



INSTITUTO FEDERAL DE TELECOMUNICACIONES
OFICINA DEL COMISIONADO MARIO GERMÁN FROMOW RANGEL
IFT/100/Pleno/OC-MGFR/034/2018

Ciudad de México a 26 de septiembre de 2018

PLENO DEL INSTITUTO FEDERAL DE TELECOMUNICACIONES
PRESENTE

Me permito presentar el informe de mi participación en representación del Instituto en el “GSMA Intelligence Americas Summit, Charting the future of mobile” el día 11 de septiembre y en calidad de conferencista en el “Mobile World Congress Americas”, que se llevó a cabo del 12 al 14 de septiembre de 2018, organizados por la GSMA en Los Ángeles, California, EUA.

Los eventos en su conjunto tuvieron una afluencia de cerca de 22 mil asistentes provenientes de 110 países, incluidos más de 2500 líderes de la industria; se dieron cita cerca de mil empresas para dar a conocer sus productos y servicios; así mismo, el programa de conferencias contó con más de 400 conferencistas cuyos temas centrales fueron 5G, Inteligencia Artificial, Blockchain, Contenidos y medios audiovisuales e Internet de las Cosas, así como aspectos de políticas públicas y regulación.

I. GSMA Intelligence Americas Summit, Charting the future of mobile

Este foro consistió en la presentación de diferentes análisis y estudios realizados por especialistas de la GSMA sobre temas del Ecosistema móvil, 5G, Modelos de negocio, Internet de las Cosas, Contenidos y medios audiovisuales, Blockchain e Inteligencia Artificial.

II. Mobile World Congress Americas 2018 (MWCA-18)

En este evento, se asistió a las siguientes conferencias magistrales:

- A Connected Future
- Innovation
- The Fourth Industrial Revolution
- Connecting Content
- Media & Entertainment

El MWCA-18 incluyó en su programa el “Latin American Media & Convergent Services Summit”, el cual contempló los siguientes temas:

- Paving the way towards convergent services – A regulatory and operational point of view
En este punto, participé como panelista exponiendo los avances que ha tenido el IFT en el tema como resultado de la Reforma Constitucional en materia de Telecomunicaciones y Radiodifusión
- Building a mobile-first video network for Latin America
- State of the industry
- The optimal quad-play business case in Latin America
- The role of the Cloud in Media Services
- Sports consumption over mobile
- The innovation ecosystem in mobile media and video.

Durante el evento, se realizaron visitas a los espacios de exposición de empresas del sector tales como Nokia y Qualcomm, así como al Pabellón de Israel y se sostuvieron reuniones con representantes de la GSMA y tmforum.

Finalmente, con la participación en este evento se cumplió con el propósito de generar vías de cooperación o áreas de influencia conjunta con autoridades de organismos reguladores y entidades de gobierno de otros países sobre temas en el ámbito de competencia del Instituto.

Se anexan los programas de los eventos.

ATENTAMENTE



**M. en C. MARIO GERMÁN FROMOW RANGEL
COMISIONADO**

**GSMA Intelligence Americas Summit:
 Charting the future of mobile**

**Boomtown Brewery - 700 Jackson Street
 Los Angeles, USA
 4:00 p.m. – 8:00 p.m. on Tuesday, 11 September 2018
 Registration opens at 3:00 p.m.**

This invite-only event will give a preview of the new platform, and deep dive into trending topics defining the future of mobile. Gain knowledge and insights from our analyst team and network with other industry experts in this exclusive prelude to [GSMA Mobile World Congress Americas](#), in partnership with CTIA, which will take place 12-14 September.

Nobody can deny that the mobile industry is incredibly dynamic and complex. The Fourth Industrial Revolution is driving new IoT innovation shifts in technology, which will play a major role in shaping global societies and economies. Faster broadband speeds and intelligent connectivity are both addressing new consumer demands and driving mobile deeper into lives of the average consumer. New technologies (from 5G to AI and Blockchain) promise to help carriers remain relevant – or disintermediate them. More than ever, it’s incredibly difficult to predict how all of today’s trends will roll out and who they will most profoundly impact.

Where our goal is to help everyone in the mobile ecosystem make sense of the market, GSMA Intelligence has continually evolved its focus, capturing the most current, compelling data and insights shaping the narrative of future technologies. In 2018, an updated research agenda, new data tools and new ways of working with our customers all promise to help businesses accurately analyze and forecast future mobile industry trends and bring greater insight into their strategies.

