

# Mobile World Congress 2022

MWC  
Barcelona

Connecting  
Startups

CONNECTIVITY  
UNLEASHED

WELCOME

***Big Data  
Analysis,  
Consulting  
and Data  
Intelligence***



REPUTACION DIGITAL



REPUTACION DIGITAL

*“I'm in a hurry,  
tell me a  
summary”*

**Great level of acceptance** of the event in general with a higher proportion of diffusion and neutral messages.

**Interest, sense of community, security** and **excitement**, were detected as the main motivations and attitudes around the event.

February 28 and March 3 were the days with the **highest volume of conversation** around the event, with variations between 12K and 15K mentions.



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# *“Interesting, what else?”*

Featured keywords and concepts:  
**Data Science, Artificial Intelligence, Robotics, 5G, IoT, the role of Women in technology.**

The presence of **users dedicated to the positioning of hashtags and topics**, is highlighted, with an average activity of more than 1K posts.

**#AI #IA, #Tech #Deeptech & #100DaysOfCode** were the **most used hashtags**. **#Cloud** and **#Linux** the least mentioned in our ranking.





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*“I want to read a little more”*

**English** and **Spanish** were the most used languages around the conversations of the 4YFN MWC 2022. Catalan, French, Arabic and Italian were the following languages in order of appearance

Effective positioning of hashtags related to **fintech** and **technology** (innovation and new proposals), **politics** and **business**.

**Uri Tintoré**, Co-Founder of Belvo, was the most mentioned speaker.

# WHAT ARE WE MEASURING?

**Volume of conversations** about 4YFN - MWC 2022 event

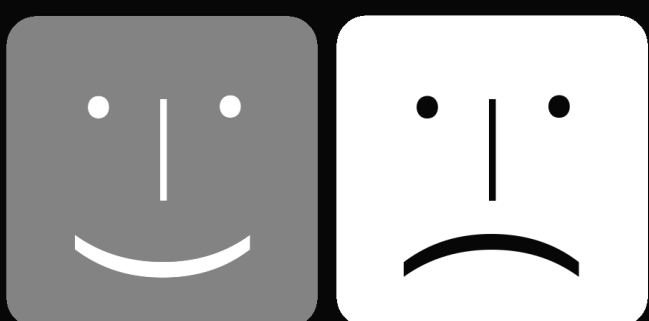
**Where** is being spoken

**When** is being spoken

**What** is being spoken

**Who** is speaking

What are the most **resonant topics** about the event



# DATA SHEET

## TECHNIQUE: MONITORING

Social Media

## ANALYZED NETWORKS

@4YFN\_MWC (as user and as keyword)

Keywords: #4YFN22; #MWC22; "Mobile World Congress"; "4 YEARS FROM NOW"



## PERIOD OF TIME

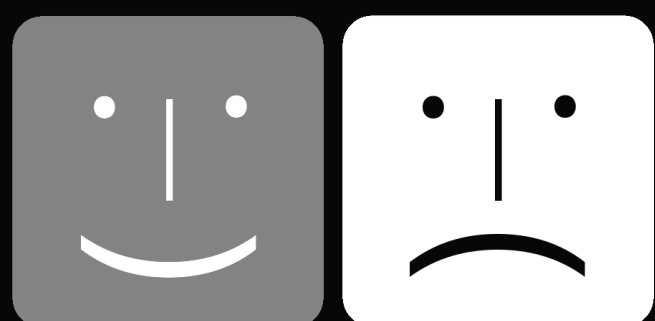
February 14th to March 6th, 2022

## DIGITAL CLIPPING

Monitoring through Keywords and fanpage, in social networks.

## TOOLS

Digital Reputation tracking robots. Digital Reputation Panel. Analysis systems through data intelligence.



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# DATA SHEET



**+31.700**

**Unique users.**

Total number of people involved in the conversations from February 14th to March 6th, 2022.



**+95.300**

**Hits** in this period of time.

Volume of conversation about MWC and 4YFN



**+974.000.000**

**people reached**

in this period of time.



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# INSTALLATION OF CONVERSATIONS EVENT USERS AND HASHTAGS

Mentions #MWC22

71,629

#MWC22

Reach #MWC22

556M

#MWC22

#MWC22

Mentions #4YFN22

6.78k

#4YFN22

Reach #4YFN22

13.9M

#4YFN22

#4YFN22

Mentions @4YFN\_MWC

7.01k

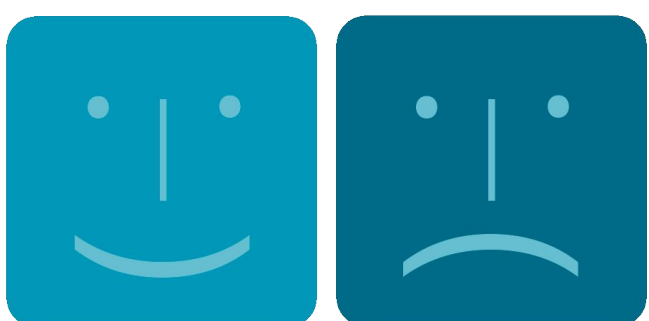
@4YFN\_MWC

Reach @4YFN\_MWC

17.9M

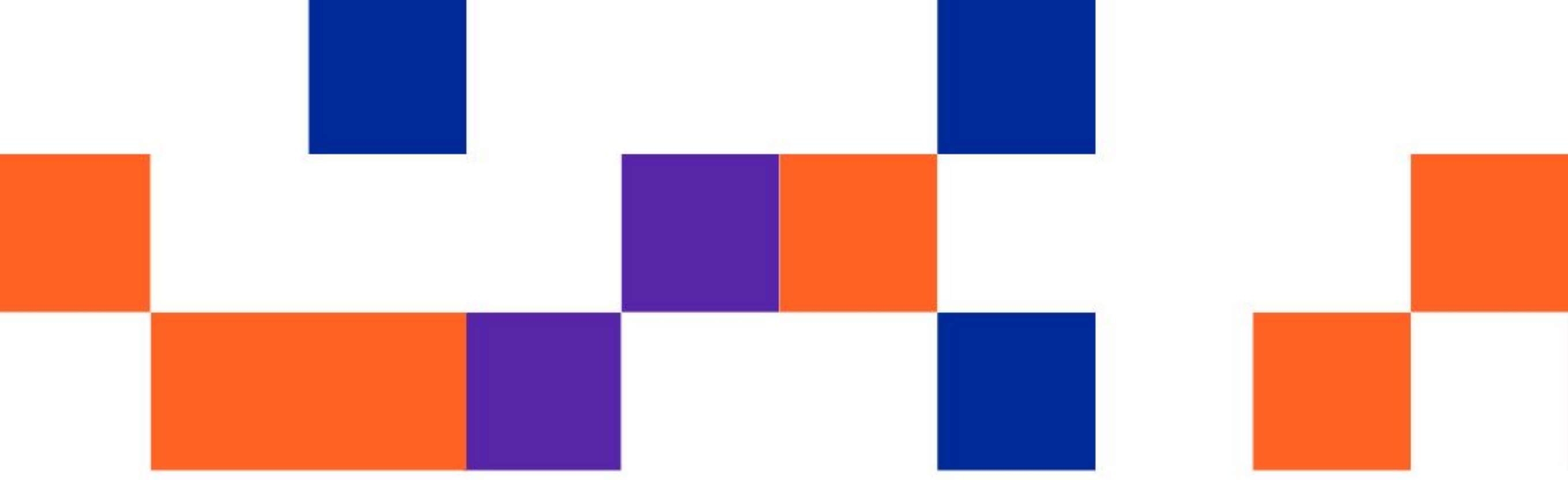
@4YFN\_MWC

#4YFN\_MWC

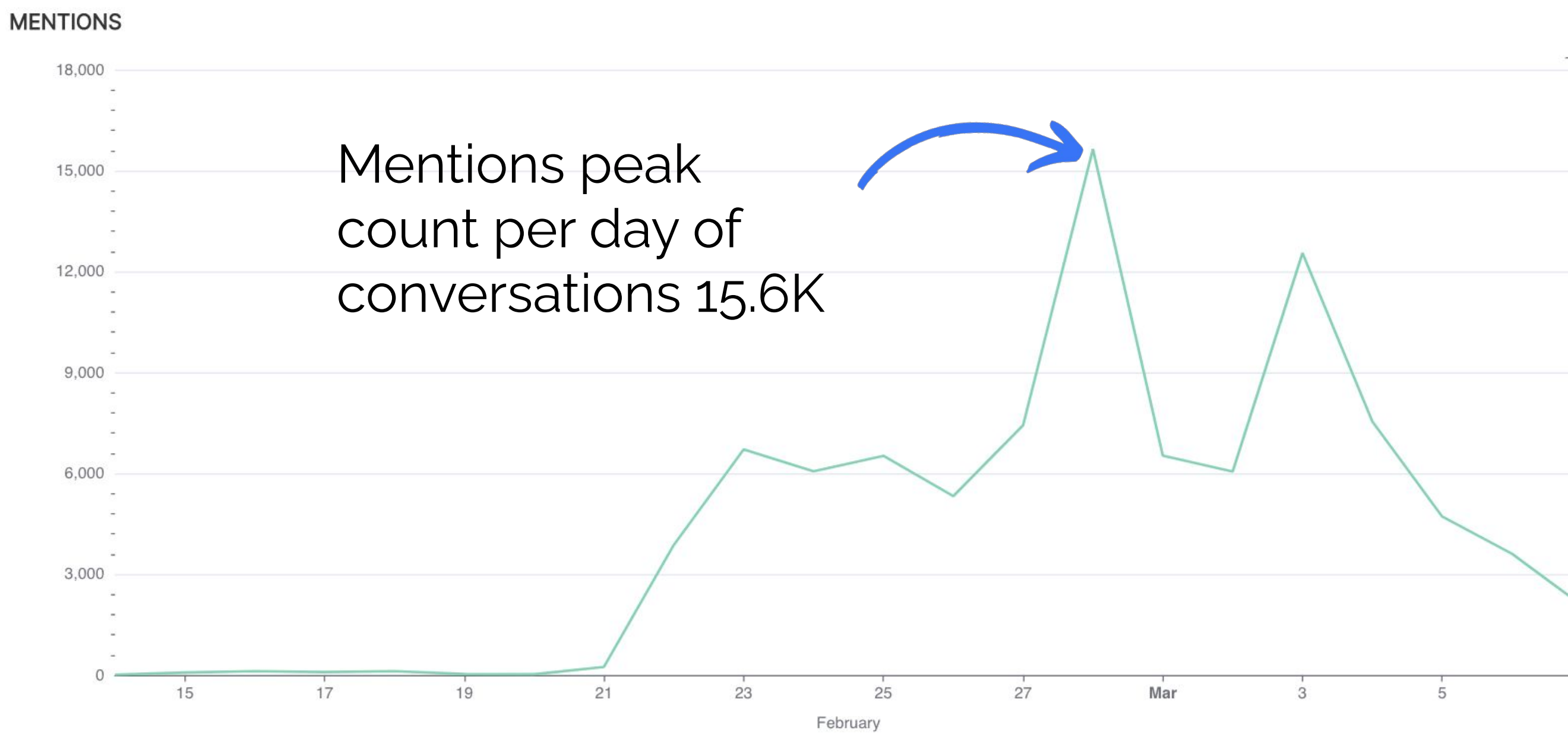


REPUTACION DIGITAL

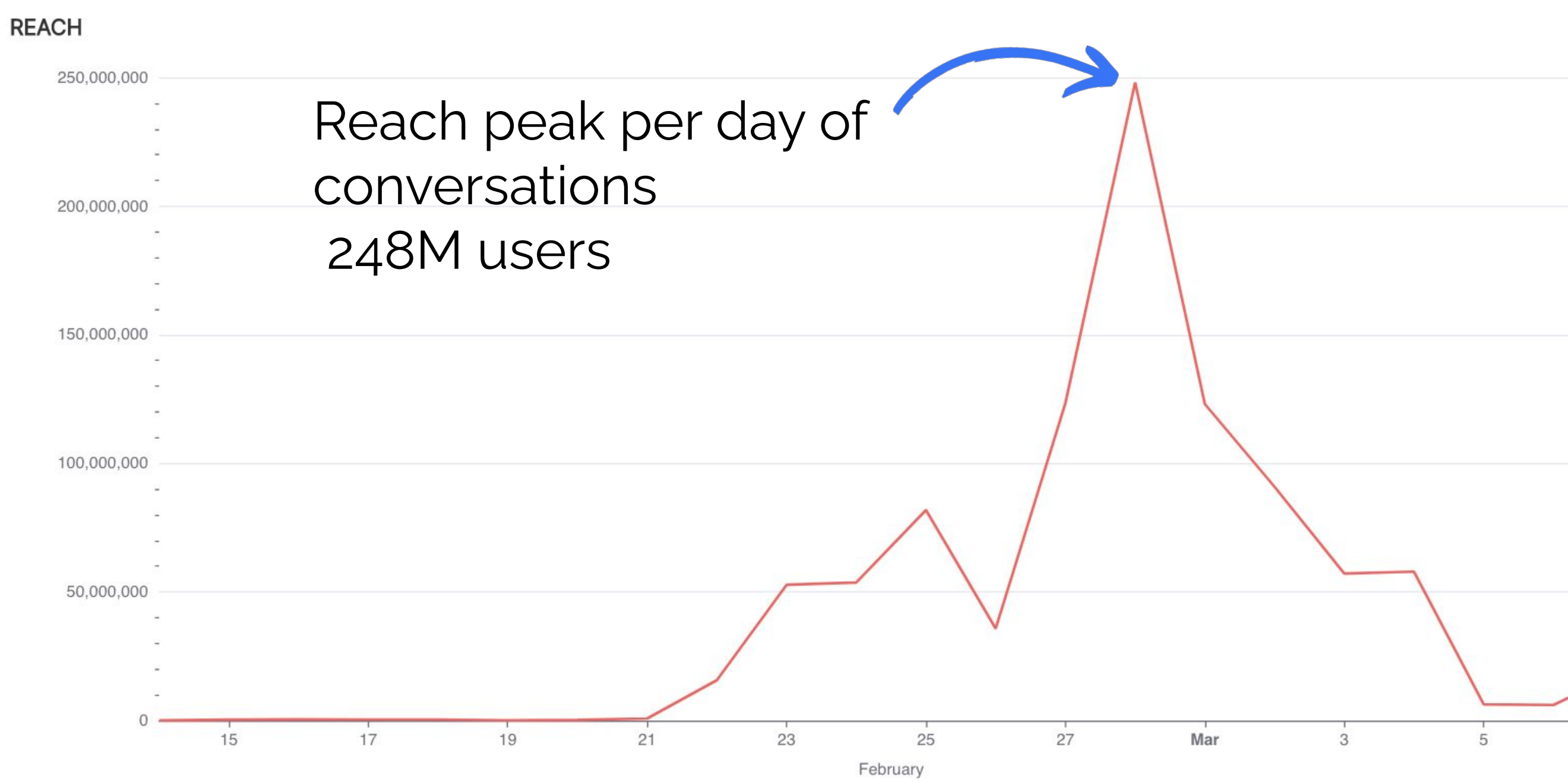




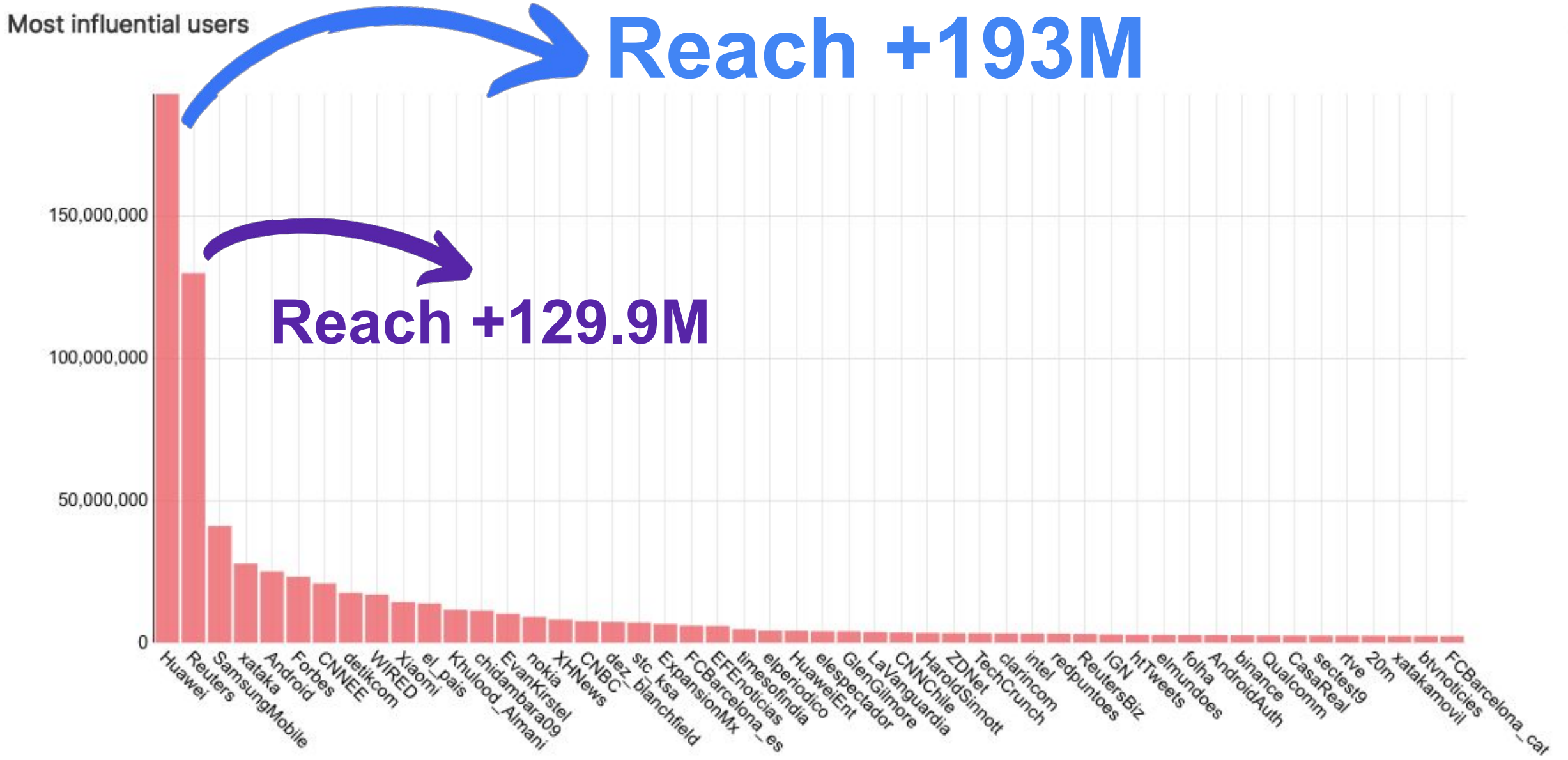
## Evolution of conversations around the event



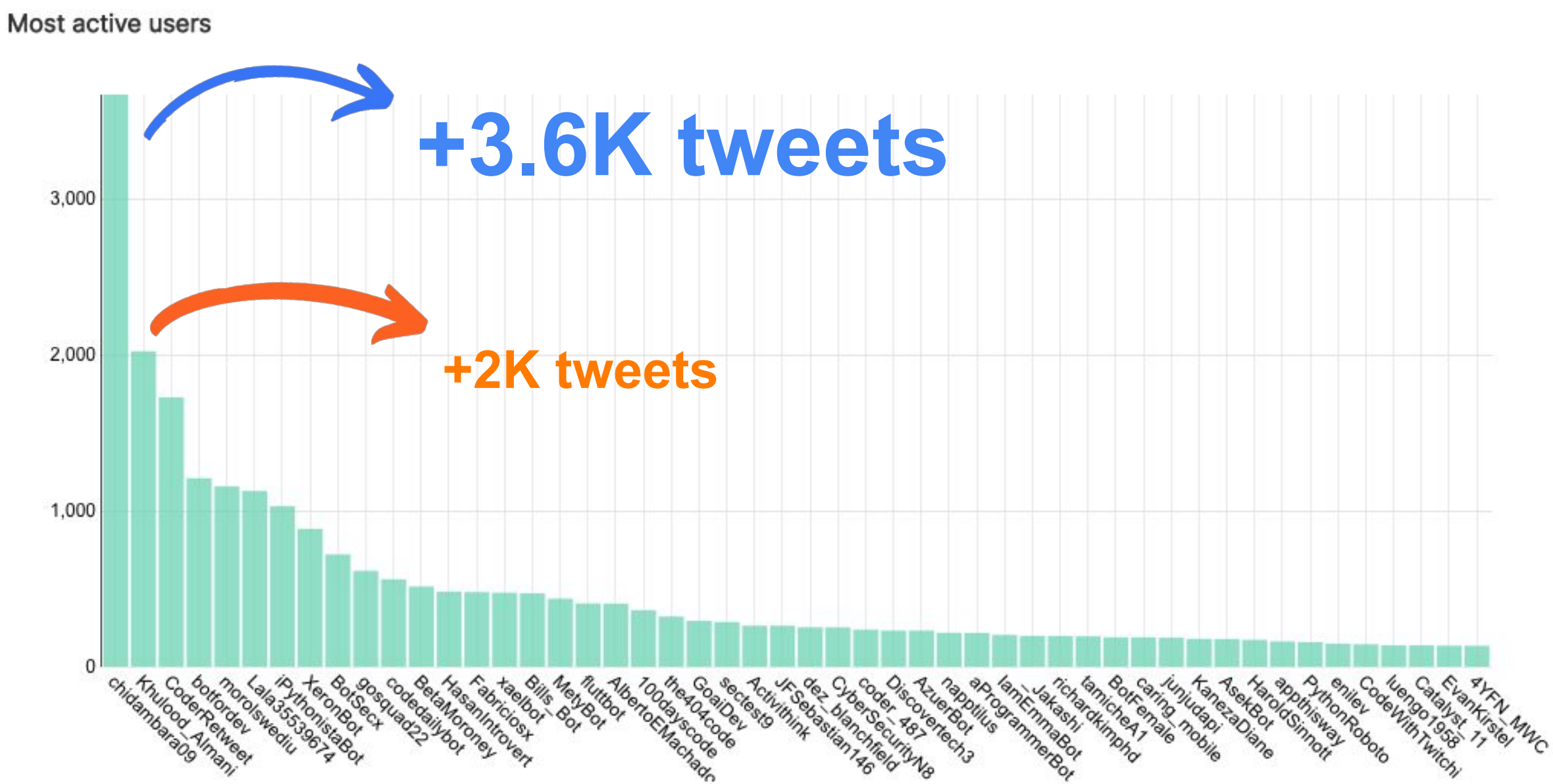
## Evolution of reach



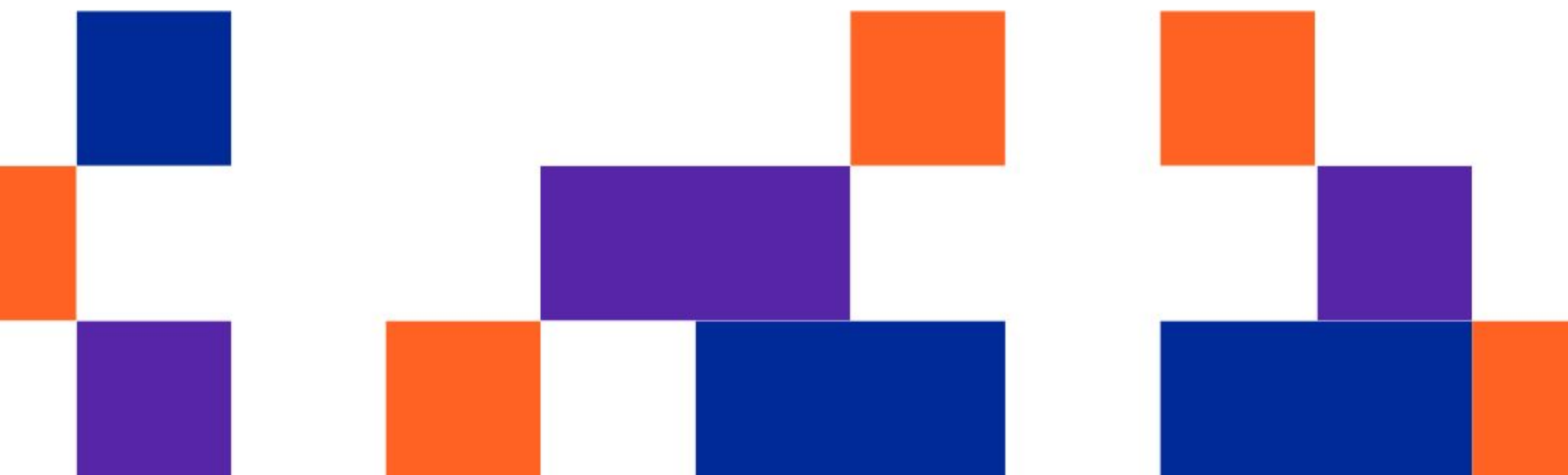
# MOST INFLUENTIAL USERS



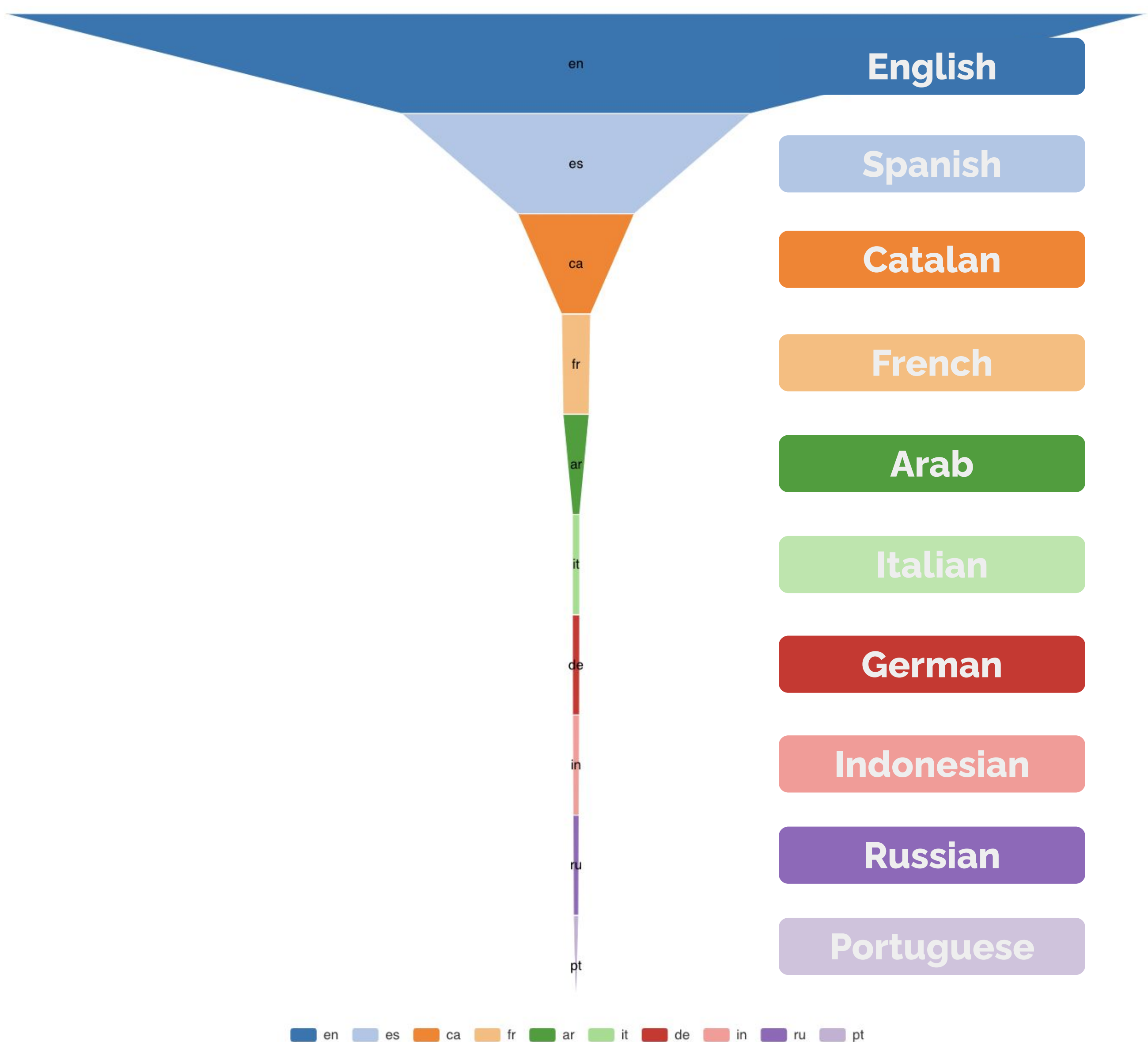
Huawei is the user with the highest reach, reaching 193,021,409 people. It is followed by Reuters in the second place with more than 129 M people reached.



