The Edge of Innovation

John Hoffman, CEO GSMA Ltd

7.1 BILLION
CONNECTIONS
3.6 BILLION
UNIQUE
SUBSCRIBERS
By 2020 Mobile Operators Will Connect Another
1 Billion People to the Mobile Internet

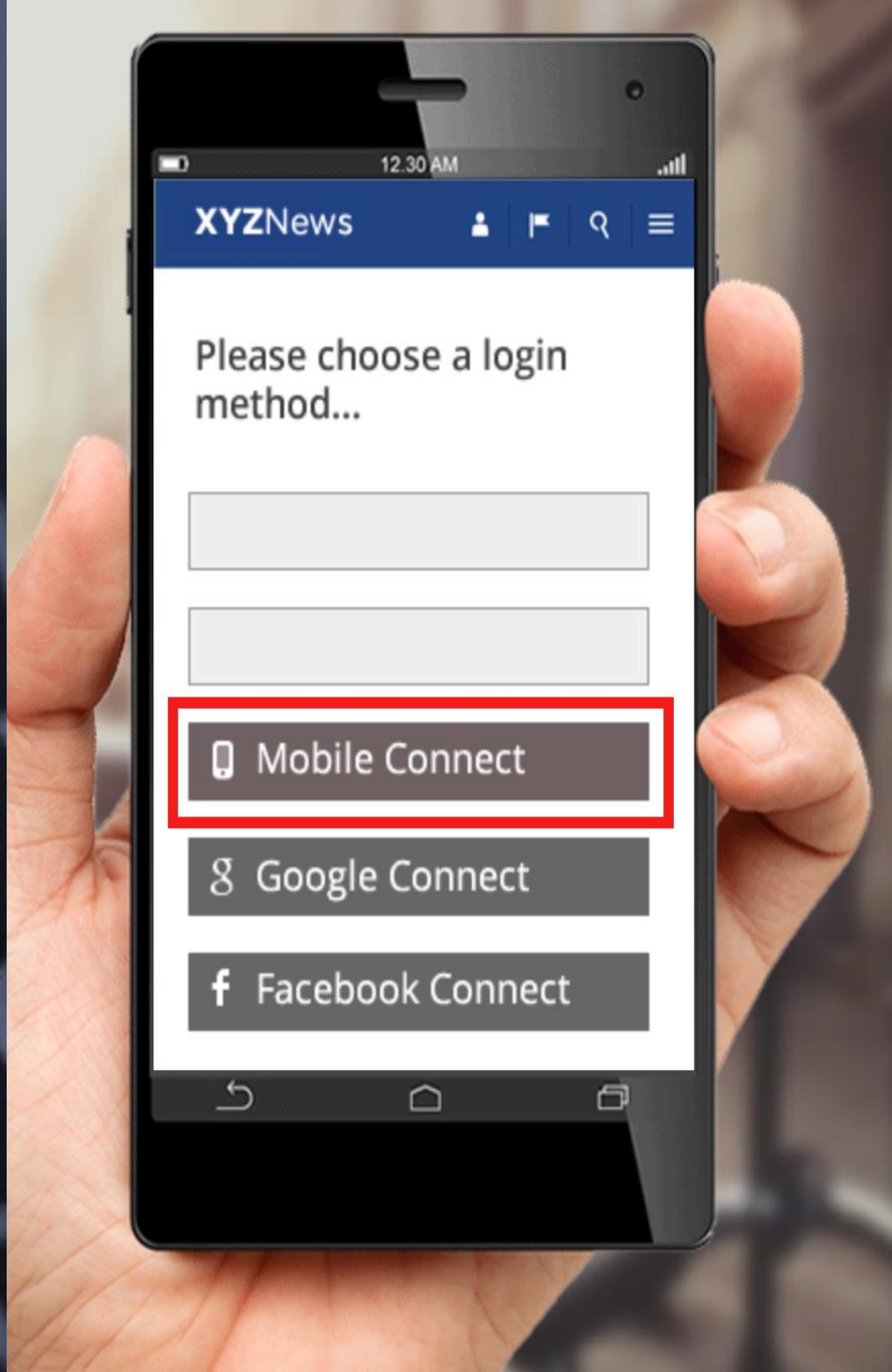
M-PESA
AGENT
76664
SCRATCH

MAUPAL
2014
VALORES

PERSONAL DATA
Provide secure and simple authentication to a range of digital services
CONNECTED LIVING
Connect the digital and physical worlds
DIGITAL COMMERCE
Enable and build the digital commerce ecosystems
NETWORK 2020
Create the network for secure, smart and seamless services
INDUSTRY ADVOCACY
CONVENING THE INDUSTRY

