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MMA is the main leading non-profit trading association of the mobile industry in the world, having over 800 associated companies in approximately 50 countries. Our associates come from every corner of the Mobile Marketing ecosystem including: brand marketers, advertising agencies, mobile technology platforms, media companies and operators among others. MMA's mission is to accelerate the transformation and innovation of marketing through mobile devices, promoting business growth with a stronger and closer consumer engagement.

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MMA

TABLE OF CONTENTS

MMA

INTRODUCTION BY MMA

WELCOME TO THE AGE OF HYPERCONCECTIVITY

The Mobile World Congress (MWC) has proclaimed this year marks the start of a new era. One in which connectivity will reign, ensuring instantaneous access to contents, people, and "things" via smart devices. However, even though we're in the early stages of this new hyperconnectivity age, we'llonly find out if it's really revolutionary when we finally have the fifth-generation network technology (5G) available.

MWC 2018's main theme, "creating a better future," is absolutely linked to this new era. The so-called 4th Industrial Revolution will only enjoy its full potential the moment we really can rely on 5G. For now, there's only a promise that in 2020 we'll have the first networks available. The expectation is that 5G will have an impact similar to the inception of electricity or the automobile and will benefit everyone, changing once again our lives, this time as connected consumers.

Parallel to the MWC, organizers held for the third year in a row the 4YFN (Four Years From Now) startup tradeshow. Undoubtedly, some of the best surprises of the year has come from them. In addition to many other companies, Nestlé, Airbus, and Sabadel bankhave realized the inevitable: innovation is coming from those who move fast, are not afraid of making mistakes (by way they would not be there if they hadn't), and always seek solutions for problems in a resilient manner.

I hope you like the insights we brought back as the MWC proves that mobile technology is blood, fuel, and connector for all businesses we know and for the new ones to be created in the next few years.

Happy reading!

Rohit Dadwal
Managing Director APAC

Chris Babayode
Managing Director EMEA

Fabiano Destri Lobo
Managing Director LATAM

INTRODUCTION

THE MOST IMPORTANT
MOBILE SUMMIT WORLDWIDE

The city of Barcelona once again served as backdrop to the introduction of technology and behavior trends during the new edition of the Mobile World Congress, held between February 26 and March 1.In tune with its major theme, Creating a Better Future, the event covered issues such as the 4th Industrial Revolution (thanks to 5G) and the application of Artificial Intelligence in changing the way people live and how cities are managed.

Themes discussed included security, blockchain, mobile economy monetization, content, media, and innovation. The 4YFN was held in parallel, a business tradeshow considered the entryway for startups and major industry players. A show where business people, investors, private companies and government agencies meet to discover, create, and introduce new projects.

A stage for major debates and meeting point for businesses from industries as different as automobile, telecommunications, healthcare, access provision, smartphone and application producers, the MWC 2018 demonstrated that mobile internet is present in almost every aspect of modern life, and that, like digital, it is not only a tool or an ecosystem. It is a new culture: total connectivity.

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MWC'S STATISTICS

107k visitors from 205 countries and territories

7.7k CEOs

3.5k media professionals

Women's Participation: 24% of the total

2.4k businesses introduced themselves

120k square meters of space at Fira Gran Via

471 million Euros invested in local economy

13k temporary jobs

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MWC'S MAJOR THEMES

1. AGE OF CONNECTIVITY

The fifth generation of mobile web access, or simply 5G, became the center of attention at this edition of MWC.Presentations were less about product introduction and more about the way companies will operate in the face of 5G's possibilities. After all, when the infrastructure is complete and regulated, high speed browsing will be as ordinary as switching on the lights—something we do without thinking about the mammoth process behind it.

With speeds of up to 140 times faster than 4G, ultra-fast connection will allow for new ways humans can relate with artificial intelligence systems. The ecosystem is under construction; some countries are even announcing they will have 5G networks in 2019.

Technology will drive the leap to the new landscape in which homes, people, cars, and objects will be completely connected via wireless networks, through which data, information, and experiences will travel. That is why the 'next big think' today is the search for the best ecosystem of connected objects.
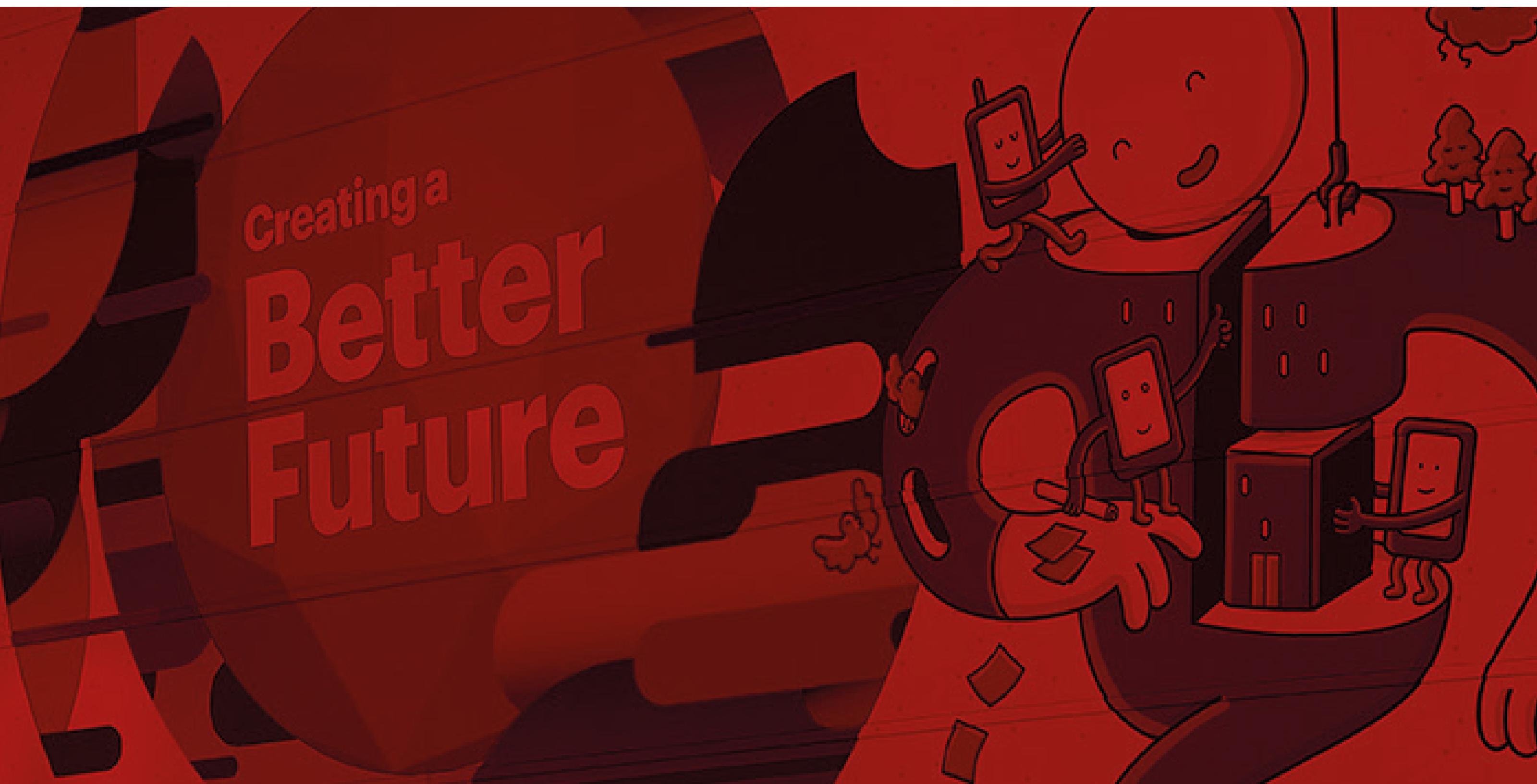
SOCIAL IMPACT