Open session for all attendees	
3:00 p.m. – 4:00 p.m.	Registration
4:00 p.m. – 4:20 p.m.	<p>GSMA Intelligence 2.0 – Don’t Call it a Reboot <i>Peter Jarich, Head of GSMA Intelligence</i></p> <p>GSMA Intelligence has a long and storied history as a supplier of definitive data and intelligence on the mobile industry. And, as mobile has evolved, so have we. 5G. IoT. Content and Media. Emerging technologies like AI and Blockchain. If it’s important to the mobile ecosystem it’s important to us. Join us for this opening session to understand:</p> <ul style="list-style-type: none"> • In 2018, what does GSMA Intelligence do and how are we evolving? • What are the technologies and trends driving the market? • What can you expect from our team going forward?

<p>4:20 p.m. – 4:40 p.m.</p>	<p>5G – Is There Actually a Business Case? <i>Pablo Iacopino, Research Director, GSMA Intelligence</i></p> <p>Just as 2G was followed by 3G, and 3G begat 4G, it was inevitable that today’s 4G LTE networks would give way to 5G. But the emergence of 5G networks and services does not imply a clear 5G business model. Indeed, from operators to vendors, there is still doubt as to whether 5G will dominate global markets. On the cusp of 5G commercialization, it’s therefore critical to come to terms with the opportunity – if there is one.</p> <ul style="list-style-type: none"> • Consumer vs. Enterprise: what’s the bigger 5G opportunity? • Where operators position Enterprise as incremental upside, which verticals make sense? • What about 4G? Is LTE dead? • Putting consumers and vertical markets aside, where does 5G fit into a broader digital ecosystem?
<p>4:40 p.m. – 5:00 p.m.</p>	<p>Fireside chat: IoT – Can Telcos get their Fair Share? <i>Jason Koch, SVP Product Strategy, Verizon Connect</i> <i>Moderator: Sylwia Kechiche, Principal Analyst, IoT, GSMA Intelligence</i></p> <p>IoT -- including connected vehicles -- is a big and exciting opportunity: 25bn connections, representing \$1.1 trillion in global revenue by 2025. Typically, however, operators are associated with providing connectivity only. And that revenue is on decline. Is it all doom and gloom for operators then? No. Seeing a growing opportunity, Verizon invested more than \$5 billion over the past few years to form Verizon Connect - its dedicated connected vehicle software group. Join us to hear the ins and outs of Verizon Connect’s approach to addressing the connected vehicle and IoT opportunity.</p> <ul style="list-style-type: none"> • How to develop business models to monetize connectivity and upsell other services? • What role operators can play within IoT ecosystem if they don’t have \$5 billion to invest? • Are there signs of hope that they are focused on the right things?
<p>5:00 p.m. – 5:20 p.m.</p>	<p>Spectrum vs. Consolidation – which is the bigger industry driver? <i>Pau Castells, Director of Economic Analysis, GSMA Intelligence</i></p> <p>5G promises a revolution in services for consumers and the opportunity of new business models for the industry. New network investments will be required to turn that promise into reality. Yet, while those investments (and the technologies driving them) get a lot of attention, it’s a mistake to ignore the role played by regulation and market structure in realizing new and innovative 5G mobile services.</p> <ul style="list-style-type: none"> • How does the cost of spectrum impact service and network rollout? • What about network sharing and consolidation? • Can we consider past as prologue in looking to 3G or 4G for insights into 5G?
<p>5:20 p.m. – 5:40 p.m.</p>	<p>Break</p>

5:40 p.m. – 6:20 p.m.	<p>Blockchain vs. AI – who wins the hype award? <i>Panel Discussion</i></p> <p>It’s become a given that 5G and IoT will dominate the agenda of nearly any telecom or wireless event today. But, for all the hype surrounding them, we generally understand what they will deliver and how they will get used. The same can’t be said for other evolving technologies. How then should we think about two of the most hyped technologies today: Artificial Intelligence and Blockchain?</p> <ul style="list-style-type: none"> • Which use cases make the most sense for mobile? • Are they best positioned as inward-facing operational tools or outward-facing commercial tools? • Which holds the most promise and do service providers know how to put them to use?
6:20 p.m. – 7:00 p.m.	<p>Is Content Eating the World – Or Just the US? <i>Panel Discussion:</i></p> <p>Once upon a time, we were told that “software is eating the world.” Today we could say the same thing for content. Mobile video drives a need for network upgrades. Service providers are snapping up media companies. Gaming gets called out as a beneficiary of new mobile technologies. The intersection of content and the mobile ecosystem is clear. But questions remain about where it’s going and how universal it is.</p> <ul style="list-style-type: none"> • Business synergy or business diversification: what’s the content opportunity for carriers? • Does 5G open up new opportunities? • What types of content make the most sense for service providers to focus on? • Given its size and market structure, is the US a special exception for the intersection of mobile and content?
7:00 p.m. – 8:00 p.m.	<p>Networking Reception</p> <p>Meet our analysts and other industry experts or browse GSMA Intelligence research and publications, while sampling Boomtown Brewery’s selection, with other beverages and refreshments also available.</p>



