GLOBAL AI CHALLENGE AND OTHER ACTIVITIES
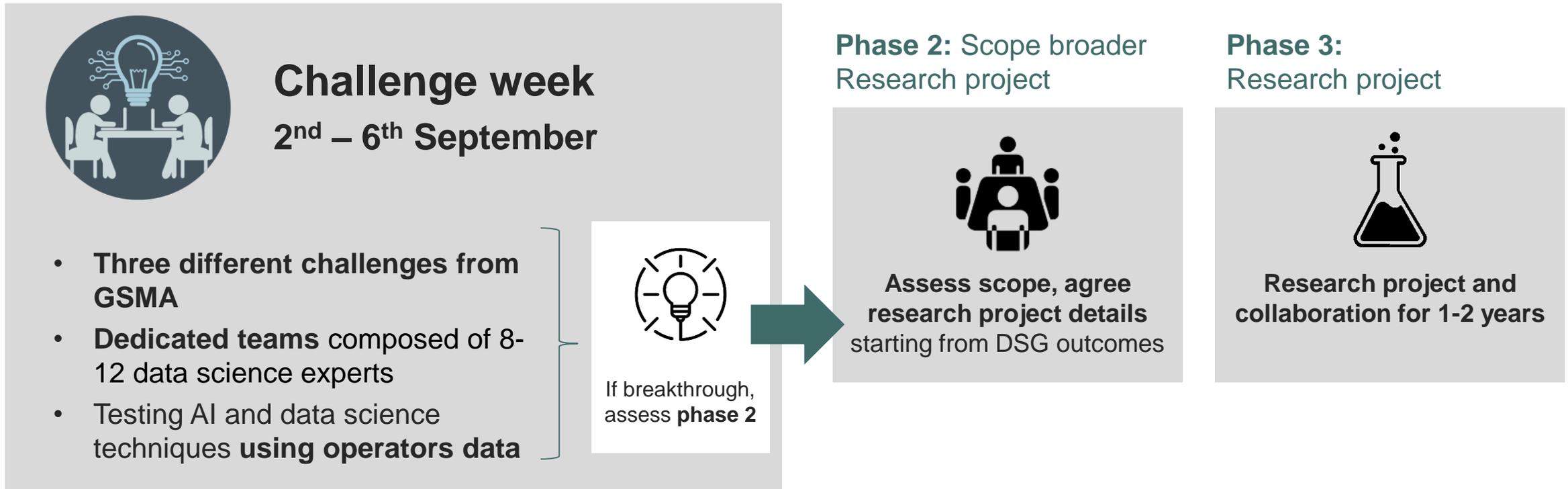
July 2019

GSMA Global AI Challenge in collaboration with the Alan Turing institute, potentially followed by research project spin off

Phase 1: GSMA Global AI Challenge leveraging Turing Data
Study Group (DSG) to explore potential research avenues

Challenge week
2nd – 6th September

- **Three different challenges from GSMA**
- **Dedicated teams** composed of 8-12 data science experts
- Testing AI and data science techniques **using operators data**

If breakthrough, assess **phase 2**

Phase 2: Scope broader Research project

Assess scope, agree research project details starting from DSG outcomes

Phase 3: Research project

Research project and collaboration for 1-2 years

The three areas of focus for the GSMA Global AI Challenge

Areas tackled by the GSMA Global AI Challenge with the DSG

1 — Use AI to deliver **high bandwidth / fast connectivity in remote area**

How can AI techniques be leveraged to **improve the quality and speed of connectivity in remote areas** and **create a smarter and robust infrastructure** that is more inclusive?

2 — Use AI to **improve energy efficiency** in mobile networks

How can AI techniques be used to deliver a smarter infrastructure, **improving the resilience, efficiency and energy consumption of the telecom networks,** and reducing carbon footprint green house emissions?

3 — Use AI and network data to create and **improve services in urban areas**

How can AI tools leverage and **integrate network data** to provide **improved analytics or create better services in urban areas** (eg. mobility, low latency, real-time and critical services)?

Four proposals have become "Challenge Owners"

1 — Bandwidth allocation for mobile users: a solution for rural and urban areas
(STC الاتصالات السعودية)

2 — Green Radio: Dynamic power saving configuration for mobile networks
(telenor)

3 — Understanding the influences of network measures on customer perception of network reliability
(TELUS)

Real-time jammer detection, identification and localization in 3G and 4G networks
(TURKCELL)

Big data for social good initiative: use cases

Colombia
Climate impact

Telefónica

Turkey
Time-sensitive analytics
during natural disasters

TURKCELL

Japan
Disaster response

KDDI

Brazil
Predicting air pollution

Telefónica

India
Tuberculosis

airtel

For more information: **https://bigdatatoolkit.gsma.com/**