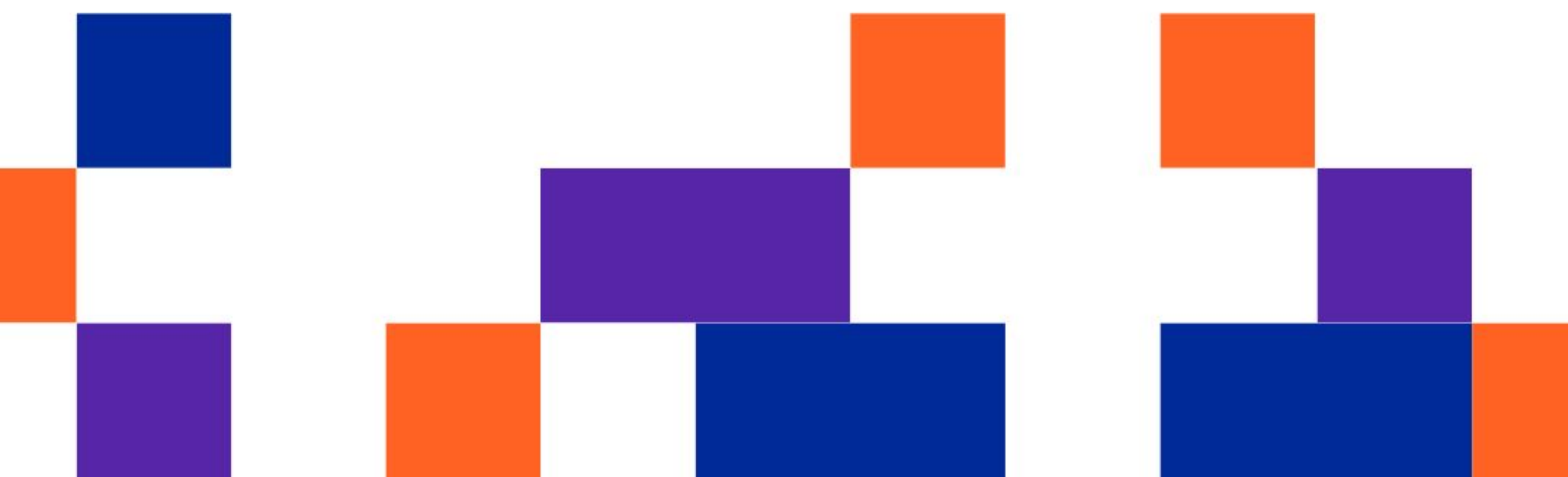
Chidambara09 is the most active user with 3.6K tweets in the analyzed period, while Khulood\_Almani appears second with 2K tweets. These users have mostly posted for hashtag positioning.



# MAIN LANGUAGES DETECTED IN CONVERSATIONS

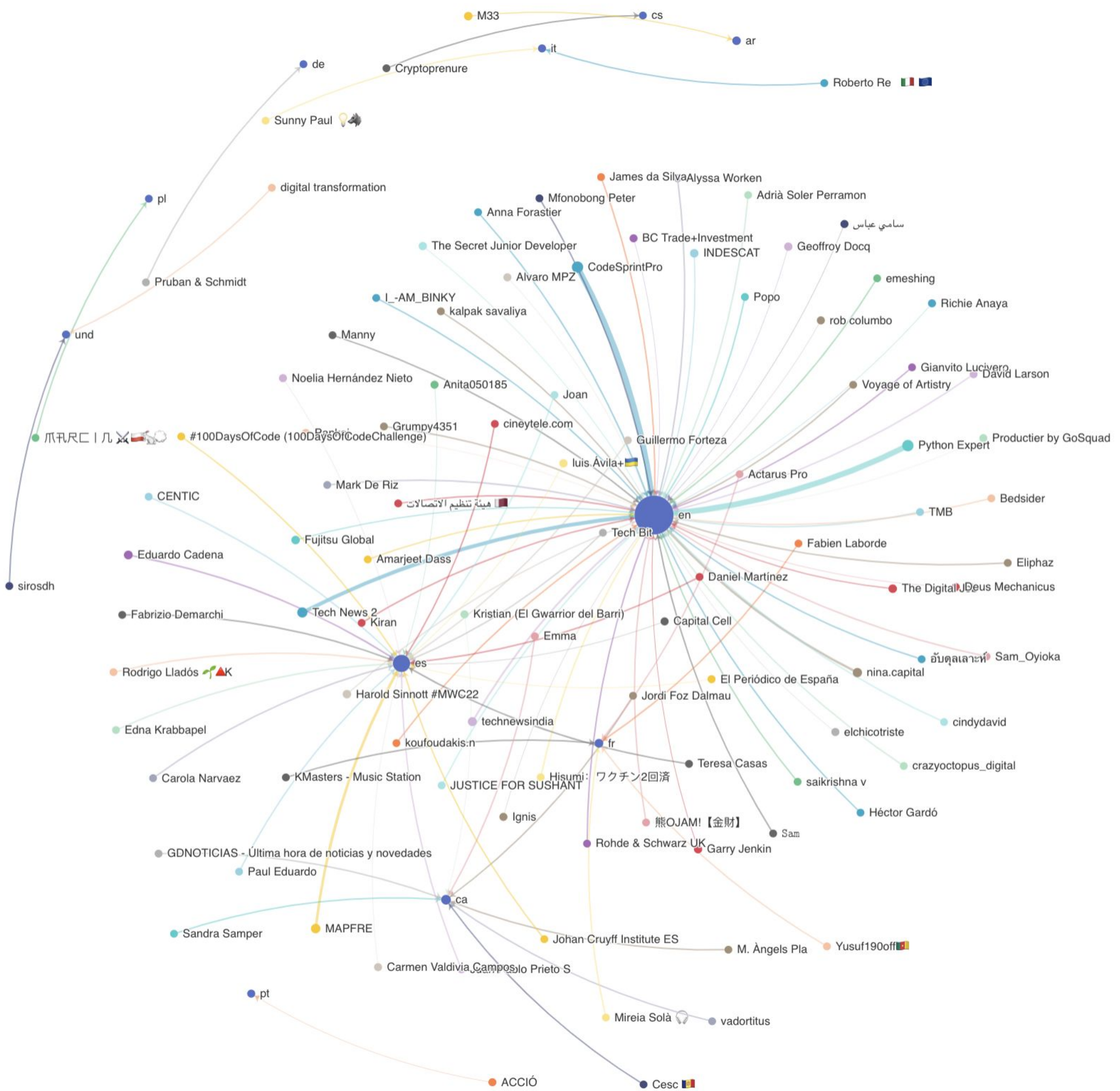


**English** was the most used language in social networks around the Mobile World Congress and 4YFN 2022; followed by Spanish, Catalan and French.

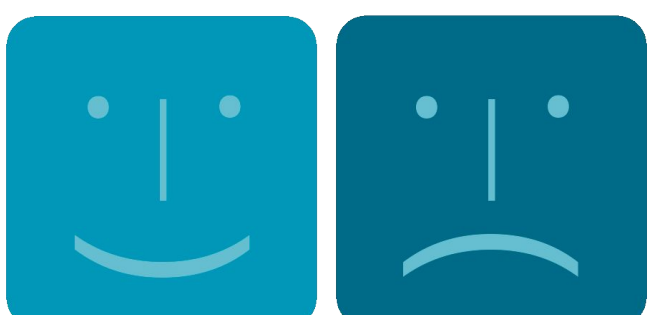




# CLUSTER OF RELATIONSHIPS AUTHORS AND LANGUAGES



Conexions between authors with higher reach (viralization), and the language used around the MWC-4YFN 2022 event.



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# TOP CONVERSATION TOPICS

# TOTAL CONVERSATIONS

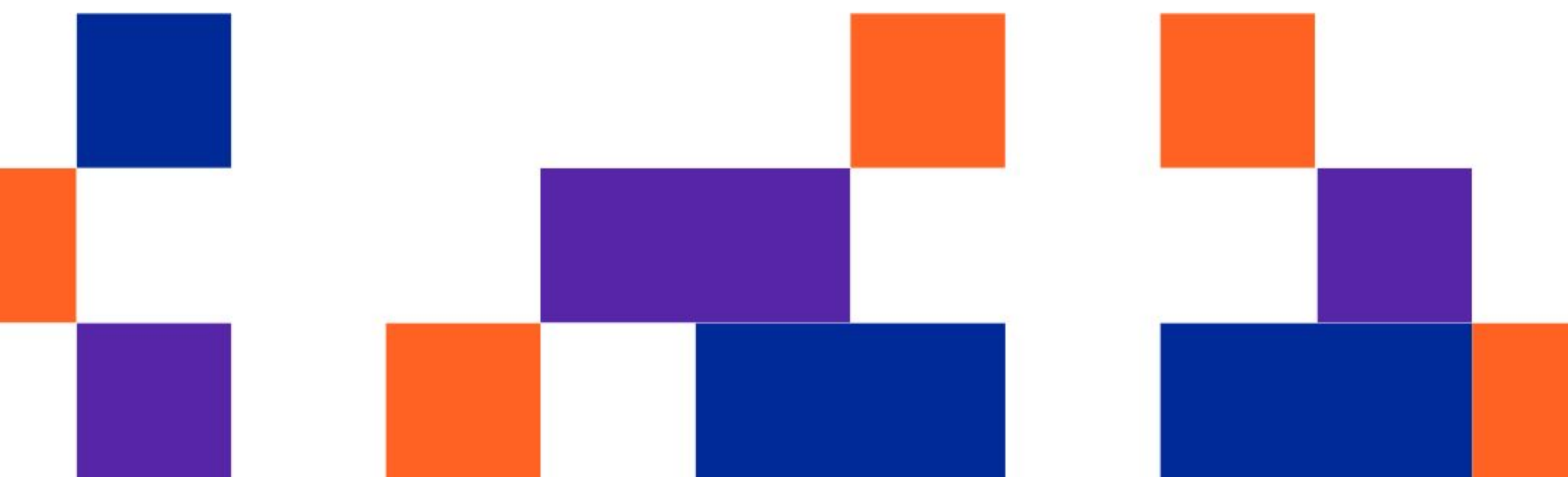


This **wordcloud** shows some of the best positioned topics and hashtags around the 4YFN and MWC 2022 events.

There's a strong incidence of Data Science, the use of Artificial Intelligence in it; as well as in Robotics.

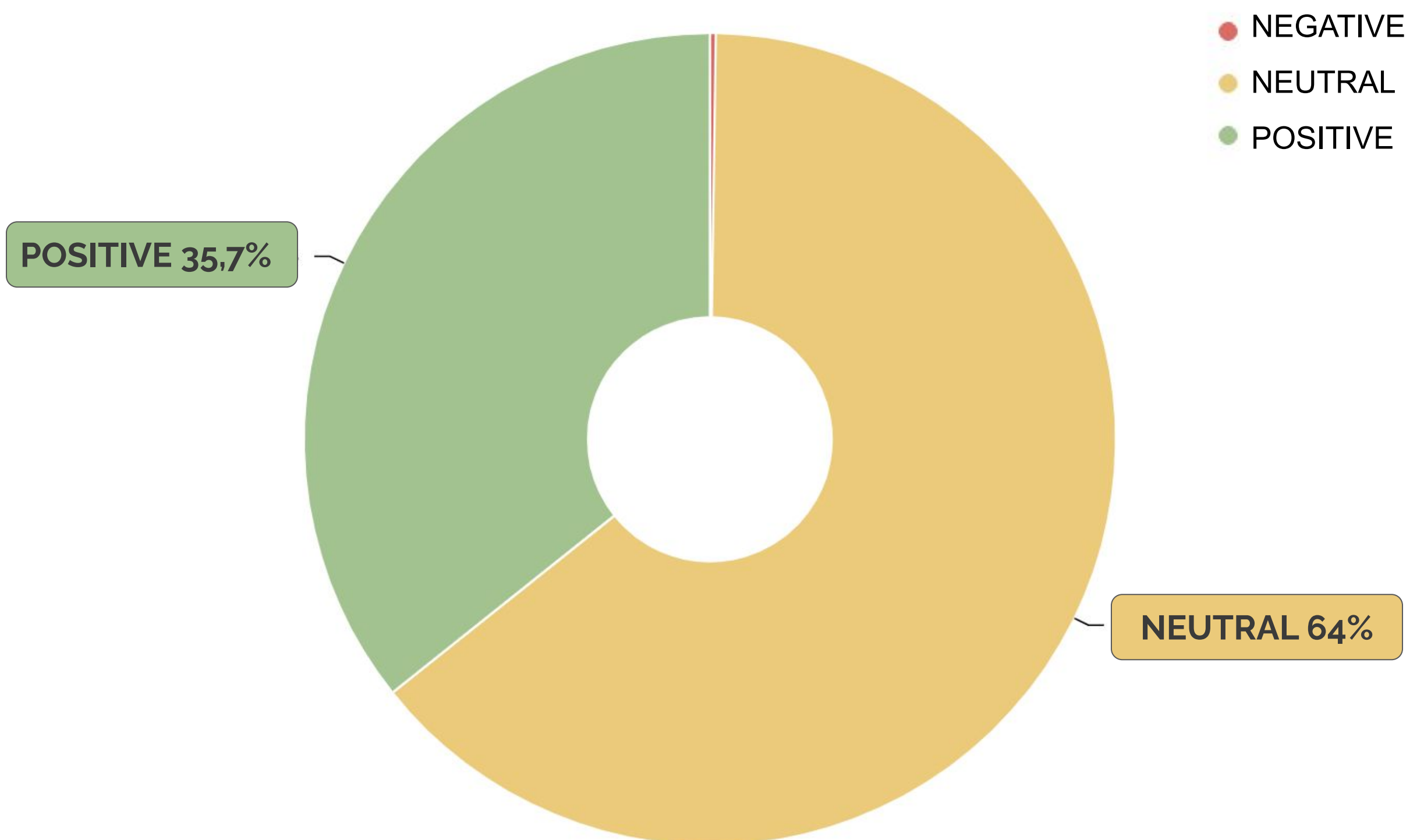
5G technology also stands out as a protagonist; strongly associated with IoT.

An interesting fact arises with the strong presence of conversations, highlighting the place of women in Technology; which crosses different subareas.





# USERS'S PERCEPTIONS DURING THE EVENT

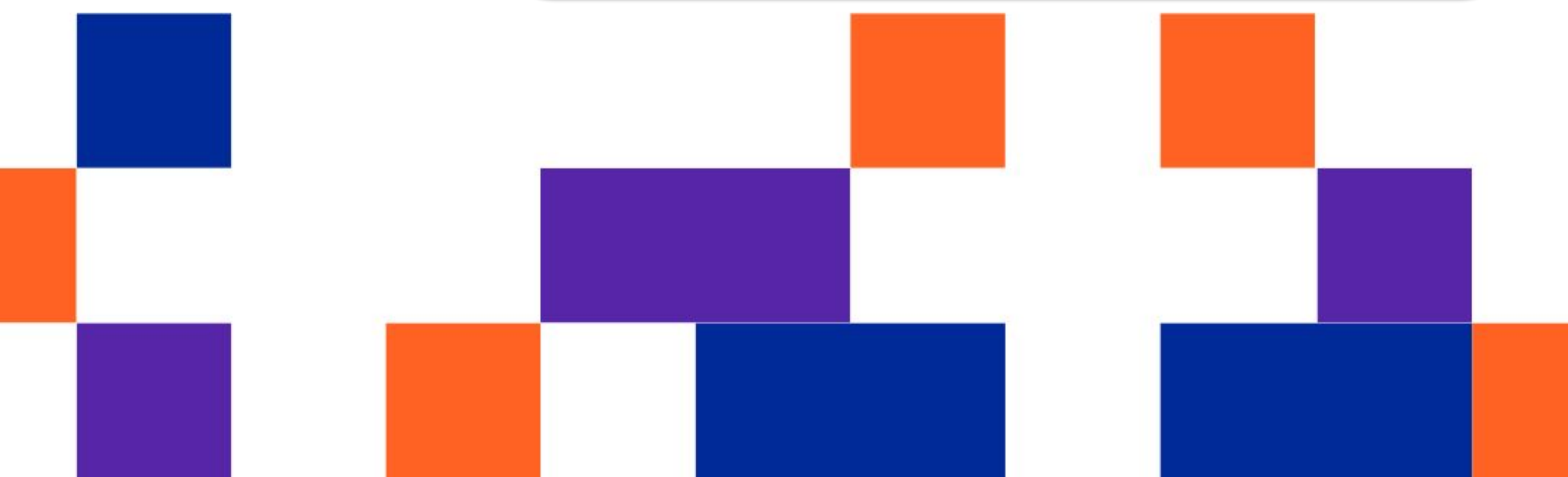


\*Graph based on conversations between 02/28 and 03/06 2022

Predominance of neutral perceptions: informative conversations about the event, and posts for the positioning of hashtags.

Regarding positive perceptions of the event, users make comments thanking the opportunity to have participated in it, being able to reconnect with old clients and the possibility of establishing new contacts. Users also highlight the proposals presented throughout the event as 'interesting' and 'innovative', with a strong predominance of acceptance and pleasure for the technological progress shown.

Complaints and claims mentioning that the event was "a sold-out proposal" are detected to a lesser extent, as well as claims regarding the early closing of stands, before the event concludes.

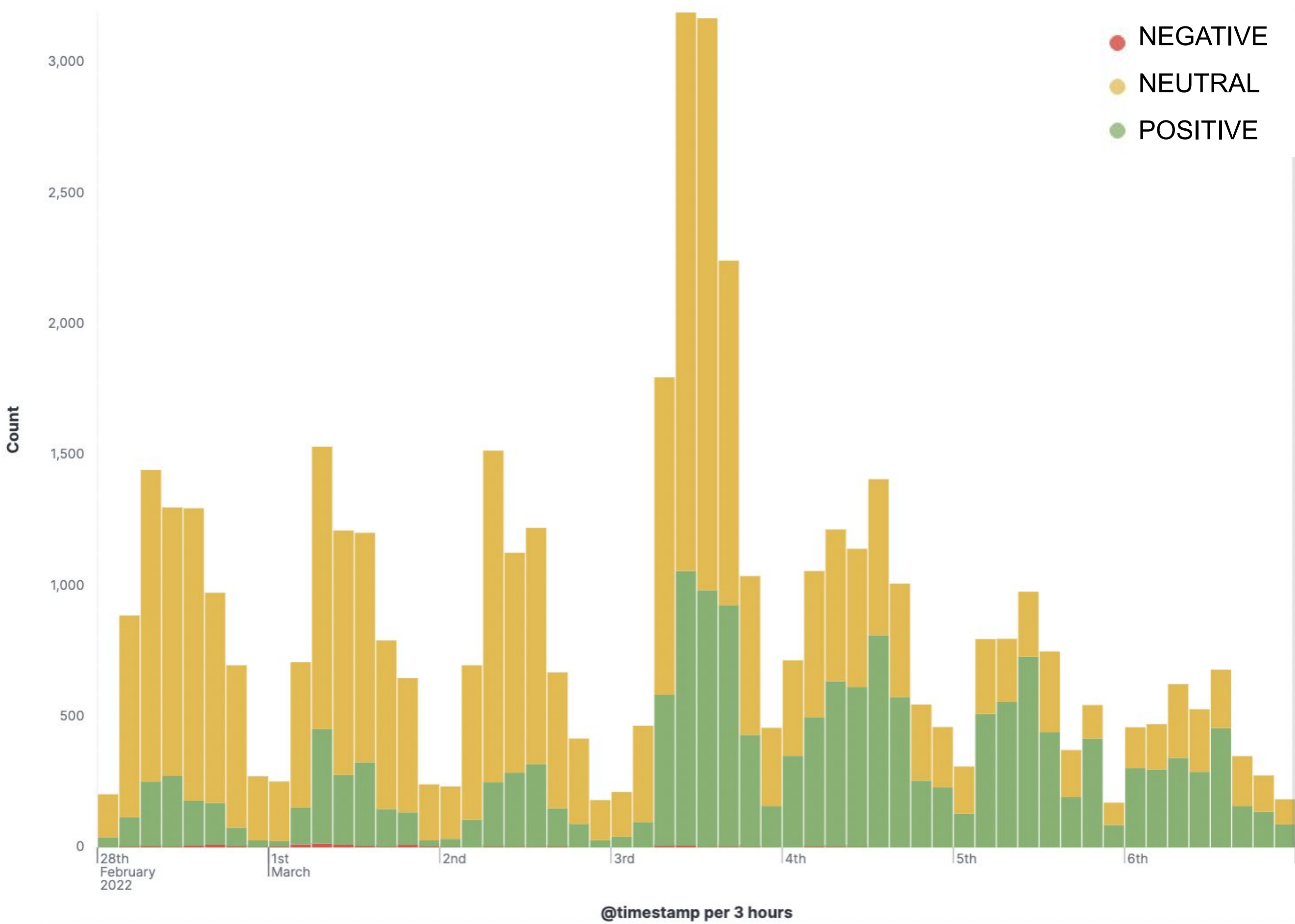


# USERS PERCEPTIONS DURING THE EVENT

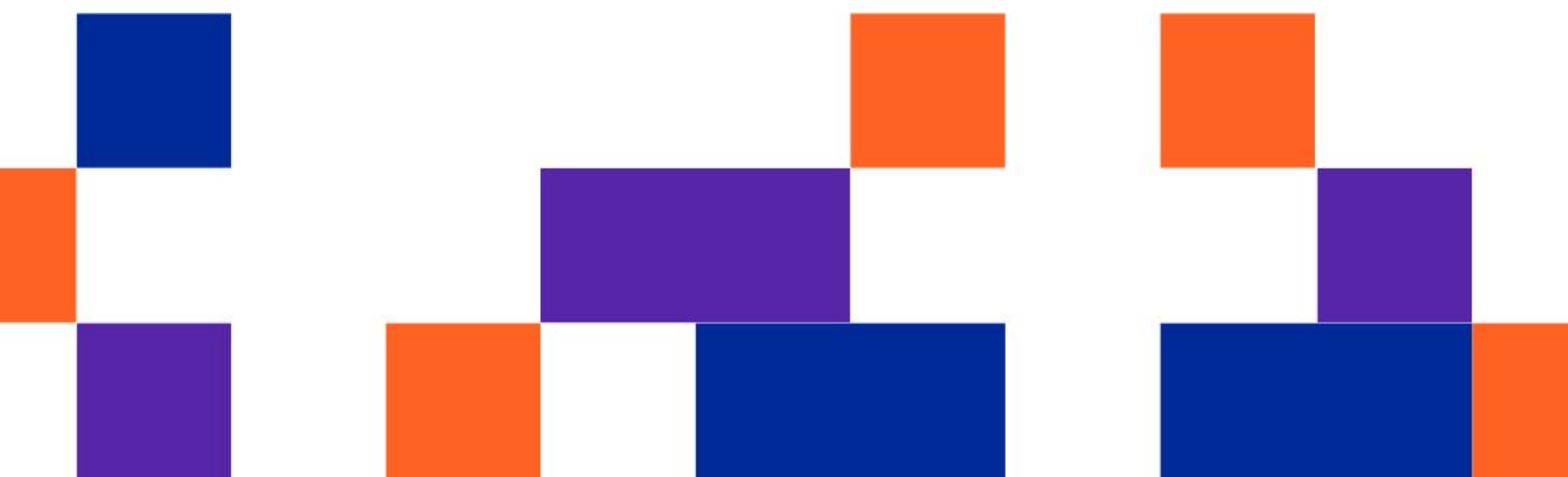


Gradual growth of positive conversations towards the last day of the event, and the following days; in parallel with the increase in neutral informative perceptions about its closure. However, with the closing of the event, the conversations decline and did not sustained over time.

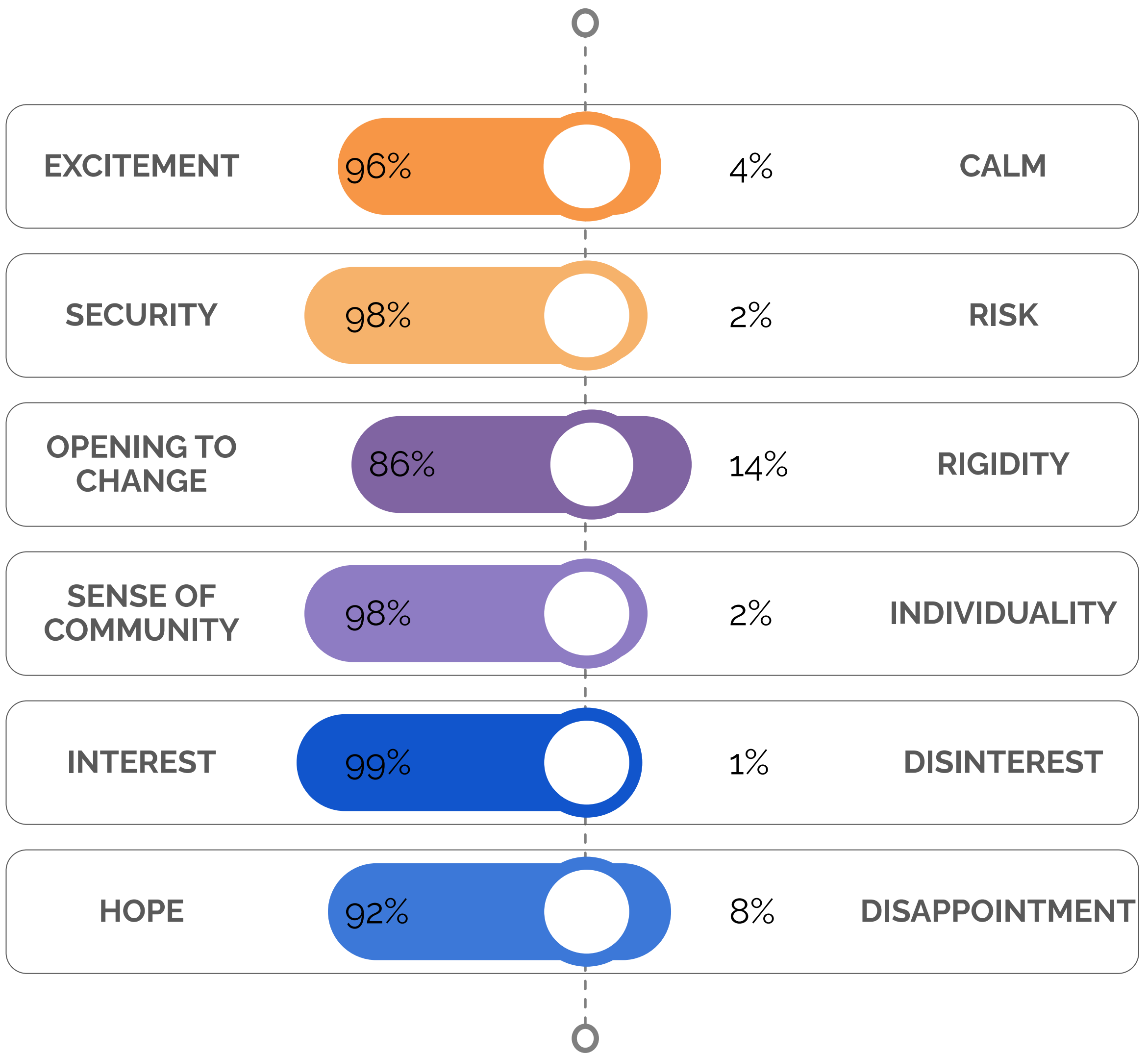
In regard of negative perceptions, they appear in minority for several consecutive days: February 28, March 1 and March 2. They are related to particular complaints from specific users during the event.



\*Graph based on conversations between 02/28 and 03/06 2022

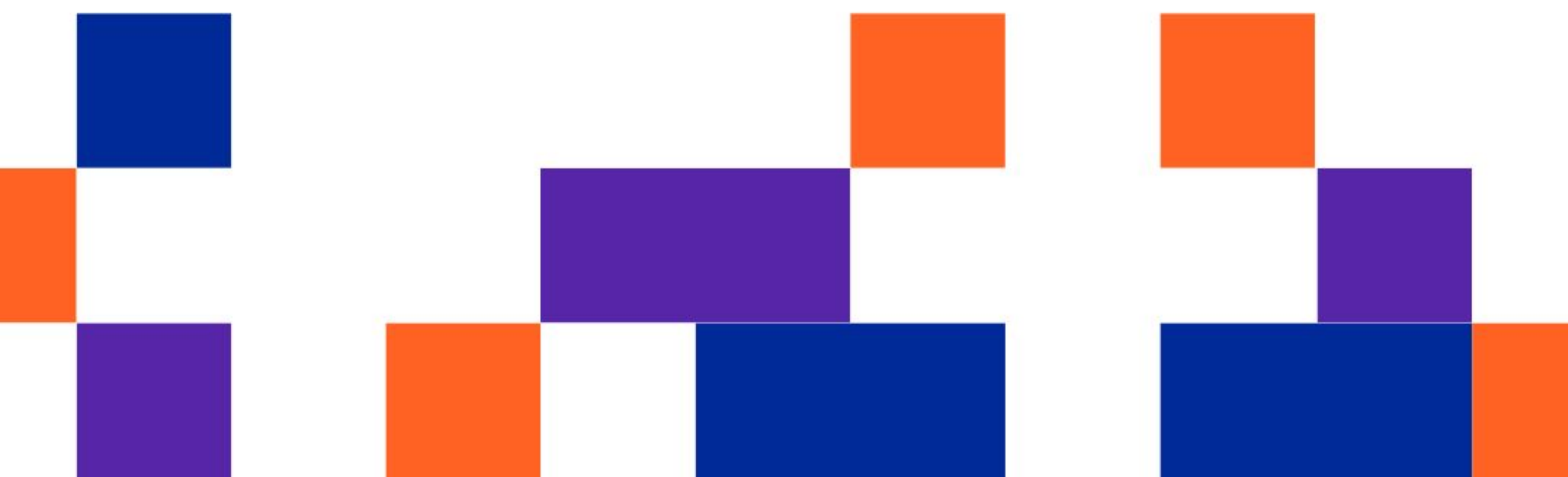


# ATTITUDES AND EMOTIONS AROUND THE EVENT



This graph represents some motivations and attitudes reflected in users around 4YFN and MWC 2022.

