15 – 5:00pm The Future of Entertainment



Bringing together leading players in the live entertainment industry, from producers, brands, ticketing, venues and live entertainment industry experts, we'll explore the future of entertainment and the fan experiences. How can we bring the event to the fans and how can this be connected, enhanced and ultimately, monetized?

Confirmed speakers include:

Moderator: Kenneth McLean, Principal, Consulting MD, Southern California, Deloitte
Andrew Paradise, CEO & Founder, Skillz Inc.
Kelly Cheeseman, COO, LA Kings
Brian Angiolet, SVP Global Chief Media & Content Officer, Verizon
Mike Raffensperger, CMO, FanDuel

CMO & Digital Marketing Conference

This is a time of immense opportunity, as well as pressure, for CMOs. Marketing as we know it is undergoing a radical and seismic change. We live in an age of consumer empowerment and digital is now ubiquitous in all marketing strategies. Data also means results are very measurable, creating accountability and pressure, but, using this data effectively is one of the toughest challenges facing CMOs and digital marketers. The programme has been designed to tackle each hurdle facing the marketers leading brands: maximising exposure, protecting the brand, embracing AI, creating personalised content for your audience and fully utilizing data.

1:00 – 2:00pm Brands Owning Mobile - The Time is Now

Building brands and staying top-of-mind when so many brands touch the consumer in their mobile experience has never been more challenging. But with challenge comes opportunity in spades. This session explores:

- How brands can hone in on differentiators in a competitive market
- Moving from network-centric to customer-centric to people-centric
- How brands can best interact with strategy/product/services/network planning and operations, particularly as the CMO has more role than before in driving technology and solutions decisions

Confirmed speakers include:

Moderator: Trevor Fellows, EVP Digital Partnerships , NBC
Moderator: Sharon Profis, Executive Editor, CNET
Roger Sole, CMO, Sprint
Brendan Ripp, EVP, National Geographic, Fox Networks Group
Mike Shields, Advertising Editor, Business Insider
Ronalee Zarate-Bayani, CMO, LA Rams
Howard Mittman, CRO & CMO, Bleacher Report

2:15 – 3:00pm The Golden Age of Data & The Rise of Personalization

The availability of user data is giving marketers greater access to consumer insight than ever before – providing great implications for how the customer journey can be enhanced. But how should brands navigate their way through the vast amounts of data and get to what they need to know, when they need to know it? Couple this with the ability of consumers to have control over the use of their data and a dynamic emerges that will play a crucial role in the future of digital advertising. This session will dive into how brands are leveraging data to inform how they explore, test and develop their mobile marketing strategies and content.

Confirmed speakers include:

Moderator: Jesse Redniss, EVP, Data Strategy and Product Innovation, Turner
Frances Yu, Partner, Deloitte
Gayle Troberman, CMO, iHeartMedia

3:15 – 4:00pm Mapping the Path to eCommerce: Success in Mobile

Unsurprisingly, retailers with shopping apps now see the majority of e-commerce sales coming from mobile. With more than 57% of online traffic now coming from mobile phones and tablets, mobile must be a priority in any UX discussion. Mapping customer journeys from the first ad served right through to purchase and managing seamless customer experience in an omni-channel environment are key. How can brands be mobile-masters and design better experiences for their customers?

Confirmed speakers include:

Dawn Callahan, CMO, Boingo Wireless
Paolo Malabuyo, Director of UX, Google

4:15 – 5:00pm Pushing the Digital Marketing Envelope - What's Next?

#MWCA18



We've hand-picked a selection of the hottest companies to showcase cutting-edge and innovative tools that will shape the next generation of digital marketing. Whether it's VR and AR, wearables and fashion tech, music, video and user-generated content, or the role of AI, these are the businesses and technologies with the power to transform the future of consumer interactions. For those who want a glimpse into the future of digital marketing, this is one not to be missed.

Confirmed speakers include:

Mahesh Ramasubramanian, Co-founder & CEO, Loom.ai

[AI: Enterprise Applications Conference](#)

Experts agree that AI will transform entire industries in the next 10-15 years. The speed of this transformation in the enterprise will be dependent on the success of early AI experiments and deployments. Before investing heavily, business leaders must have a clear understanding of where AI can add strategic value and actually have impact on their company. This conference will answer the questions: is the enterprise truly ready for the potential of AI?

1:00 – 2:00pm AI Investment Trends

AI innovation is accelerating at a rapid pace, with large enterprises and creative new start-ups consistently producing game-changing developments. Despite the quantity of AI applications currently activated, this market segment is still taking shape. AI's growth seems inevitable, but for the companies innovating and for the investors, there is no guarantee that AI will take off in all sectors. This session will ask early AI investors, AI enterprise leaders and futurists, to highlight past investment decisions, and provide predictions for the AI market.

