



#300g



Disruption Radar

# MWC Barcelona 2022

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MWC Barcelona (formerly Mobile World Congress) is the largest mobile technology event in the world, bringing together the latest innovations and from more than 2,400 leading companies, with a highly-rated conference program assembling today's visionaries to explore the hottest topics influencing the industry. The 2022 conference has a hybrid physical/virtual format.

SBD's MWC Barcelona Report provides a summary of the key automotive trends and announcements from the event.

SBD Automotive's Event Report subscription is an excellent way to keep up-to-date with the reveals, trends and implications of the industry's most important events.

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## Key features & benefits

- > Detailed coverage of the relevant announcements and analysis
- > Curated analyst insights for major announcements.
- > Feel like “you’ve been there” through SBD’s extensive photo library
- > Understand the key moments and trends from the event

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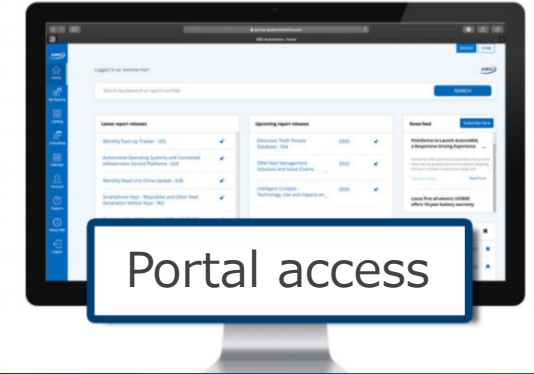
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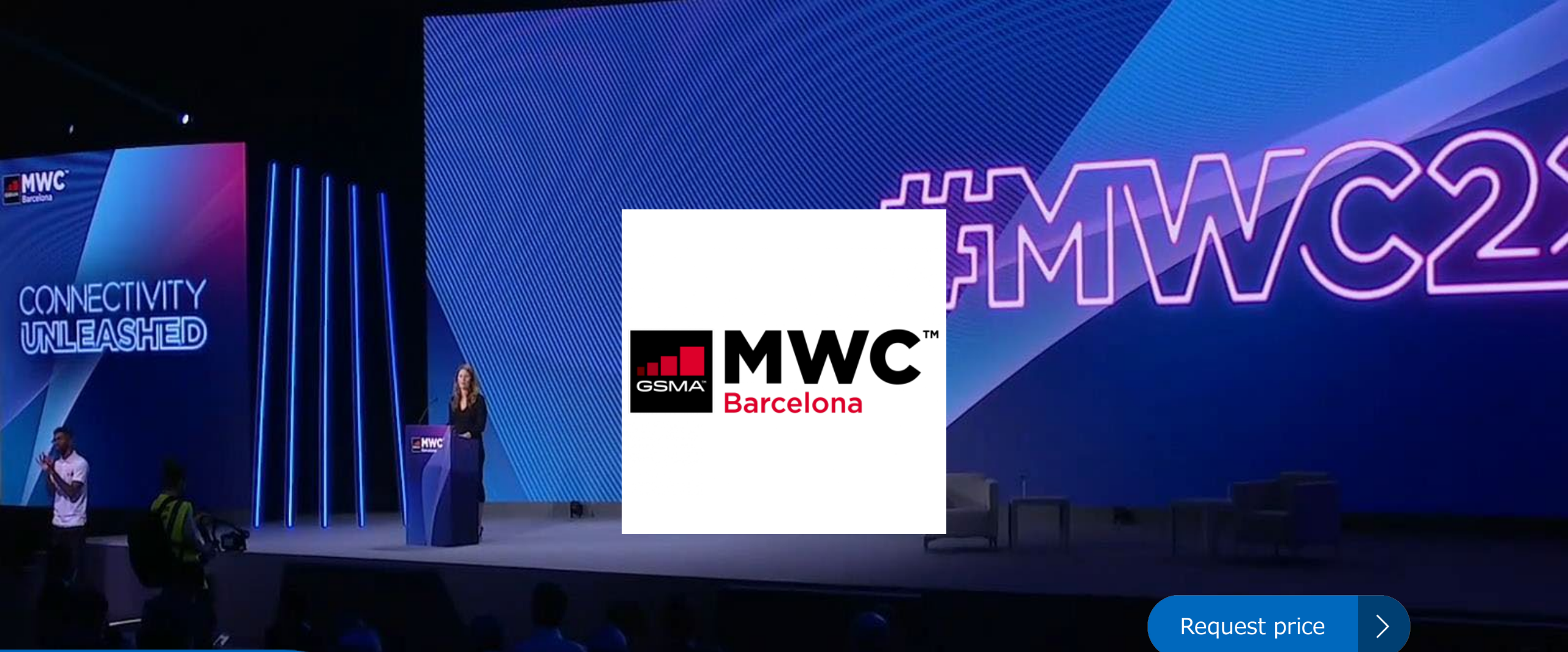
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# MWC Barcelona 2022 REPORT