The European Union estimates that implementation of 5G will generate an economic activity of around €130 million per year, in addition to millions of jobs by 2025. The idea is to create an European 5G Observatory to monitor the issue. One of the major themes discussed at the event was exactly net neutrality for the new ecosystem. Even though the mobile economy has generated US$ 3.6 million Worth of business in Latin America in 2017, GSMA Latam's estimate is that the region will only be able to increase scale with 5G in 2025

"The internet is a basic right. It has to be open to everyone."

Andrus Ansip, Vice-President of the European Commission

BUSINESS IMPACT

For businesses, 5G will allow faster decision making. Product purchasing processes will be impacted as well. Alibaba, for instance, is working on introducing virtual reality showrooms for their retailers with physical stores. In practice, salespeople will use smartphones to record 360 degree videos and virtual reality with 8k resolution and upload it to the Tmall e-commerce platform. The content maybe synchronized with search results based on the location of the physical stores. Another major retail player, Walmart, has purchased virtual reality startup Spatialand.

Thousands of stores might become virtual reality experiences, showcasing their products in immersive formats.

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TECHNOLOGICAL IMPACT

Every industry segment will feel the effects of 5G Revolution, but the first one will be telecommunications, the protagonist of this movement. At MWC 2018, businesses that are making hyperconnectivity possible (carriers, technology providers, startups) showcased commercial solutions, even in beta format, which offer low latency, high speed, security, and access optimization– something expected when 5G becomes active. Some examples:

5G Networks – Sprint estimates that it will have networks "similar to 5G" in six US cities in April 2018 and hopes to be the first to offer a 5G mobile network in the world. Competitor AT&T predicts it will have 5G networks in 12 markets by the end of the year and Tesla is expected to take the innovation to main cities in Australia by the end of 2019. T-Mobile will start building its 5G network in 2018, covering 30 locations, including New York, Los Angeles, Dallas, and Las Vegas.

Infrastructure – Chinese company Huawei has launched the first 5G chip in history, which is part of the 5G CPE network terminal and able to support data traffic in the new speed. The company also introduced a set of connected infrastructures for businesses, which will be able to interconnect plants, logistics, and retail in one 5G-based integrated system.

Communication – Intel announced partnership with Japanese carrier NTT DoCoMo for 5G technology during the 2020 Tokyo Olympic Games, which will allow 8k video streaming, smart city sensors, connected cars, and access to training data for athletes. The intention is to make this the largest commercial 5G network in the world, in addition to introducing bases and prototypes for what is to come as of 2022. The company also demonstrated a PC with 5G capacity, a computer that should be introduced in the market in the second half of 2019.

5G Virtual Reality – Korean company SK Telecom introduced

HoloBox, an artificial intelligence hologram, and Social VR, a live streaming service with virtual reality that allows for real time conversations among people while they are watching video content, such as movies and sporting events. The 5G version of Social VR will be so fast that instantaneous broadcast from anywhere will be possible, providing a sensation of almost real presence at the location.

New Products
While new product introductions played a supporting role, the MWC served as stage for the launch of some smartphones which focused on improving the relationship between the human eye and cameras. The trend is that in the next few years there won't be competition about who has the best camera or best display, but who has the best web ecosystem of the things that communicate through 5G.

The highlights were Galaxy S9 and S9+. While not boasting major visual differences compared to S8 they come with some new tricks, such as improvement in photo capturing, which is able to control the amount of light in the sensor, in addition to the super slow motion mode and AR Emoji, which creates personalized emojis and in 3D based on the face of the user.

Asus introduced Zenfone 5 and Zenfone 5Z, with a look similar to iPhone X. With artificial intelligence, the phones will also come in a simpler version called Zenfone 5 Selfie in Brazil.