Confirmed speakers include:

Angela Shen-Hsieh, Director, Predicting Human Behaviour, Telefónica
Gary Brotman, Head of AI and Machine Learning Product Management, Qualcomm
Chang Xu, Principal, Upfront Ventures
Alvin Lim, AI Corp Dev, NVIDIA
Jason Costa, Partner, GGV Capital

2:15 – 3:00pm Driving Digital Transformation: AI and Machine Learning

AI is set to accelerate digital transformation in the enterprise. Early adopters, primarily from the technology, healthcare, communications and financial services sectors are already seeing encouraging results from initial trials and experimental deployments. This session will highlight successful enterprise case studies and will seek to establish what the general business model for AI might look like today and in the future.

Confirmed speakers include:

Dr. Jennifer Kloke, VP of Product Innovation, Ayasdi
Scott Prevost, VP, Engineering, Cloud Technology & Adobe Sensei, Adobe
Pratap Ranade, VP, Engineering, Enigma
Erik Hawkins, VP, Global Product Marketing, Facebook
Soma Velayutham, Head of Industry Development AI & Deep Learning, NVIDIA

3:15 – 4:00pm Strategies for Managing Quality, Bias and Risks

AI has the opportunity to provide great value to people around the world. However, the rapid development of the technology is outpacing the ability to manage the issues we already see with existing AI systems. When integrating intelligent systems, companies must consider potential issues, including quality control, social profiling, bias, privacy and security. With a complex intelligent system that is constantly evolving and learning, how can companies create standards and checks today for future AI applications? This session will bring together corporate leaders who are taking on the challenge of creating ethically responsible AI-powered future.

Confirmed speakers include:

Harry Glaser, CEO & Co-Founder, Periscope Data
Diomedes Kastanis, Head of IoT, SingTel Group

4:15 – 5:00pm The Future of Work With and Around Autonomous Systems

AI will revolutionize the way people work, like the personal computer and internet did 20 years ago. What does this mean for business and employees? Are there times where man and machines will be at odds? AI can provide the freedom to automate the monotonous parts of the job that employees do not like, allowing them to focus on the more interesting, strategic and human elements. However, businesses also run the risk of eliminating the need for the "unskilled" worker and decreasing the workload assigned to workers, which raises fears around unemployment and



what these individuals will do. This session will highlight the opportunities of working with machines for businesses and employees, as well as what a change to the workforce could look like.

Confirmed speakers include:

George Mathew, CEO, Kespry

Lesley Young, Global Director, Growth at Workplace, Facebook

Michael Lawder, SVP Customer Care, Samsung

5G Conference

5G is coming of age, and the industry has quickly moved from the hypothetical to the concrete. With an ever-increasing number of trials and tangible data now available, the next step is to find the golden key business case for 5G. The 5G Conference will convene industry leaders to discuss the technical considerations for 5G and the key use cases that will make 5G indispensable to carriers at a global scale.

1:00 – 2:00pm 5G – The CTO Session

The deployment of 5G will be shaped by the business case and the technology proposition put forward by the leaders in the ecosystem. In this high-level session, CxO executives from leading carriers in the region will discuss their vision for 5G, where they see the value-add for this next generation, and share their roadmaps for trials and deployments.

Confirmed speakers include:

Moderator: Chris Nicoll, Principal Analyst, Wireless & Mobility, ACG Research

Dr. John Saw, CTO, Sprint

Nicola Palmer, Chief Network Officer, Verizon

Neville Ray, CTO, T-Mobile

Andre Fuetsch, President, AT&T Labs & CTO, AT&T

2:15 – 3:00pm 5G Deployment Models

Given the variety of 5G applications, there will inevitably be different approaches in how 5G is deployed. As the technology gets closer to becoming standardized and available for further trials and early deployments, carriers and the wider ecosystem will have to understand what business models are most attractive for 5G, site sharing options, network sharing and the upgrades necessary to not only hardware, but software within the network. The panel will focus on the challenges and possibilities in deploying 5G networks not only from an architectural perspective, but also considering network economics and the digital service provider business models.

Confirmed speakers include:

Moderator: Chris Nicoll, Principal Analyst, Wireless & Mobility, ACG Research

Erik Ekudden, SVP & CTO, Ericsson

Steve Papa, Founder, CEO & Chairman, Parallel Wireless

Karri Kuoppamaki, VP, Network Technology Development & Strategy, T-Mobile

Tarek Assali, Director - Architecture, Oracle Communications, Oracle

3:15 – 4:00pm 5G Trials

As 5G technology moves from theory to the field, increasing amounts of data and information are available to the ecosystem. In this session, the entire ecosystem will share their latest trials, lessons learnt and next steps ahead of wider deployment.