Mobile World Congress Barcelona

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The image shows the cover of the 'MWC Barcelona 2022 Report'. The cover features a stage scene with a large screen displaying '#MWC22' and 'CONNECTIVITY UNLEASHED'. The SBD logo is visible in the bottom left corner of the cover. Below the cover, there is a blue button with the text 'Request price' and a right-pointing arrow.

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## Introduction

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# What is MWC 2022?

MWC Barcelona (formerly Mobile World Congress) is the largest mobile technology event in the world, bringing together the latest innovations and from more than 2,400 leading companies, with a highly-rated conference program assembling today's visionaries to explore the hottest topics influencing the industry. The 2022 conference has a hybrid physical/virtual format.

This year, the event's key themes were:

## Report Focus

SBD's MWC Barcelona 2022 Report provides a summary of the key automotive trends and announcements from the event.

## MWC Barcelona 2022 Themes



5G Connect



Advancing AI



CloudNet



FinTech



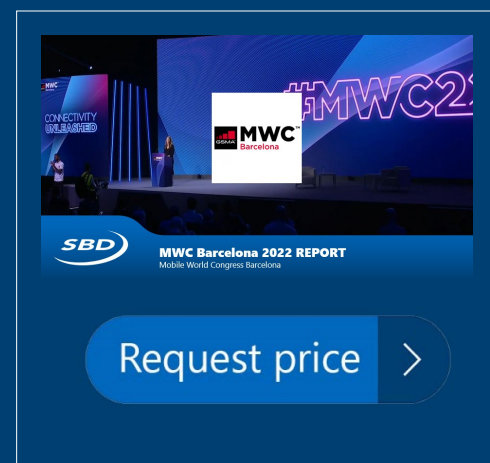
Internet of Everything



Tech Horizon



# Example slides from the report





# Keynote: New tech order

- GSMA expects 1 billion 5G connections by the end of 2022
- Future focus is on XXtech, which encompasses, fintech, sportstech, healthtech and others
- Coverage gap of internet: only 450 million, however there is a 3.2 billion usage gap
- There will be 600 billion of capex investment on mobile technology and infrastructure in the next 3 years, 85% of which is on 5G
- GSMA condemns the invasion of Ukraine by Russia. In addition most presenters mentioned the topic
- Jose Maria Alvaraz-Pallete intervention:
  - Technology lacks values, it can be used for both good and evil
  - Highlight of disruptive technologies/platforms such as metaverse, blockchain
  - Focus to achieve net zero emissions by 2025
- Nick Read intervention:
  - It will take Europe to 2030 to achieve the level of 5G implementation that China will have by the end of 2022
  - Regional and local scale is required to ensure digital innovation and rollout of new technologies
  - Vodafone IoT platform that connects 142 million devices, 62% of Europe's OEMs rely on Vodafone IoT
- Alison Kirkby intervention:
  - Focus is on sustainability and embedded new technologies

## Key Takeaway

The focus of the new tech order is to increase coverage and ensure equality of service provision while being sustainable. Regions where new technologies are quickly deployed and available will see a competitive advantage in future years.

## Discussion Panel:

- Mats Granryd, Director General GSMA
- Nick Read, CEO Vodafone
- Jose Maria Alvarez-Pallete, CEO Telefonica
- Allison Kirkby, President and CEO Telia Company
- Yang Jie, President China Mobile
- Ruiwen Ken, Chairman & CEO China Telecom







# The Data Opportunity: Making Mobility Smart (1/2)

- MNOs are discussing petabytes data plans for multi-million vehicle fleets, as they see a rise in data requirements
  - This aligns to [SBD & AECC estimates](#) of petabyte data requirements by 2025
- 5G is an opportunity to interlink the telecommunications and automotive industry even more
- OEMs need to see data as a way to describe their business. Instead of monetizing the data by selling to a third party, OEMs could drive insights and knowledge from datasets.
- Data sets historically have been either unavailable or siloed internally in an OEM or along the supply chain
- Barriers for entry in the mobility ecosystem have been reduced drastically in recent years, creating pressure for OEMs
- Every Automotive OEM is trying to find the optimal balance between in-car and edge-processing

## Key Takeaway

Companies will also to leverage surge of data required for new use cases to drive better insights and knowledge. The way in which companies balance topics like privacy and on-board vs. off-board processing will be a differentiating feature.