Sony has dropped the design of Xperia Z, sold in 2013, and has migrated to Xperia XZ2, with a curvier design and an internal mechanism that makes the smartphone vibrate and be activated by music, video, and games. Alcatel has announced Alcatel 5 and five other devices. Nokia introduced four smartphones, with the highlight being the retro Nokia 8110 with its sliding keyboard cover, made famous by the Matrix movie in 1999.

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1.2 IoT-INTERNET OF THINGS

The Internet of Things is now present in wearables and could even be added to one's skin through implanted chips and connected, by proximity, to digital devices in cars, clothing, and appliances. Likewise, the healthcare industry can design digital profiles of their patients. And, contrary to common to expectations, the bigger the number of connected things the smaller the number of devices one will need to carry; a smartphone alone will be enough. There's no doubt, however, that IoT will impact customer experience in several areas.

The question is whether companies are moving in the same speed these functionalities are being designed in order to turn the data they are receiving into practical applications.To Ignasi Vilajosana, CEO of Worldsensing, companies' boards still underestimate the organizational change they should be going through. Most importantly, one must understand that data value since cases will be validated by data in the future (as much as ROI). The trend is that an increasing number of advertisers will form partnerships between them and IoT platforms to deliver the best value to users.

"The costs and benefits (of applying data to business) must be studied and require a deep understanding of the market. Each industry has a very specific roadmap, which makes it hard to scale solutions."

**Ignasi Vilajosana, CEO of Worldsensing**

• Privacy

Because IoT enables more connections, ethical control standards must be created. That's why GDPR (General Data Protection Regulation) was widely covered, with the sense that privacy practices established in Europe should be replicated in other countries.
Following the trend, some companies are adapting their monitoring platforms to defined standards. This is the case of Ogury, which introduced an ecosystem intelligence application, Active Insights. The platform monitors 400 million mobile user profiles in 120 countries.

However, according to Ogury's Head of Sales in the US, Evan Rutchik, monitoring is done based on network consumer behavior and not on personal information. "Since we started in 2014, we designed a platform that complies with GDPR norms. Our transparency policy makes it very clear how data collection will be done," ensuresRutchik.

• Intelligent Home

Samsung showcased hyperconnectivity between its mobile phones and appliances in the intelligent home, including air conditioner that can be activated remotely, before people get home. Refrigerators, washers, and other appliances are also controlled remotely. Bixby, Samsung's virtual assistant, will be in charge of controlling the appliances. The fridge, for instance, will be able to receive information about food, indicate missing items for a balanced diet, and send the information to the homeowner when they are at the grocery store – discreting the "I forgot the broccoli" excuse.

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2. CONNECTED CONSUMER

2.1 THE NEWMOBILER

Anyone with a mobile access device can be considered a mobiler. The engagement between brands and such users is fed by practically uninterrupted connectivity– be it with the purpose of engaging them, drawing their attention or selling. The new generation of text messages and the Evolution of SMS to RCS (Rich Communication Services) allows exchange of messages among users of telecommunication carriers via video, audio, and images. Enriched by multimedia and connected to geolocation, they capture attention and can offer links that take users directly to advertisers.

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2.2 PERSONALIZATION AND CONTEXT

Introduced at the MWC 2018, the Mavenir solution, for instance, shows consumers are able not only to interact with the message but also to order and receive benefits for it, by simply accessing the menu of a nearby restaurant.

During the congress, the company announced that some of the major global carriers have already signed deals to interconnect RCS networks in 17 global markets, increasing scale with more than 159 million monthly users.

"SMS was already considered undesirable by consumers for being an informal and impersonalized type of communication. Now, messages offer really interesting content"

Susie Riley, Senior Global Monetization VP of Mavenir

Together with GIF production company Tenor, Dunkin Donuts introduced thematic GIFs during Halloween. The initiative leveraged seasonal trends, engaged the audience and increased the GIF sharing rate. The campaign offered tools for consumers to endorse the brand in a fun and non-invasive way.

2.3 BEST USE OF TECHNOLOGY TO COMMUNICATE WITH

Chatbots are increasingly drawing attention as communication tools for brands thanks to the incorporation of artificial intelligence. IA potentializes the productivity of bots, which feed on information collected during conversations to improve the engaging experience with humans.

The robots meet users' demand for more assertive and instantaneous responses. However, one needs to have in mind the need to create an emotional connection with consumers. A good example is the Halloween GIF campaign, which won the Global Mobile Awards (Glomo) in the Mobile Marketing Use category.

3. INNOVATION

3.1 BLOCKCHAIN

Brian Behlendor, executive director of Hyperledger, called on carriers to invest in blockchain, highlighting its still untapped commercial uses. With creativity it's possible to improve the relationship between carriers and customers and identify ways to go beyond the supply of connection.To him, the telecommunications industry could play a major role, for instance, in managing digital identities.

Digital identity today only has standards generated by companies such as Facebook or Google. This basic level of information is used for calling a taxi or buying a product, but it doesn't work when it comes to government services, for instance.Carriers can act as partners of users to manage the cloud part of their digital wallets, providing access to other types of services that are of direct interest to citizens.

"Blockchain goes beyond crypto currency. Mobile frauds represent a US$ 38 billion annual 'problem' and this is where blockchain can really impact"

