FUTURE NETWORKS

MOBILE WORLD CONGRESS AMERICAS 2018 GUIDE
11 SEPTEMBER – 13 SEPTEMBER 2018
LOS ANGELES

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THE FUTURE NETWORKS PROGRAMME'S EVENTS AT MWC AMERICAS 2018

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Tuesday 11 September	GSMA Beta Lab	**9:30–12:00**
	GSMA RCS Business Messaging Awareness Lab	**11:00–17:30**
Wednesday 12 September	RCS Business Messaging Seminar	**9:30–12:00**
	5G Seminar	**15:30–17:30**
Thursday 13 September	RCS Operator Roundtable	**9:00–10:30**
	AI and Messaging Roundtable	**10:45–12:15**
	Cloud AR/VR Roundtable	**12:30–14:00**
	LTE-Broadcast Roundtable	**14:30–16:30**

DELIVERING AN ALL-IP WORLD

LTE launched by

670
OPERATORS

IN 208 COUNTRIES

REACHING
79%
OF POPULATION

Voice and Video over **LTE**

Operator Launches **145**

Countries **69**

Devices **1218**
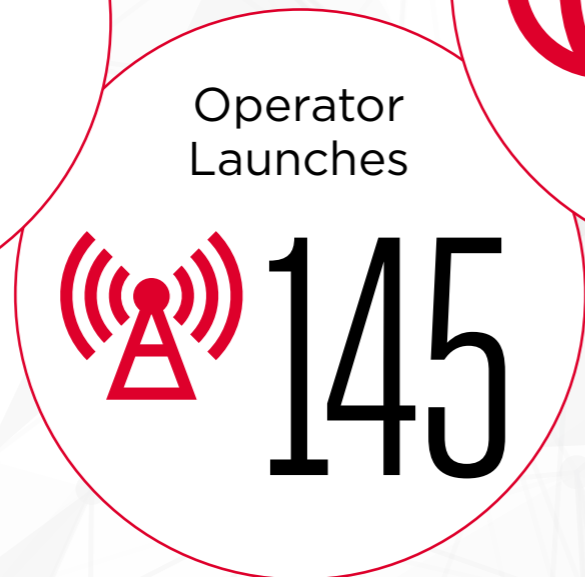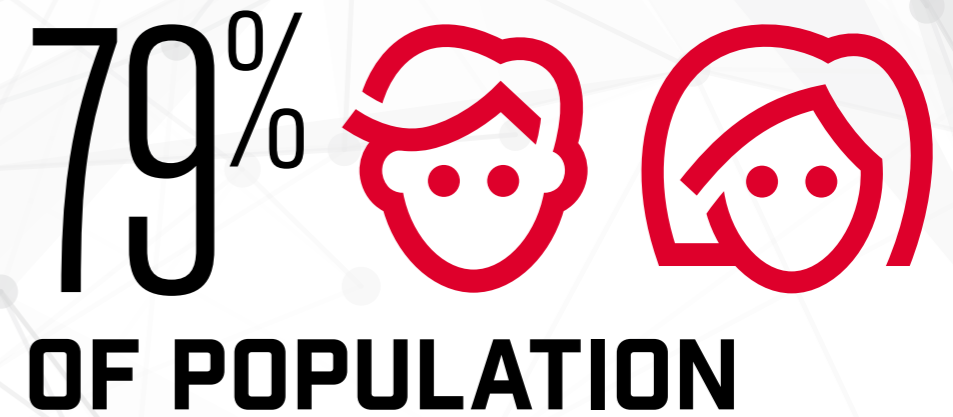
RCS	📱
Operator Launches	57
Countries	41
Devices	398
Hosted Solution Providers	19

VOICE OVER WIFI	📶
Operator Launches	61
Countries	35

HD VOICE	HD
Operator Launches	164
Countries	88

THE FUTURE NETWORKS PROGRAMME

Across the world, mobile operators are investing almost US$200 billion a year in their networks. As they expand 4G connectivity and make decisions on 5G investment, operators are harnessing Internet-style technologies to provide compelling and innovative services in an efficient and productive way.