Anyway, we must not forget that the highest percentage of conversations detected are of a neutral and informative nature.





# Hashtags Ranking

## THE MOST USED HASHTAGS

#AI #IA  
**+30.9K**  
Mentions

#Tech  
#Deeptech  
**+30K**  
Mentions

#100DaysOfCode  
**+29.9K**  
Mentions

#Datascientist  
#Datascience  
**+28.3K**  
Mentions

#Digital  
**+27.2K**  
Mentions

#Javascript  
**+27.1K**  
Mentions

#Flutter  
**+26.6K**  
Mentions

#BigData  
**+24.2K**  
Mentions

#FinServ  
#FinTech  
**+21.3K**  
Mentions

#Phyton  
**+19.9K**  
Mentions

#IoT  
**+17.9K**  
Mentions

#Womenintech  
#WomenWhoCode  
#Women  
**+16.7K**  
Mentions

#Marketing  
**+16.5K**  
Mentions

#Business  
**+11.1K**  
Mentions

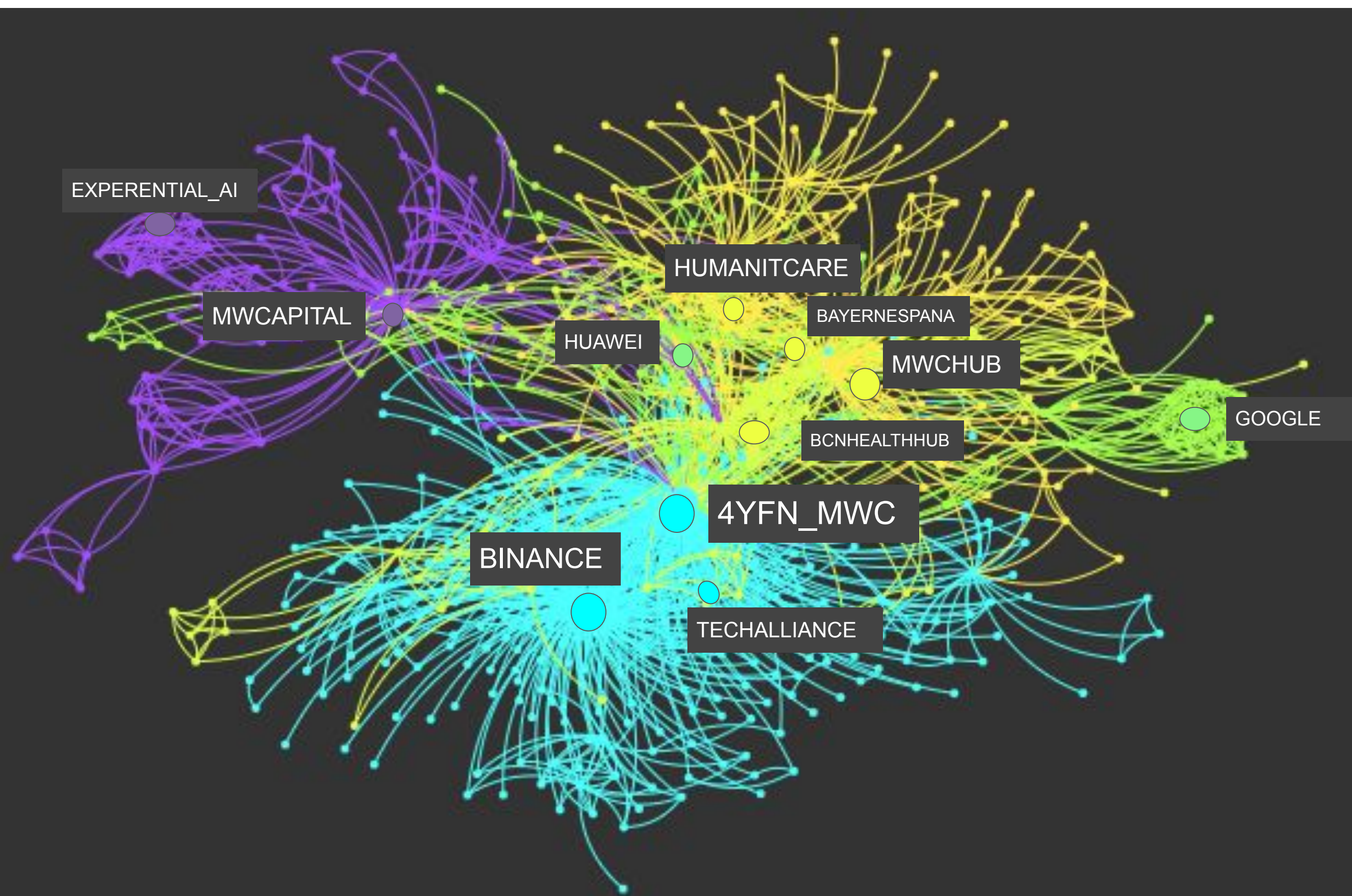
#Cloud  
**+10.5K**  
Mentions

#Linux  
**+10.4K**  
Mentions





# TOPICS CLUSTERING



The artificial intelligence system groups the most repeated topics using algorithms measuring vector distances, and then groups those connections of topics and users that are technically called clusters (clusters by similarity).

Four large clusters are detected: the main one, are groups of conversations directly related to the event, in relation to the support and promotion of the growth of the companies in the sector; on the other hand, conversations of technology companies are grouped; another cluster associated with health topics; and finally, sub themes of advances and innovation in the technology category are combined.



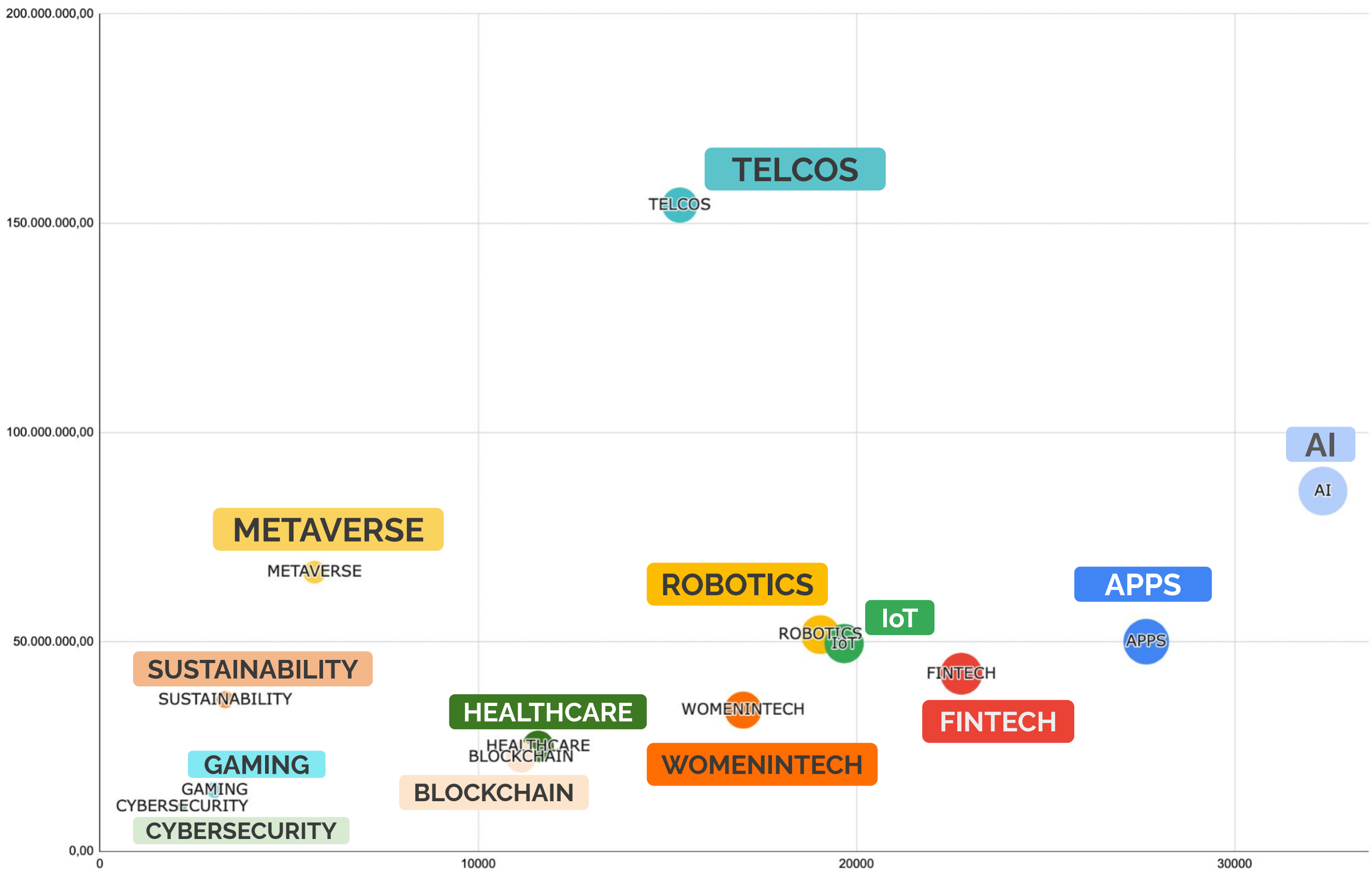


# TOP CONVERSATION TOPICS COMPARISON CHART



From the in-depth analysis of topic clustering, the following main conversation subtopics have been obtained.

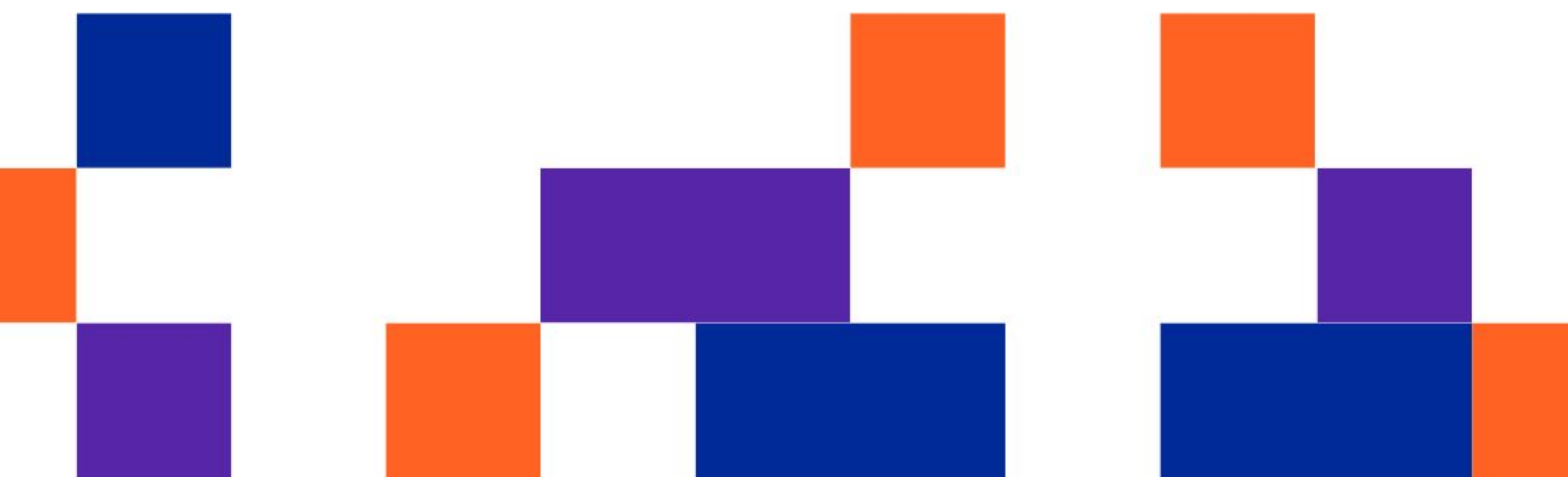
## Reactions and viralization by topics



This graph represents the comparison of the main subtopics detected in the conversations, around the 4YFN-MWC22 event.

Here we can see the relationship between the number of posts per topic (X coordinate axis) and viralization, which is the sum of people reached in those publications (Y axis).

For example, we can see how, the Top Topic "TELCOs" was addressed in fewer posts, by users with a greater reach; while in "APPS" there are more than 25K posts, but with less reach.



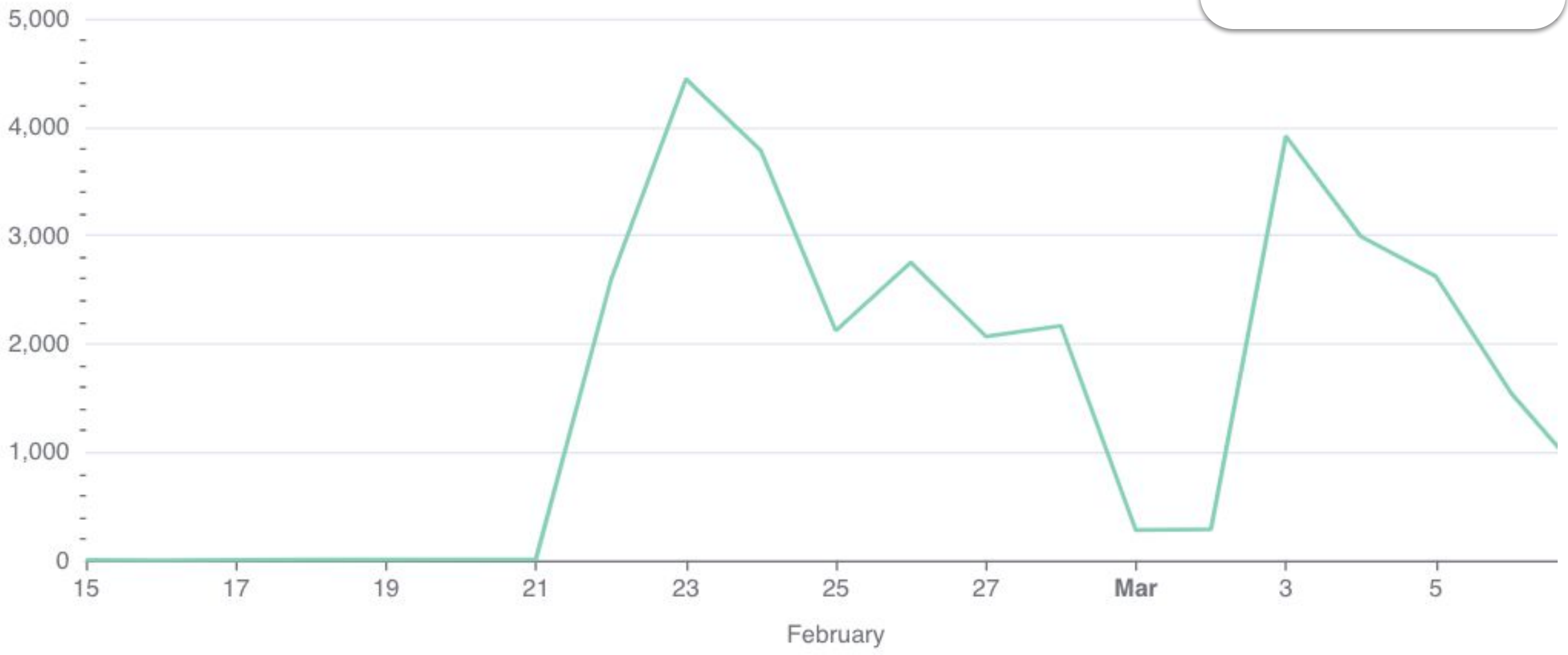
# TOP CONVERSATION TOPICS

## AI

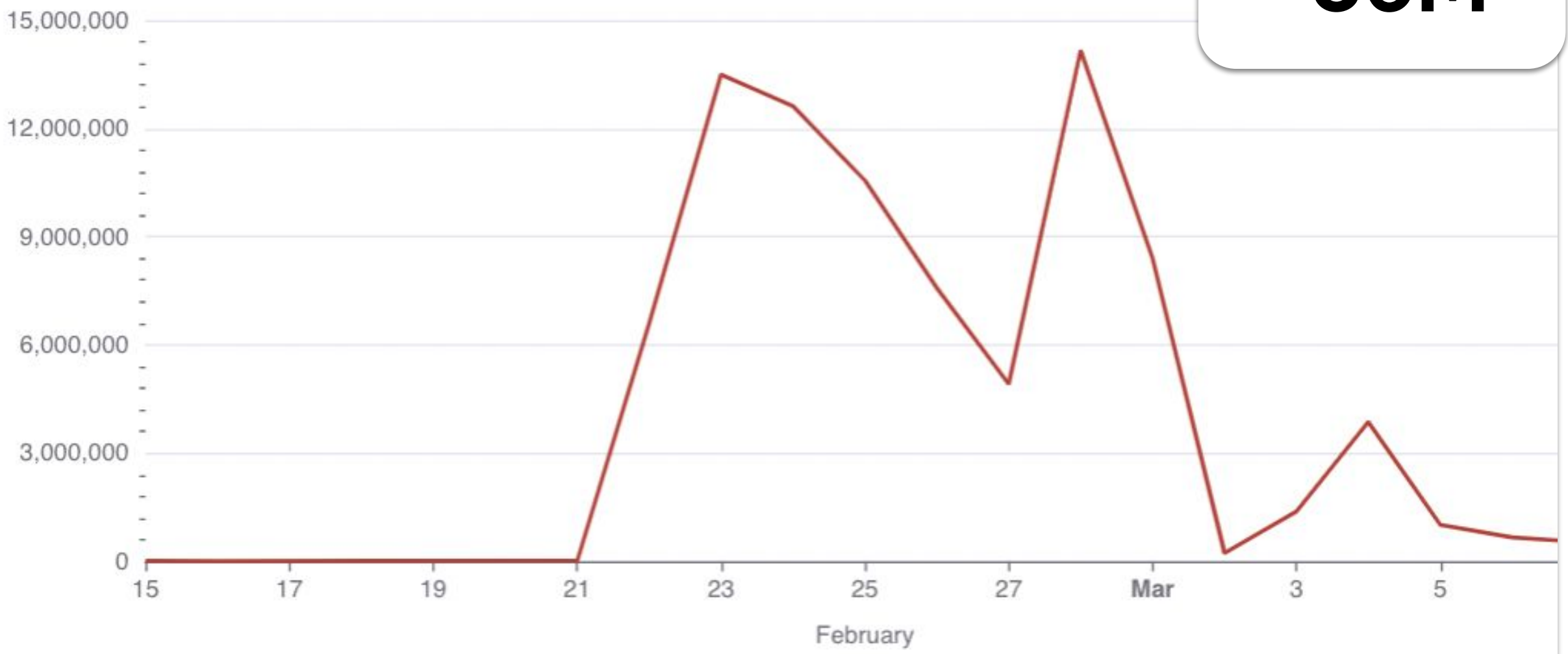


MENTIONS  
**+33.3K**

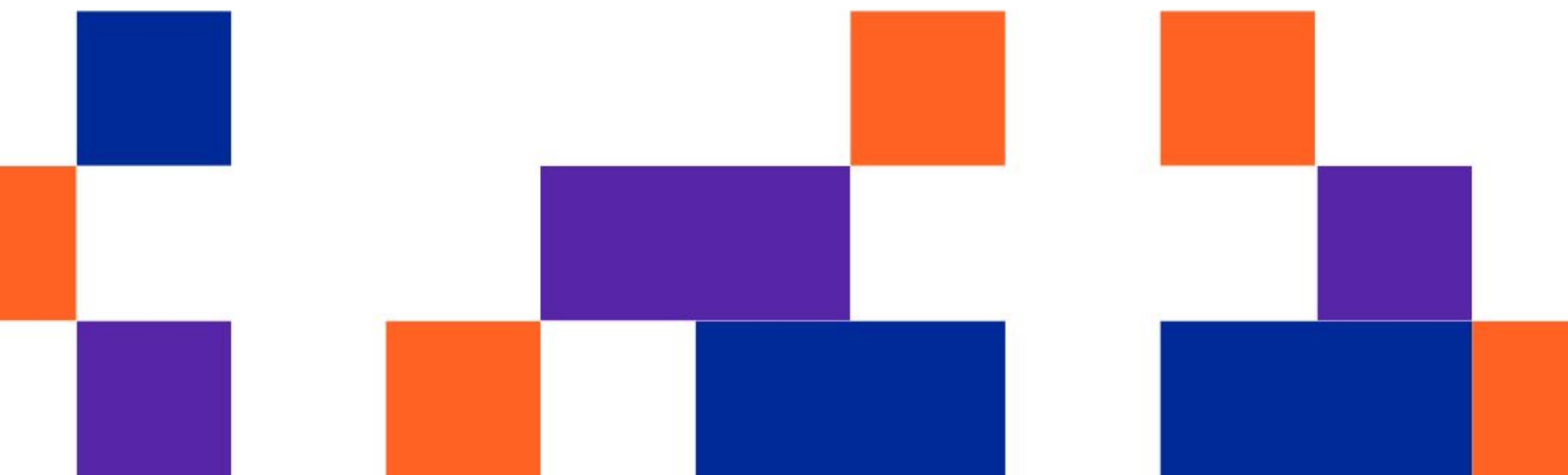
AI MENTIONS EVOLUTION



AI REACH EVOLUTION



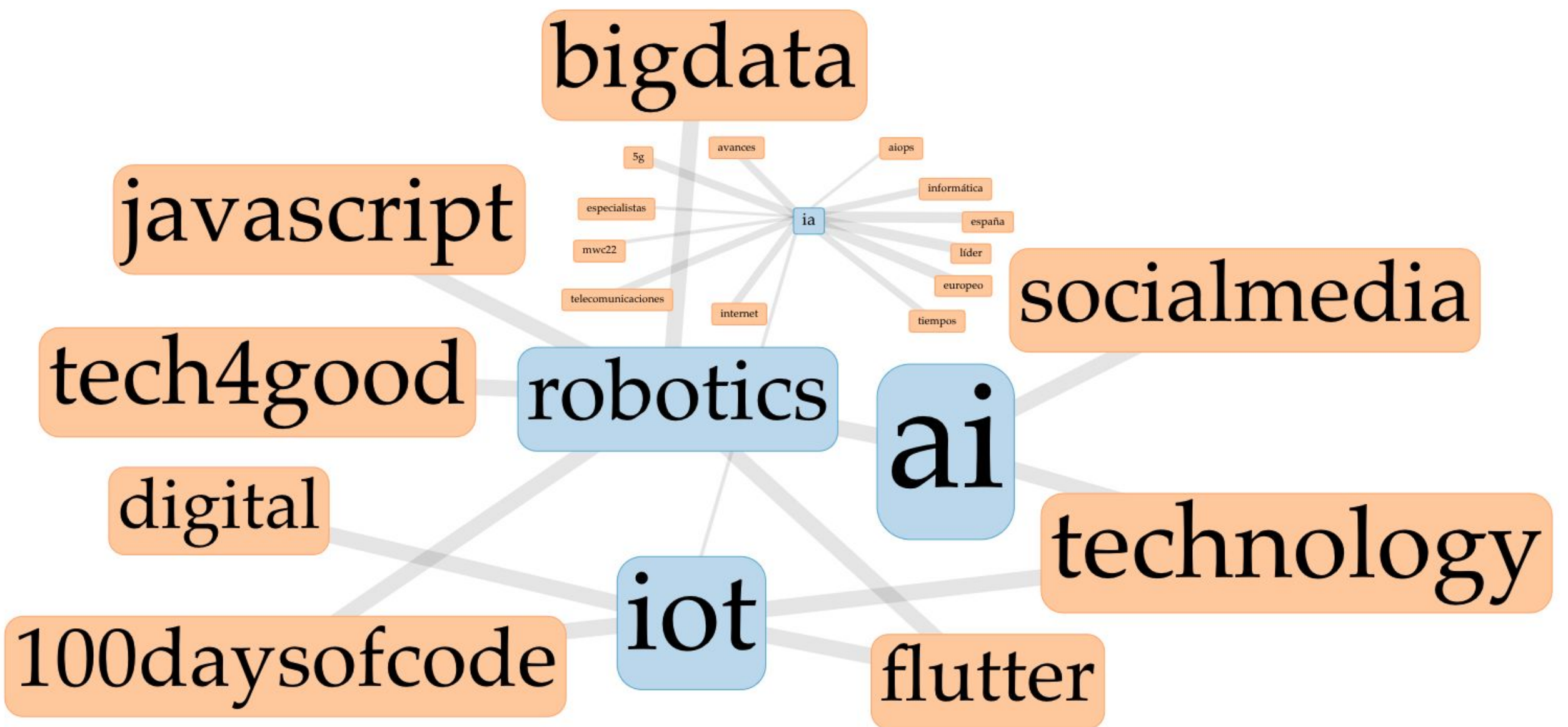
REACH  
**+86M**





# TOP CONVERSATION TOPICS

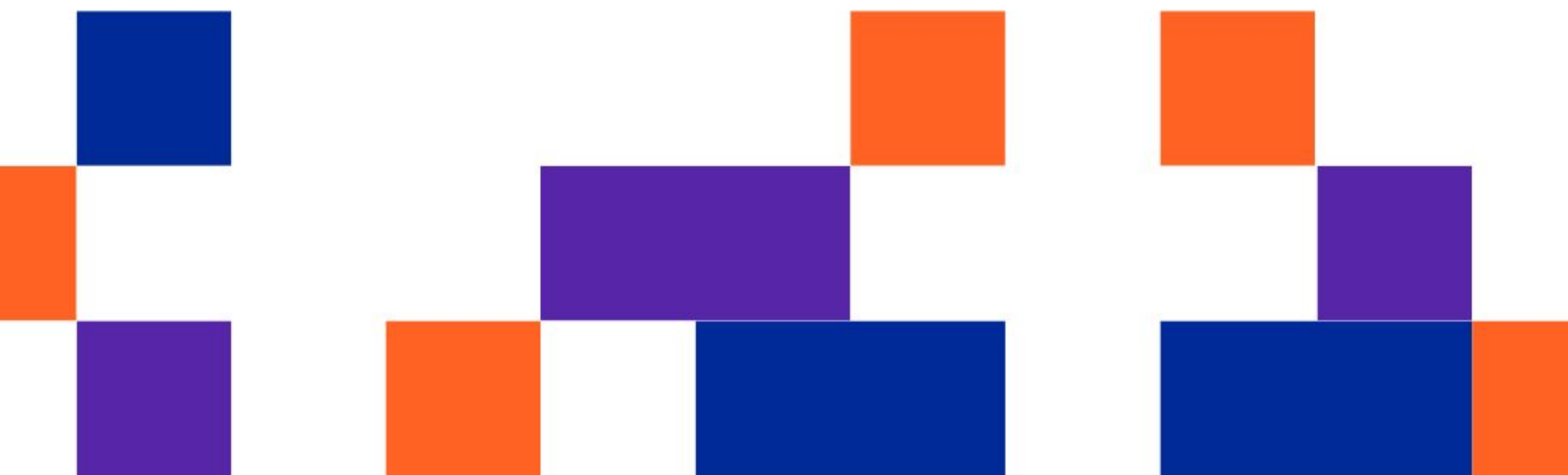
## AI



Artificial Intelligence is strongly associated with advances in robotics, apps, and technology, as well as the use of big data and social networks.

Wide user interest in the use of AI to solve particular problems of both sustainability and cyber security.

