



PRESENTING THE INAUGURAL

Ovum 5G Australia Summit



Tuesday 12 March 2019 | The Westin Sydney



Tuesday 12th March 2019

09:00 OPENING | Opening remarks from the Chair

Stephen Myers, *Principal Consultant, Ovum*

09:10 Australian market overview

- 5G timeline in the APAC region
- Why 5G matters: enterprise use cases and the productivity opportunity
- Australian industry economics: why our 5G future is getting harder to reach

David Kennedy, *Practice Leader, Asia, Ovum*

09:50 SHADOW MINISTER'S ADDRESS

Video message from the Shadow Minister. Michelle Rowland MP, *Shadow Minister for Communications*

09:55 Australian leadership in 5G development

With mergers and bans in the headlines, it has been an eventful few months in the 5G landscape in Australia. This session outlines the progress of the 5G Working Group to date. It explores how the telecommunications industry and government can come together to ensure consumers, and targeted industries, understand what the arrival of 5G means. In the APAC region, Asian countries are speeding ahead with 5G trials. How can Australia position to be a leader in the region?

Chris Althaus, *CEO, AMTA*

FROM TECHNOLOGY DEVELOPMENT TO INFRASTRUCTURE DEPLOYMENT

10:25 Networking and refreshments break

10:55 PANEL | Critical infrastructure development for Australia

- Bringing together infrastructure capability, sharing network resources/infrastructure
- The Australian Deployment Challenge: accessibility for regional and urban areas
- Is 2021 a reasonable timeline for networks to be deployed across Australia?
- How can the 5G ecosystem in Australia be more competitive, secure and supportive for effective 5G rollout?
- The evolving infrastructure landscape: towers, small cells, edge computing

Andres Torres, *Head of Marketing, Australia and New Zealand, Ericsson*

Els Baert, *Director Marketing and Communications, NetComm Wireless*

Sanjay Krishnaa, *Senior Vice President, Communication BU, President-Asia Pacific, Cyient*

11:40 Unpacking Network Densification in Australia

The topography of our networks is changing. To keep up with customer demand for faster and better performance, small cell solutions are being trialled across the world. What does densification look like in Australian cities? How can providers address issues of health and consent?

Paul Senior, *CEO, Dense Air*

12:00 5G Developments and AI-Enabled Automation

- Snapshot of the main progresses in 3GPP standards
- 5G ecosystem and applications
- 5G deployment and global pioneers
- AI framework and self-driving networks

David Soldani, *Chief Technology Officer, Huawei*



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12:30 Lunch and networking break

MOVING FROM HYPOTHETICAL USE CASES TO COMPELLING BUSINESS CASES

13:30 Insights from Telstra's 5G journey so far

Telstra has switched on 5G in every major Australian city. What has this rollout thus far told us about 5G solutions? Moving forward, what are the key drivers for growth in commercialising 5G products?

Channa Seneviratne, *Network Engineering Executive*, **Telstra**

14:00 The year of commercialisation

- Optus's ambitious roll out plan across Australia – with commercial fixed access services to be made available first half of 2019
- How are customers responding to 5G devices, solutions and technologies? Do customers understand what 5G means for them, are they excited about and ready, and how is this impacting the rollout of commercial 5G services?

Kent Wu, *Head of Network Access Planning*, **Optus**

14:30 Networking drinks and refreshment break

15:00 What is your 5G strategy: Expectations and vision from industry

Are the common use cases for 5G realistic and are the targeted industries as interested in 5G as the telecoms world is saying? What is the state of play with Industry 4.0/Advanced Manufacturing and IoT solutions in Australia?

Kevin Bloch, *CTO*, **Cisco ANZ**

15:30 Making a compelling business case

This session outlines key practical 5G use cases, with a dive into the key industries that 5G will be most effective in – such as driverless vehicles and industries where exchange of information at low latency are required. What are businesses doing now and how will this change with the introduction of 5G? Examples of clients doing this well will be explored.

Steven Deskovic, *Director of Telecom and Media Industry Sales APAC*, **IBM**

16:00 Pricing models and strategies for a new generation of solutions

How will operators charge consumers for 5G? Will we finally see true tariff innovation, or merely more of the same? This session outlines how operators are moving to unlimited data (with no usage restrictions) in the lead up to 5G and explore why differentiation around new digital services is vital for upselling.

Nicole McCormick, *Practice Leader – Broadband and Multiplay*, **Ovum**

16:30 CLOSING KEYNOTE | Why 5G technology isn't enough: the threats to Australia's industrial revolution

David Kennedy, *Practice Leader, Asia*, **Ovum**

17:00 SUMMIT CLOSE | Closing remarks from the Chair

17:10 End of Conference and Networking Drinks