Brian Behlendor, executive director of Hyperledger

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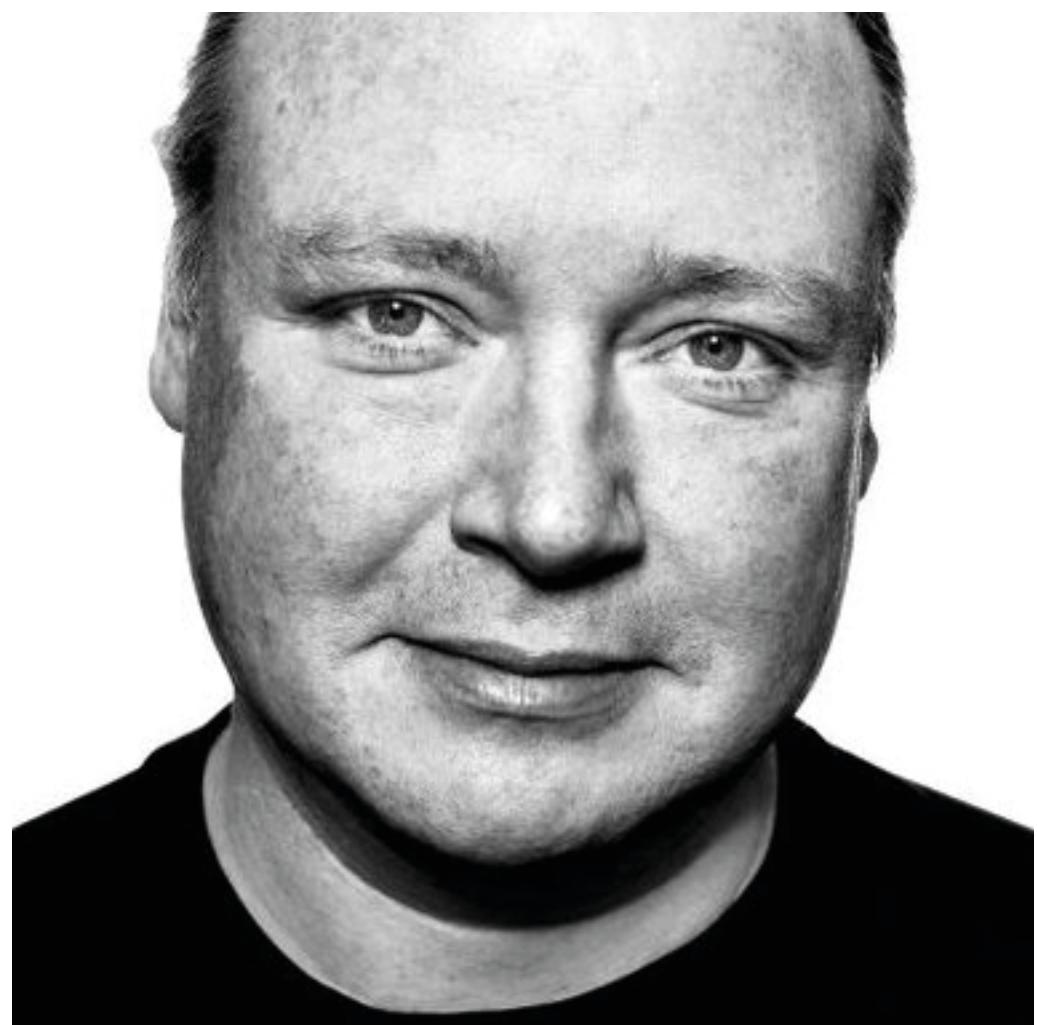
3.2 CONSULTING
BUSINESSES ON THE RISE

Consulting businesses increasingly occupy more space in the MWC, including Accenture, PwC, andMcKinsey. BI-aligned marketing has seized to be only creativity. As experts in following consumer journey, they are seizing on the opportunity to execute marketing tasks, optimizing the assets they already have.

Consulting companies showcased digital technologies they are good at – including analysis and artificial intelligence tools –, enabling them to provide new approaches in terms of design, marketing, sales, services, and security.The same moves adopted by consulting companies we sawin advertising are focused on the mobile ecosystem.

In a significant way, Smartify and Mobgen (which is part of Accenture Interactive), won the Glomo 2018 in the Most Innovative Mobile Application category, with Smartify's augmented reality application. For free, it instanteneously identifies artworks, digitizing them in the smartphone. With the app, users can find out about the work by simply pointing to a painting.

• New Sources of Income

Nokia took the opportunity to introduce Nokia Sensing as a Service to help unblock the revenues of telecommunication companies' mobile sites. It heps extract and monetize data for new customers. With an integrated micropayment platform, and based on blockchain, the mechanism is activated to transact and generate new reliable income flows. "We can help carriers generate new income by using their existing network, providing solutions to players in smart cities, transport, travel, and public safety", said Asad Rizvi, Head of Global Services Business Development with Nokia.