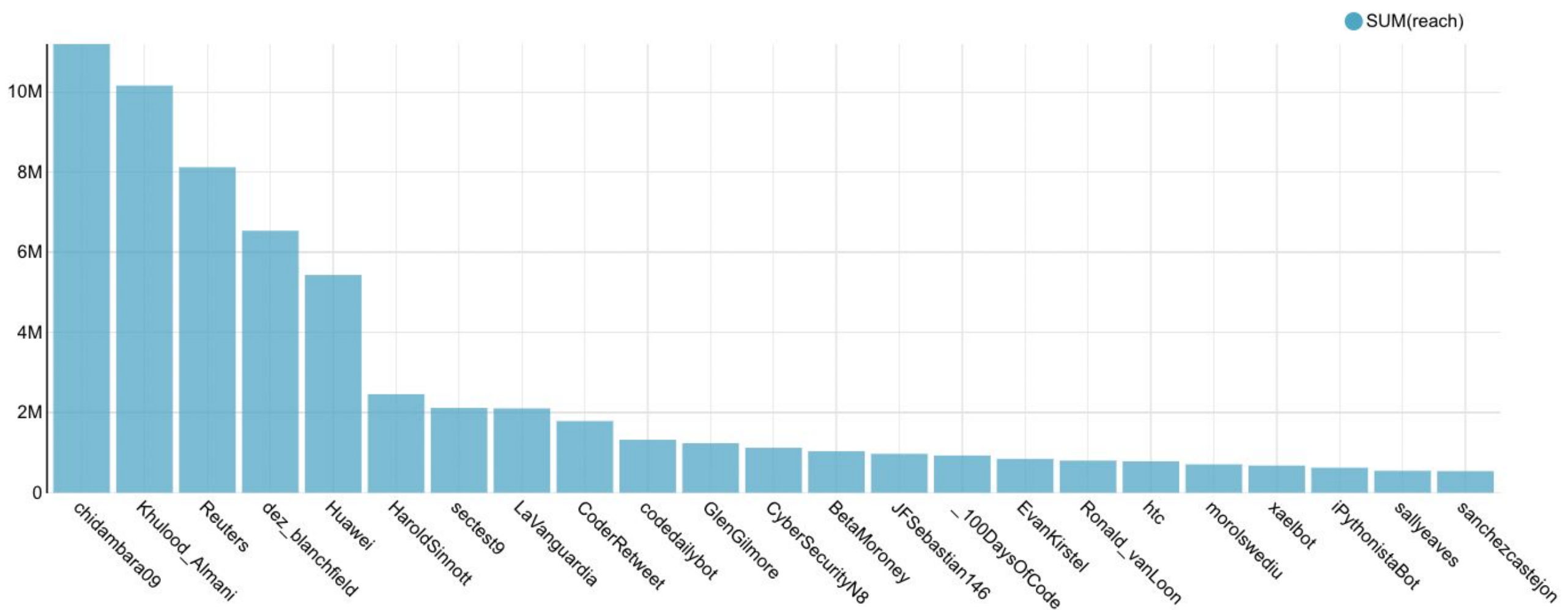
On the other hand, there is a strong concern and interest in the application of AI in public health and personal care.





# MOST INFLUENTIAL USERS AI

Usuarios mas influyentes AI



**Chidambara .ML.**  
@chidambara09  
Be happy Be healthy Be smile Be cool Be good human  
Mysore and BERLIN Joined May 2016  
13 Following 10.5K Followers

This user reposted the following hashtags:  
#datascientist #cloud #digital # mwc22 #cx #women #ehealth # ces2023 #finserv #fashiontech #insurtch #bigdata #100daysofcode #javascript #flutter #linux #thotics #traveltech #usa #frenchtech # Tech4good #ai #technology #socialmedia



**Dr. Khulood Almani #MWC22 | د. خلود صالح المانع**  
@Khulood\_Almani  
التحول الرقمي #الابتكار #MWC22 #CES2022 #Influencer #World #Tech 3 #Top #consultant[#entrepreneurship|#innovation] #AI#DigitalTransformation.Asst.Prof  
Kingdom of Saudi Arabia linkedin.com/in/dr-khulood-...  
Joined June 2021  
1,792 Following 23.9K Followers

#blockchain #nfts # web3 #marketing #ai #technology #business #digital #fintech #finserv #javascript #innovation #datancience #crypto #flutter # 100daysofcode #python #womenintech #womenych # MWC22 #Metaverse #TENSORFLOW #BIGDATA # MWC2022 #economy #pago #business #finserv #iot #data #rstats # tecnologia # tecnologia #technology #techforgood #tensorflow #marketing #analytech #analytics



**hello, my name is**  
@dez\_blanchfield  
CEO of Sociaall Inc & elnion.com :: connecting leading brands with key decision makers in biz, tech, telco & govt. world wide, to create exciting n  
US, UK, EU, IN, SG, HK, JP, AU elnion.com Joined April 2009  
0 Following 205.4K Followers

The most used hashtags from this user were: #Mwc # mwc22 # mwc2022 #mobile #world #congress #telco #telcom #telcommunications #voice #video #data #mobile #soss #bss #iot #ai #ml #cloud



**Reuters**  
@Reuters  
Top and breaking news, pictures and videos from Reuters. For more breaking business news, follow @ReutersBiz.  
Media & News Company Around the world reuters.com  
Joined March 2007  
1,204 Following 24.6M Followers

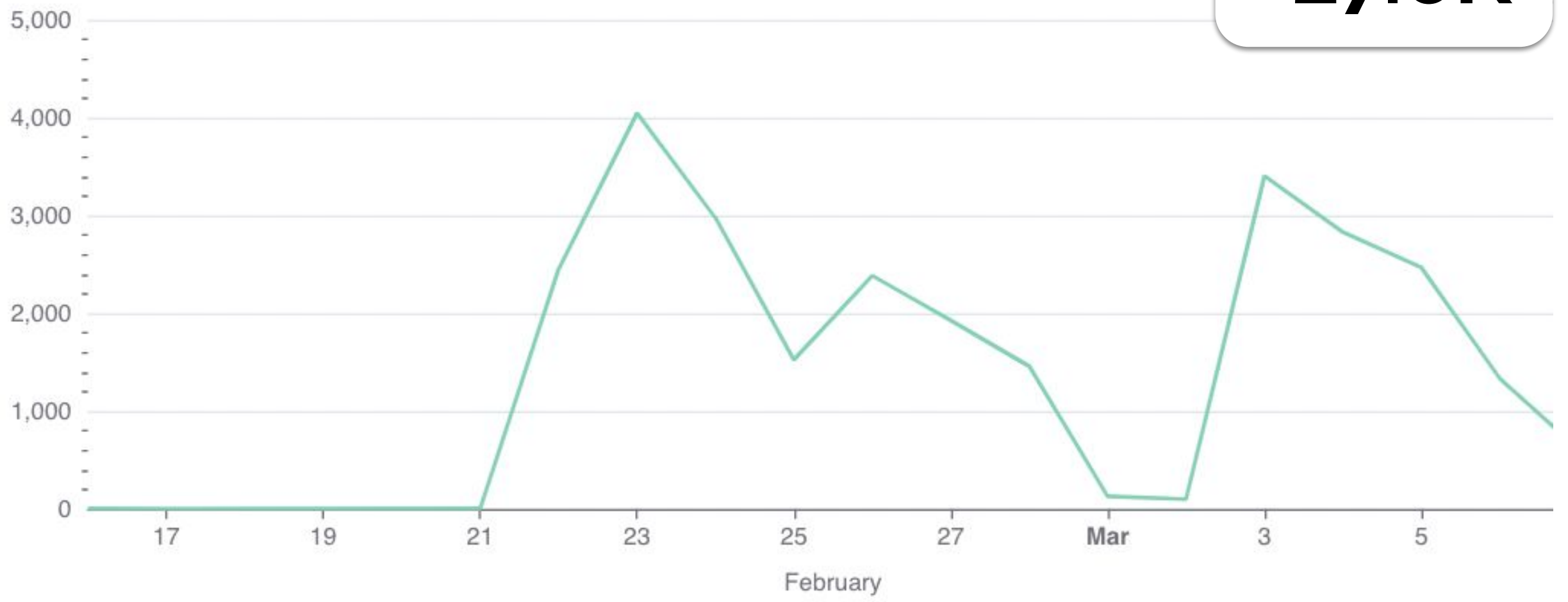
Does not use positioning hashtags



# TOP CONVERSATION TOPICS APPS

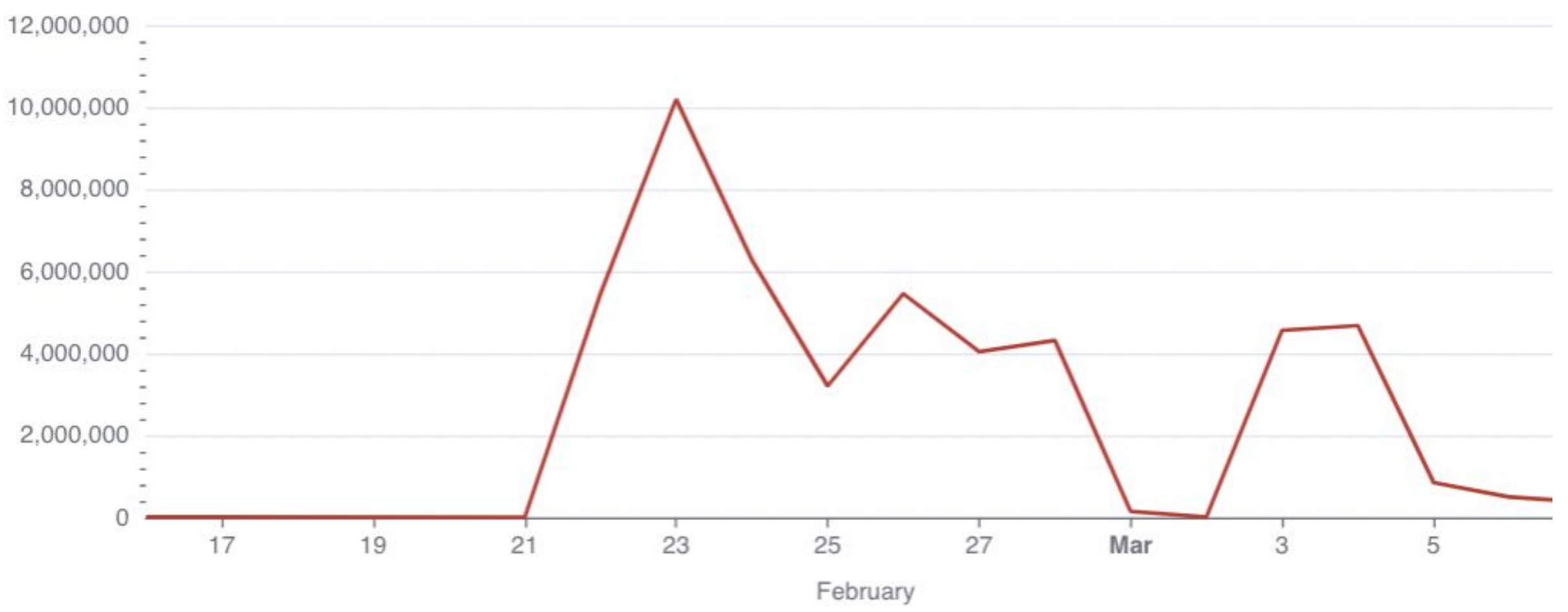


APPS MENTIONS EVOLUTION

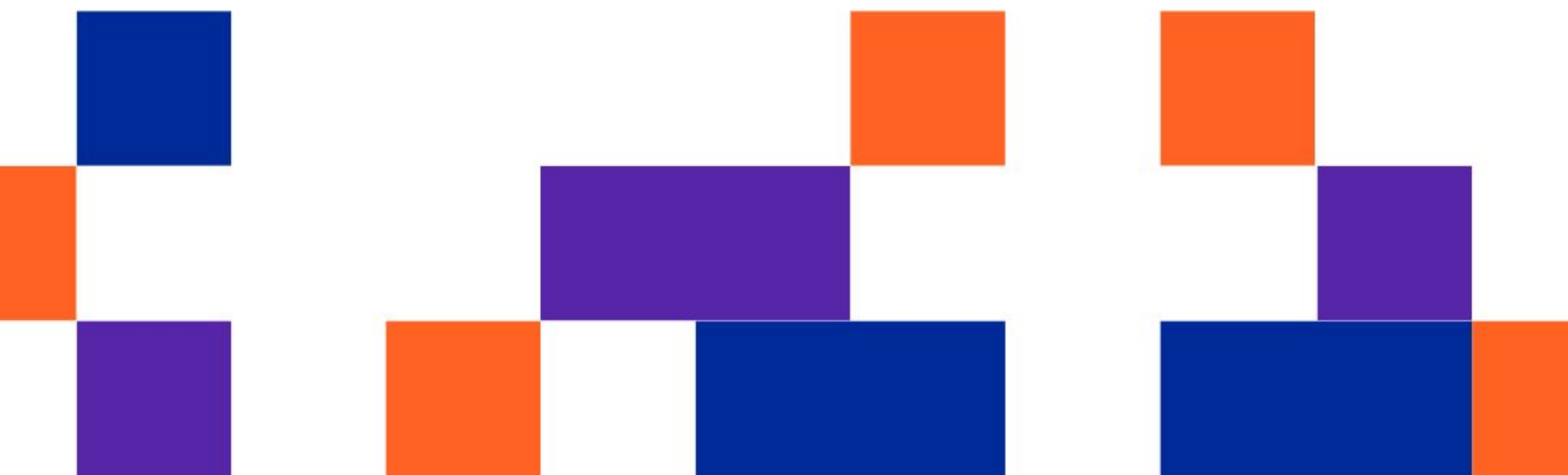


MENTIONS  
**+27.6K**

APPS REACH EVOLUTION

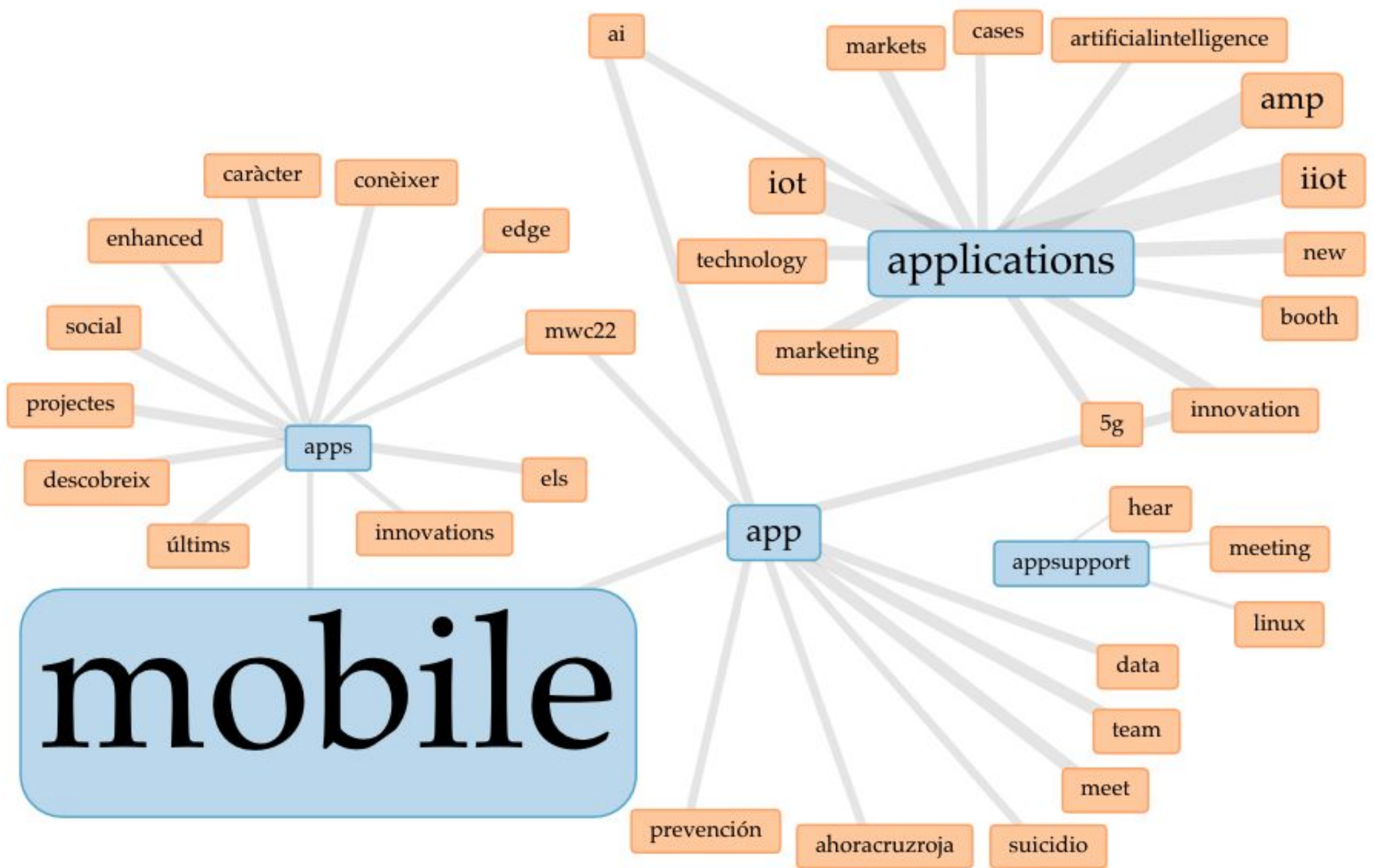


REACH  
**+50M**

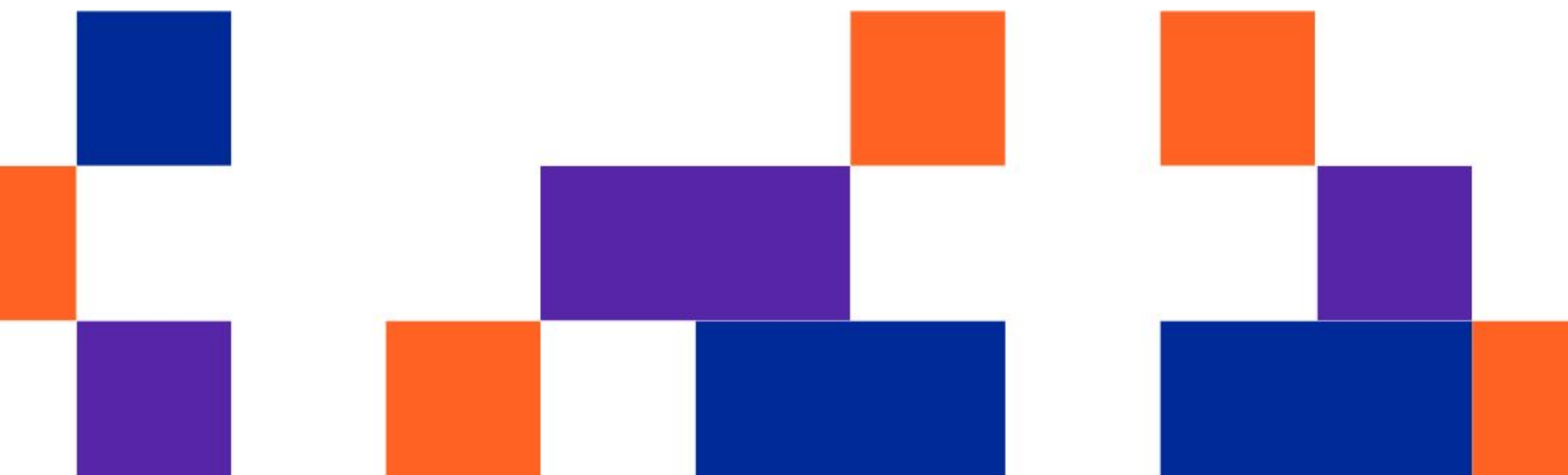




# TOP CONVERSATION TOPICS APPS



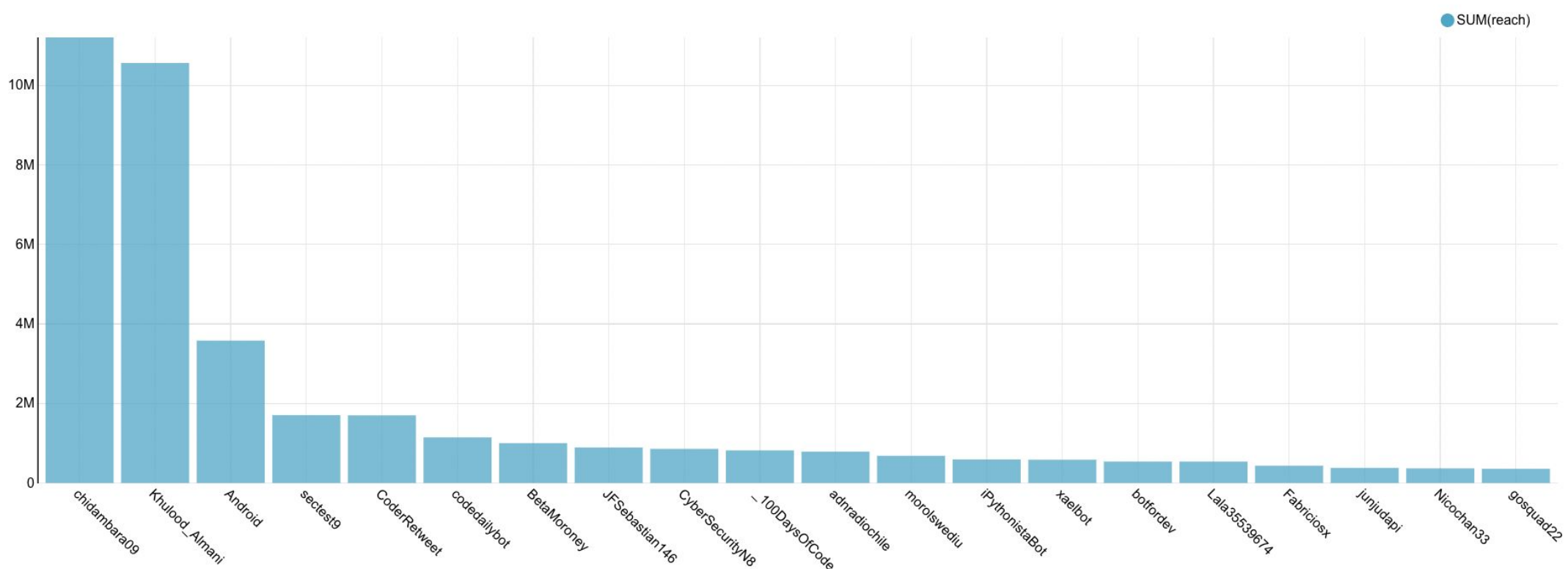
The use of applications for monetary investments and digital marketing stands out. Strong interest in the use of applications for gaming, and the use of applications and technology for cyber security in different countries.





# MOST INFLUENTIAL USERS APPS

Usuarios mas influyentes APPS



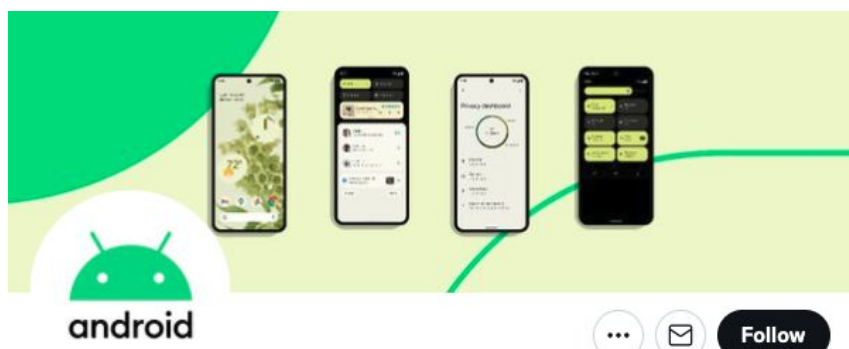
**Chidambara .ML.**  
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Be happy Be healthy Be smile Be cool Be good human  
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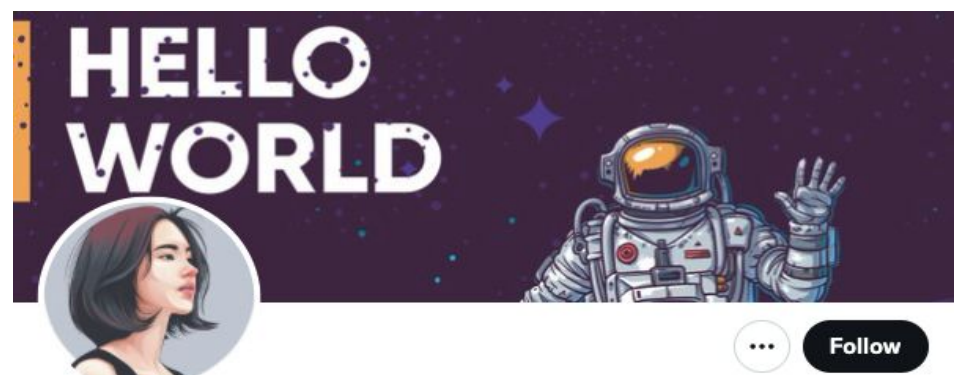
**Dr. Khulood Almani #MWC22** | د. خلود صالح المانع  
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Kingdom of Saudi Arabia linkedin.com/in/dr-khulood-...  
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#blockchain #nfts # web3 #marketing #ai #technology #business #digital #fintech #finserv #javascript #innovation #datascience #crypto #flutter # 100daysofcode #python #womenintech #womenych # MWC22 #Metaverse #TENSORFLOW #BIGDATA # MWC2022 #economy #pago #business #finserv #iot #data #rstats # tecnologia # tecnologia #technology #techforgood #tensorflow #marketing #analytech #analytics



**Android**  
@Android  
#Android is made for everyone. Follow along for the latest updates and stories behind our tech.  
Mountain View, CA youtube.com/android Joined September 2011  
164 Following 10.8M Followers



**Amanda**  
@CoderRetweet  
21 Python ~ Books ~ Coffee  
Europe buymeacoffee.com/amandaretweets Joined January 2021  
1 Following 4,467 Followers

Strong brand positioning through the hashtag #Android, and the event through the use of the hashtag #MWC22

# ético #hacking #datascience #bigdata #ai #fintech #business #robot #nft #technology #iot #flutter #ting # 100daysofcode #python #javascript #marketing #blockchain # mwc22 #Motivación #futureofwork #digital #innovation #technology #thershing #marketing #fintech #tomarket #data #datascience #bigdata #flutter #tech #vr # codificando # mwc2022 #ai #womenwhocode #robots #ehealth #ces2023 #finserv #fashiontech #insurtech



**#100daysOfCode**  
@codedailybot  
follow me. #100daysOfCode #coding #hoursofcode or code related made with + node.js by @yunkidev  
#codedaily Joined December 2019  
1 Following 14K Followers

#education #futureofwork #innovation #techforgood #digital #marketing #ai #datascience #flutter # 100daysofcode #coding #tensorflow #python #javascript #nft #fintech # mwc22 #blockchain #Nft # web3 #marketing #ai #technology #digital #finserv #innovation #datascience #crypto #flutter #python #tensorflow #thon #tensorflow #theforgood #metaverse #multiverse