Agenda

Search

Enter keyword

	TUE SEP 11	WED SEP 12	THU SEP 13	FRI SEP 14
7:30 AM		<p>5G Moves from Trials to Commercial Reality: What's Next? Presented by: FierceWireless Partner Programs</p> <p>🕒 7:30 AM - 9:05 AM Concourse Hall, Level 2 – Theater D 🌐 The Network</p>		
8:30 AM		<p>HRTS Spotlight Breakfast Presented by A+E Networks – How Diversity Drives Innovation Presented by: HRTS Partner Programs</p> <p>🕒 8:30 AM - 10:30 AM JW Marriott LIVE! LA – Gold Ballroom 2 🌐 Media & Entertainment</p>		
9:00 AM		<p>SDL Connected Car Developer Conference by FordDev Presented by: FordDev Partner Programs</p> <p>🕒 9:00 AM - 5:00 PM Concourse Hall, Level 2 – Theater C 💡 Innovation</p>		
		<p>Future Digital Health Summit GSMA Summits</p> <p>🕒 9:00 AM - 12:00 PM Concourse Hall, Level 2 – Theater E 💡 Innovation</p>		
		<p>Keynote 1: A Connected Future Conference</p> <p>🕒 9:00 AM - 10:30 AM Keynote Auditorium 🌐 The Network</p>		
9:15 AM		<p>Tech Focus: Using Data Analytics to Drive Growth Presented by: Conduent Partner Programs</p> <p>🕒 9:15 AM - 11:45 AM Concourse Hall, Level 2 – Theater A 💡 Innovation</p>		
9:30 AM		<p>Are You Sure You're Ready? IoT Product Launches – Legal/Regulatory Considerations Presented by: Perkins Coie IoT Talks</p> <p>🕒 9:30 AM - 10:00 AM IoT Talks Theater, Booth S.2858 🌐 The Fourth Industrial Revolution</p>		
		<p>Emerging Tech Tour on Wednesday @ 9:30 AM MWC Tours & Experiences</p> <p>🕒 9:30 AM - 12:00 PM</p>		



LOS ANGELES SEPT 12-14 2018



9:30 AM - 12:00 PM
Room 518, West Hall, Level 2
Innovation

9:45 AM

IoT Tour on Wednesday @ 9:45 AM

MWC Tours & Experiences

9:45 AM - 12:15 PM
MWC Tours South Lobby
The Fourth Industrial Revolution

10:00 AM

5G & NFV Tour on Wednesday @ 10:00 AM

MWC Tours & Experiences

10:00 AM - 12:30 PM
MWC Tours South Lobby
The Network

Sustainable Smart Cities Tour on Wednesday @ 10:00 AM

MWC Tours & Experiences

10:00 AM - 12:30 PM
MWC Tours South Lobby
The Fourth Industrial Revolution

10:15 AM

Business Transformation Tour on Wednesday @ 10:15 AM

MWC Tours & Experiences

10:15 AM - 12:45 PM
MWC Tours South Lobby
The Network

10:45 AM

IoT Devices for Carrier Network Maintenance & Efficiency

Presented by: 3Z Telecom

10:45 AM - 11:15 AM
IoT Talks Theater, Booth S.2858
The Fourth Industrial Revolution