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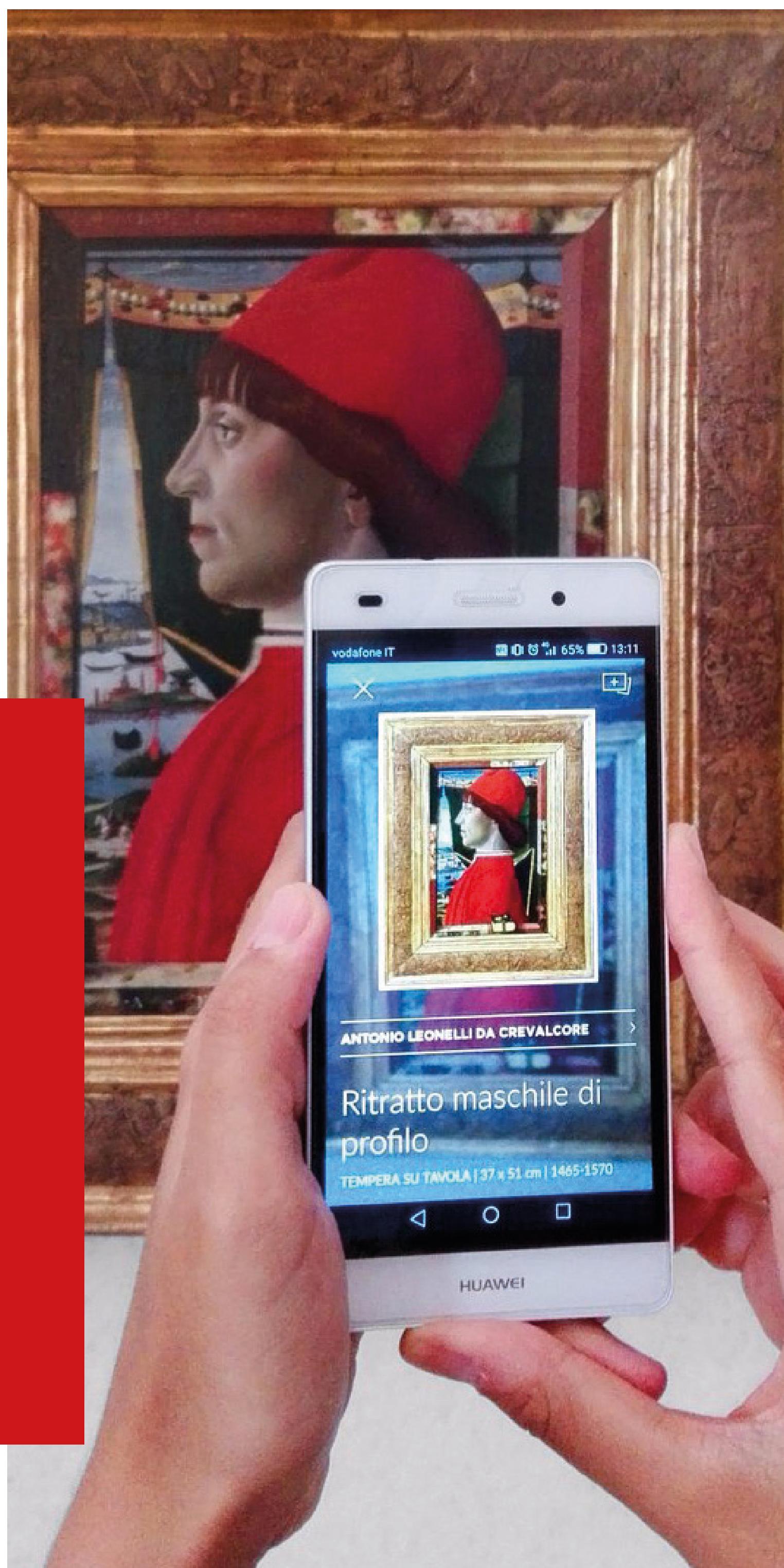
3.3 PAYMENTS AND FINTECHS–APPLICATIONS AND SOLUTIONS

Introduced during the MWC 2018, GSMA's seventh report on the current state of mobile money points out that there are currently more than 690 million accounts registered in 90 countries. According to the State of the Industry Report on Mobile Money, in 2017 alone the mobile industry generated direct sales of US$ 2.4 billion.

Mobile Money has evolved to become the main payment platform of the digital economy in several emerging markets, allowing for the financial inclusion of those who did not have access to bank accounts and directly impacting education and health, among other areas. The evolution of this industry is even more evident when we take into account the increase in the number of businesses developing applications, open banking solutions, virtual exchange currencies, and crypto-currency.

• Mobile Money Trends

- Accelerated Growth in bank-to-wallet operations

- Increasing adoption of smartphones

- Increasing numbers of fintechs

- Digitization of new industries

- Revamped efforts to reach most vulnerable populations

OPEN BANKING

By reducing maintenance costs of ATMs and physical payment terminals, online banking increases the possibility of more people holding bank accounts. Open banking applications meet that mission well. An example is VeriTran Open Ecosystem, a platform that allows banks to build their own applications and is open to any type of player – from internal teams to external developers and fintechs.

According to VeriTran's CEO, Marcelo González, the solution enables banking service providers to increase their opportunities for innovation and business. "Each bank can personalize their application according to their own needs, through a component ecosystem, business models, and services with plug & play approach."

VIRTUAL COINS

AppCoins is proposing a circular model capable of redesigning advertising in apps and application stores. The idea is to have an open protocol for stores and that works not only for advertising but also for application purchases. Everything regulated by blockchain. Thus, application purchases made by users, as well as the ads they decide to see, provide credit for future purchases..

CRYPTOCURRENCY

One of the innovations showcased at the MWC2018 came from Brazil. Sikur introduced a smartphone that already comes with a cryptographed wallet. The SikurPhone succeeds the GranitePhone, launched two years ago at the same venue.Some of the features include security, updated interface, and capacity to store cryptos on Sikur's safe cloud in a transparent way. The company says the device is hack proof.

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3.4 ARTIFICAL INTELLIGEN- CE/ MACHINE LEARNING & AUTOMATION

3.5 DRIVERLESS CARS AND THEIR APPLICATIONS

The improvement of artificial intelligence networks and machine learning will help companies solve some complex issues of the IT environment. Ericsson is investing in this area and announced the implementation of AI operations in all its business model to improve its chain's efficiency. Some of the examples mentioned includes the capacity of machine learning to predict.

By predicting call traffic standards, AI can make cells dormant at certain times without impacting users. Errors in complex systems could be reduced by 30% with the use of capacities, according to the company.

Technology giants such as IBM and Google took the opportunity to speak about the new workforce that AI creates, rejecting the idea that its main impact on the labor market is job extinction. "Look at music producers; they can make AI their "inspiring muse' in helping them compose songs. There's no profession in the world that won't be affected by AI in the next few years," said Bob Lord, Chief Digital Officer of IBM.

The issue of driverless cars is complex because it depends on the entire ecosystem of cities, people, safety, and connection. BMW demonstrated they have been working on this since 2006, developing automation projects. From 2017 onward there has been a 400% growth in the company's number of connected cars, which now calls itself a platform, following other car makers. There are currently 2.3 million cars connected in 29 markets.

The innovation this year is the transfer of responsibility from drivers to the whole automated system in the style of hands off/ driver off.The BMW iNEXT Level 5 is estimated to launch in 2021 and it should not include human support.

BMW conducted tests for the audience outside the MWC to showcase the technology. Thanks to the network connected by several devices (which today is operated via smartphone, but it will part of the IoT) it's possible to locate the car, check distance, request it to come to the user, unlock the car, ride it, change routes using voice and recognize memory-stored trajectories. A hands-off moment that will certainly be filled by the content and media industries. Moreover, driverless cars will represent a major step towards car sharing.