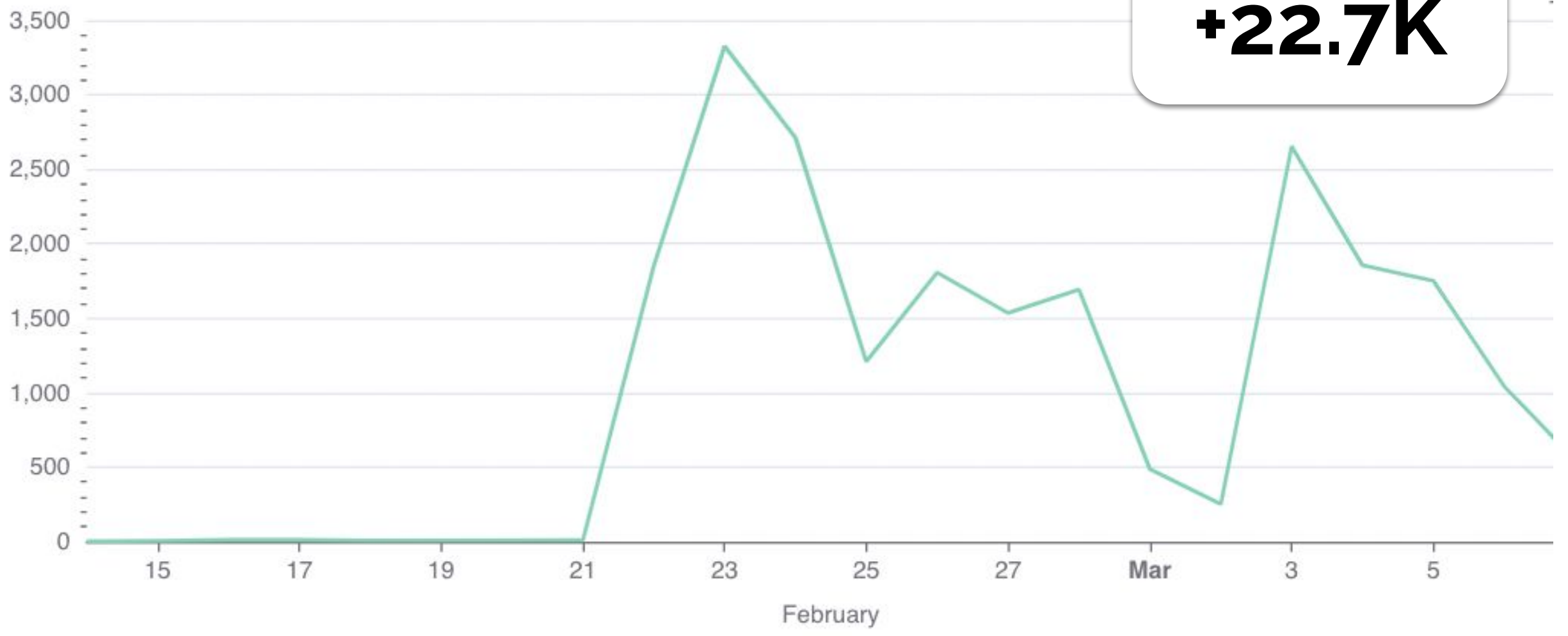
REPUTACION DIGITAL

# TOP CONVERSATION TOPICS

# FINTECH

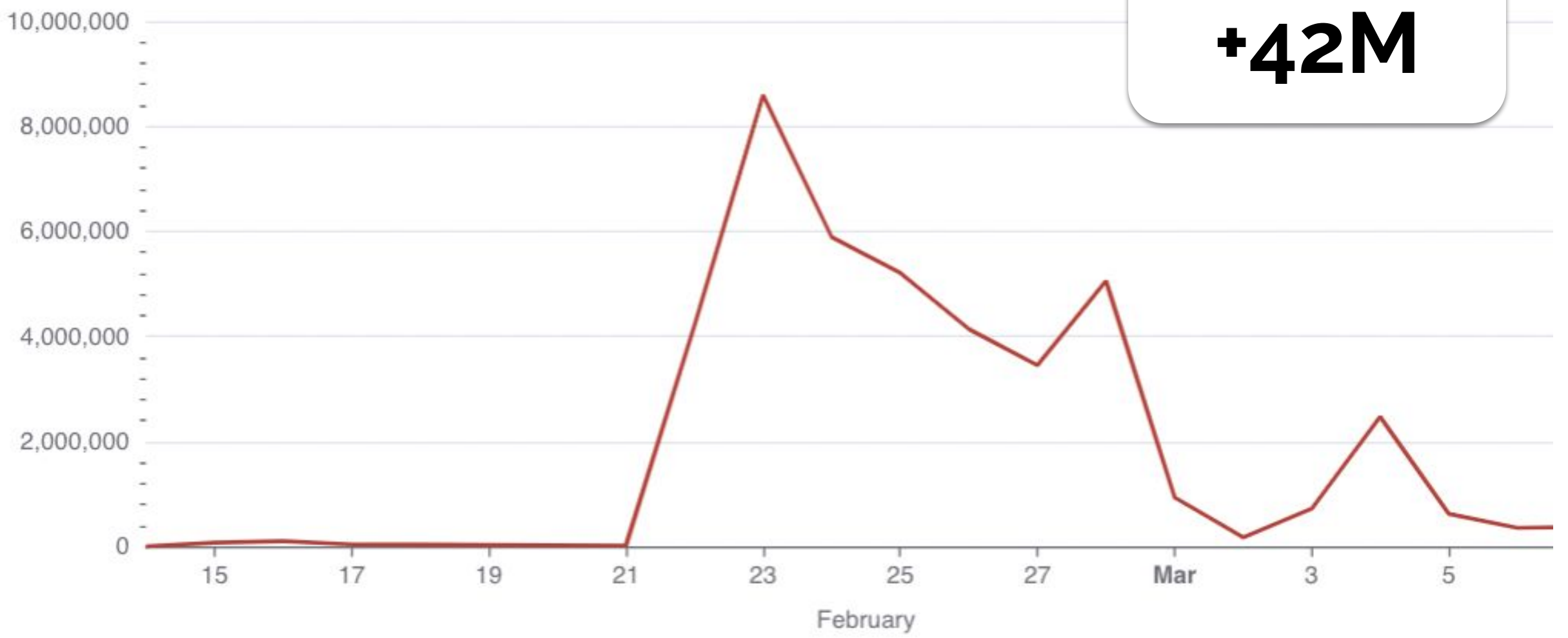


### FINTECH MENTIONS EVOLUTION

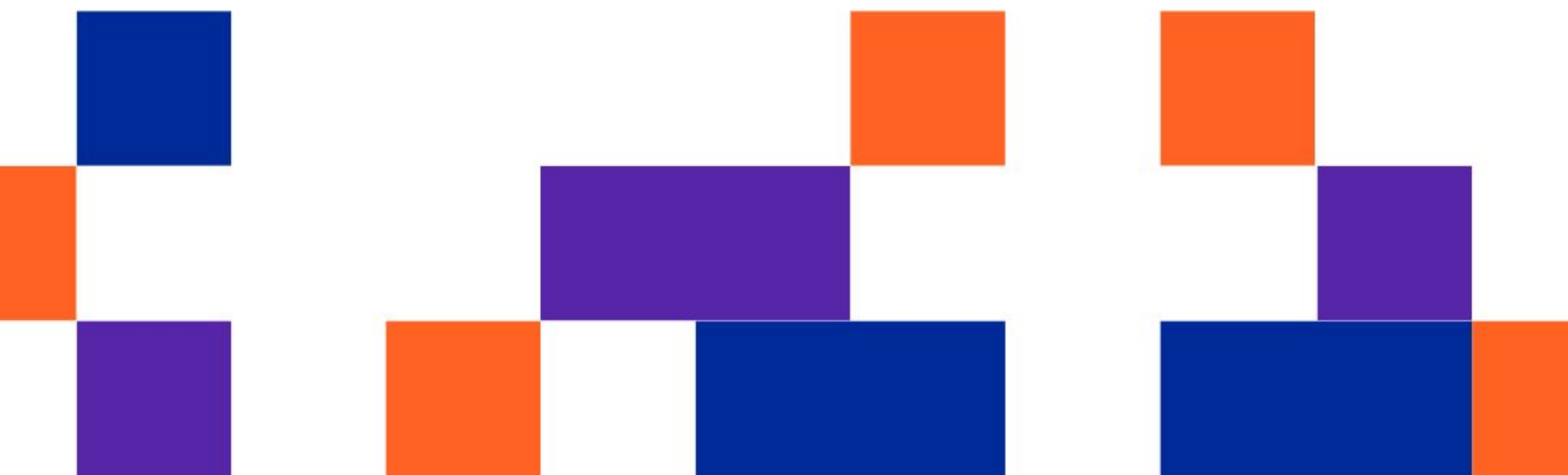


MENTIONS  
**+22.7K**

### FINTECH REACH EVOLUTION



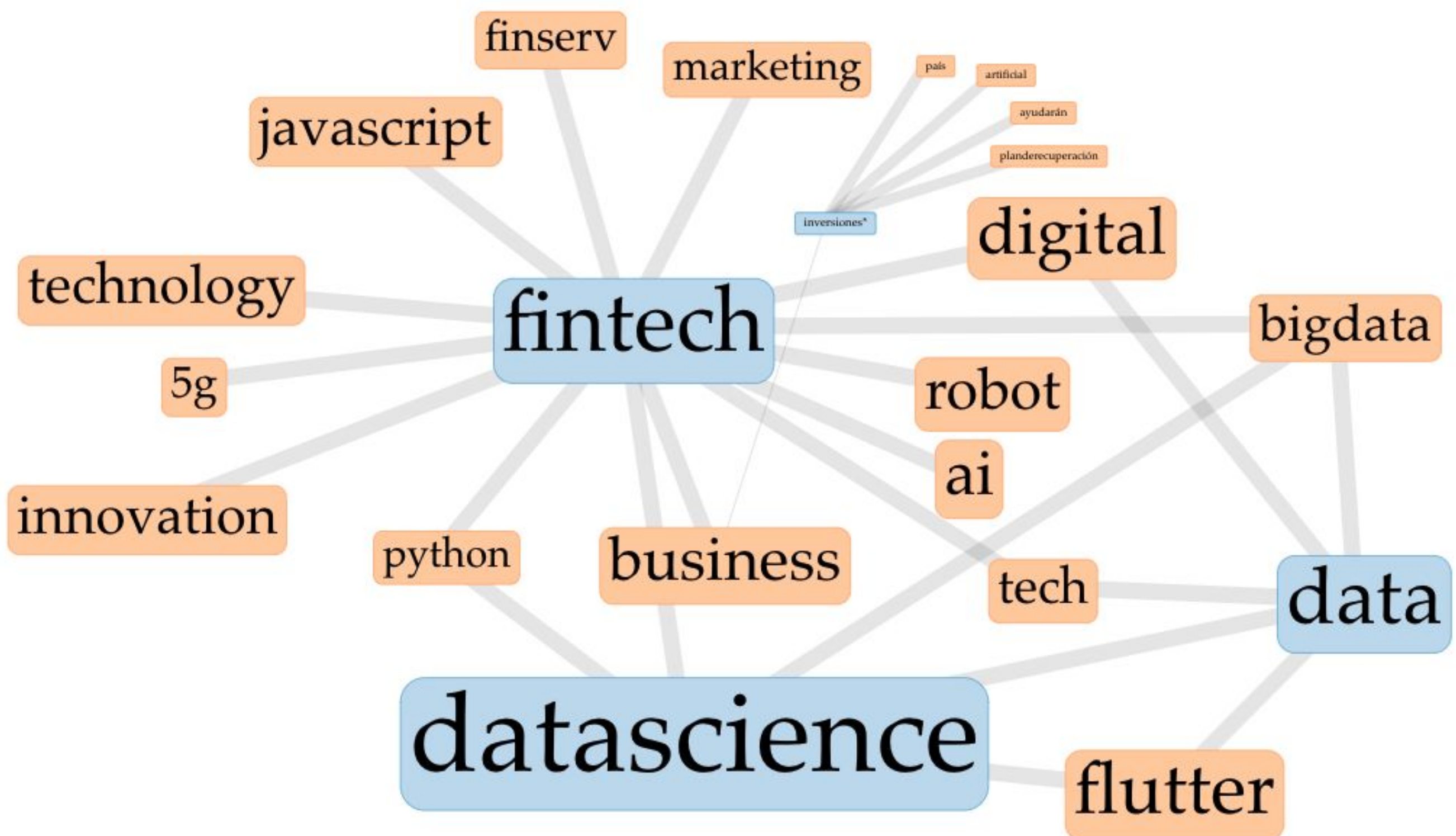
REACH  
**+42M**





# TOP CONVERSATION TOPICS

## FINTECH



Lots of informative mentions, with little conversation between users.

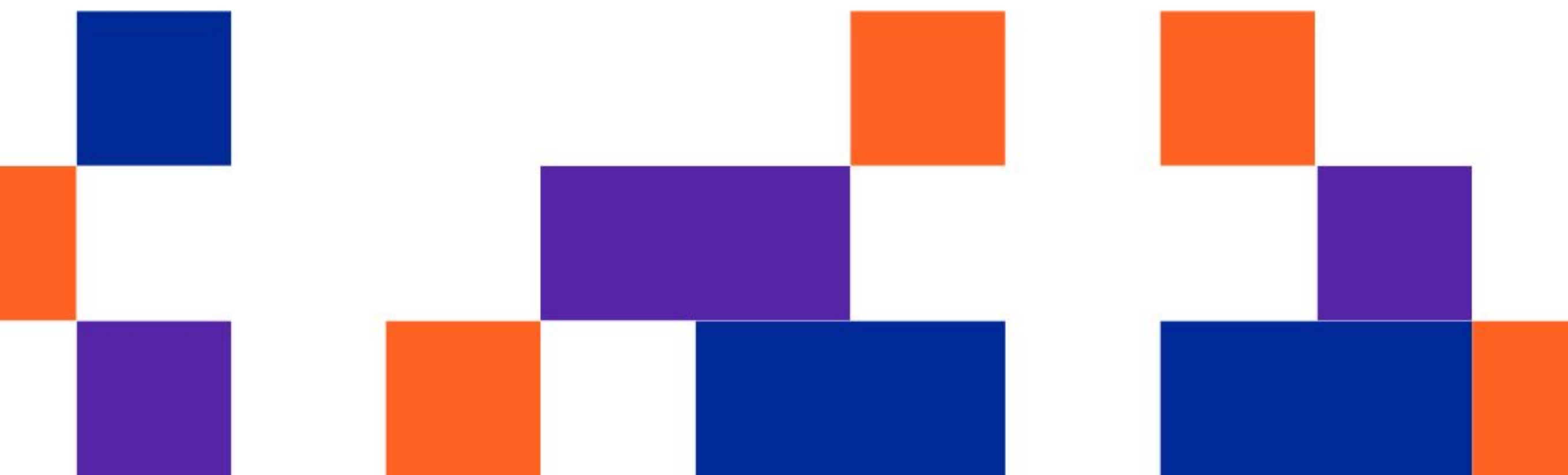
Strong positioning of hashtags related to fintech and technology, mainly associated with innovation and new proposals.

Fintech technology seen as a catalyst for political and commercial innovation.

Key position of startups: they bring innovation and new ideas to old problems in sustainability and security.

Association between economic growth of countries through fintech technologies.

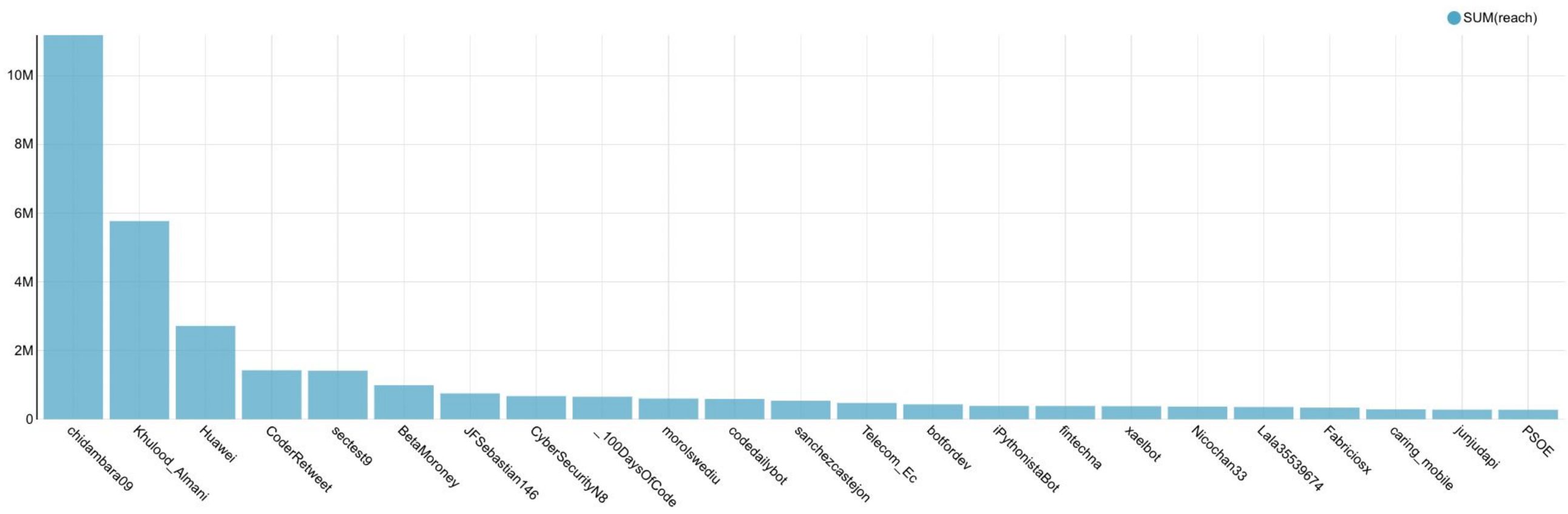
Use of technology in marketing and business empowerment.



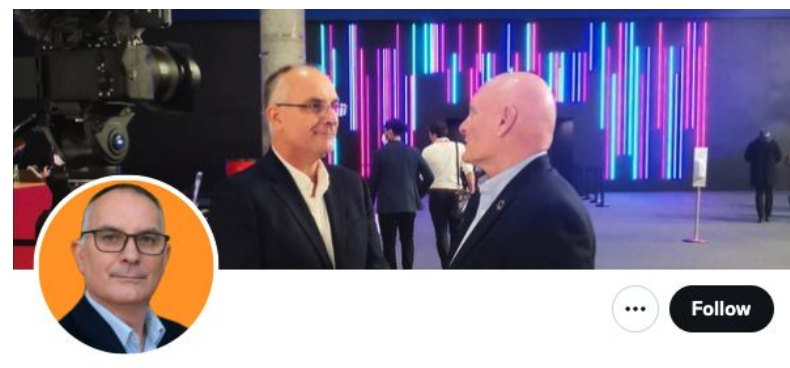


# MOST INFLUENTIAL USERS FINTECH

Usuarios mas influyentes FINTECH



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**Meet Dez at #MWC22**  
@dez\_blanchefield  
CEO of Sociaall Inc & [elinion.com](#) :: connecting leading brands with key decision makers in biz, tech, telco & govt. world wide, to create exciting n  
US, UK, EU, IN, SG, HK, JP, AU [elinion.com](#) Joined April 2009  
0 Following 205.5K Followers

This user reposted the following hashtags: #datascientist #cloud #digital # mwc22 #cx #women #ehealth # ces2023 #finserv #fashiontech #insurtch #bigdata #100daysofcode #javascript #flutter #linux #thotics #traveltech #usa #frenchtech # Tech4good #ai #technology #socialmedia

#Mwc # mwc22 # mwc2022 #mobile #world #congress #telco #telcom #telcommunications #voice #video #data #mobile #soss #bss #iot #ai #ml #cloud



**Dr. Khulood Almani #MWC22 | د. خلود صالح المانع**  
@Khulood\_Almani  
#التحول\_الرقمي #MWC22 #CES2022 #Influencer #World #Tech 3 #Top #consultant#entrepreneurship|#innovation| #AI|DigitalTransformation.Asst.Prof  
Kingdom of Saudi Arabia [linkedin.com/in/dr-khulood-...](#)  
Joined June 2021  
1,792 Following 23.9K Followers



**Huawei**  
@Huawei  
Welcome to the official Huawei Twitter account. Huawei is a leading global provider of ICT infrastructure and smart devices.  
Science & Technology [huawei.com](#) Joined December 2009  
995 Following 8.2M Followers

#blockchain #nfts # web3 #marketing #ai #technology #business #digital #fintech #finserv #javascript #innovation #datascience #crypto #flutter # 100daysofcode #python #womenintech #womenych # MWC22 #Metaverse #TENSORFLOW #BIGDATA # MWC2022 #economy #pago #business #finserv #iot #data #rstats # tecnologia # tecnologia #technology #techforgood #tensorflow #marketing #analytech #analytics

Huawei: Strong brand positioning seen through hashtags: #Huawei #intelligentCloudNetwork booth at #MWC22 #lightingupthefuture #moreBitslesswatts #greenict #Huaweifacts





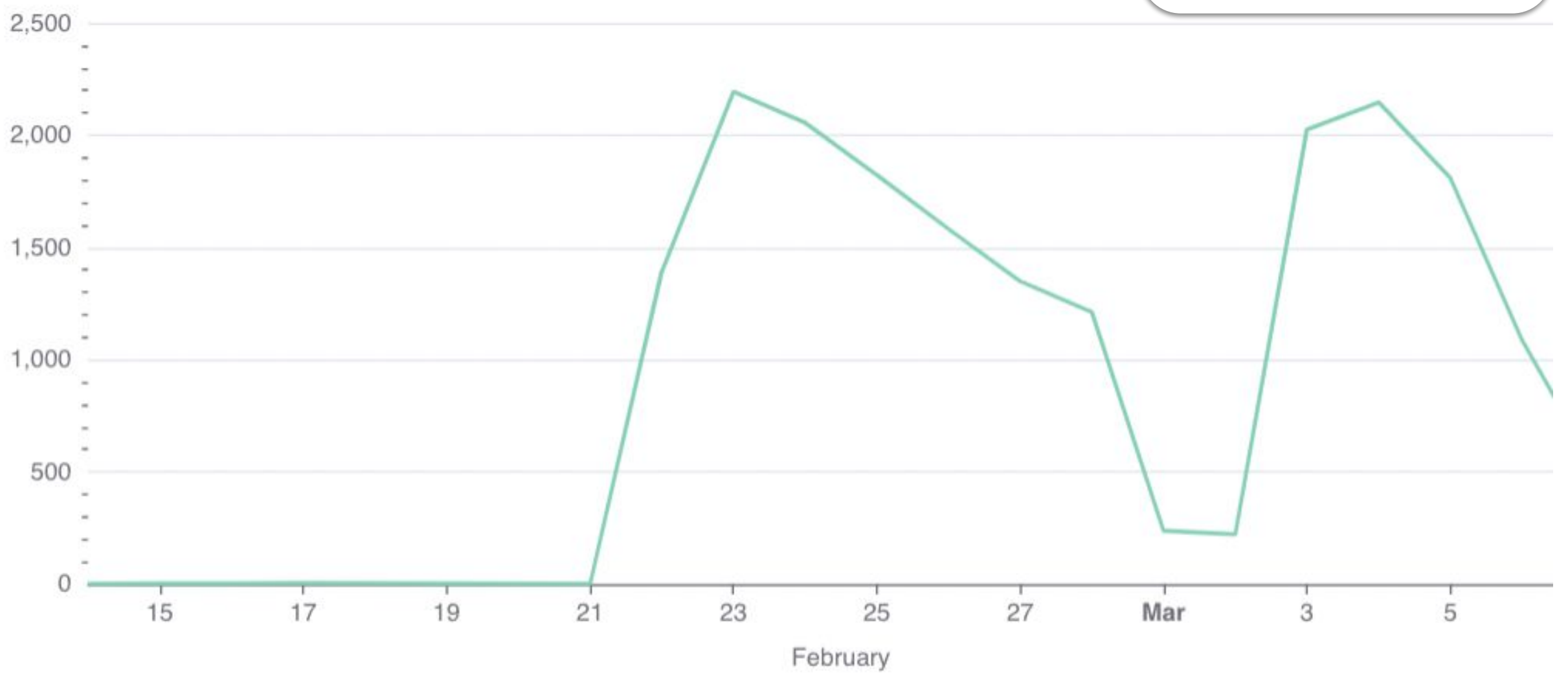
# TOP CONVERSATION TOPICS

## IOT



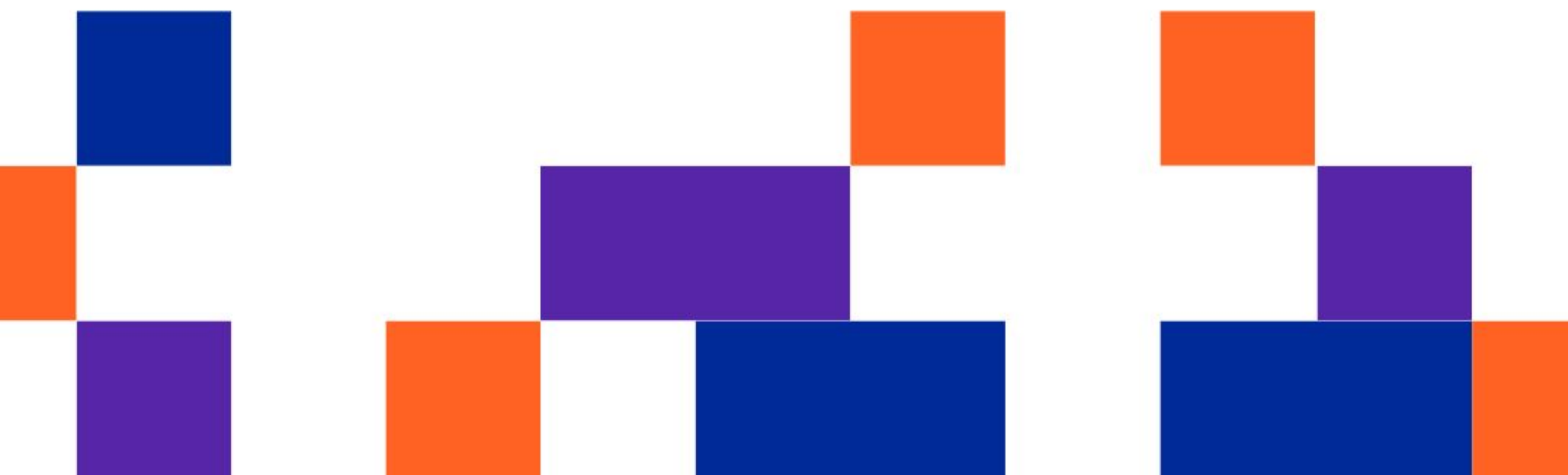
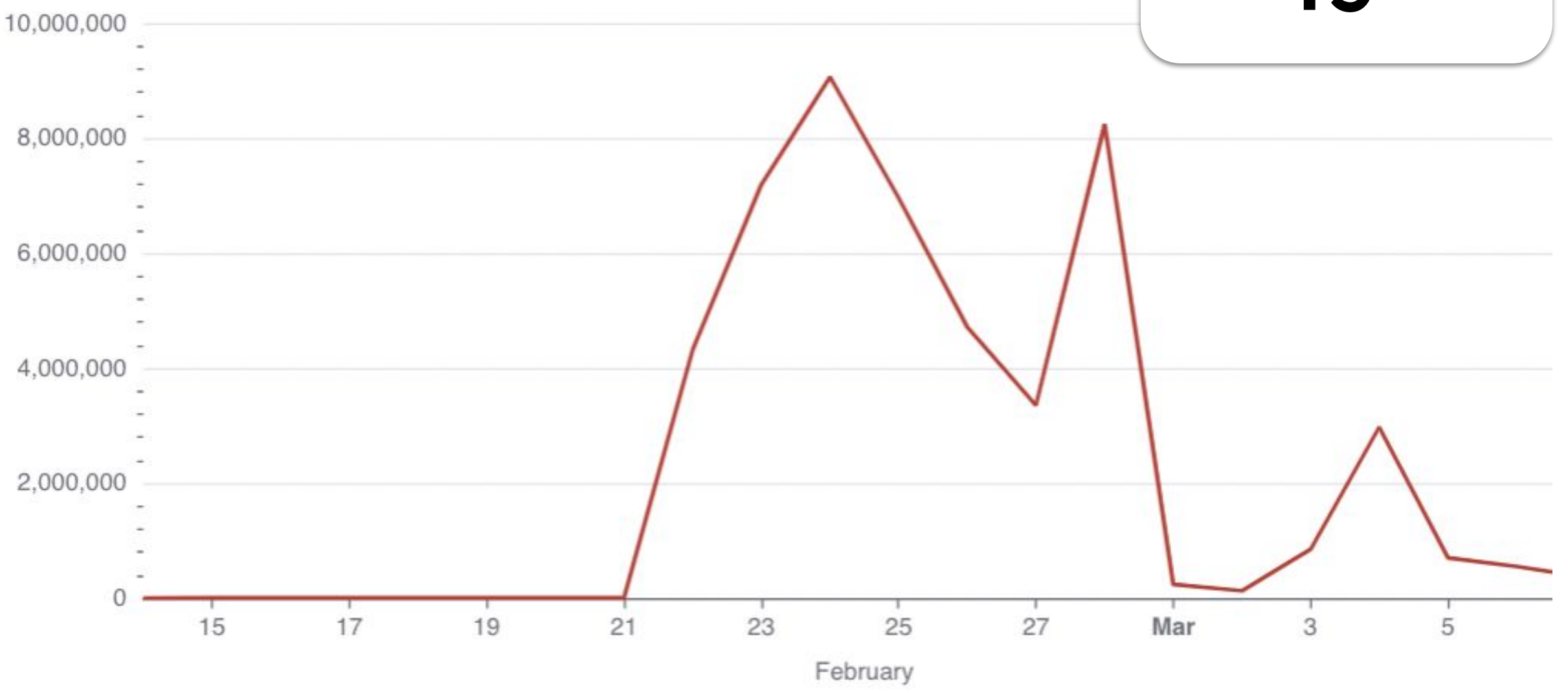
MENTIONS  
**+19.6K**