Women4Tech Speed Coaching & Networking

Women4Tech

10:45 AM - 12:45 PM
South 300 Foyer
The Fourth Industrial Revolution

11:00 AM

Keynote 2: Innovation

Conference

11:00 AM - 12:00 PM
Keynote Auditorium
Innovation

11:45 AM

Opening Fireside Chat: Yossi Vardi, 4YFN and Robyn Ward, Startup Advisor

4YFN

11:45 AM - 12:00 PM
4YFN Stage
Innovation

12:00 PM

Keynote featuring Neda Amidi, Plug and Play

4YFN

12:00 PM - 12:15 PM
4YFN Stage
Innovation

12:15 PM

Fireside Chat: Cutting Edge Innovations in Sports and Entertainment

4YFN

12:15 PM - 12:35 PM
4YFN Stage
Innovation

12:35 PM

Keynote: The Growing Pains of Machine Learning

4YFN

12:35 PM - 12:50 PM
4YFN Stage
Innovation



LOS ANGELES SEPT 12-14 2018



1:00 PM

5G Ready: A Spectrum Policy Update

Conference

🕒 1:00 PM - 1:50 PM
 Concourse 150 Track 1
 📁 Everything Policy

Media & Entertainment Conference: Partnership, Distribution and Monetization

Conference

🕒 1:00 PM - 5:00 PM
 Concourse 151 Track 2
 📁 Media & Entertainment

Blockchain Conference

Conference

🕒 1:00 PM - 5:00 PM
 Concourse 152 Track 3
 📁 The Fourth Industrial Revolution

Network Optimization Conference

Conference

🕒 1:00 PM - 5:00 PM
 Concourse Hall – Theater 411 Track 4
 📁 The Network

IoT Conference

Conference

🕒 1:00 PM - 5:00 PM
 Petree C
 📁 The Fourth Industrial Revolution

Mobile Connect Seminar: Reducing Fraud through Secure Authentication and ID Verification Servic...

GSMA Seminars

🕒 1:00 PM - 3:00 PM
 Room 518, West Hall, Level 2

1:30 PM

Emerging Tech Tour on Wednesday @ 1:30 PM

MWC Tours & Experiences

🕒 1:30 PM - 4:00 PM
 MWC Tours South Lobby
 📁 Innovation

1:45 PM

IoT Tour on Wednesday @ 1:45 PM

MWC Tours & Experiences

🕒 1:45 PM - 4:15 PM
 MWC Tours South Lobby
 📁 The Fourth Industrial Revolution

2:00 PM

Keynote: hack the future: 5 consumer shifts shaping 2020

4YFN

🕒 2:00 PM - 2:15 PM
 4YFN Stage
 📁 Innovation

Securing our Connected World

Conference

🕒 2:00 PM - 2:50 PM
 Concourse 150 Track 1
 📁 Everything Policy

Rethinking Business Models: Choosing to Succeed

Presented by: Vodafone

Partner Programs

🕒 2:00 PM - 5:00 PM
 Concourse Hall, Level 2 – Theater A
 📁 The Fourth Industrial Revolution

Catch the OnGo™ Wave

Presented by: The CBRS Alliance



LOS ANGELES SEPT 12-14 2018



Internet of Things is Challenging Use Cases and Strategies to Implement for Success in IoT Deployment