Confirmed speakers include:

Moderator: Chris Nicoll, Principal Analyst, Wireless & Mobility, ACG Research

Chris Stark, Chief Business Development Officer, North America, Nokia

Alok Shah, VP Strategy, Business Development & Marketing, Samsung Electronics America

Mark Stansfield, Chairman, Giffgaff, Worcestershire Local Enterprise Partnership (WLEP)

4:15 – 5:00pm 5G and Smart City Networks

One of the key applications of 5G is smart city use cases and deployments. Following the successful roll out of municipal broadband in cities and towns such as Chattanooga, the question remains, should cities run their own broadband and wireless networks to run smart services? Smart cities can mean different things to different people. Whether they are concerned about safety, public transportation, open government or other applications, 5G and other networks will have to be malleable enough to provide platforms for these very varied applications. Who will own the backbone of smart city networks?

Confirmed speakers include:

Moderator: Chris Nicoll, Principal Analyst, Wireless & Mobility, ACG Research



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Alastair MacLeod, CEO, Teralytics
Mary Clark, CMO, Synchronoss
Mike Zeto, GM & Executive Director, Smart Cities, AT&T
Mishka Dehghan, VP, 5G Development, Sprint
Sean Harrington, VP of City Solutions, Verizon

#MWCA18

Friday 14 September

Keynote Program

09:00 – 10:30am Keynote 5: Media & Entertainment (Open Keynote)

Announced speakers include:

Richard Plepler, Chairman & CEO, HBO
Dan Beckerman, President & CEO, AEG
David Hagan, Chairman & CEO, Boingo Wireless
Rick Fox, Actor & Former LA Laker, Entrepreneur

IoT and 5G Conference

Building on the discussions around the technical building blocks for 5G networks, the IoT and 5G Conference will focus on the end-user applications for 5G and the transition from 4G to 5G. A series of demos and live use-cases will bring 5G to life for all attendees.

11:00am – 12:00pm 5G IoT & Enterprise

The end user will make or break the 5G business case. 5G is so broadly applicable, that there is a constant search for the golden bullet that will make 5G a must-have for IoT and cellular providers. This session will bring together key players from the technology ecosystem with end-users from a variety of sectors to discuss how 5G will improve or affect their processes, and the need for partnership between sectors.

Confirmed speakers include:

Moderator: Lory Thorpe, IoT, Enterprise Products and Solutions, Vodafone Group
Niklas Heuveldop, Head of Market Area North America, Ericsson
Kevin Crull, Chief Strategy & Business Development Officer, Sprint
Lin Lin, Chief System Architect, Wireless, Jabil
Mike Marcellin, CMO, Juniper Networks

12:15 – 1:00pm 4G to 5G Transition

There is little question that 5G will be deployed using existing networks as a backbone. However, important network technology such as virtualization, AI and machine learning will make future networks more flexible, adaptable and efficient. This panel will focus on the build-up to 5G and the important role that existing assets will play in not only its physical roll-out in the field, but in the development of the core technology that will go into it.

Confirmed speakers include:

Moderator: Sylwia Kechiche, Principal Analyst, IoT, GSMA Intelligence
Moderator: Philip Wilson, Managing Director, Deloitte
Derek Peterson, CTO, Boingo Wireless
Roch Marchand, Director Charging and Policy, Bell
Marc Price, CTO for the Americas, Openet
Caroline Chan, VP, Network Platforms Group & GM, 5G Infrastructure Division, Intel
William Hurley, CMO, Syniverse
Senthil Sengodan, Head of North America Strategy, Nokia

1:15 – 2:00pm 5G Demos

Much of the discussion around 5G revolves around hypothetical case studies, diagrams and business cases. The objective of this session is to bring 5G to life with a series of demos on different use cases: from network slicing for different applications to the impact of 5G on the user experience. These demonstrations will show the breadth and scope of 5G and its importance as the next big leap in cellular technology.

Confirmed speakers include:

Moderator: Sylwia Kechiche, Principal Analyst, IoT, GSMA Intelligence
Erin Raney, Director, Network Technology Services & Innovation, T-Mobile
Brian Deutsch, CEO, Pivotal Commware

Connected Vehicle Conference

The cellular and automotive ecosystems are hard at work to develop the ultimate connected car and driverless experience. The road ahead is long, and questions linger around the transformation that organizations in both industries need to undergo to really deliver on the necessary technology to allow for driverless vehicles, ensuring a safe and secure experience for drivers and riders alike.

11:00am – 12:00pm Autonomous Vehicles

Autonomous driving is an inevitability, and innovation is coming from established car manufacturers, new start-ups and companies from across the ecosystem. The Autonomous Vehicles session will focus on the technology necessary to build an entirely autonomous driving experience, from connectivity to imaging, mapping, AI and more.