IoT MENTIONS EVOLUTION



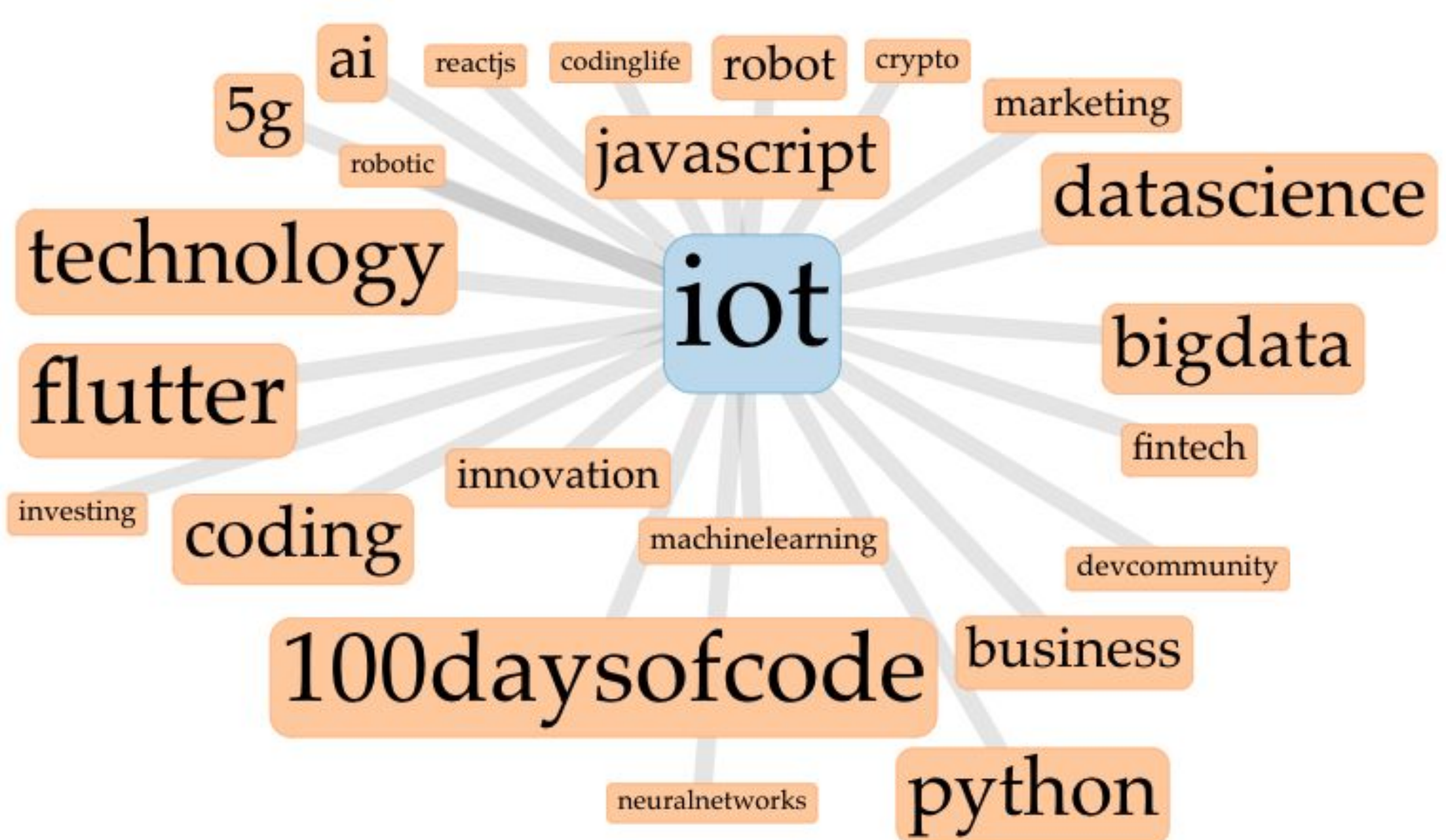
REACH  
**+49M**

IoT REACH EVOLUTION



# TOP CONVERSATION TOPICS

## IOT

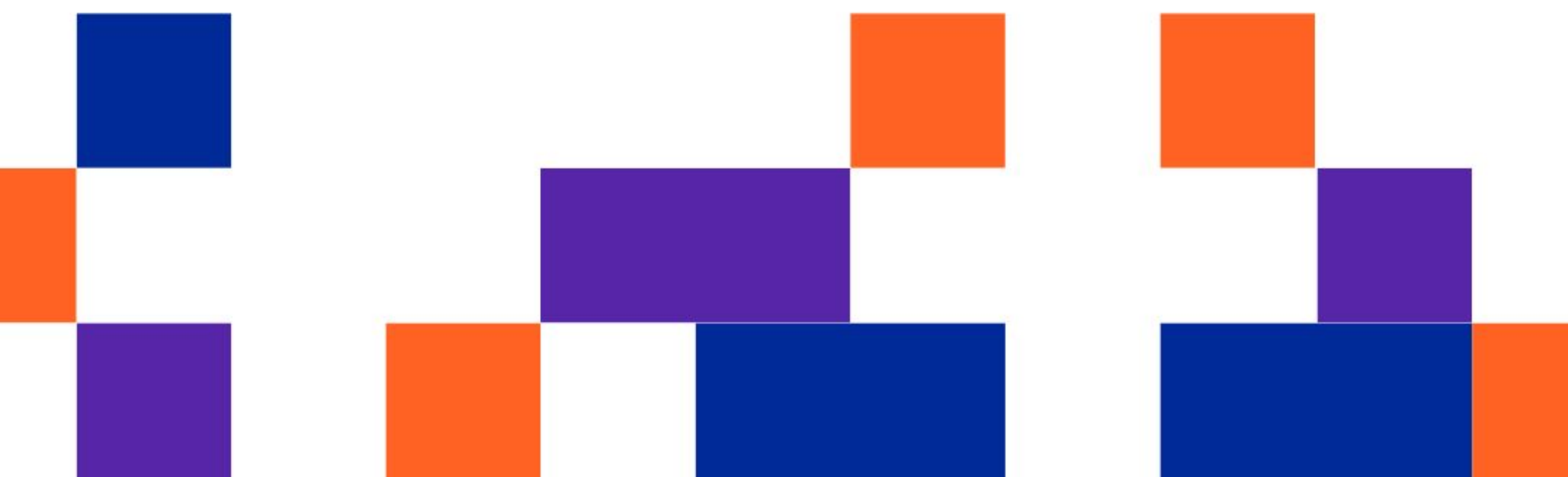


Once again, a large number of informative mentions that seek to install the hashtag of the event are detected, and not user conversations online.

A strong association between IOT and ethical hacking is detected; being considered by users as a new topic.

Great repercussion around the use of IOT for the recovery of forests and the care of the environment.

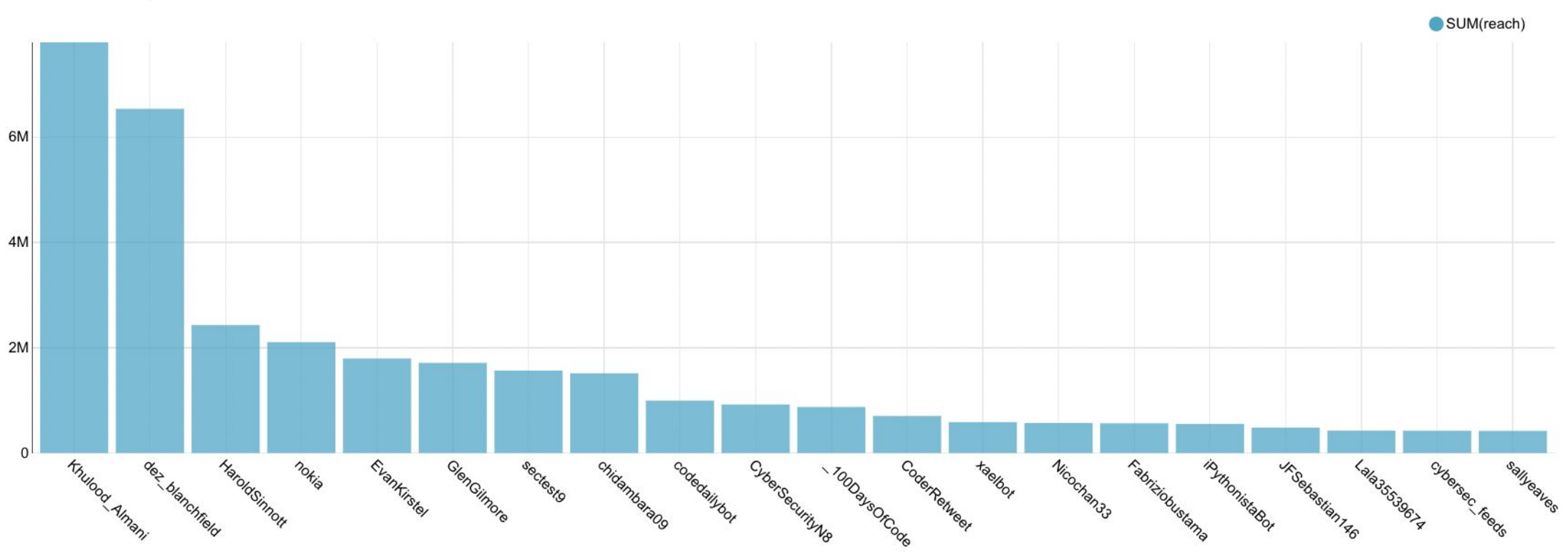
Strongly associated with sustainability. Concern about climate change.





# MOST INFLUENTIAL USERS IOT

Usuarios mas influyentes IoT



**Meet Dez at #MWC22**  
@dez\_blancheield

CEO of Sociall Inc & [elion.com](http://elion.com) :: connecting leading brands with key decision makers in biz, tech, telco & govt. world wide, to create exciting n  
 US, UK, EU, IN, SG, HK, JP, AU | [elion.com](http://elion.com) | Joined April 2009  
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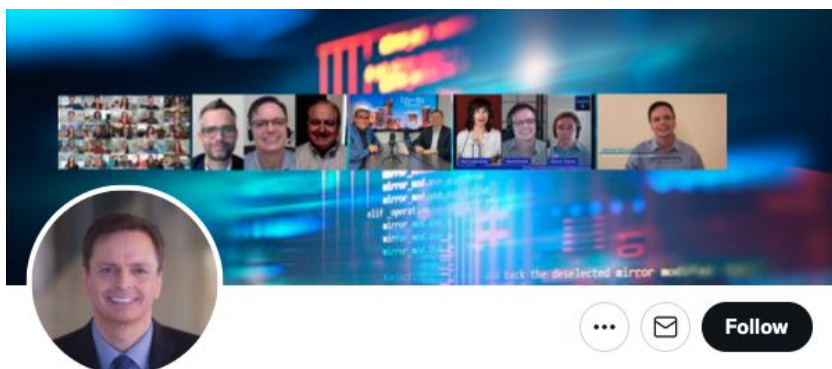


**Dr. Khulood Almani #MWC22** | د. خلود صالح المنع | @Khulood\_Almani

التحول الرقمي #الابتكار #MWC22 #CES2022 #Influencer #World #Tech #Top #consultant|#entrepreneurship|#innovation|#AI|#DigitalTransformation.Asst.Prof  
 Translate bio  
 Kingdom of Saudi Arabia | [linkedin.com/in/dr-khulood-...](https://www.linkedin.com/in/dr-khulood-...)  
 Joined June 2021  
 1,792 Following 23.9K Followers

The most used hashtags by this user were: #Mwc # mwc22 # mwc2022 #mobile #world #congress #telco #telcom #telcommunications #voice #video #data #mobile #soss #bss #iot #ai #ml #cloud

#blockchain #nfts # web3 #marketing #ai #technology #business #digital #fintech #finserv #javascript #innovation #datanience #crypto #flutter # 100daysofcode #python #womenintech #womenych # MWC22 #Metaverse #TENSORFLOW #BIGDATA # MWC2022 #economy #pago #business #finserv #iot #data #rstats # tecnologia # tecnologia #technology #techforgood #tensorflow #marketing #analytech #analytics



**Harold Sinnott #MWC22**  
@HaroldSinnott

Technology influencer, speaker, author, digital consultant. #MWC22  
 #DigitalTransformation #AI #5G #IoT #Cloud #FutureOfWork #Automation #RPA #SDGs  
 Social Media Influencer | Miami, FL USA | [linkedin.com/in/haroldsinno...](https://www.linkedin.com/in/haroldsinno...)  
 Born December 15 | Joined October 2010  
 52.6K Following 91.2K Followers



**Glen Gilmore** | Metaverse #MWC22  
@GlenGilmore

he/him | TIME "man of action" | Author | @RutgersU Adj | Mayor Emeritus | #TechForGood #SDGs #web3 #Metaverse #5G | @HealthcareLdr | @TravelEsquire #ADFPanels  
 Science & Technology | GlenGilmore@GlenGilmore.com  
[linkedin.com/in/GlenGilmore...](https://www.linkedin.com/in/GlenGilmore...) | Joined November 2008  
 39.9K Following 288.1K Followers

Positioning of hashtags around the event and conferences related to gaming and technology in new work areas:  
 #MWC22 #AugmentedReality #Gaming #5G #futureofwork #ar #ericssonambassador #Csps #telecom #hybridwork #data #ai #cio #netscoutpartner # remotework #digitaltransformation #hybridwork

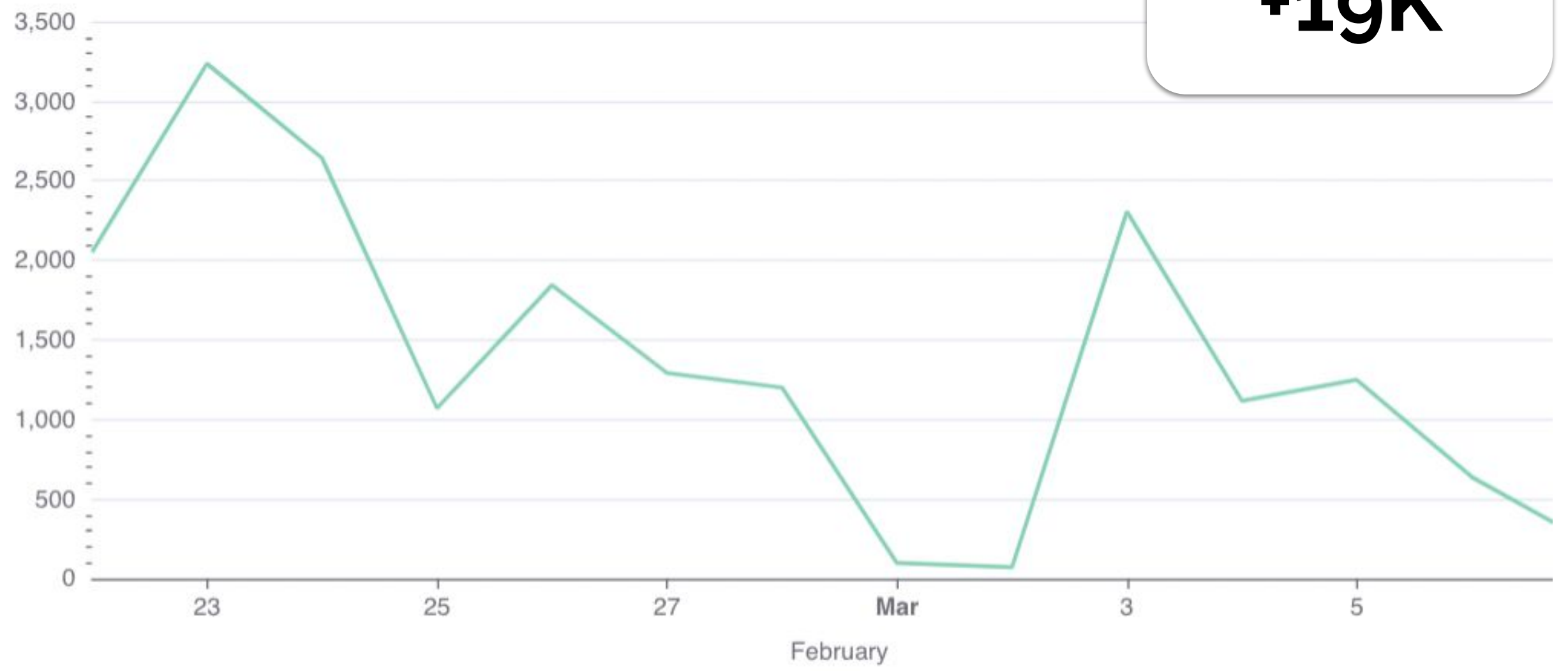
Use of hashtags related to sustainability and care for the environment: #FutureOfmovility #mobility #ai #iot # 5g #ev #electricvehicles #autonomousvehicles #sustainability #mwc #mwc22 #climataccionnow #climatechange

# TOP CONVERSATION TOPICS

# ROBOTICS

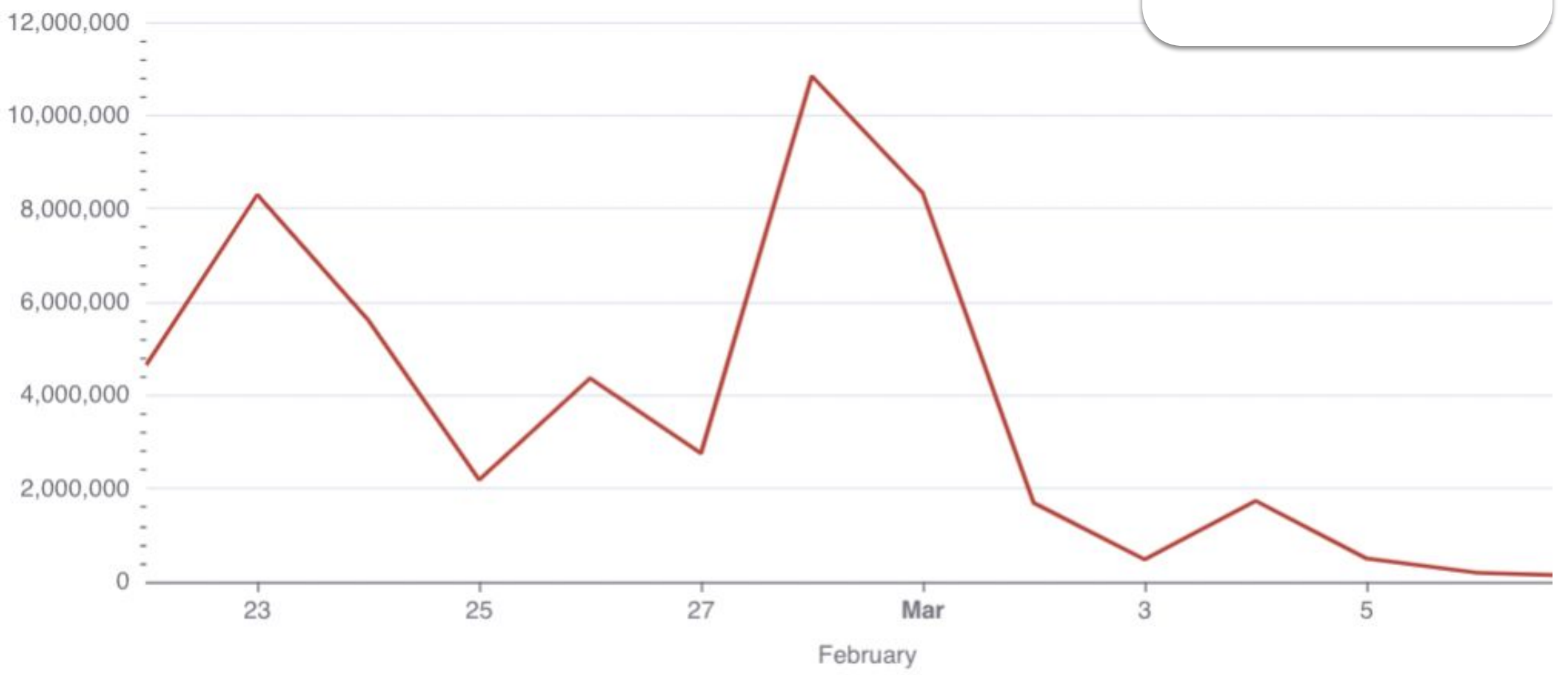


ROBOTICS MENTIONS EVOLUTION

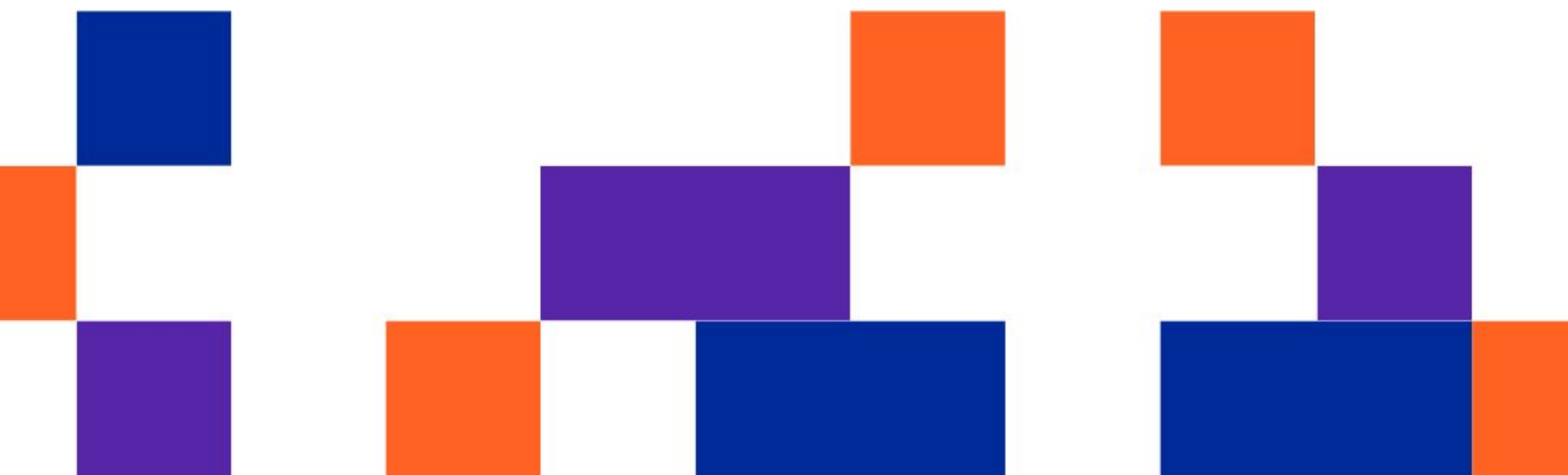


MENTIONS  
**+19K**

ROBOTICS REACH EVOLUTION



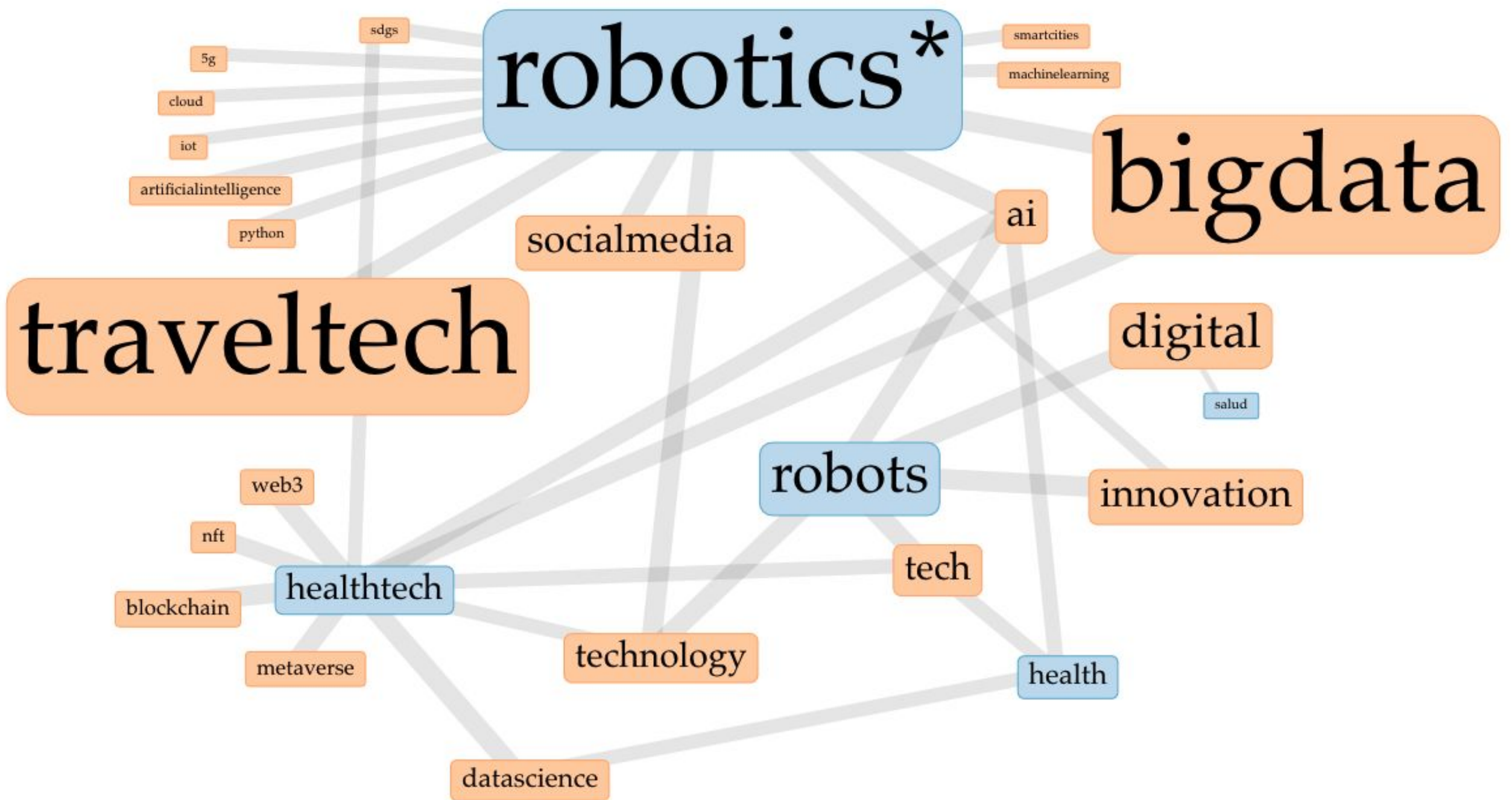
REACH  
**+51M**





# TOP CONVERSATION TOPICS

## ROBOTICS

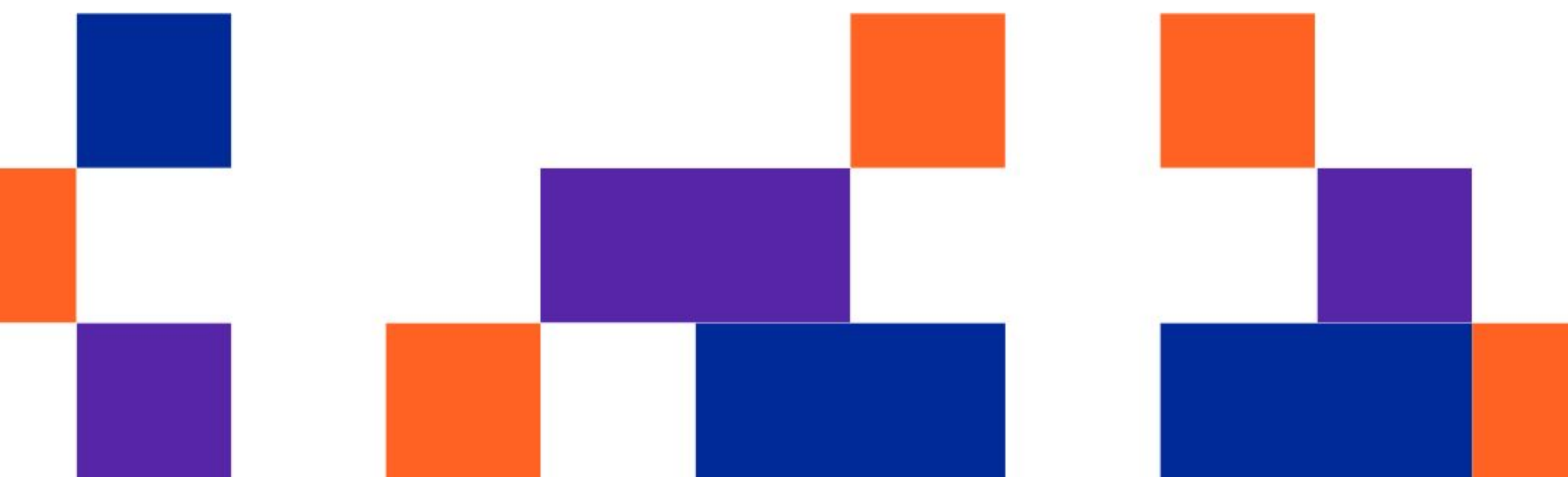


Increase in conversations around robotics by users, although the presence of informative mentions regarding conferences and topics of the event continues strongly. Among the points that demarcate, is the creation of robotic technology for use in tasks of daily life.

Likewise, positive perceptions are detected regarding the use of robotics both for environmental care and for health areas.

Perception of amazement at robots that imitate people or pets.