Presented by: Arrow

IoT Talks

🕒 2:00 PM - 2:30 PM

IoT Talks Theater, Booth S.2858

📍 The Fourth Industrial Revolution

5G & NFV Tour on Wednesday @ 2:00 PM

MWC Tours & Experiences

🕒 2:00 PM - 4:30 PM

MWC Tours South Lobby

📍 The Network

2:15 PM

Panel: Women4Tech: Trailblazing Organizational Change

4YFN

🕒 2:15 PM - 3:00 PM

4YFN Stage

📍 Innovation

Learn from the Leaders: Connected Families and the Digital Future

Presented by: Circle

Partner Programs

🕒 2:15 PM - 5:00 PM

Concourse Hall, Level 2 – Theater E

📍 Innovation

Business Transformation Tour on Wednesday @ 2:15 PM

MWC Tours & Experiences

🕒 2:15 PM - 4:45 PM

MWC Tours South Lobby

📍 The Network

3:00 PM

Best of SoCal | Mucker Labs, Grid 110

4YFN

🕒 3:00 PM - 4:00 PM

4YFN Stage

📍 Innovation

Keynote Remarks of NTIA Secretary David Redl

Conference

🕒 3:00 PM - 3:15 PM

Concourse 150 Track 1

📍 Everything Policy

3:15 PM

Legislative Policy Initiatives: Congressional Agenda

Conference

🕒 3:15 PM - 4:10 PM

Concourse 150 Track 1

📍 Everything Policy

Securing the Lifecycle of an IoT Device

Presented by: Mocana

IoT Talks

🕒 3:15 PM - 3:45 PM

IoT Talks Theater, Booth S.2858

📍 The Fourth Industrial Revolution

3:30 PM

Future Networks Seminar: 5G Beyond Mobile Broadband

GSMA Seminars

🕒 3:30 PM - 5:30 PM

Room 518, West Hall, Level 2

📍 The Network

4:00 PM

Keynote: Enabling the Future

4YFN

🕒 4:00 PM - 4:15 PM

4YFN Stage

📍 Innovation

Wireless Policy From the Inside: The FCC and NTIA Legal Advisors' View



LOS ANGELES SEPT 12-14 2018

4:15 PM

Keynote: Next Generation Mobile Security and Assurance for Blockchain and IoT

4YFN
🕒 4:15 PM - 4:30 PM
4YFN Stage
📍 Innovation

4:30 PM

Keynote featuring Ryan Long, City Summit

4YFN
🕒 4:30 PM - 4:45 PM
4YFN Stage
📍 Innovation

IoT Connectivity; Does One Size Fit All?

Presented by: Sigfox USA

IoT Talks
🕒 4:30 PM - 5:00 PM
IoT Talks Theater, Booth S.2858
📍 The Fourth Industrial Revolution

MWC Americas Welcome Event

Networking Events
🕒 4:30 PM - 6:30 PM
MWCA Networking Gardens



Agenda

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Enter keyword

TUE SEP 11	WED SEP 12	THU SEP 13	FRI SEP 14
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6:00 AM

MWC Americas Sunrise 5k Event

Networking Events
🕒 6:00 AM - 7:30 AM

7:30 AM

RAN Innovation: How, Why, and When

Presented by: FierceWireless
Partner Programs
🕒 7:30 AM - 9:05 AM
Concourse Hall, Level 2 – Theater D
📍 The Network

9:00 AM

Endpoint, IoT, & mobile management for CIOs

Presented by: IBM Security
Partner Programs
🕒 9:00 AM - 12:00 PM