Confirmed speakers include:

Moderator: Omar Hoda, US Automotive Consulting Principal, Deloitte

Paul Asel, Managing Partner, Nokia Growth Partners

Patrick Little, SVP & GM Automotive, Qualcomm Technologies

Sameep Tandon, CEO & Co-Founder, Drive.ai

12:15 – 1:00pm From Automotive Manufacturer to Smart Mobility Service Provider

Over the past months, the term “cell phone on wheels” has been attributed to the new wave of connected vehicles. However, it is becoming clear that it is much more than that. The surge of new car companies challenging the incumbents, and the revolution in new in-vehicle technology has created a scenario in which automotive OEMs need to reconsider their structure, and become a digital company as well as a manufacturer. The session will focus on this transition, and the importance of collaboration between the cellular and automotive ecosystems to deliver the vehicle of the future.

Confirmed speakers include:

Moderator: Omar Hoda, US Automotive Consulting Principal, Deloitte

Moderator: Laurens Eckelboom, VP, Head of Business, SAP

Ken-ichi Murata, Project General Manager, ITS•Connected Management Division, Connected Company, Toyota Motor Corporation

Mike Deitrick, SVP, Digital Strategy & Chief Digital Officer, DMI

Åsa Tamsons, EVP & Head of Business area Technology & Emerging Business, Ericsson

Ozgur Tohumcu, CEO, Tantalum

Dan Cummings, VP Strategic Partnerships, ParkWhiz

1:15 – 2:00pm Safety and Security in Intelligent Vehicles

Like all IoT applications, securing the vehicle is crucial to its successful deployment. The debate will focus on security infrastructure and strategies for connected vehicles, protecting from outside threats and data generated. Is security front of mind already in the early stages of autonomous and intelligent vehicle development?

Confirmed speakers include:

Moderator: Omar Hoda, US Automotive Consulting Principal, Deloitte

Kaivan Karimi, SVP, Technology Solutions, BlackBerry

Sandip Ranjhan, SVP, Automotive Strategic Business Unit, Harman

Rusty Carter, VP, Product Management, Arxan



AI: Consumer Applications Conference

Research shows that the market for consumer AI hardware, software, and services could exceed \$42 billion by 2025. While many consumer companies have already started integrated AI and machine learning into their products, the applications are still quite limited to obvious features (i.e. chat bots and smart assistants) and some the hidden gems (i.e. quality recommendations, accurate search results and predictive customer service). Even at its infancy and with limited use cases, AI has already changed consumer expectations of the technology and companies they interact with. This conference will highlight how key industries will leverage this adaptive technology to delight, retain and empower their customers.

11:00am – 12:00pm AI and the Customer Experience

Analysts predict that over 85% of customer interactions will take place without human interaction by 2020. While AI can improve many customer pain points, including search accuracy, response time, recommendations and customer service, there is still plenty of room for error. Will there be a day when machines run all customer interactions? Or will it be necessary to have a combined approach of man and machine?

Confirmed Speakers Include:

Bejoy Pankajakshan, SVP & CSO, Mavenir
Manish Goyal, Director, Offering Management, Watson Data & AI, IBM
Omar Javaid, Chief Product Officer, Vonage
SC Moatti, Founder, Products that Count & Mighty Capital
Eyal Pfeifel, Co-Founder & CTO, imperson

12:15 – 1:15pm Consumers and Natural Language Interfaces

For the last decade touch was the primary user interface when engaging with technology. But with the explosion of the Internet of Things and AI, voice has become the new and more natural interface for consumers. Consumers expect that they can speak, be heard, be understood and given the desired outcome by many devices. Are companies, large and small, ready to deliver the desired customer experience through voice interactions?

Confirmed Speakers Include:

Xabi Uribe-Etxebarria, Founder & CEO, Sher.pa
Lauren Kunze, CEO, Pandorabots
Sriram Chakravarthy, Founder & CTO, Avaamo
Ellen Juhlin, Head of Product, Orion Labs
Hector Ouilhet, Head of Design, Google Search and Assistant, Google

2:00 – 3:00pm AI in Immersive Experiences: Gaming, AR and VR

Analysts predict that over 85% of customer interactions will take place without human interaction by 2020. While AI can improve many customer pain points, including search accuracy, response time, recommendations and customer service, there is still plenty of room for error. Will there be a day when machines run all customer interactions? Or will it be necessary to have a combined approach of man and machine?

Confirmed Speakers Include:

Timoni West, Director of XR, Unity
Raheel Khalid, Chief Engineer VR, Envrmt by Verizon
Anarghya Vardhana, Principal, Maveron
Mike Goslin, VP of Advanced Development, The Walt Disney Company