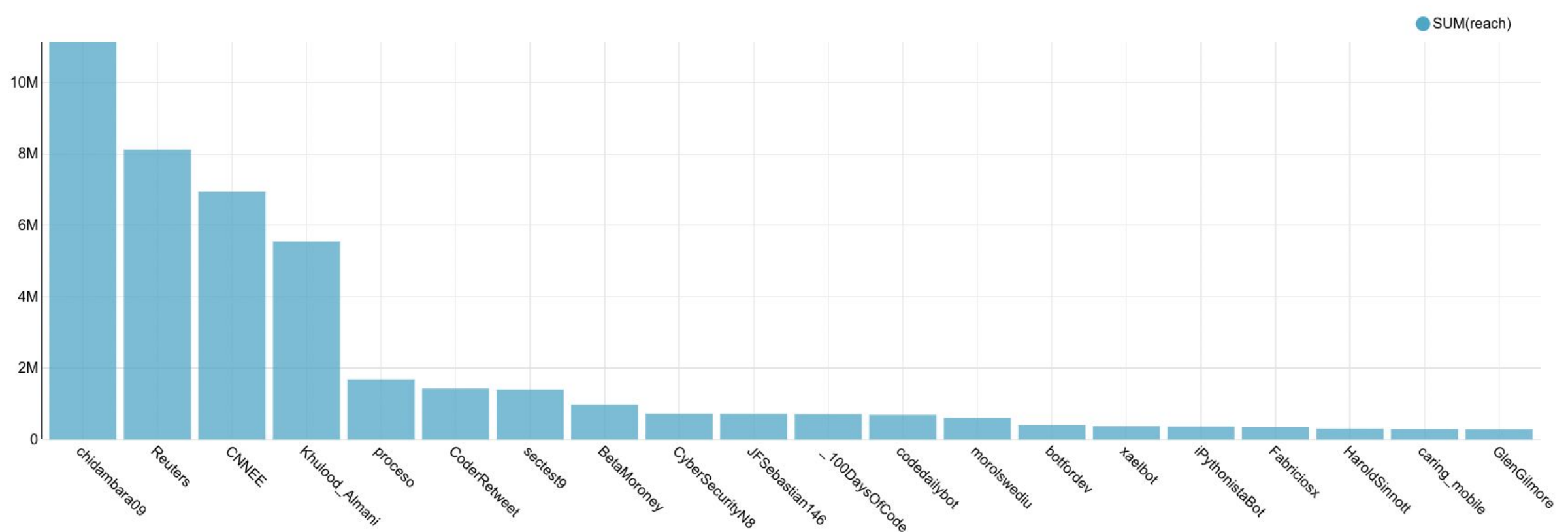
Although negative perceptions are detected around the appearance of these robots.





# MOST INFLUENTIAL USERS ROBOTICS

Usuarios mas influyentes ROBOTICS



**Chidambara .ML.**  
@chidambara09  
Be happy Be healthy Be smile Be cool Be good human  
Mysore and BERLIN | Joined May 2016  
13 Following 10.5K Followers



**Reuters** ✓  
@Reuters  
Top and breaking news, pictures and videos from Reuters. For more breaking business news, follow @ReutersBiz.  
Media & News Company | Around the world | reuters.com  
Joined March 2007  
1,204 Following 24.6M Followers

Does not use positioning hashtags



**CNN en Español** ✓  
@CNNEE  
CNN en Español es tu principal fuente de información y breaking news. Cubrimos las noticias de América Latina y el resto del mundo. Vive la noticia.  
En todas partes | cnespanol.cnn.com | Se unió en abril de 2009  
406 Siguiendo 21 M Seguidores

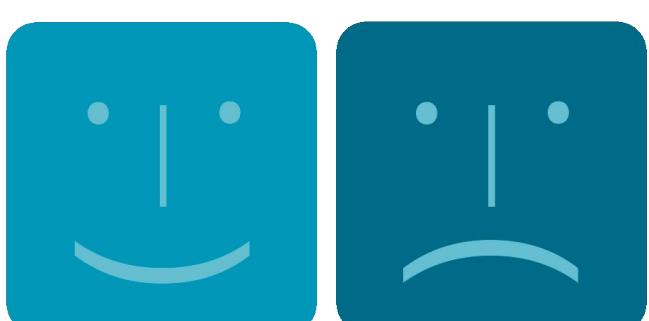


**Proceso** ✓  
@proceso  
Información y análisis proceso.com.mx  
Translate bio  
México | Joined May 2009  
1,710 Following 5M Followers

Made a single tweet where it does not use positioning hashtags, and talks about the new Cyber Dog created by Huawei.



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#التحول\_الرقمي #الابتكار #MWC22 #CES2022 #Influencer #World #Tech 3 #Top #consultant|#entrepreneurship|#innovation|#AI|#DigitalTransformation.Asst.Prof  
Translate bio  
Kingdom of Saudi Arabia | linkedin.com/in/dr-khulood-...  
Joined June 2021  
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REPUTACION DIGITAL



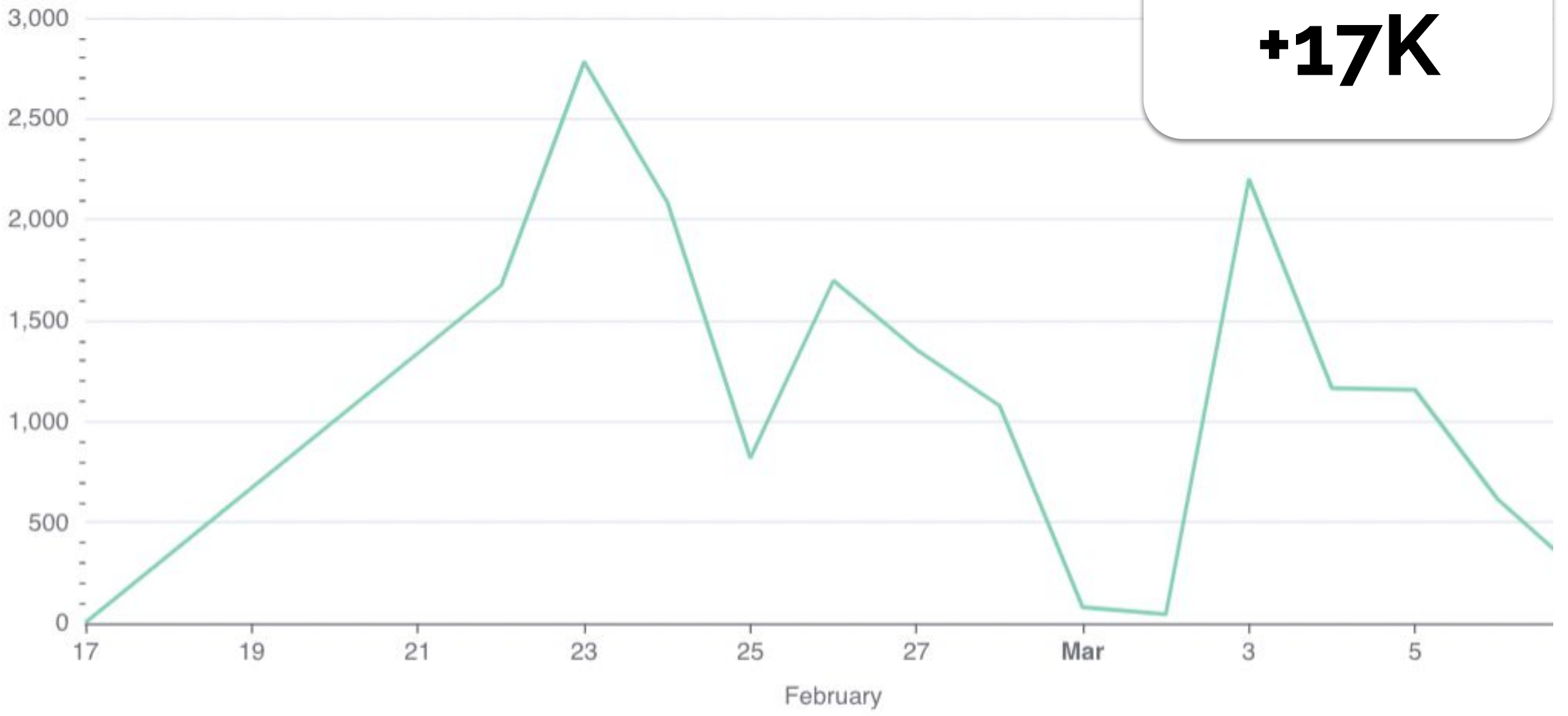
# TOP CONVERSATION TOPICS

# WOMENINTECH



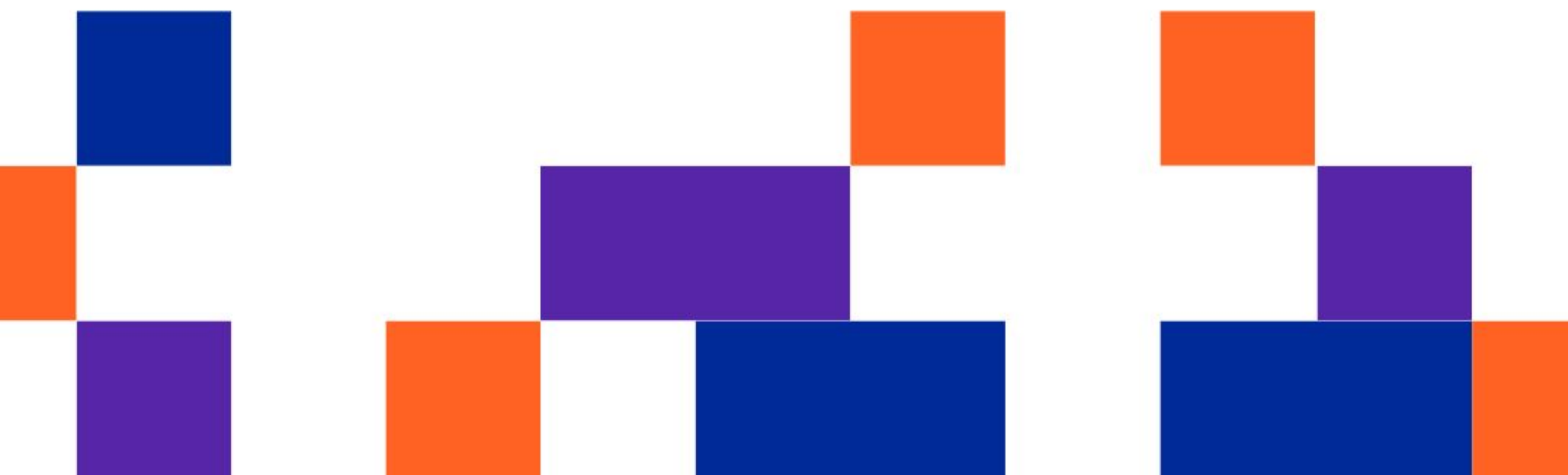
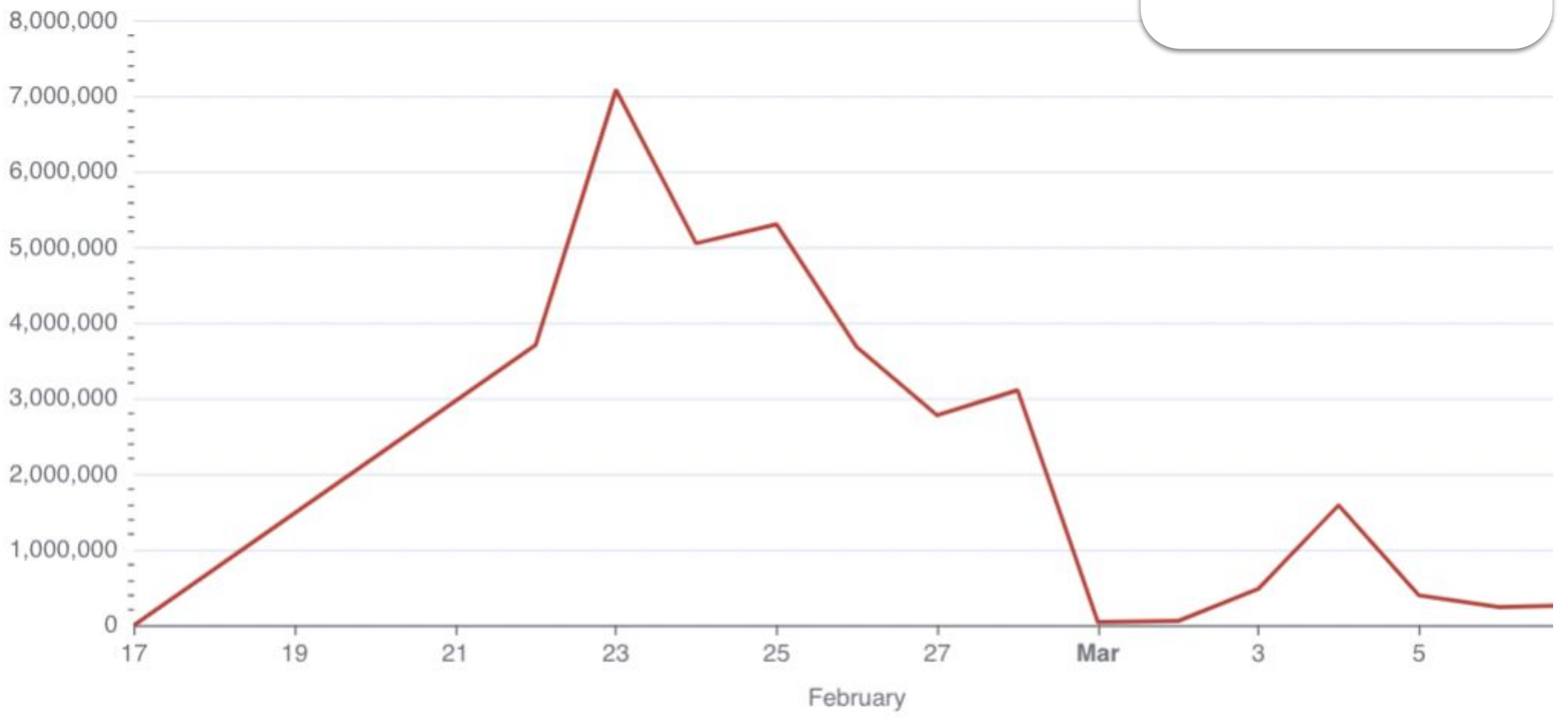
### WOMENINTECH MENTIONS EVOLUTION

MENTIONS  
**+17K**

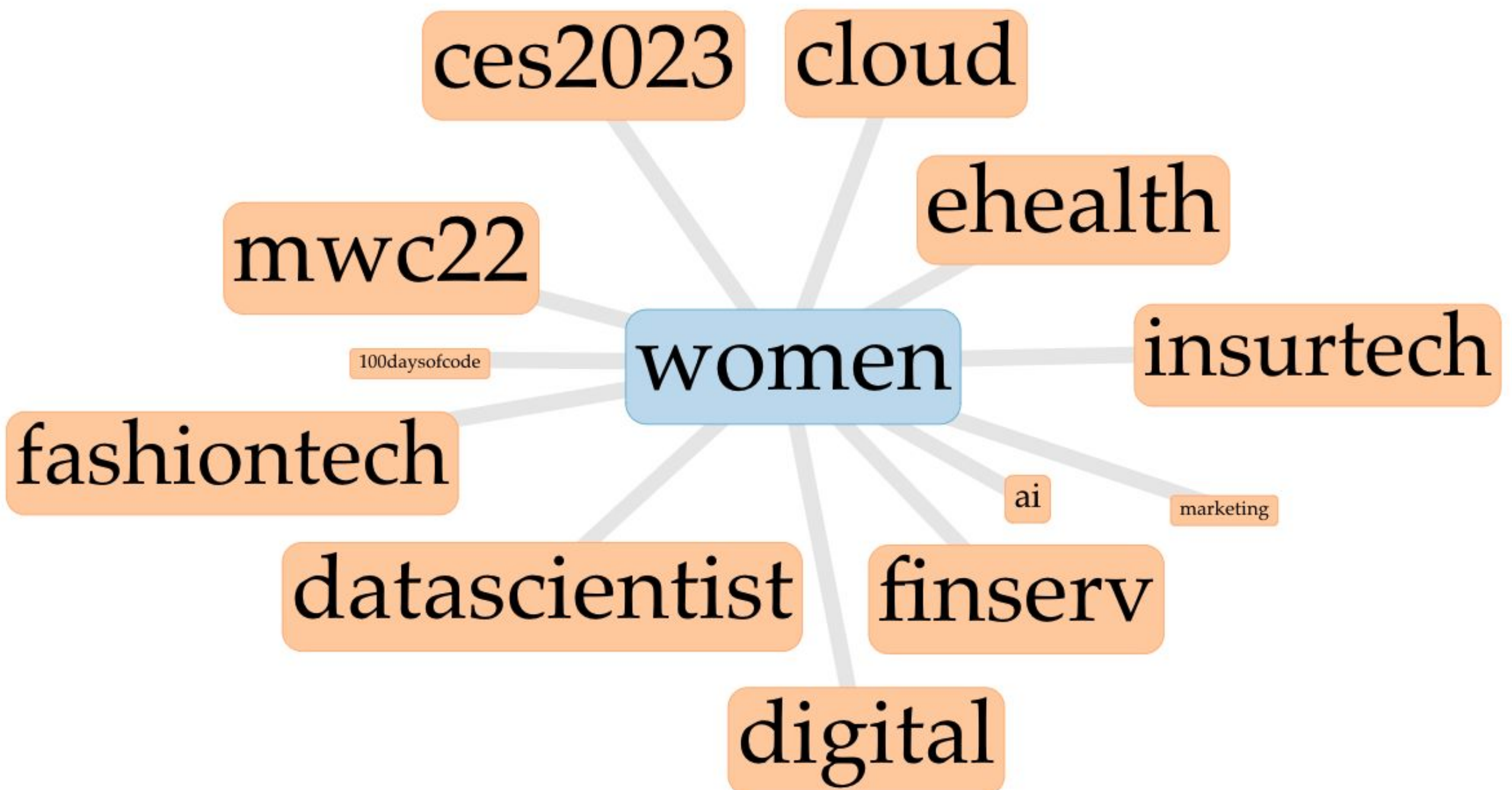


### WOMENINTECH REACH EVOLUTION

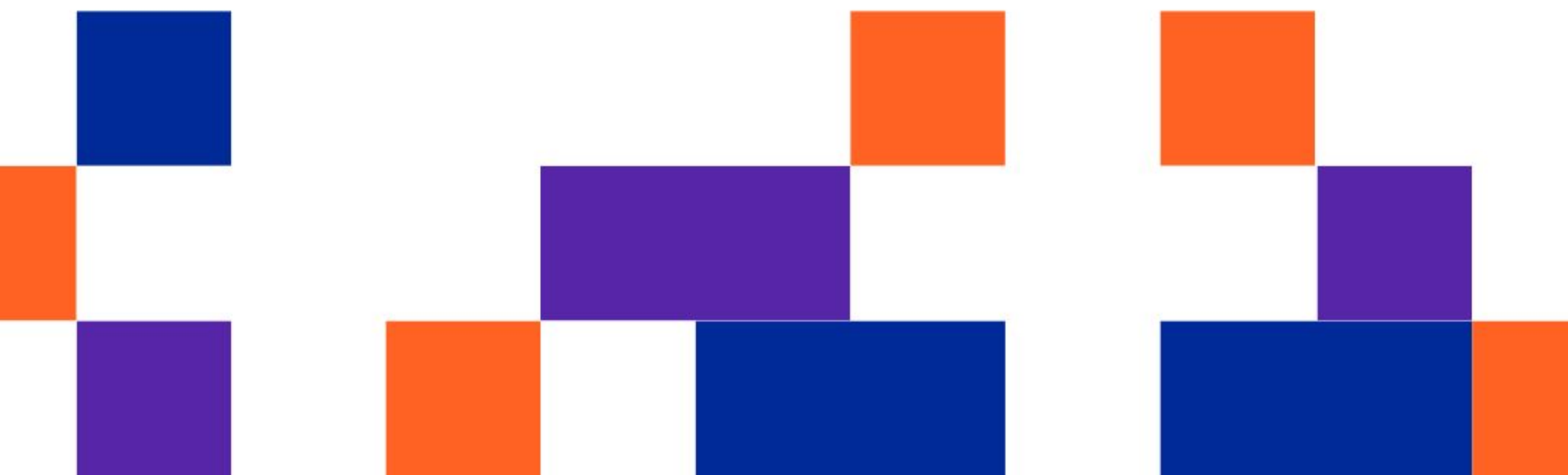
REACH  
**+33M**



# TOP CONVERSATION TOPICS WOMENINTECH



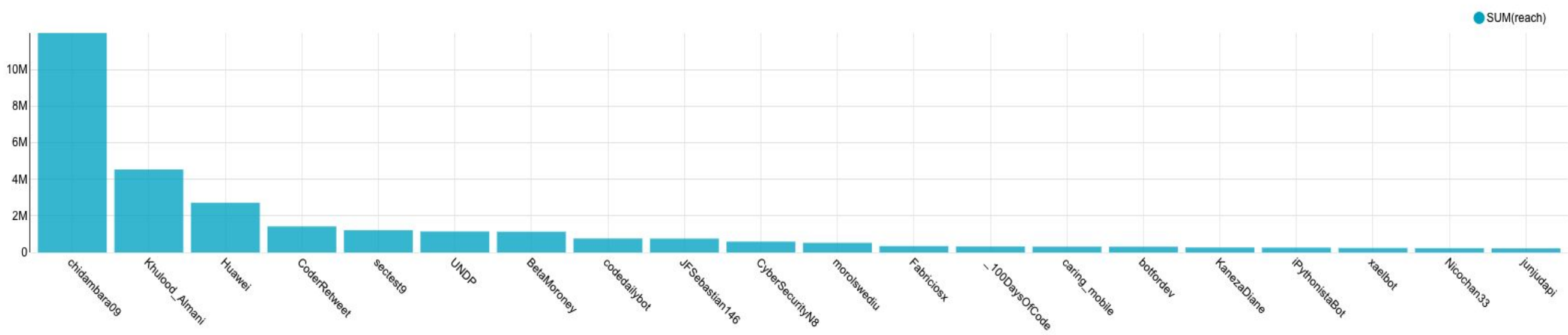
Important hashtag positioning associated with the event, with a large number of informative mentions.  
Visibility of women in ICT: users who mention the importance of commitment to the visibility of women in technology.  
Financial and economic empowerment towards women, with technology help.





# MOST INFLUENTIAL USERS WOMENINTECH

Usuarios mas influyentes WOMENINTECH



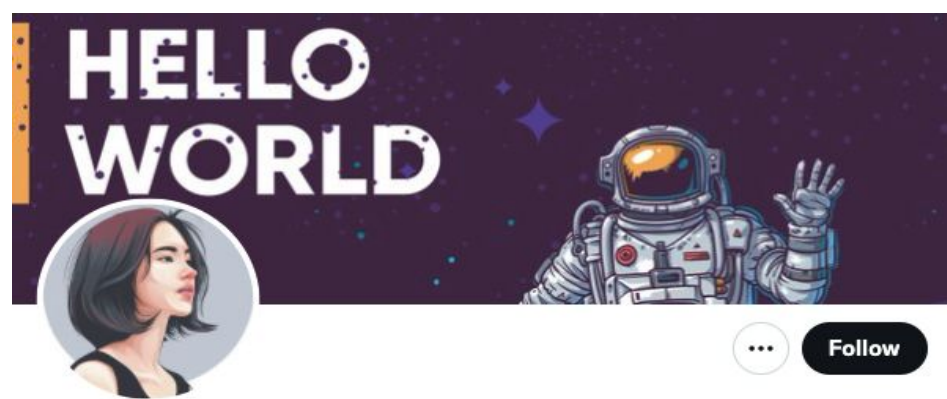
**Chidambara .ML.**  
@chidambara09  
Be happy Be healthy Be smile Be cool Be good human  
📍 Mysore and BERLIN 📅 Joined May 2016  
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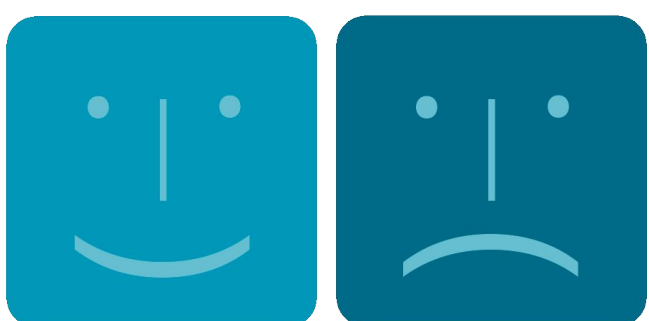
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#consultant|#entrepreneurship|#innovation|#AI|#DigitalTransformation.Asst.Prof  
Translate bio  
📍 Kingdom of Saudi Arabia 🌐 [linkedin.com/in/dr-khulood-...](https://www.linkedin.com/in/dr-khulood-...)  
📅 Joined June 2021  
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**Huawei** ✓  
@Huawei  
Welcome to the official Huawei Twitter account. Huawei is a leading global provider of ICT infrastructure and smart devices.  
📁 Science & Technology 🌐 [huawei.com](https://www.huawei.com) 📅 Joined December 2009  
995 Following 8.2M Followers



**Amanda**  
@CoderRetweet  
21 🐍 ~ Python ❤️ ~ Books 📖 ~ Coffee ☕  
📍 Europe 🌐 [buymeacoffee.com/amandaretweets](https://www.buymeacoffee.com/amandaretweets) 📅 Joined January 2021  
1 Following 4,467 Followers



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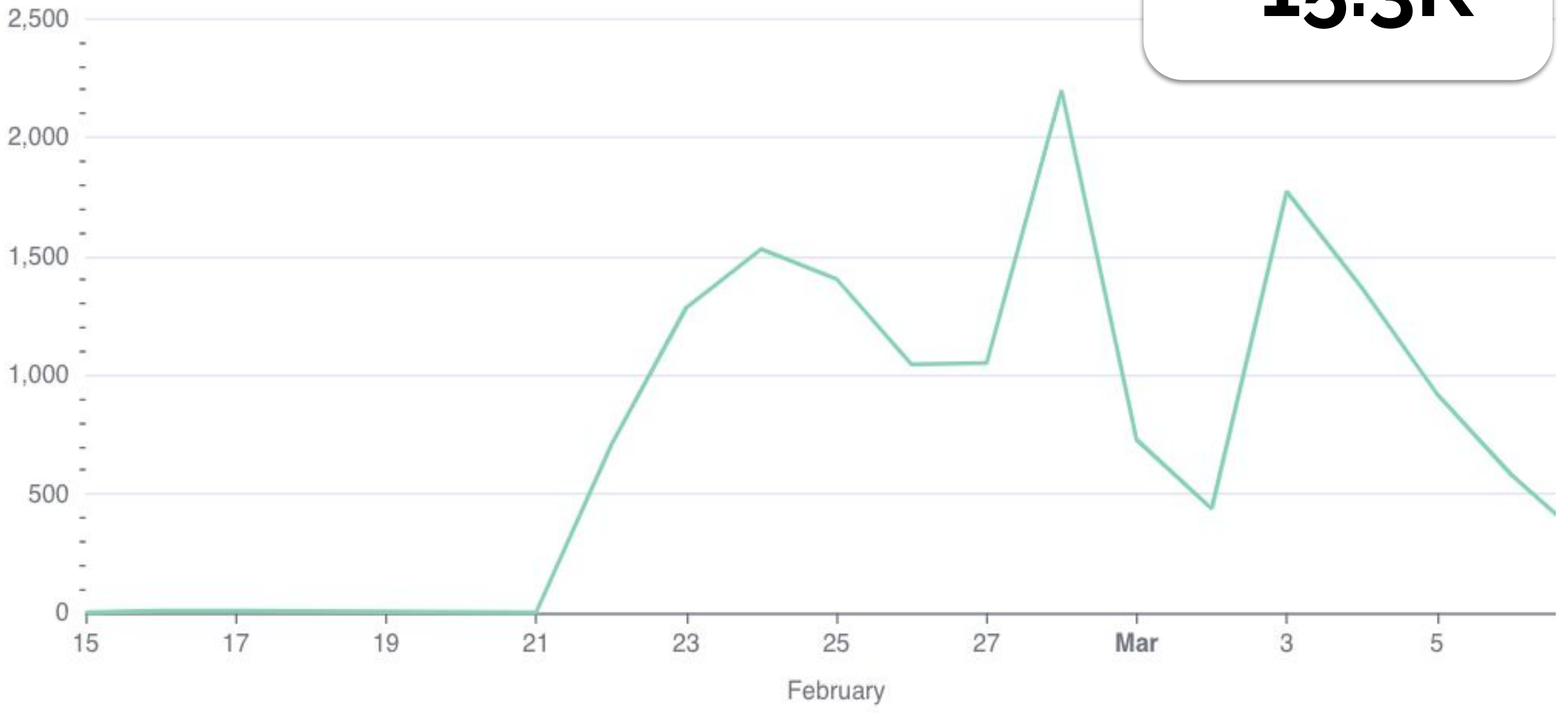
# TOP CONVERSATION TOPICS