Directed by 16 leading operators in collaboration, the GSMA's Future Networks Programme guides the mobile industry on how to use Internet Protocols (IP) to reduce the cost of transferring data, while meeting customers' expectations around reliability, security and interoperability. The GSMA's global specifications, such as the Universal Profile, will ensure that new IP-based services are reliable, cost-effective and will work across different devices and different networks, in any market.

The Future Networks Programme is making it easier for operators to deploy Rich Communications Services (RCS); an evolution in mobile messaging, and is working closely with operators, aggregators, brands and technology providers to ensure that RCS is the future of brand communications.

The GSMA's holistic approach to 5G will ensure that vertical markets and consumers benefit from the opportunities created within the 5G Era. To meet user data demand and vertical capabilities, Future Networks will encourage innovative ways to reduce the capital intensity of the next generational step.

FUTURE NETWORKS AT MOBILE WORLD CONGRESS AMERICAS

RCS and the Future of Messaging at Mobile World Congress

Rich Communications Services (RCS) is an upgrade to SMS on a global scale, bringing the messaging services of the future to over 5 billion mobile phone users worldwide. RCS is an operator service that will work on any smart device or network, and will give customers the experience they've come to expect from OTTs, natively in their handset.

5G at Mobile World Congress

5G could account for as many as 1.2 billion connections by 2025. By then, 5G networks are likely to cover one third of the world's population. The impact on the mobile industry and its customers will be profound.

5G will bring an evolution in VR and AR, an area where we have seen growth in devices and applications over the last two years. They have so far been seen as somewhat dispensable functions due to latency and/or low quality of virtual images, but trials such as these could very well showcase the improvements made with 5G.

Network Economics at Mobile World Congress

Mobile operators account for between 1-2% of total global energy consumption. To quickly bring the 5G network into reality, mobile network operators will need to devise mechanisms to improve the capital intensity at which they operate. The long-term goal of the Future Networks Programme is to boost population coverage of high-speed broadband while optimising capital intensity by unlocking additional value from networks in a cost-efficient manner. The GSMA want to bring together the 'best of the best' innovators in the areas of Energy Efficiency, Infrastructure Sharing and Backhaul Relief with our Operator Members to facilitate this network optimisation.

GSMA
BETA LAB
#1

NETWORK ECONOMICS

Private Event by Invitation Only

**Tuesday, 11 September 2018
09:30-12:00**

**Warner Bros. Studios, Burbank,
California CA 91522**

The long-term goal of the Future Networks
Programme is to boost population coverage of
high-speed broadband while optimising capital
intensity by unlocking additional value from
networks in a cost-efficient manner. The GSMA
want to bring together the 'best of the best'
innovators in the areas of Energy Efficiency,
Infrastructure Sharing and Backhaul Relief with
our Operator Members to facilitate this network
optimisation. At the GSMA's first ever Beta Lab,
the audience will hear from high-profile speakers
as they discuss key themes and innovations in
Network Economics.

Beta Labs

GSMA RCS BUSINESS MESSAGING LAB #14

SPONSORED BY 3CINTERACTIVE

Tuesday, 13 September 2018
11:00-17:30

555 S. Flower, 51st Floor, City Club Los Angeles

The Future Networks Programme will be hosting the fourteenth GSMA RCS Business Messaging Lab, sponsored by 3Cinteractive, during Mobile World Congress Americas. There will also be a networking drinks reception following the presentations.