Concourse Hall, Level 2 – Theater A
📍 Innovation

9:30 AM

Keynote 3: The Fourth Industrial Revolution

Conference
🕒 9:00 AM - 10:45 AM
Keynote Auditorium
📍 The Fourth Industrial Revolution

Digital Kids and Parenting in a Connected World

Presented by: Coolpad
Partner Programs
🕒 9:30 AM - 12:00 PM
Concourse Hall, Level 2 – Theater E
📍 Innovation

Industrial IoT – Data is the New Gold

Presented by: Arrow
IoT Talks
🕒 9:30 AM - 10:00 AM
IoT Talks Theater, Booth S.2858
📍 The Fourth Industrial Revolution

Sports & Entertainment Summit

Presented by: Foxrock Partners
Partner Programs
🕒 9:30 AM - 5:00 PM
JW Marriott LIVE! LA – Diamond 5 Ballroom
📍 Media & Entertainment

IoT 101 – Digital Transformation University

Presented by: James Brehm & Associates
Partner Programs
🕒 9:30 AM - 7:30 PM
JW Marriott LIVE! LA – Gold Ballroom 1

	<p> The Fourth Industrial Revolution</p> <p>IoT Tour on Thursday @ 9:30 AM MWC Tours & Experiences 9:30 AM - 12:00 PM MWC Tours South Lobby The Fourth Industrial Revolution</p>
9:45 AM	<p>Emerging Tech Tour on Thursday @ 9:45 AM MWC Tours & Experiences 9:45 AM - 12:15 PM MWC Tours South Lobby Innovation</p>
10:00 AM	<p>Business Transformation Tour on Thursday @ 10:00 AM MWC Tours & Experiences 10:00 AM - 12:30 PM MWC Tours South Lobby The Network</p>
10:15 AM	<p>5G & NFV Tour on Thursday @ 10:15 AM MWC Tours & Experiences 10:15 AM - 12:45 PM MWC Tours South Lobby The Network</p>
10:30 AM	<p>Mobile Commerce in LATAM Today Presented by: Route Mobile Partner Programs 10:30 AM - 11:30 AM Concourse Hall, Level 2 – Theater D Innovation</p>
10:45 AM	<p>Accelerating Global IoT Presented by: BICS IoT Talks 10:45 AM - 11:15 AM IoT Talks Theater, Booth S.2858 The Fourth Industrial Revolution</p>
11:00 AM	<p>4 Idealab Companies That Are Transforming AI, Network Virtualization, Education, and the Mobile ... 4YFN 11:00 AM - 11:45 AM 4YFN Stage Innovation</p>
11:15 AM	<p>Keynote 4: Connecting Content Conference 11:15 AM - 12:15 PM Keynote Auditorium Media & Entertainment</p>
11:30 AM	<p>Connecting the IoT Today: The Value of Deploying LoRaWAN Presented by: LoRa Alliance IoT Talks 11:30 AM - 12:00 PM IoT Talks Theater, Booth S.2858 The Fourth Industrial Revolution</p>
11:45 AM	<p>Panel: Generation Blockchain – A Deep Dive into Distributed Ledger Technologies 4YFN 11:45 AM - 12:30 PM 4YFN Stage Innovation</p>
12:30 PM	<p>Panel: 5G Entertainment Innovation 4YFN 12:30 PM - 1:15 PM 4YFN Stage Innovation</p>
1:00 PM	<p>Keynote Remarks of FCC Commissioner Michael O’Rielly Conference 1:00 PM - 1:15 PM Concourse 150 Track 1</p>