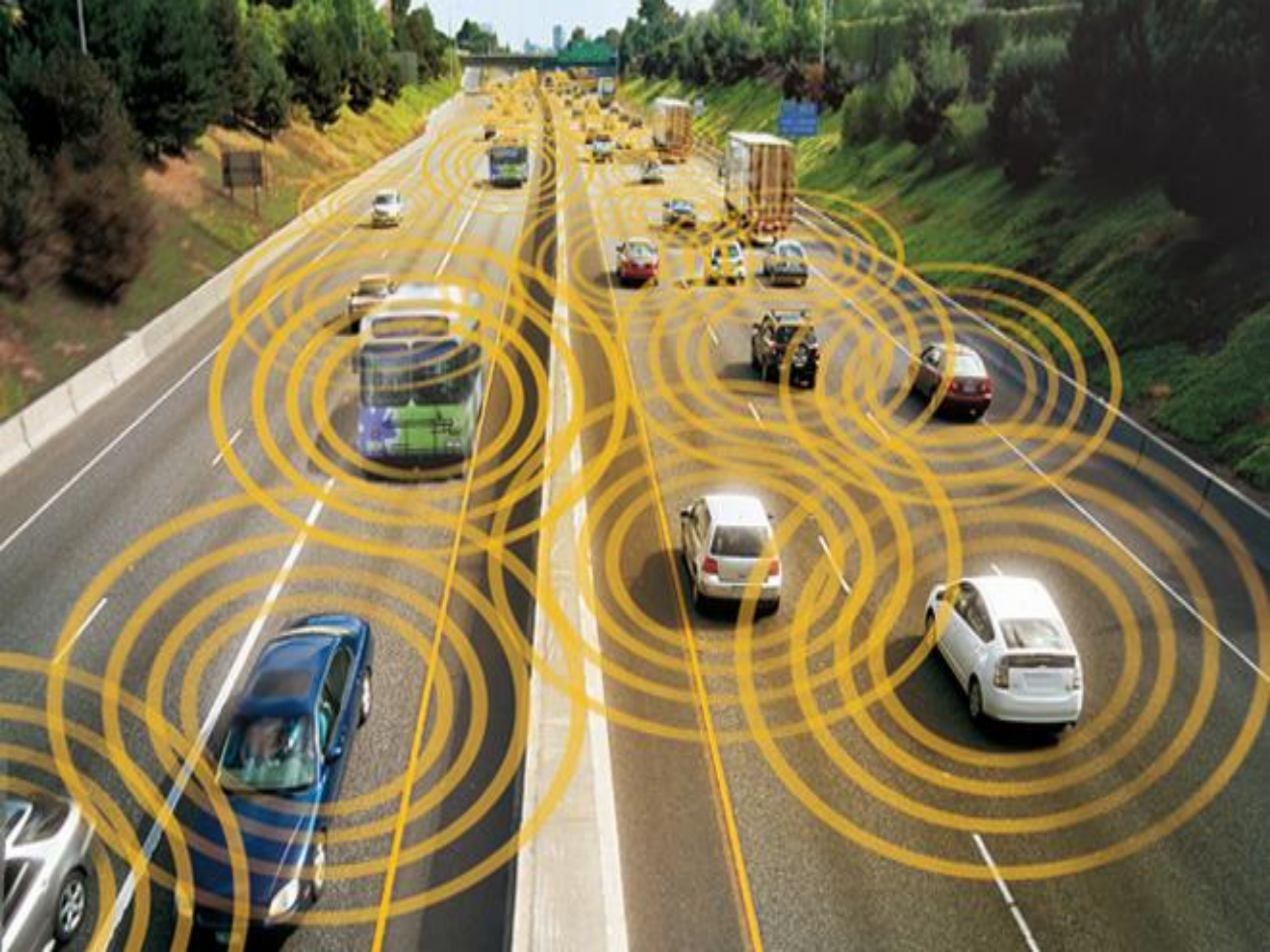
PERSONAL DATA

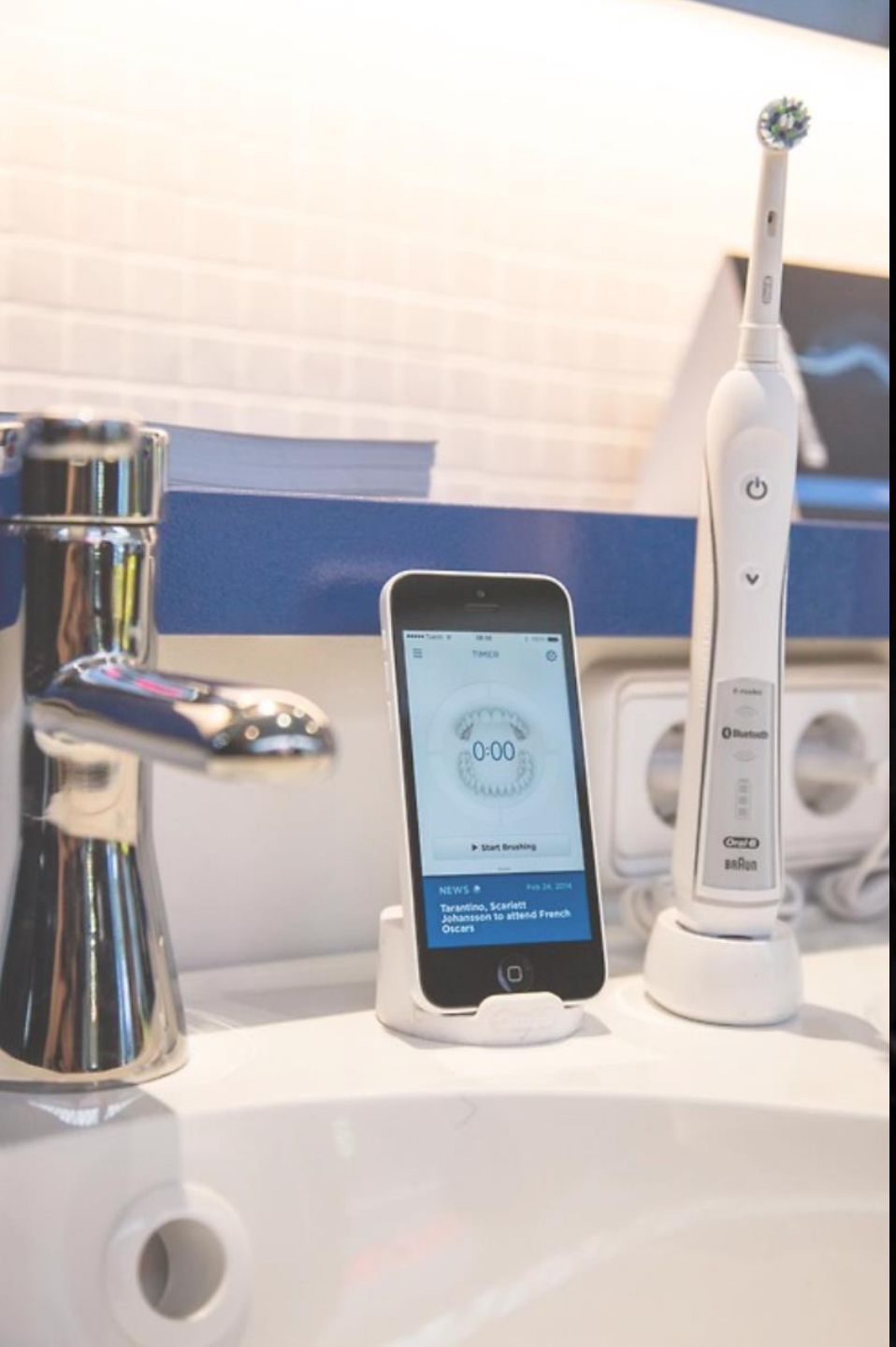
- Uses mobile identity to authenticate across online services
- Simplifies consumers' lives with fewer passwords
- Leverages mobile phone number or user name
- Mobile operators are ideally placed to provide these authentication capabilities