Attending a GSMA RCS Business Messaging Lab will allow you to contribute to the future of business messaging. From designing commercial models and customer experience, to informing the GSMA standards, your contribution will ensure an open ecosystem that works together to realise the value estimated by 2020 of $74 billion. With the commercial launch of RCS Business Messaging, attendees will experience the latest brand campaigns and will hear about their impressive results so far. Networking is a major part of the Lab series, and individuals have made important connections at the Labs they have gone on to work with.

www.youtube.com/watch?v=MzBVLvTNZF8

Session	Time	Presentation	Speakers
Session 1: RCS – Achieving Ubiquity	11:00	Registration (Coffee and soft drinks provided)	
	11:30	Welcome from GSMA	Jill Cooper, Programme Marketing Director, GSMA
	11:35	Welcome from 3Cinteractive	Jeff Michaud, VP Client Strategy, 3Cinteractive
	11:40	RCS – Global Position	David O'Byrne, IP Communications Project Director, GSMA
	11:50	RCS, The Time Is Now: Fireside Chat and Panel Discussion with Operators and Brands	David O'Byrne, IP Communications Project Director, GSMA John Duffy, CEO, 3Cinteractive Oscar Gallego, Head of Smart Communications and Security, Vodafone Major brands to be announced
	12:50	Vodafone RCS Global Roll-Out and How to Achieve Scale	Oscar Gallego, Head of Smart Communications and Security, Vodafone
	13:00	Lunch	
Session 2: Platforms, Campaigns and Compelling Results	14:00	Google's RBM Platform	Alexandre Allemande, Business Development Manager – RCS Business Messaging, Google
	14:10	RCS Demo: American fashion retailer	3Cinteractive
	14:20	RCS Demo: Multinational consumer electronics retail brand	3Cinteractive
	14:30	RCS Demo by Subway: Employing Next Generation Mobile Communication and Commerce	Carissa Ganelli, Chief Digital Officer, Subway
	14:40	RCS Demo: Major American department store chain	
	14:50	RCS Demo: Fortune 500 financial services company	
	15:00	Samsung and MaaP Platform	Samsung
	15:10	RCS Demo: TBA	
	15:20	RCS Demo: TBA	
Session 3: Commercials	15:30	Results of Trials and Future Commercial Campaigns	David O'Byrne, IP Communications Project Director, GSMA
	16:00	Short Codes	David O'Byrne, IP Communications Project Director, GSMA
	16:30	Coffee Break	
Session 4: Winning with RCS	17:00	Automation in Customer Service using RCS Chatbots including demo by LivePerson	Luis Silva, CEO, WIT Software
	17:10	Closing Presentation	John Duffy, CEO, 3Cinteractive
	17:30	Cocktail Reception	

RCS BUSINESS MESSAGING SEMINAR: THE FUTURE OF BRAND COMMUNICATIONS

SPONSORED BY MAVENIR

Wednesday, 12 September 2018
9:30-12:00

Room 518, Second Level,
Los Angeles Convention Center

The world's most successful communications channel, SMS is being upgraded globally to Rich Communication Services (RCS). With 57 launches and 170 million monthly active users, this Operator messaging platform is available for millions of brands to enhance their consumer communications.

We invite you to join us at this much anticipated event in Los Angeles and hear from key industry players who, along with the GSMA and others, will discuss the current state of play of RCS and the Business Messaging market; the commercial opportunities and market potential of this platform; the strategic vision for RCS, and much more.

MAVENIR

| Time	Presentation	Speakers
09:30	RCS: The Future of Brand Communications	David O'Byrne, IP Communications Project Director, GSMA
09:40	The Importance of Operator Messaging	Doug Garland, Vice President, Innovation and Partnerships, Sprint
09:55	Engaging Mobile Consumers with RCS	Todd Parker, Google
10:05	RCS Brand Showcase 1 on Google Platform	Carissa Ganelli, Chief Digital Officer, Subway
10:20	Getting to Scale: Fireside Chat	Oscar Gallego, Head of Smart Networks, Vodafone
10:35	RCS Business Messaging Presentation	AT&T (TBC)
10:50	AI, Chatbots and RCS	Samsung (TBC)
11:05	RCS Brand Showcase 2 on Samsung MaaP Platform	Brands to be revealed
11:20	Data-Centre vs. Cloud: Getting the RCS Architecture Right	Brandon Larson, SVP, Product Line Management, Mavenir
11:35	RCS Brand Showcase 3 with Mavenir	Brands to be revealed
11:45	RCS Thought Leaders: Commercial Principles Panel and Audience Q&A	Messaging Company: John Duffy, CEO, 3Cinteractive Platform Provider: Brandon Larson, SVP, Product Line Management, Mavenir Operator: TBA Major global brands: TBA
12:00	End of Seminar	