## Discussion Panel:

- Mark Thirman, Global Connected Edge Strategy, IBM Consulting
- Wendy Bauer, General Manager, AWS Automotive
- Steve Schwinke, VP customer engagement, Sibros
- Benoit Joly, Chief Commercial Officer, Wejo

IBM Consulting

**wejo****aws**



# Drones & Future Mobility

- Qualcomm is focusing on enabling different drone applications and use cases, such as delivery, inspection and UAM (urban air mobility)
- Connectivity in the automotive industry is the easy bit as it is already there, the challenge is now what to do with the data and find innovative use cases
- Consumers are expecting on-demand usage and messaging in the vehicle as they transfer their experience from mobile
- Connectivity on the airspace industries is beyond user experience as critical systems like security and communications rely on sound and stable systems
- Drones are still offline in the sense of connection is just to maneuver the drone, not to transfer data (photo or videos) or communicate with other systems
- EU is planning to change regulations to include uses of air space for drones on January 2023
- Manned drones (or flying vehicles) is getting considerable amounts of traction as it has a clear consumer appeal, however companies need to ensure safety is paramount
- Drone deployment for future use cases (including urban air mobility) will work if there is deep collaboration between several industries, like telecommunications, air space controllers, manufacturers, technology, etc.
- Drones is a good example of bringing the edge to the device as close as possible

## Key Takeaway

It is expected that drones will become mainstream in various industries, as their communication systems become better. In automotive different use cases have been explored, including delivery, urban air mobility, drone as a vehicle companion. However, there are still regulatory and communication hurdles that need to be addressed before drones impact mobility

## Discussion Panel:

- Ralph Schepp, Co-founder & COO, Droniq
- Mark Thirman, Global Connected Edge Strategy, IBM Consulting
- Mona Moren, UAM Communication, Navigation & Surveillance Manager in UTM, Airbus
- Dev Singh, GM, Robotics, Drones & Intelligent Machines, Qualcomm
- Yvonne Chen, Executive Advisor, Tmytek

DRONIQ  Qualcomm

IBM Consulting 

AIRBUS





# Announcements/Exhibit

# Video/Pic

# Maturity

# Highlights



Quectel release whitepaper on interplay between Wi-Fi 6 and 5G cellular connectivity



On Sale

- The white paper unpacks the benefit of Wi-Fi 6 in various automotive use cases including infotainment, personalization, monitoring, and maintenance.
- The combination of Wi-Fi 6 and 5G connectivity is more powerful and applications are already seen in examples such as smart cities.
- The technologies have a high degree of interoperability, making them complimentary in the wireless ecosystem.
- Quectel also took the opportunity to promote their FC6x series Wi-Fi and Bluetooth modules along with antenna solutions available now.

Concept    Planned    On Sale



### Announcements/Exhibit

### Video/Pic

### Maturity

### Highlights



Verizon Business Furthers Global Managed Services Portfolio Expansion with VMware




On Sale

- As uptake of software defined WAN solutions continues to grow, Verizon have added VMware's managed service solution to their portfolio.
- This illustrates the growth continued of virtualized network solutions and also the validity of VMware's cloud platform solutions.
- Steps like this promise to increase the capability of the network edge in multi-access edge computing use cases that could see wide application in the automotive industry.





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The complex block is a rectangular area with a white border. It contains a thumbnail image of a stage presentation from the MWC Barcelona 2022 event. The stage features a large screen with the 'MWC Barcelona' logo and the hashtag '#MWC22'. Below the image is a blue banner with the SBD logo and the text 'MWC Barcelona 2022 REPORT' and 'Mobile World Congress Barcelona'. At the bottom of the block is a blue button with the text 'Request price' and a white right-pointing chevron symbol.



# Contact SBD Automotive

## Do you have any questions?

If you have any questions or feedback about this research report or SBD Automotive's consulting services, you can email us at [info@sbdautomotive.com](mailto:info@sbdautomotive.com) or discuss with your local account manager below.



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