Phygital

Clients and usages underlying a new world paradigm

PROGRAMME
28 NOV. | Maison de la Mutualité | PARIS

Under the High Patronage of
Mr Emmanuel MACRON
President of the French Republic

LEVEL -1

LEVEL 0

LEVEL 3

LEVEL 5

Room Saint-Victor

Room Odéon

Room Sorbonne

LEVEL -1

ROOMS

LEVEL 0

LEVEL 3

LEVEL 5

WEDNESDAY 28 NOVEMBER

<table>
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<tr>
<th>Time</th>
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<tr>
<td>8:00-9:00 am</td>
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| 9:00-11:15 am | MORNING PLENARY SESSIONS  
|               | Level -1                                                             |
| 11:15-11:45 am| Opening session                                                      |
| 11:45 am -1:15 pm | Customer intimacy & customized user experience               |
| 1:15-2:15 pm  | The enablers of the phygital world                                   |
| 2:15-4:15 pm  | AFTERNOON CORNERS & EXPERTS TALKS  
|               | level -1 / level 3 / level 5                                       |
| 4:30-6:25 pm  | Thematic talks & exhibition                                          |
| 6:25-6:30 pm  | CLOSING PLENARY SESSIONS  
|               | Level -1                                                             |
| 6:30-8:00 pm  | Digital Europe 2030                                                  |
|               | Conclusion & 2019 next steps                                         |

Enlighten your digital future!

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- New Relic
- CNES
- Covage
- Hub One

IDATE - ICPN 2018
AMONGST THE CONFERENCES SPEAKERS

Marie-Anne BARBAT-LAYANI
CEO,
French Banking Federation

Fabrice BRÉGIER
President France
Palantir

Carlo D’ASARO BIONDO
President EMEA Partnerships
Google

Wassim CHOURBAJI
Senior Vice President
Qualcomm

Jean-Philippe DESBIOLES
VP Watson/Cognitive
Transformation
IBM Watson Group

Delphine ERNOTTE CUNCI
CEO
France Télévisions

Ramon FERNANDEZ
Deputy CEO, Finance,
Performance and Europe
Orange

Marc FONTAINE
Digital Transformation Officer
Airbus

Laurent GIOVACHINI
Deputy CEO, Sopra Steria
Chairman, Fédération Syntec

Sanjeev Jain
CIO EMEA
Verizon

Caroline LAMAUD
Co-founder and
Chairwoman
Anaxago

Maurice LÉVY
Chairman of the
Supervisory Board
Publicis Groupe

Pierre NANTERME
Chairman & CEO
Accenture

Caroline PAROT
CEO
Europcar Mobility Group

Vincent PANG
President of Western
European Region
Huawei

Vincent ROUAIX
Chairman & CEO
Gfi Informatique

Bruno TEUBER
SVP EMEA Sales
New Relic

Benoît TIERs
Chief Digital
& Innovation Officer
SNCF

Fabrice TOCCO
Co-founder
DAWEX

Philippe VALLÉE
CEO
Gemalto

Robert VASSOYAN
Executive Vice President,
Chief Commercial Officer
Atos

Joe CUMELLO
CMO
Ciena

Els BAERT
Director Marketing & Communications
NetComm

Delphine ERNOTTE CUNCI
CEO
France Télévisions

Joe CUMELLO
CMO
Ciena

Enlighten your digital future!
Digital Europe 2030 [4:30-6:25 pm]
What place for Europe and its champions in the phygital world?
- Governments that bet on digital: impacts on citizens
- Regulation of tomorrow: make digital accessible for everyone everywhere in the world
- Worldwide industry leaders: who will be the future European digital champions
- International leaders that bet on Europe to expand

Presentations
- Laurent GIOVACHIINI, Deputy CEO, Sopra Steria and Chairman, Fédération Syntec
- Marie-Anne BARBAT-LAYANI, CEO, French Banking Federation
- Vincent PANG, President of Western European Region, Huawei