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4. SOCIETY AND INDUSTRIES

4.1 CONTENT AND MEDIA

OTT

Over-the-top service demand is growing (audiovisual content via web without the need to hire traditional TV or satellite companies).To be part of this movement, pay TV carriers are having to find partnerships to be able to compete. New players are coming up, such as AtriumTV, which is already in pre-operation mode based on agreements with five carriers in different markets. The company takes care of selecting and producing good content and distribute it to programmers, which in turn can decide to broadcast them or not.
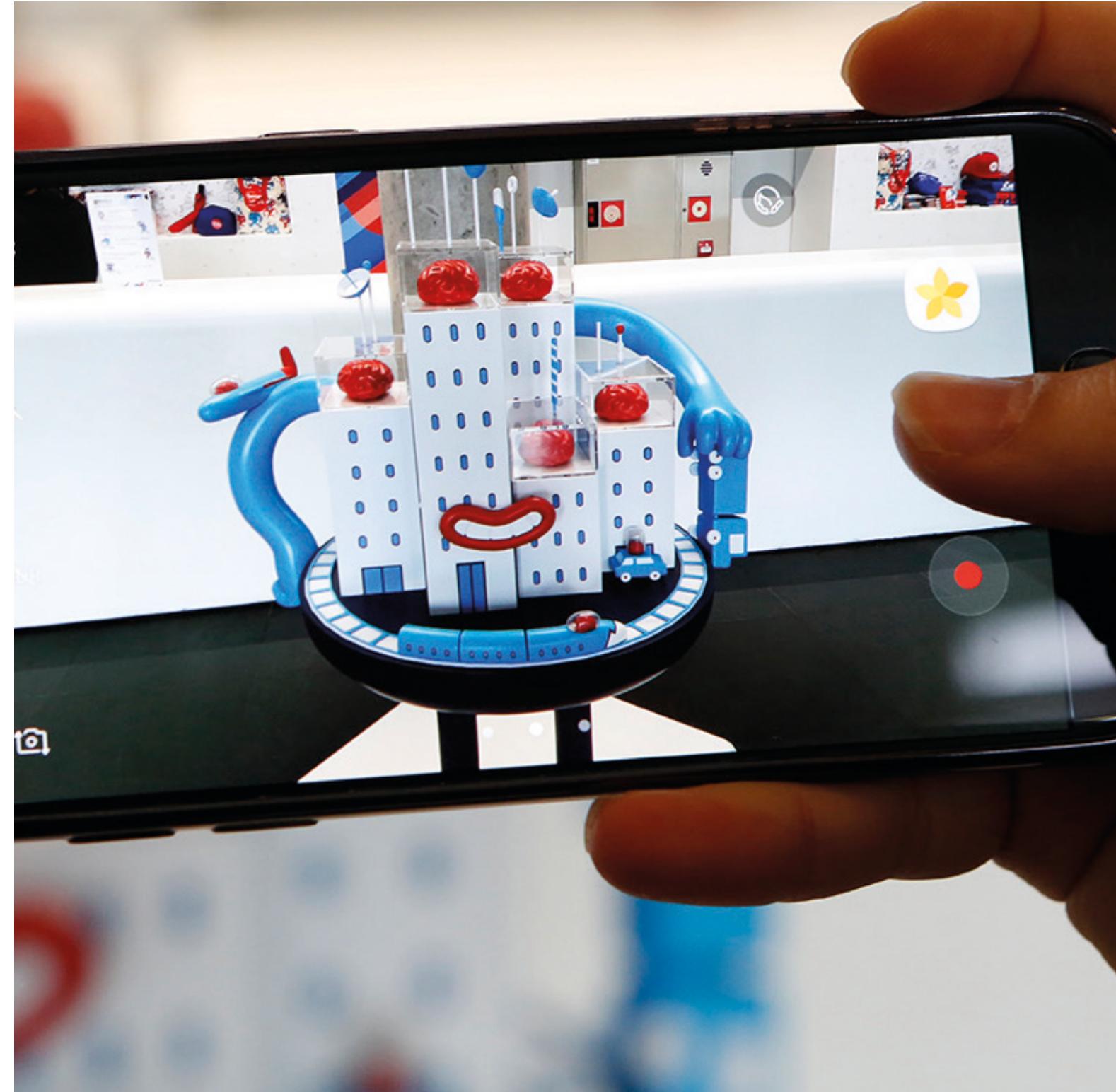
LOCAL CONTENT

Another alternative found by carriers not to lose audience is to invest in proximity to its customer base, broadcasting events or local sporting tournaments, for example. According to its CEO, Gavin Patterson, part of the strategy of the British telecommunications company BT Group is to focus on sports instead of entertainment productions. Thus, more opportunities for creators open up. Even Formula One racing has jumped onboard, asking race driver Fernando Alonso to introduce its VOD platform.

GAMES

With the growth of e-Sports, there's also increasing visibility for the entertainment programs focused on gamers, in addition to broadcasting championship, streaming channels, and all the by products of the ecosystem. The industry is expected to grow even more with the arrival of 5G. Low latency will allow gamers to play in real time anywhere in the world.

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4.2 TECHNOLOGY IN SOCIETY

In 2018 smart cities sprung up in smaller numbers than in previous editions of the MWC. On the other hand, concepts that were until now considered futuristic have reached maturity, with augmented and virtual reality applications and the promise of 5G, all focused on providing better lives for people inside and outside of their home.They include simple use applications to ensure home comfort, city monitoring (for instance, to improve population mobility), predict weather changes, help in agriculture, among other uses.

Security cams, which have been created as prevention and protection tools, are now able to direct strategies for advertisers if they are placed inside stadiums for instance. This is what Barcelona-based Visicon's technology does. In real time and through facial recognition it sends to a BI system information about how many people are walking by a certain location. The engagement response can be immediate.