5G BEYOND MOBILE BROADBAND SEMINAR

**Wednesday, 12 September 2018
15:30-17:30**

**Room 518, Second Level, Los Angeles
Convention Center**

5G is expected to revolutionise the mobile broadband experience, with the promise of seemingly unlimited speed and real time responsiveness. But 5G will also go far beyond mobile broadband, transforming the role of telecommunications in everyday life.

Configurable features, achievable thanks to network slicing, support ultra-reliable connections and other advanced features, and will pave the way to a new raft of applications and services that are unattainable with existing cellular systems.

We invite you to join us at the 5G Seminar where world class experts from mobile operators and the wider ecosystem will discuss the opportunities and services that 5G will unlock beyond mobile broadband.
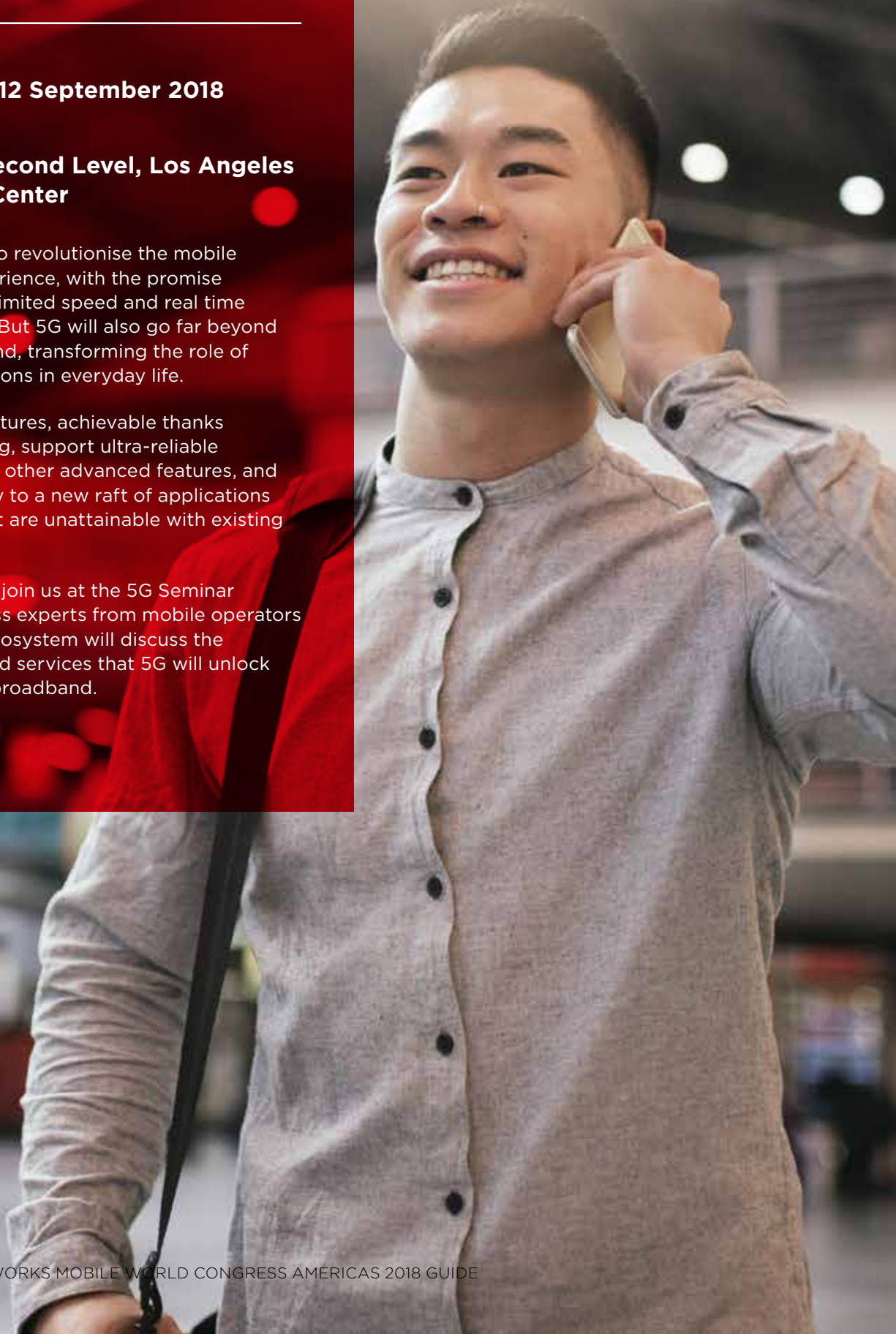
RCS OPERATOR ROUNDTABLE