Start-up Time: Round table
- Jérôme BÉRANGER, Co-Founder & CSO, ADEL
- Caroline LAMAUD, Co-Founder, Anaxago
- Fabrice TOCCO, Co-Founder, DAWEX

Conclusion & 2019 next steps [6:25-6:30 pm]
- François BARRAULT, Chairman, & Jacques MOULIN, CEO, IDATE DigiWorld

Closing cocktail hosted by Hub One [6:30-8:00 pm]
AFTERNOON OVERVIEW

CORNERS: Demos, networking & coffee
[1:15-4:15 pm / 6:30-8:00 pm] LEVELS 3 & 5

Thematic areas
You are at the heart of an experiential zone with demonstrations, dedicated participation, expert opinions, sharing experiences!

LEVEL 5
- Future TV
- e-Sport

LEVEL 3
- Future Mobility
- IDATE DigiWorld
- Cybersecurity
- Digital for Africa
- Satellite
- Future World of Work
- Next Gen Access
- 5G & Wireless
- Future Industries

Create your avatar!
Bring humanity in the heart of digital with your avatar.

LEVEL -1
- Theatre
- Next Gen Access 1
  2:15-2:55 pm
- Future World of Work
  2:15-3:00 pm
- Future Industries
  2:15-3:15 pm
- Future Mobility
  2:55-3:35 pm
- Digital for Africa
  3:35-4:15 pm
- 5G & Wireless
  3:30-4:15 pm
- Cybersecurity
  3:45-4:15 pm

LEVEL 3
- Room Odéon
  Future World of Work
- Room St-Victor
  Future Industries
- Room Sorbonne
  Future TV
  2:20-3:05 pm
- e-Sport
  3:20-4:05 pm

LEVEL 5
- Future TV
  2:20-3:05 pm
- e-Sport
  3:20-4:05 pm

Under the High Patronage of
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President of the French Republic
France’s National superfast broadband programme “Plan France THD” and operators’ actions are focused heavily on FttH, with some 30 million premises due to be passed by the end of 2022.

But how to achieve that target when the companies deploying the networks are grappling with personnel issues, and manufacturers – notably optical cable – are grappling with supply issues? And is there still room for alternative technologies? Particularly fixed wireless access solutions?

**EXPERTS TALKS**

**Introduction & Animation:**
Vincent BALDACCHINO, Public/Private NGA Networks practice leader, IDATE DigiWorld
- Etienne DUGAS, President, InfraNum
- Pascal RIAILLAND, President, Covage
- Stéphane SAMSON, Telecom Business Unit Director, Acome
- Ariel TURPIN, General Delegate, Avicca

**Introduction & Animation:**
Jean-Luc LEMMENS, Media-Telecom Business Unit Director, IDATE DigiWorld
- Els BAERT, Director Marketing & Communications, NetComm
- Erzsébet FITORI, Director General, FTTH Council Europe
- Philippe LE GRAND, Vice President, Nomotech
- Stuart BROOME, VP International Sales, Adtran

The profound changes brought about by digital technologies offer immense promises, but they also make us question the society we want to live in.

At the heart of these evolutions, Orange is committed to harnessing its innovation power to enable everyone to access and understand how to make the most of the digital world. In their everyday lives, their work, their activities and their commitments.
5G will no doubt be rolled out earlier than initially expected. By boosting speed and latency performance, it will open the way for new applications in a host of areas. What are they? How are they taking shape today, in the run-up to service launches?

EXPERTS TALKS

[ 3:35-4:15 pm ]

Introduction & Animation:
Carole MANERO, Wireless Services practice leader & Frédéric PUJOL, Radio technologies & spectrum practice, IDATE DigiWorld
- Viktor ARVIDSSON, Head of Strategy & Marketing France, Ericsson
- Guillaume DE LAVALADE, CEO, Hub One
- Sébastien KAISER, Connectivity & Networks Director, SNCF
- Lionel RUDANT, Strategic Marketing Manager, CEA-leti

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Future World of Work

We often speak about the future of work, but it may be fair to say that the future has come - a stream of events flows through the doorstep of the workplace and the business on a daily basis. On the one hand we are experiencing unprecedented technological development as we move into the world of the ‘phygical and augmented workforce’, to the extent that Klaus Schwab calls it the ‘Fourth Industrial Revolution’. On the other hand, we are experiencing fundamental shifts in what Frederic Laloux calls levels of ‘human consciousness or what it means to be human in the workplace of today e.g. the rise of conscious capitalism.