Everything Policy

Media & Entertainment Conference: Live

Conference

1:00 PM - 5:00 PM

Concourse 151 Track 2

Media & Entertainment

CMO & Digital Marketing Conference

Conference

1:00 PM - 5:00 PM

Concourse 152 Track 3

The Fourth Industrial Revolution

AI: Enterprise Applications Conference

Conference

1:00 PM - 5:00 PM

Concourse Hall – Theater 411 Track 4

The Fourth Industrial Revolution

Latin American Media & Convergent Services Summit

GSMA Summits

1:00 PM - 4:30 PM

Concourse Hall, Level 2 – Theater B

Media & Entertainment

Women4Tech Summit

Women4Tech

1:00 PM - 5:45 PM

Concourse Hall, Level 2 – Theater C

The Fourth Industrial Revolution

The Era of Smart Messaging Is Here

Presented by: mGage

Partner Programs

1:00 PM - 2:00 PM

Concourse Hall, Level 2 – Theater D

Innovation

5G Conference

Conference

1:00 PM - 5:00 PM

Petree C

The Network

1:15 PM

Keynote: 5G as XaaS (Everything as a Service)

4YFN

1:15 PM - 1:30 PM

4YFN Stage

Innovation

International Perspectives on Spectrum and 5G

Conference

1:15 PM - 2:15 PM

Concourse 150 Track 1

Everything Policy

1:30 PM

IoT Tour on Thursday @ 1:30 PM

MWC Tours & Experiences

1:30 PM - 4:00 PM

MWC Tours South Lobby

The Fourth Industrial Revolution

1:45 PM

Emerging Tech Tour on Thursday @ 1:45 PM

MWC Tours & Experiences

1:45 PM - 4:15 PM

MWC Tours South Lobby

Innovation

2:00 PM

Best of SoCal | Expert Dojo / OCTANE

4YFN

2:00 PM - 3:00 PM

4YFN Stage

Innovation

Powering the Intelligent Edge

Presented by: Award Solutions

Partner Programs

🕒 2:00 PM - 4:30 PM

Concourse Hall, Level 2 – Theater A

📶 The Network

Shaping the Telematics and ELD Market with ATrack & VisTracks

Presented by: ATrack Technology Inc. & VisTracks Inc

Partner Programs

🕒 2:00 PM - 5:00 PM

Concourse Hall, Level 2 – Theater E

📶 The Fourth Industrial Revolution

Economic Imperatives for IoT

Presented by: CSG

IoT Talks

🕒 2:00 PM - 2:30 PM

IoT Talks Theater, Booth S.2858

📶 The Fourth Industrial Revolution

Business Transformation Tour on Thursday @ 2:00 PM**MWC Tours & Experiences**

🕒 2:00 PM - 4:30 PM

MWC Tours South Lobby

📶 The Network

2:15 PM

Keynote Remarks of FCC Commissioner Brendan Carr**Conference**

🕒 2:15 PM - 2:30 PM

Concourse 150 Track 1

📶 Everything Policy

5G & NFV Tour on Thursday @ 2:15 PM**MWC Tours & Experiences**

🕒 2:15 PM - 4:45 PM

MWC Tours South Lobby

📶 The Network

2:30 PM

Building Our Way to a Robust 5G Future**Conference**

🕒 2:30 PM - 3:20 PM

Concourse 150 Track 1

📶 Everything Policy

Sustainable Smart Cities Tour on Thursday @ 2:30 PM**MWC Tours & Experiences**

🕒 2:30 PM - 5:00 PM

MWC Tours South Lobby

📶 The Fourth Industrial Revolution

3:00 PM

Keynote featuring Jason Lawrence Nazar, Comparably**4YFN**

🕒 3:00 PM - 3:15 PM

4YFN Stage

💡 Innovation

3:15 PM

Keynote: The Spectrum Collaboration Challenge**4YFN**

🕒 3:15 PM - 3:30 PM

4YFN Stage

💡 Innovation

Solve the IoT Connectivity Dilemma to Advance Digital Innovation

Presented by: SAP

IoT Talks

🕒 3:15 PM - 3:45 PM

IoT Talks Theater, Booth S.2858

📶 The Fourth Industrial Revolution

3:30 PM

Panel: Future of Media and Entertainment**4YFN**

🕒 3:30 PM - 4:10 PM

4YFN Stage

💡 Innovation

- 3:45 PM

Keynote Remarks of FCC Commissioner Jessica Rosenworcel
Conference
🕒 3:30 PM - 3:45 PM
Concourse 150 Track 1
📄 Everything Policy
- 4:00 PM

Converging Markets and Regulations in the 5G Era
Conference
🕒 3:45 PM - 4:30 PM
Concourse 150 Track 1
📄 Everything Policy

Networking Event, hosted by McAfee
Networking Events
🕒 4:00 PM - 5:00 PM

Networking Event, hosted by Mastercard
Networking Events
🕒 4:00 PM - 6:00 PM
MWCA Networking Gardens

MWC Shanghai Networking Cocktail
Networking Events
🕒 4:00 PM - 5:00 PM
Networking Lounge – West Exhibit Hall
- 4:10 PM

The 4YFN Americas Awards
4YFN
🕒 4:10 PM - 5:00 PM
4YFN Stage
💡 Innovation
- 4:30 PM

Industrial IoT – How to Deliver High Performance Connectivity with Private LTE
Presented by: Athonet
IoT Talks
🕒 4:30 PM - 5:00 PM
IoT Talks Theater, Booth S.2858
📄 The Fourth Industrial Revolution
- 5:00 PM

Networking Event, hosted by American Express
Networking Events
🕒 5:00 PM - 6:30 PM