Thursday, 13 September 2018
9:00-10:30

Room 511 B&C, Second Level,
Los Angeles Convention Center

The RCS Roundtable will provide a platform for Operators to discuss the opportunities that RCS and RCS Business Messaging will bring to both Person-to-Person and Application-to-Person communications. It will give participants the opportunity to share lessons learned with their peers, hear from other global leaders on RCS and discuss the most successful ways to collaborate to build in RCS success in the region.

Operators will have an opportunity to engage with:

- Operators who have successfully launched and scaled RCS
- Aggregators using RCS platforms and working with brands to scales RCS
- The GSMA RCS team who will talk to you about RCS momentum and technical steps to launch

CLOUD AR/VR ROUNDTABLE

5G

Thursday, 13 September 2018
12:30-14:00

Room 511 B&C, Second Level,
Los Angeles Convention Center

Augmented Reality and Virtual Reality are transformative technologies which will revolutionise the consumption of content in both consumer and enterprise sectors.

With more and more services moving to the Cloud, AR/VR will likely follow the trend. AR/VR requires significant data transfer, low latency, big storage and massive computing capabilities. Operators will play an important role in the development of AR/VR via 5G, Edge Computing and the Cloud.

The Future Networks Programme will host a Cloud AR/VR Roundtable at Mobile World Congress Americas 2018 where we will address key themes in order to help operators tackle the challenges of this new service. Topics will include:

• Identify the key use cases in Cloud AR/VR

• Investigate value chain, stakeholders and business models

• Share case studies and best implementation practices

Time	Presentation	Speakers
12:30	Welcome from the GSMA	GSMA
12:35	Welcome from China Mobile	China Mobile
12:40	Welcome from Deutsche Telekom	Deutsche Telekom
12:45	Hybrid Graphics on the Intelligent Edge	Raheel Khalid, CTO, Envrmnt by Verizon
13:00	What end-user companies are saying they want and why	MobiledgeX
13:10	MEC Prototyping Activities Introduction	Deutsche Telekom
13:20	Roundtable Discussion: • Problem statement • Collaboration and cooperation • What the GSMA can do to help	All
13:55	Briefing and Summary: Cloud AR/VR Forum Setup Plan	GSMA
14:00	End of Roundtable	

LTE-BROADCAST ROUNDTABLE

5G

**Thursday, 13 September 2018
14:30-16:30**

**Room 511 B&C, Second Level,
Los Angeles Convention Center**

This Roundtable will gather a broad range of senior participants from across the ecosystem to discuss the future of eMBMs and what collective actions are needed to see this technology implemented throughout 2018. We will have representation from content providers, device, chipset and equipment vendors and key LTE-Broadcast Operators.

Some topics to be discussed include:
• Addressing technical issues in networks and devices
• Promotion of innovative business models
• How the industry can overcome potential regulatory barriers

FUTURE NETWORKS
INNOVATION CITY DEMOS

RCS

RCS Business Messaging – Live Brand Campaigns

Come to Innovation City to meet Brands, Aggregators and Google and experience the latest RCS campaigns and results. This year, Google and the GSMA's Future Networks Programme will showcase RCS use cases from around the world to reveal how major brands are using this exciting Operator messaging platform to enhance their customer experience and fuel customer engagement.