This 60 minute presentation shows how these 2 strands come together in the workplace and how they impact People Practices.

EXPERTS TALKS

[2:15-3:15 pm]

Introduction & Animation:
Sharon OLIvIER, Faculty in Leadership Development, & Frederick HOLSchER, Director Market and Product Development, Ashridge Executive Education

- Joe CUMELLO, CMO, Ciena
- Jean-François GAUDY, EVP, Chief Digital & Innovation Officer, Gfi Informatique
  & Général Guillaume GELEE
- Stanislas LARROQUE, Designer of the Lynx AR/MR headset

Digital for Africa

As digital technologies are undoubtedly one of the essential foundations, if not the main pillar, of the economic development in Africa, we first need to build a favorable strong ecosystem, adapted to the local market conditions.

The setup of extended infrastructures, services and applications in line with the population's needs and resources... are still the main major stakes.

This round table will take stock of some specific initiatives to help Africa meet the digital challenges: financing models of networks infrastructures, innovations in usages, disruptive business models...

EXPERTS TALKS

[3:30-4:15 pm]

Introduction & Animation:
Didier POUILLOT, In charge of African markets – Telecom Markets & Regulation practice leader, IDATE DigiWorld

- Astrid BONTÉ, Director of International Affairs, Eutelsat
- Brice DEMOGÉ, Business development Director- Public & Africa sector, Gfi Informatique
- David EURIN, Group Chief Strategy Officer, Liquid Telecom
- Tamsir NDIAYE, CEO, SOGEM
Future Industries: Industry 4.0 is often considered as the latest of several waves of industrialization, transforming not only the manufacturing industry and processes, but the whole industrial ecosystem. This transformation builds upon key digital innovations ranging from asset tracking and predictive maintenance to advanced supply chain integration, digital twins, co-bots and the tactile internet.

**EXPERTS TALKS**

[ 2:15-3:00 pm ]

**Introduction:**
Bertrand COPIGNEAUX, R&D Partnership Manager, Innovation Business Unit, IDATE DigiWorld

**Animation:**
Joël MINOT, Leader, Smart Products, Industry X.0, Accenture
- Merouane DEBBAH, Director of the Mathematical and Algorithmic Sciences Lab, Huawei Technologies France
- Serge FROIDEVAUX, Regional Sales Director Western Europe, New Relic
- Olivier ONDET, SVP, IoT & Analytics, Orange Business Services

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NEW APPLIED NOW

**CORNERS:** Demos, networking & coffee
The digital revolution, which is simultaneously a source of cultural and technological change, acceleration and disruptions in customs, is replacing people at the heart of projects. As major player on the consulting market, Sopra Steria Consulting works with its customers to identify, design, and successfully drive key digital transformation projects.

Sopra Steria Consulting focuses on leveraging customer capital, reinventing the user experience, and fostering collective intelligence to enable its customers to accelerate their transformations and industrialise innovation while guaranteeing end-to-end quality.

With nearly 42,000 employees in more than 20 countries, Sopra Steria generated revenue of €3.8 billion in 2017.

**Future Mobility**

The future mobility concept refers to new ways to transportation service consumption where the revolution of the automotive industry is the cornerstone. Indeed, the car of the future introduces the openness of the industrial car system to newcomers based on their aptitudes in the electronic and digital technologies; but the insiders already fear a value migration towards the internet giants and their services. The autonomous vehicle is also seen as a key driver in the OEM servicization strategy.