CONNECTED LIVING

- Transforming the smart cities, health, education, automotive and consumer electronics sectors
- Operators and vendors around the world now delivering compliant solutions based on GSMA Embedded SIM specification
- Published new guidelines to ensure M2M devices and apps communicate efficiently on mobile networks




TIMER
0:00
Start Brushing
NEWS
Tarantino, Scarlett Johansson to attend French Oscars
Bluetooth
BRAUN

Health Suite
Enter
Next

01:16
Filling water
13.40
LITRES
4.62 kg Maris Otter
BREWBOT

DIGITAL COMMERCE

- Providing a seamless interface between the physical and digital worlds
- Enabling a wide range of services – payment, ticketing, access, couponing
- Developing secure and interoperable digital wallets to aggregate and manage multiple services
- Accelerating scalable, interoperable mobile money services for people in the developing world

NETWORK 2020

- Mobile services require ubiquitous, consistent, high-speed, low-latency connections
- Operators are investing in the delivery of native IP services such as VoLTE and RCS
- Supporting the development of all-IP networks that are self-aware and dynamically configurable
- Avoiding fragmentation with interoperable services

INDUSTRY ADVOCACY

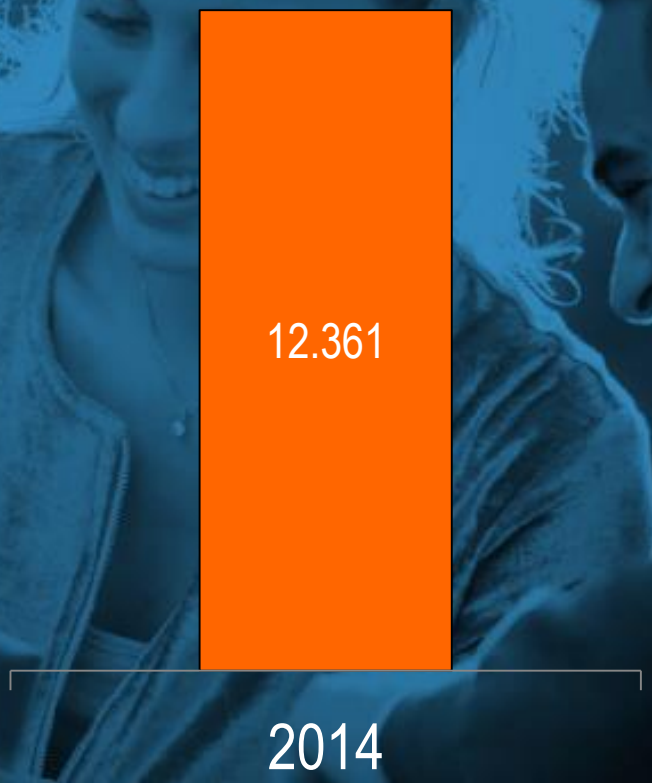
- Engaging with governments, regulators and multinational institutions to help shape the future of policy
- Focusing on encouraging investment in mobile broadband networks and enabling innovation
- Securing additional long-term harmonised spectrum is critical to future of our industry
- Harnessing power of mobile to drive digital and financial inclusion for billions of men and women globally

CONVENING THE INDUSTRY

ECONOMIC IMPACT

Total Economic Impact €M

Part Time Jobs



CONVENING THE INDUSTRY

MWC: Certified Carbon Neutral

- Mobile World Congress has been officially certified as carbon neutral under PAS 2060
- Verified by independent auditor AENOR
- World's largest conference and exhibition to have achieved this designation
- Major milestone in GSMA's commitment to preserving the environment

A Carbon Neutral Event

MOBILE
WORLD CAPITAL™
BARCELONA

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AND INNOVATION

mSchools

Change the rules,
change the tools,
change the future

COMMUNITY ENGAGEMENT

THE EDGE OF
INNOVATION
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MOBILE
WORLD CONGRESS
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Thank You
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