Brand	Use Case Description
Leading travel fare aggregator website	This leading travel fare aggregator will demonstrate how they have revolutionised their customer experience using RCS to send hotel confirmations with images, smart replies and maps.
American provider of human resources management software and services	This major software company's two-factor authentication RCS campaign is designed to provide an extra layer of security to its customers by allowing them to verify their accounts through interactive and rich text messages.
Multinational financial services brand	
American department store chain	This leading department store is creating a highly personalised shopping experience by allowing their customers to book in-store appointments, search for nearby store locations, events and more through RCS.
Global fast food restaurant franchise	This major fast food franchise is enhancing customers' food ordering experience using RCS Business Messaging. Customers can redeem tasty offers and deals sent directly to their phone. They can also order their favourite food and drinks with a tap of a button from their nearest location.
Train company	This RCS campaign enables travellers to receive real-time RCS updates.
Provider of commodity market data	Whether its commodity market data, local weather updates or USDA reports, this market data provider delivers personlised information using RCS.
American internet retailer	
Major Mexican bank	This major Mexican bank is using RCS to make it easier for their customers to receive credit offers and talk to an agent.
Leading Cineplex company	
Major fashion retail brand	Through RCS, customers of this American fashion retailer can easily view and order the perfect gifts carefully selected by stylists for their loved ones for any occasion.

FUTURE NETWORKS
INNOVATION CITY DEMOS

5G

5G Demonstrations

The 5G era will soon be upon us, with GSMA Intelligence estimating that there will be 1.2 billion 5G connections by 2025, covering 40% of the global population or about 2.7 billion people. It promises to usher in an era of incredibly fast, smart networks that will be more responsive and customisable than previous mobile generations offering the ability to cater to the diverse requirements of different vertical sectors.

5G is more than just a generational change from 4G, and will transform our use of mobile technology. In Innovation City, the Future Networks Programme will be demonstrating how 5G features such as super low latency response will create an exciting opportunity for both consumers and industry verticals.

Partner	Use Case Description
IMR	Realise the revenue potential of your business by delivering enhanced and immersive 5G XR event and content experiences. Understand the IMR 5G Codec advantage: sub-millisecond latency, ultra-high image quality, scalable time-critical video compression.
Nokia	Engaging with fans at iconic events drives new revenue opportunities for your business. Multi-Access Edge computing and 5G creates a unique digital platform with the connectivity and capacity to deliver compelling immersive experiences.
Unmanned Life	Unmanned Life, the 5G Autonomy-as-a-Service Provider in partnership with GSMA and supported by the UK Government will demonstrate the unique value of combining 5G, AI and IoT to deliver some of the killer Edge use cases that will underpin the coming Autonomous economy, specifically in key areas like Industrial Automation, Urban Management and Emergency Response.
Intel	

OTHER RELATED EVENTS AT MWC AMERICAS 2018

GSMA Top 100 Venture Forum
Sponsored by MobiledgeX

Tuesday, 11 September 2018
14:00-19:00

Warner Bros Studios in Burbank,
California, CA 91522

The GSMA Venture Forum will feature CEO panel discussions from the GSMA 100, a new initiative focused on surfacing the world's most promising growth companies. Curated by 20 mobile operators and 17 venture capital partners, the GSMA 100 CEO panels will showcase emerging technologies and explore topics including AI & Machine Learning, Consumer Experience, Data & Analytics, IoT, Security, 5G & Networks and Media & Entertainment.

A2P Messaging Forum

Thursday, 13 September 2018
12:00-18:00

JW Marriott LA Live, Diamond Ballroom 2

An A2P Messaging Forum will be hosted by CTIA.

INTERESTING READS

RCS Research Study

Fixed Wireless Access: Economic Potential and Best Practices

Network Economics Case Study: Electricity Cost Reduction in Jordan

KEY PROGRAMME CONTACTS

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