• Smart City

The ET City Brain is an artificial intelligence project from Chinese company Alibaba, created to optimize the car flow in cities, reducing the amount of time spent in traffic. The volume of cars is monitored each day by security cams already installed and the traffic light time is changed automatically, according to demand. The project has been implemented in the city of Hangzhou, with 1 million inhabitants. The initiative is not limited to data storage and uses artificial intelligence to impact urban traffic. The same platform can be personalized for other segments and industries.Security cams, which have been created as prevention and protection tools, are now able to direct strategies for advertisers if they are placed inside stadiums for instance. This is what Barcelona-based Visicon's technology does. In real time and through facial recognition it sends to a BI system information about how many people are walking by a certain location. The engagement response can be immediate

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4YFN

1. THE NEW WORLD STILL TO COME

Consolidated as a point of reference in the global initialization ecosystem, the 4YFN (Four Years From Now)is an event that happens in parallel to the MWC for startups, investors, government agencies and major corporations. As a stage for solutions for connected physical products, applications and other industry solutions, the event offered space for conversations with major players in the mobile universe and outside of it, such as the Spanish chef Ferran Adriá, who spoke about his inspiration and passion for the entrepreneurial culture.

In addition to official sponsors (Nestlé and Sabadell), Airbus occupied a major space in the tradeshow, highlighting some of the initiatives it supports, including a company that teaches people how to pilot planes using virtual reality. The VRNam software shows how other educational systems can benefit from the experience provided by augmented and virtual reality technologies.

• Startup Battle

In the startup competition, ten finalists were selected to present in the main stage. The winner was Boxmotions, a Barcelona company that has developed a physical storage solution in the cloud for users and companies, including on demand transport and online management.

The technological and logistical innovation changes the traditional business model of self-storage, generating 5% to 25% savings for businesses thanks to the storage cost reduction and the reduced need for financing. Other finalists had projects focused on finance and mobile payments, shared cars, healthcare and blockchain.

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OPINION

"The highlights include technologies that help brands capture and analyze information about users of mobile devices.IoT will impact almost all businesses. In our case, we started to understand how it will allow us to know our consumers better based on information about the devices around them. It will also be important to understand what other contact points will come up. Will consumers be guided by a main screen or will we have a fragmentation of contact via several screens? After all, we live in a market in which the fight for minutes of attention is the key to successful businesses."

João Carvalho, CEO of Hands

"In the last three years the profile of brands that seek to communicate via apps has changed, such as is the case of retail, which has recognized the value of mobile applications to speak to consumers. Same thing with fintechs and education businesses, increasingly mature in terms of apps.The event also covered user acquisition via analysis of feelings, one of the techniques of machine learning. It's clear that the video industry will grow, and mobile advertising will benefit from it since it will have better content and productions to meet the demand."

Leandro Scalise, CEO of RankMyApp
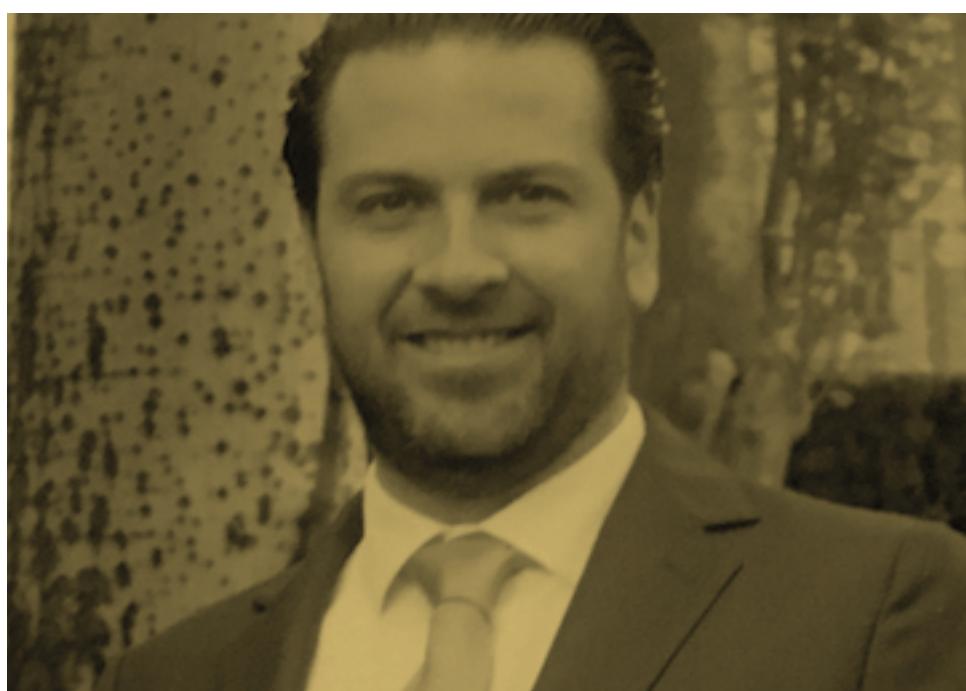
"The arrival of 5G will be a game changer. Today, audiovisual contents are the most consumed – exactly those that will benefit from 5G. At MWC we introduced advanced analysis solutions, with statistical models and optimization tools. We also develop a marketing automation module that allows business to configure and prioritize marketing interactions and actions with clients. All of this considers the moment we're living in (with mobilers and 5G), which we could call "the era of extreme personalization."

Javier Díaz, Managing Partner Business Development of GiGiGo

"For this edition of MWC we brought our data, programming and advertising solutions, in addition to highlighting the partnership with Ad Colony (former Opera), second largest video application company in the world. We'll focus on promoting our solutions via video, a format that is poised to become an exponential tool in terms of content.5G is coming to reinforce this trend. It will be a major change in terms of connection."