This servicization will have impacts on the customer relationship as not only the product (the car) will be transformed, but also the consumption model with the development of various offerings of “car as a service”, mainly led by hailing car service emergence.

**EXPERTS TALKS**

- **Introduction:**
  - Samuel ROPERT, IoT practice leader, IDATE DigiWorld

- **Animation:**
  - Vincent BONNEAU, Innovation Business Unit Director, IDATE DigiWorld
  - Guillaume DEVAUCHELLE, VP, Innovation & R&D, Valeo
  - Julien FURSAT, Head of Product, Axa Next
  - Pascal SIX, Client Partner, Verizon Connect

**CORNERS: Demos, networking & coffee**

[19]
The proliferation of digital uses in professional and private life is accelerating the consequences of cyber flaws. Cybersecurity has thus become the pet peeve not only of public organizations but also of companies. Chief Security Officers have been appointed as companies must accelerate their transformation in terms of cybersecurity and go further. How can they really define and implement their cybersecurity strategy? Is the «0 risk» policy the only solution even if it makes an organization less flexible? How can companies stay innovative and “cybersecure”? And how can the main cybersecurity companies remain and develop an innovative ecosystem to anticipate the trends?
Future TV

Customization at the heart of the new media experience
More than ever before, the customization of the relationships between content providers and consumers are the main concern of every media actor. With the glut of contents and offers, this is the user experience in its uniqueness which tend to become the key element to attract and retain the consumer. Through fully personalized and more ergonomic interfaces, voice recognition, virtual lounges, avatars, interactive advertising or the capacity for the consumer to direct his programmes... the initiatives to give the user the control of his personal consumption experience are many and varied.

EXPERTS TALKS

Introduction & Animation:
Florence LE BORGNE, Media practice Leader, IDATE DigiWorld
- Nathalie GALLETT DUBOZ, Grand reporter, France.tv
  & Claire MÉRIENNE-SANTONI, Innovation & Development Project Leader, France.tv
- Chem ASSAYAG, EVP, Marketing and Sales, Viaccess Orca
- Yann LE SOLLEU, Founder and CEO, Cloud Connect & Eric MARIETTE, VP Media, Atos

e-Sport

Advertisers: how to take profit of an investment in e-Sport?
The competitive practice of video games mobilizes more than 350 million people around the world, mainly on the Web. This massive audience is composed mainly of generations Y and Z, and attracts advertisers. However, the digital generations use communication codes that break with their predecessors. Understanding e-sport will allow to understand these new codes and effectively manage this market, which is as promising as spectacular.

EXPERTS TALKS

Introduction & Animation:
Laurent MICHAUD, Consultant, Digital Territories Business Unit/Digital Economic Development & Creative Industries, IDATE DigiWorld
- Matthieu DALLON, Founding Partner, Trust Esport VC Fund
- Désiré KOUSAWO, Managing Director, ESL/Turtle Entertainment France
- Nicolas MAURER, CEO, Team Vitality

CORNERS: Demos, networking & coffee

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Recognised for its independence and the quality of its teams of key digital sector experts, IDATE DigiWorld has been engaged in three activities since 1977:

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**Consulting**, studies and consultancy solutions, carrying out hundreds of assignments on behalf of major industry players and public authorities.

**The international Think Tank**, dedicated to the challenges of the digital economy. Its more than 80 members come together to discuss the concrete issues and challenges of the digital economy through an annual programme of world class events, including the DigiWorld Spring Session, DigiWorld4Africa and the annual DigiWorld Summit, along with monthly Club meetings in Brussels, London and Paris.

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Over the past 18 years, the DigiWorld Yearbook has become an industry reference for understanding the digital economy. Every year, IDATE DigiWorld experts analyse key events and figures for the telecommunications, Internet and media markets, and for digital sector stakeholders in general.

The DigiWorld Yearbook thus delivers a concise summary of digital market trends around the globe, enabling a forward-looking approach that incorporates vertical digital markets: connected cars, financial and insurance services, health, energy, Industry 4.0, smart city, smart home and smart building...

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