Agenda

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9:00 AM

Device Certification for the Americas

Presented by: Global Certification Forum

Partner Programs

🕒 9:00 AM - 10:00 AM

Concourse Hall, Level 2 – Theater A

📶 The Network

App Marketing Imagination Delivers Future Fortunes

Presented by: The Mobile Growth House

Partner Programs

🕒 9:00 AM - 12:00 PM

Concourse Hall, Level 2 – Theater B

📺 Media & Entertainment

Redefining 5G Security from Real-World Deployments

Presented by: A10 Networks

Partner Programs

🕒 9:00 AM - 10:00 AM

Concourse Hall, Level 2 – Theater E

📶 The Network

Keynote 5: Media & Entertainment

Conference

🕒 9:00 AM - 10:30 AM

Keynote Auditorium

📺 Media & Entertainment

9:30 AM

Drones, Security and Profitability

Presented by: E.J. Krause & Associates in partnership with GSMA

Partner Programs

🕒 9:30 AM - 1:00 PM

Concourse Hall, Level 2 – Theater D

📶 The Fourth Industrial Revolution

Deploy, Monitor, and Monetize the Next Gen of 5G through IoT Command and Control

Presented by: N3N

IoT Talks

🕒 9:30 AM - 10:00 AM

IoT Talks Theater, Booth S.2858

📶 The Fourth Industrial Revolution

Business Transformation Tour on Friday @ 9:30 AM

MWC Tours & Experiences

🕒 9:30 AM - 12:00 PM

MWC Tours South Lobby

📶 The Network

9:45 AM

5G & NFV Tour on Friday @ 9:45 AM

MWC Tours & Experiences

🕒 9:45 AM - 12:15 PM

MWC Tours South Lobby



LOS ANGELES SEPT 12-14 2018



7:45 AM

MWC Tours South Lobby
 Innovation

Sustainable Smart Cities Tour on Friday @ 10:00 AM

MWC Tours & Experiences

10:00 AM - 12:30 PM

MWC Tours South Lobby

The Fourth Industrial Revolution

10:15 AM

IoT Tour on Friday @ 10:15 AM

MWC Tours & Experiences

10:15 AM - 12:45 PM

MWC Tours South Lobby

The Fourth Industrial Revolution

10:30 AM

4YFN Exhibitor Pitch Presentations

4YFN

10:30 AM - 11:30 AM

4YFN Stage

Innovation

Driving Data to the Edge

Presented by: Automotive Edge Computing Consortium

Partner Programs

10:30 AM - 11:30 AM

Concourse Hall, Level 2 - Theater A

The Network

The business case for 5G Fixed Wireless Access

Presented by: NetComm

Partner Programs

10:30 AM - 11:30 AM

Concourse Hall, Level 2 - Theater E

The Network

11:00 AM

AI: Consumer Applications Conference

Conference

11:00 AM - 3:00 PM

Concourse 150 Track 1

The Fourth Industrial Revolution

IoT and 5G Conference

Conference

11:00 AM - 3:00 PM

Concourse 151 Track 2

The Network

Connected Vehicle Conference

Conference

11:00 AM - 3:00 PM

Concourse 152 Track 3

The Fourth Industrial Revolution

11:30 AM

MWCapital Spanish Delegation Pitching Session

4YFN

11:30 AM - 12:45 PM

4YFN Stage

Innovation

12:45 PM

Panel: The Key to VR Adoption and Distribution: Creating and Delivering Dynamic Content to Mobil...

4YFN

12:45 PM - 1:30 PM

4YFN Stage

Innovation

2:00 PM

4YFN Exhibitor Pitching Session by Verify Investor

4YFN

2:00 PM - 3:00 PM

4YFN Stage

Innovation





Latin American Media & Convergent Services Summit

Thursday, September 13th, 2018 - 1:00-4:30pm

Session Chairman: Sebastian Cabello, Head of Latin America, GSMA

1:00 Chairman's Opening Remarks and Welcome

Sebastian Cabello, Head of Latin America, GSMA

1:10 Opening Keynote Presentation

Jossi Fresco Benaim – Regional Director, Latin America – Verizon Digital Media Services *(Confirmed)*

1:30 Panel – Paving the way towards convergent services – A regulatory and operational point of view

- Key regulatory challenges in quad play launch
- Regulatory outlook for the region

Moderator: Hernán Galperin, Research Associated Professor, University of Southern California *(Confirmed)*

Mario Fromow, Commissioner, IFT Mexico *(Confirmed)*

María Camila Villamizar, Board Member, ANTV Colombia *(Confirmed)*

Aníbal Diniz, Commissioner, ANATEL Brazil *(Confirmed)*

Enrique Medina Malo, Chief Policy Officer, Telefónica *(Confirmed)*

2:00 – Use Case Presentation – Building a mobile-first video network for Latin America – Raze

Emiliano Caleznuk – Co-Founder & CEO – Raze *(Confirmed)*

2:20 Presentation – State of the industry

Tomas Gennari, EVP, Business Bureau *(Confirmed)*

2:30 - Panel – What is the optimal quad-play business case in Latin America?

- Successful launches and lessons learnt
- Billing and customer engagement – what changes with quad play?

Moderator: Tomas Gennari, EVP, Business Bureau *(Confirmed)*

Michele Edelman, Executive Vice President of Marketing and Content Strategy, Vubiquity *(Confirmed)*

Jorge Negrete, President, Mediatelecom *(Confirmed)*

Martin Gallone – VP of Digital – Millicom *(Confirmed)*

3:00 The role of the Cloud in Media Services

Rodrigo Godoi – Field Operations Manager – Amazon Web Services *(Confirmed)*

#MWCA18





3:20 Panel – **Sports consumption over mobile – replicating success stories from within and beyond the region.**

Sergio Verdú – Director of Production Development, New Projects – **ESPN** *(Confirmed)*

Gastón Molina – Product Director, Flow Mobile – **Telecom Argentina** *(Confirmed)*

3:40 Panel – **The innovation ecosystem in mobile media and video. Where is the next stand-out innovation going to come from?**

- Where is innovation focused?
- What are investors looking for in potential start-ups in the media space?
- How can the industry work with start-ups to improve the mobile media experience for users across the region?

Moderator: Ricardo Tavares, CEO, **TechPolis** *(Confirmed)*

Ezequiel Fonseca Zas, SVP, Multiplatform Strategy & Marketing, Latam & Brasil, **Viacom** *(Confirmed)*

Rosario Ballesteros-Casas, CEO & Founder, **VR Americas** *(Confirmed)*

Agustina Fainuersch – US Managing Director & Partner – **Wolox** *(Confirmed)*

Carlos Sanchez – VP, Distribution – The Americas – **Legendary** *(Confirmed)*

4:10pm Chairman Closing Remarks