**Alberto Pardo (Banano),
CEO & Founder of Adsmovil**

OPINION

"We have the technologies, but businesses need to adopt them in a way that consumers can experience them. Before 5G is applied we need to be sure that we have maximized the capacities of 4G and that we're teaching people how to use it. In this edition, we showcased an omnichannel mobile platform, which gathers the main solutions that a company needs to manage in one single location, as a facilitator of processes."

Pratick Thakrar, CEO of Inspired Mobile

"Many advertisers are becoming developers. According to such trend, we've brought Active Insights, which allows developers to explore the ecosystem of applications to identify and monitor their performance comparing it to their metrics. This allows for more consumer engagement and retention thanks to a clear understanding of the facts that lead consumers to reject or download applications."

Elie Kanaan, CMO of Ogury

"I learned about a startup that uses artificial intelligence to make predictions in healthcare. I also saw quantic computation, with simpler solutions proposed by SK Telecom for cryptography. I also looked at companies that accelerate the IoT. What differentiates IoT from billions of sensors that generate information is the way in which we make conclusions based on data; how knowledge changes our environment based on intelligence. It happens at a level above connectivity."

**Jesper Rhode, Consultant for Hyper Island in Brazil**

CONCLUSION

The 2018 edition of the Mobile World Congress has allowed us to foresee what the Fourth Industrial Revolution will look like. In a connected world, change will take place in several industries – as is the case of car manufacturers, which will start to present themselves as technological platforms – and business consolidation. Big data generated by the Internet of Things opens opportunities for companies in different industries to share knowledge and apply it to improve the environment, cities, and people's lives.

The predictions managed by Artificial Intelligence should anticipate large scale catastrophes, reduce fraud risks, improve logistics, among other applications.

Large amounts of information require more sophisticated cloud storage systems, creating value and offering friendly BI platforms.

Consumption will change completely with engagement rewards, causing a major impact in the media and content markets, as well as telecommunications, banks and fintechs. In turn, this will require deeper reflection about issues of privacy and security, whether it takes place through ethical discussions or blockchain regulation. The event also proved that mobile technology is blood, fuel and connector for all industries we know and for the new ones that will be created in the next few years.
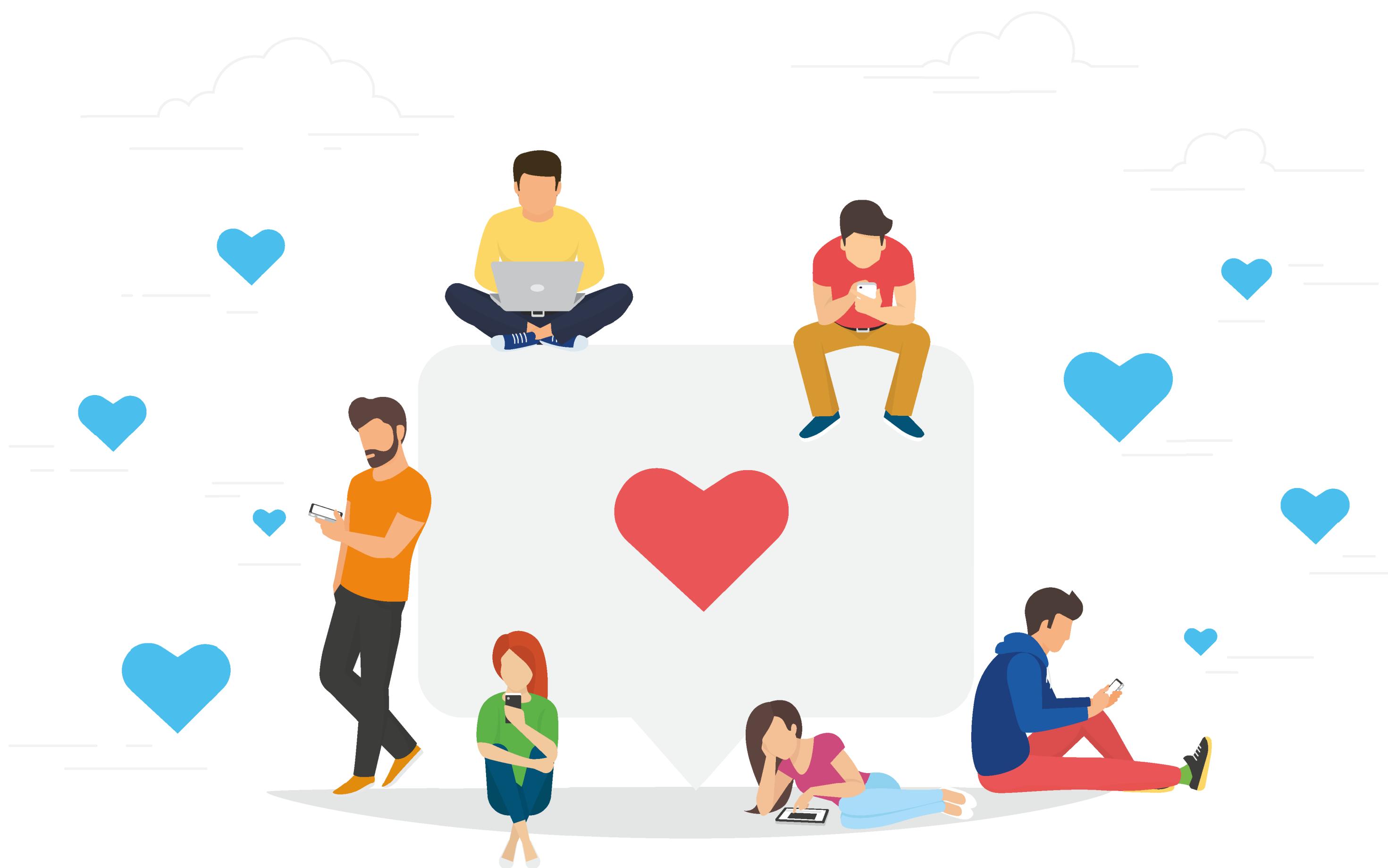
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