

The Digital Trust Economy

Debate over the crucial role that trust will play
in the digital economy's future

Montpellier, 21 September 2016: **The 38th annual DigiWorld Summit will run from 15 – 17 November 2016, and have as its central theme: The Digital Trust Economy. It will be an opportunity to engage in a meaningful international debate over digital trust issues – starting with security and privacy – which have become major sources of concern for all of the ecosystem's stakeholders.**

- Are we reaching a tolerance threshold for online trust?
- How can veteran digital industry players (equipment suppliers, telcos, IT companies) capitalise on the current climate?
- Are verticals threatened by the situation or, on the contrary, on the winning side of trust and security issues?
- Do we need a new regulatory framework to govern, or reassure, market players and consumers?

Including the 120 speakers on this edition:

- **Eva BERNEKE**, CEO, KMD
- **Anne BOUVEROT**, CEO, Morpho
- **Isabelle FALQUE-PIERROTIN**, Chairwoman, CNIL
- **Pierre, CHAPPAZ**, Co-founder & Executive Chairman, Teads
- **Didier LAMOUCHE**, President & CEO, Oberthur
- **Joseph LUBIN**, Founder & CEO, ConsenSys, Co-Founder Ethereum
- **Carlos LOPEZ BLANCO**, Global Head, Public and Regulatory Affairs, Telefónica
- **Stéphane RICHARD**, Chairman & CEO, Orange
- **Corrado SCIOLLA**, President Europe, BT Global Services
- **Nicolas SEKKAKI**, CEO France, IBM

Choosing the theme for the 2016 DigiWorld Summit came about quite naturally. The vast majority of IDATE DigiWorld were eager to tackle the topic of trust.

For some time now, trust has been recognised as a vital ingredient in the success of a brand, an economy or a society. This is all the more true in a world being transformed by digital innovation. In its scenarios for 2025, IDATE DigiWorld underscored that trust was one of the key variables in tomorrow's digital ecosystem. To shore up this belief, we need only look at some recent headlines:

- the cyberattacks against telcos, TV networks and government agencies,
- the legal wrangles between Apple and WhatsApp and government authorities wanting access to the encryption key for the devices or messages;
- the very drawn out European Union negotiations over new data protection rules;
- the end of the Safe Harbor transatlantic agreement and ensuing debates over the new Privacy Shield;
- questions over the dangers surrounding connected/driverless cars, and the growing ubiquity of the IoT in general;
- the ad-blocking phenomenon;
- questions over what impact multiple FinTech solutions will have on the soundness of the banking system, and blockchain's ability to replace today's trusted third parties;

So trust is a focal point for telcos, cloud computing companies, Internet giants, start-ups, governments and regulators, but also for every economic sector across the board, not to mention consumers and citizens.

And, as always, acknowledging risk must not prevent us from also analysing opportunities, in terms of innovation, differentiation strategies and the competitive advantages available to many market players.

Once again this year, the vital meeting place that this international conference has become, will include plenary sessions that will provide a springboard for a series of high-level specialty forums. These forums are an opportunity to delve deeper into the main trends we expect to see in mobile networks with the advent of 5G, ultrafast broadband, the Internet of Things, the TV market's transformation in Europe, FinTech, video games, the digital promise in Africa and what makes a smart city.

A unique international forum for debate and networking

DigiWorld Week

A week devoted to understanding what makes our new digital world tick (12 – 20 November 2016)

The DigiWorld Awards

Recognising the best digital start-ups created by French entrepreneurs abroad

Key facts & figures

Europe's trailblazing conference on the digital economy

The DigiWorld Summit is an annual event organised and hosted by IDATE DigiWorld experts, with the support of DigiWorld Institute members. Every year it holds ultra high-level international debates on the core issues shaping the digital economy, with the finest speakers and industry insiders.

- **Participants:** 1,200 participants at the DigiWorld Summit and more than 5,000 at DigiWorld Week
- **Speakers:** 120 speakers from around the world; 400 at DigiWorld Week
- **Partners and sponsors:** over 100 partners and sponsors (businesses, public sector, media...)
- **Social media:** 15,000 tweets (trending topics n°1 in France) and 2,000 live followers

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About IDATE DigiWorld

Since 1977, IDATE DigiWorld's teams of specialists have earned a global reputation for independent, high quality analysis of digital industry markets, through three closely linked areas of activity:

- **DigiWorld Institute:** a European think-tank for members, policy-makers and players of the digital transformation
- **DigiWorld Research:** a global observatory of digital markets and innovation
- **IDATE Consulting:** bespoke market research and consulting solutions