# TELCOS



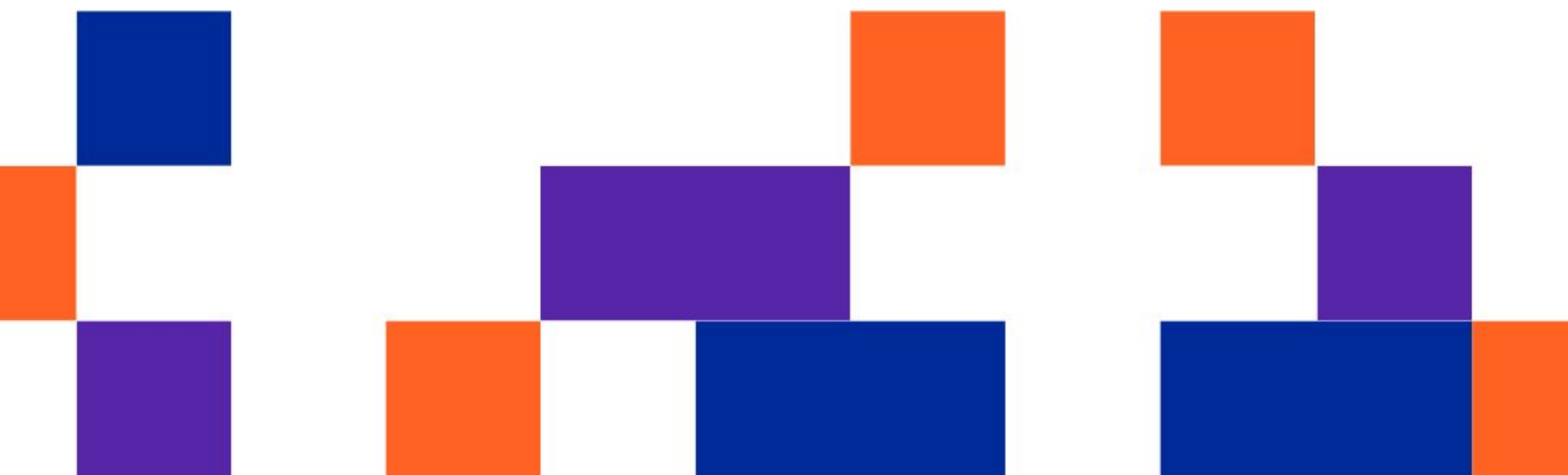
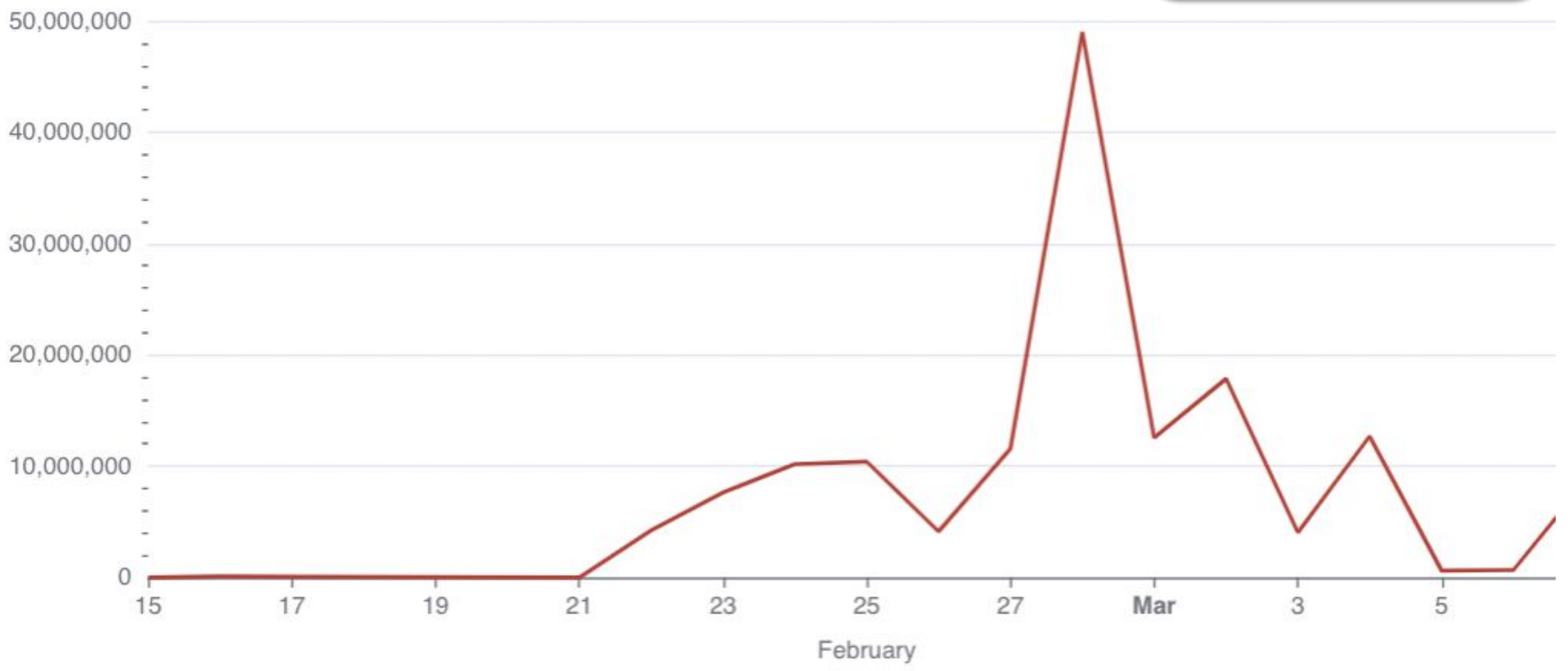
TELCOS MENTIONS EVOLUTION

MENTIONS  
**+15.3K**



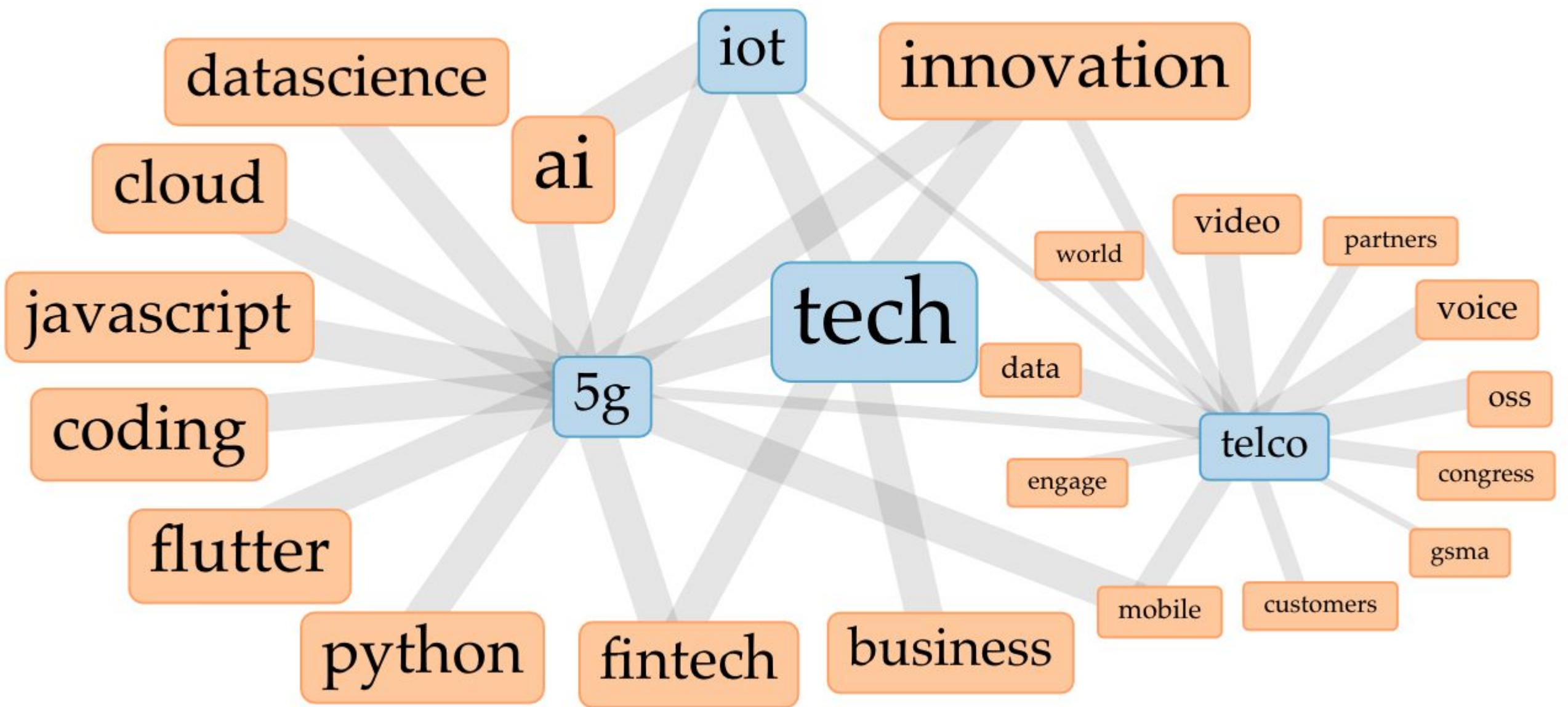
TELCOS REACH EVOLUTION

REACH  
**+154M**

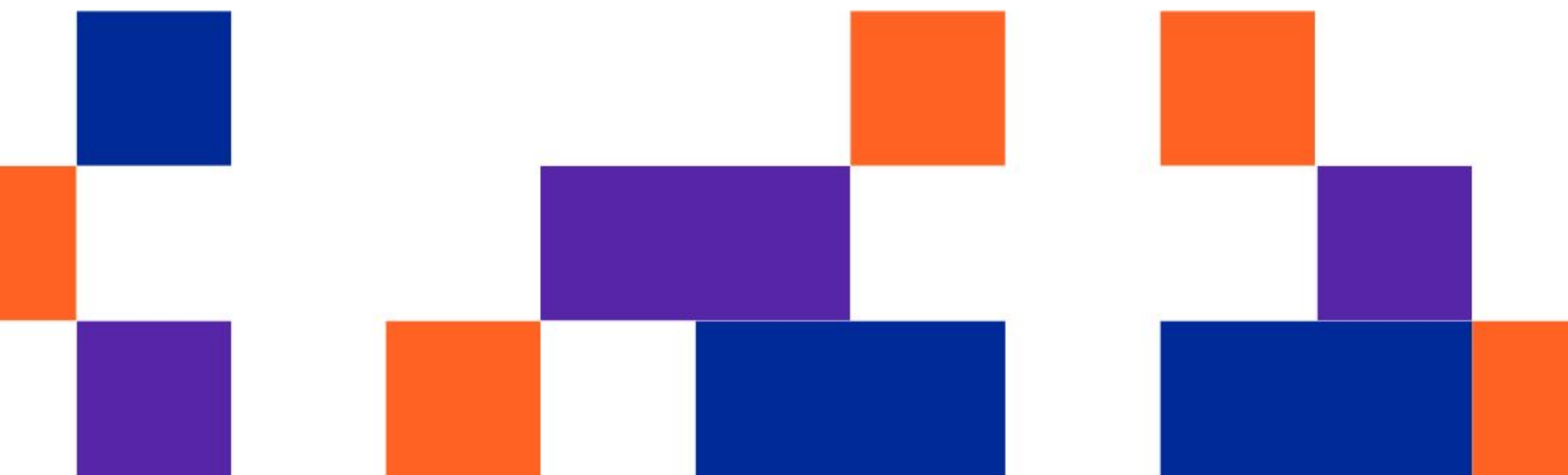




# TOP CONVERSATION TOPICS TELCOS

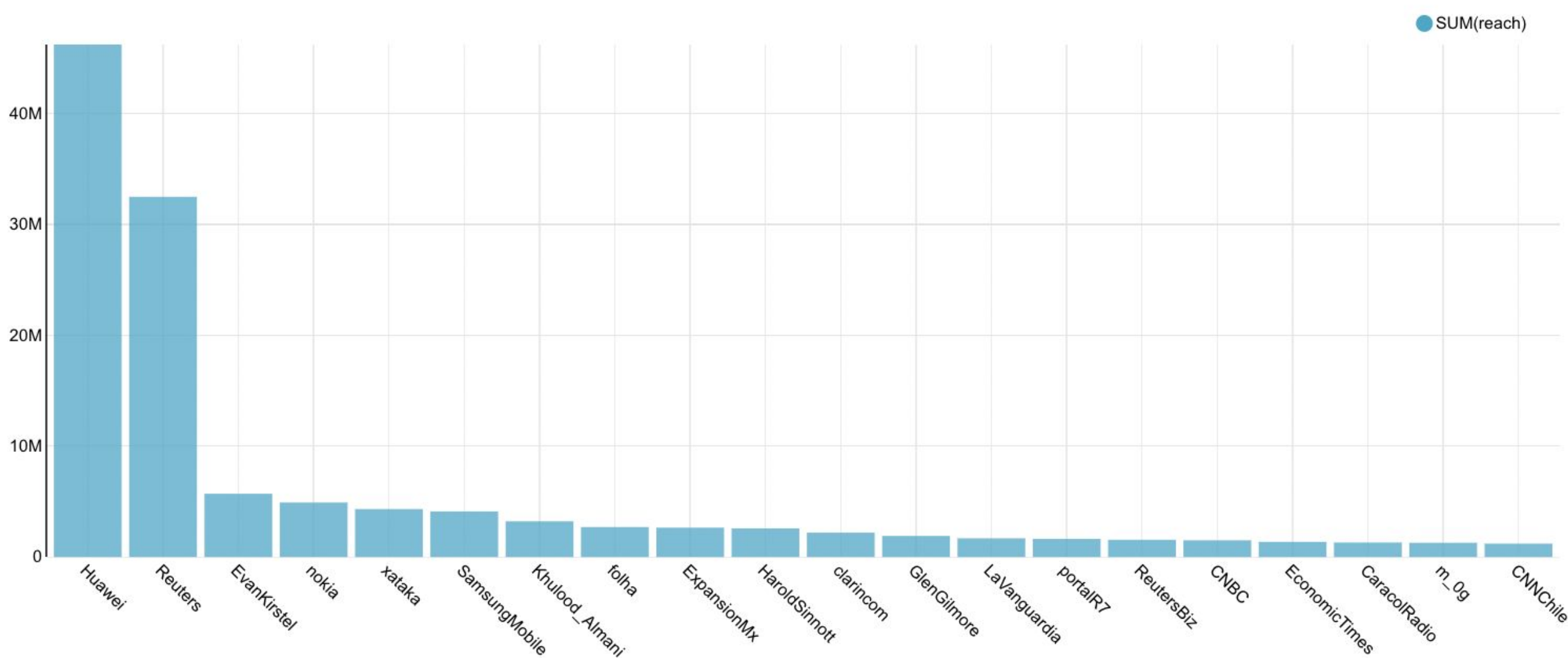


TELCO is associated with clients, with particular attention to voice, video and data. Technology and 5G also appear strongly. The first (technology) is mainly linked to business, fintech, innovation, 5G and IoT; while the second (5G) is related to python, fintech, AI, mobile or data science.



# MOST INFLUENTIAL USERS TELCOS

Usuarios mas influyentes TELCOS



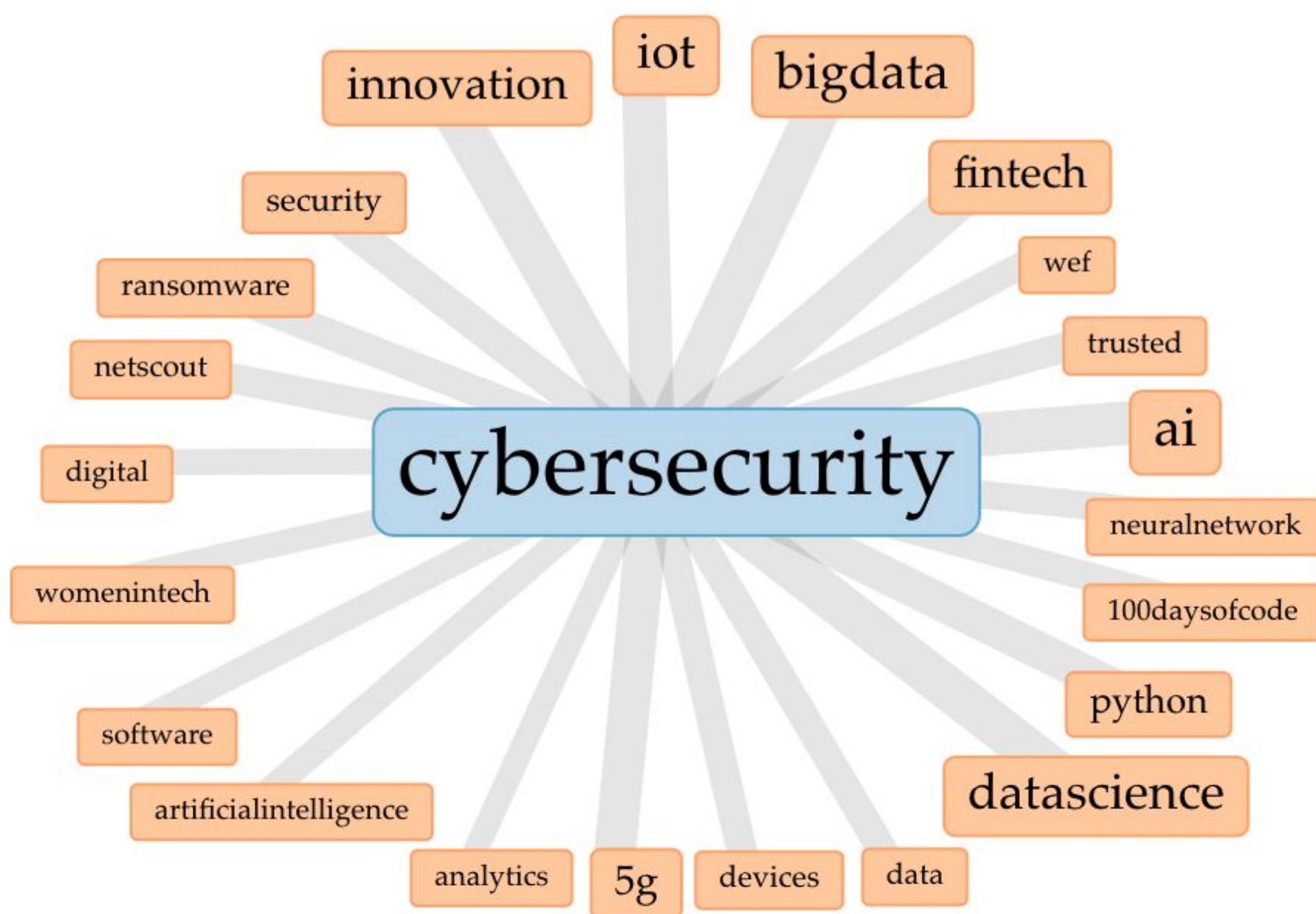
#Telecoms #5G #Industry40 #manufacturing  
#MultiCloud #OpenRAN #RAN  
#EricssonAmbassador #mobile #wireless #CIO  
#Smartphones

Posicionamiento de marca a través de  
#TeamNokia como así también el uso de los  
siguientes hashtags: #5G #AI #privatewireless  
#cloud #AirScale

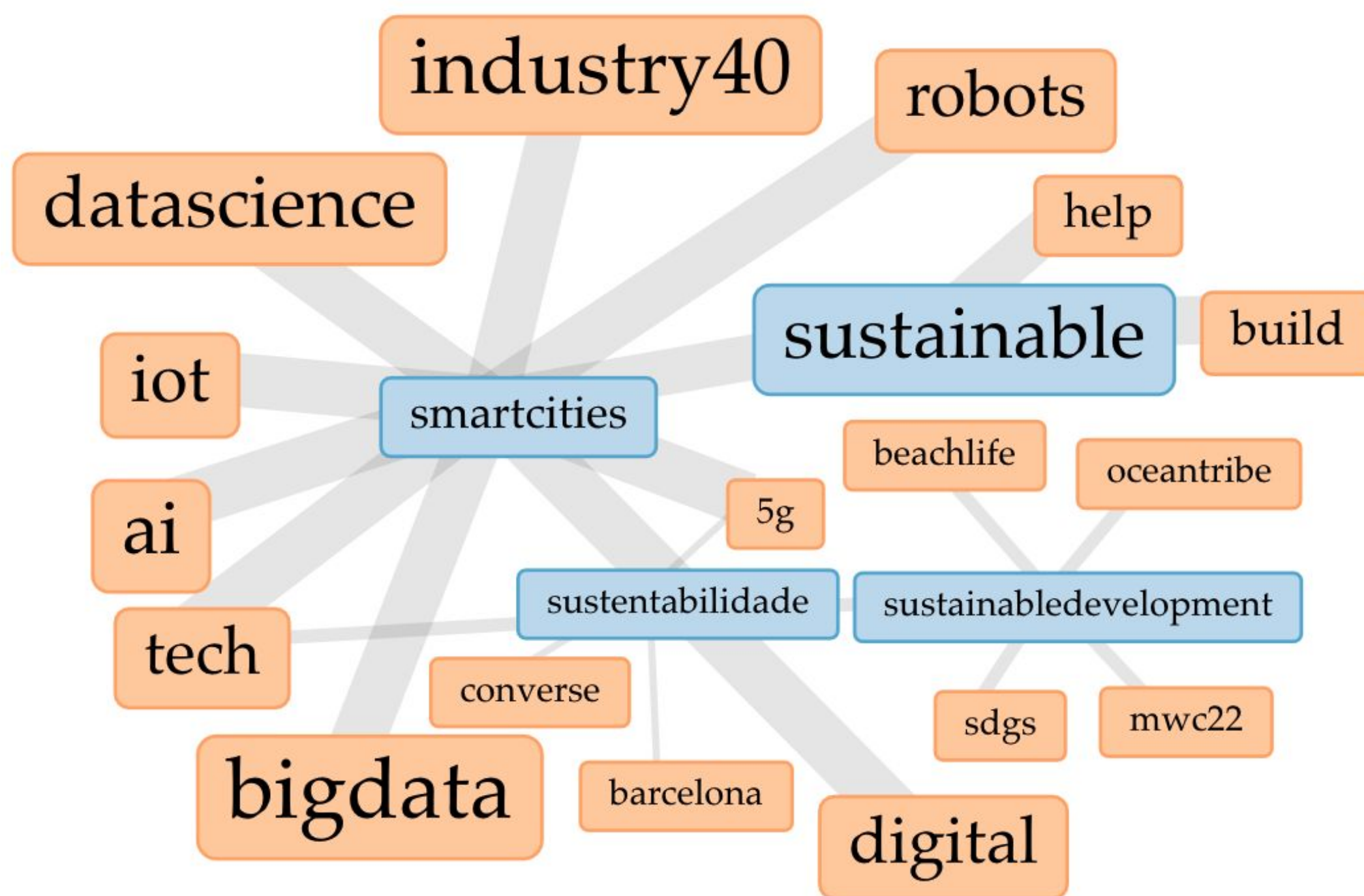




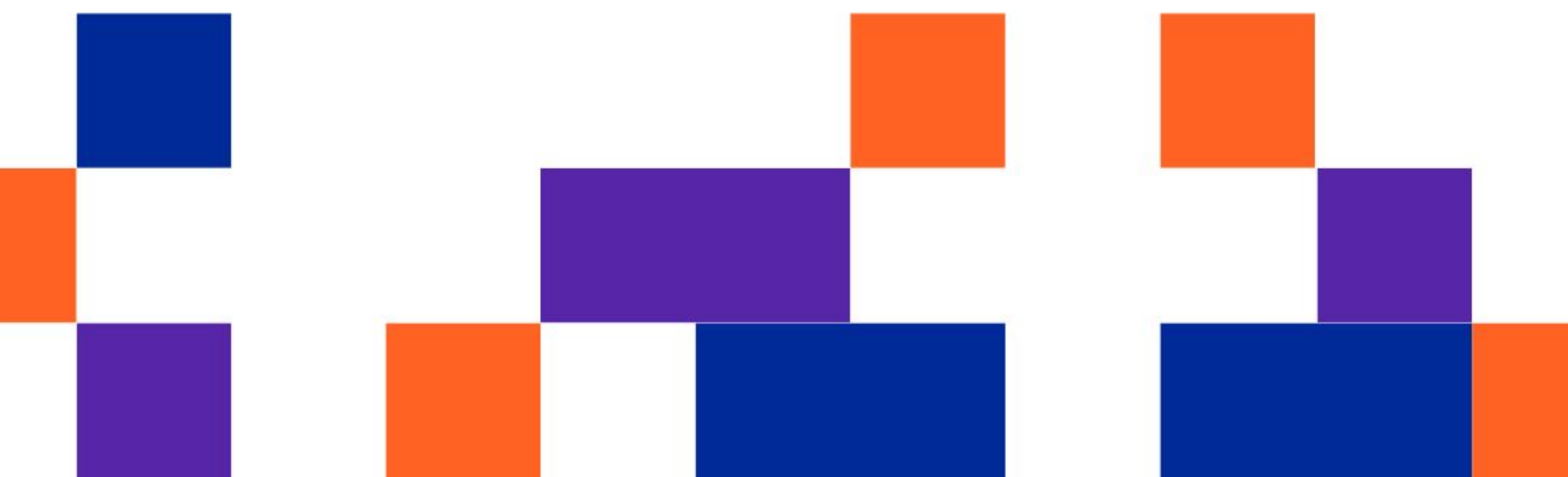
# OTHER TOPICS OF CONVERSATION



Cybersecurity, associated with data science, Big Data, Innovation, Artificial Intelligence, fintech or 5G



Smart Cities related to sustainable (development), Big Data, AI, Data Science, Industry 4.0

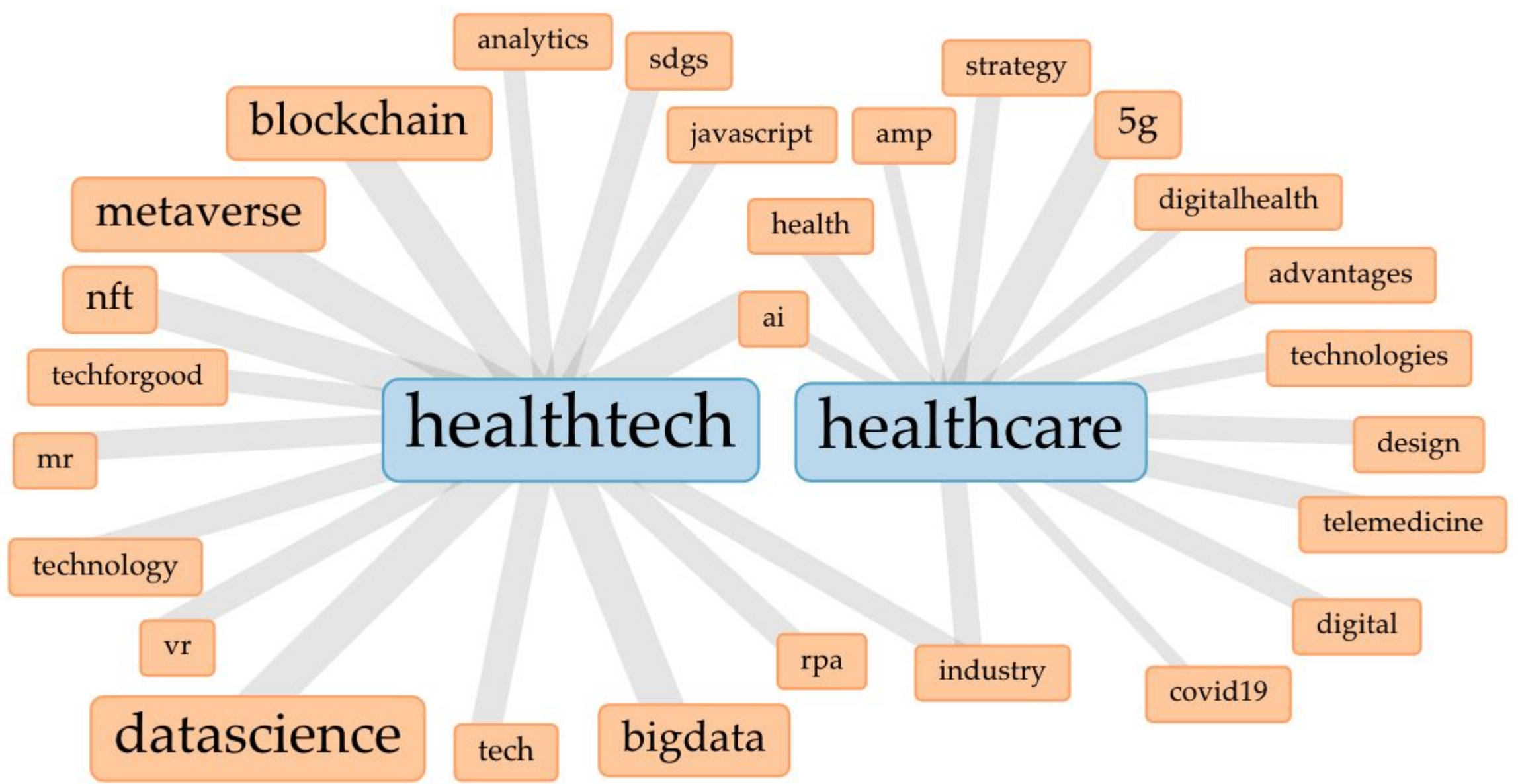




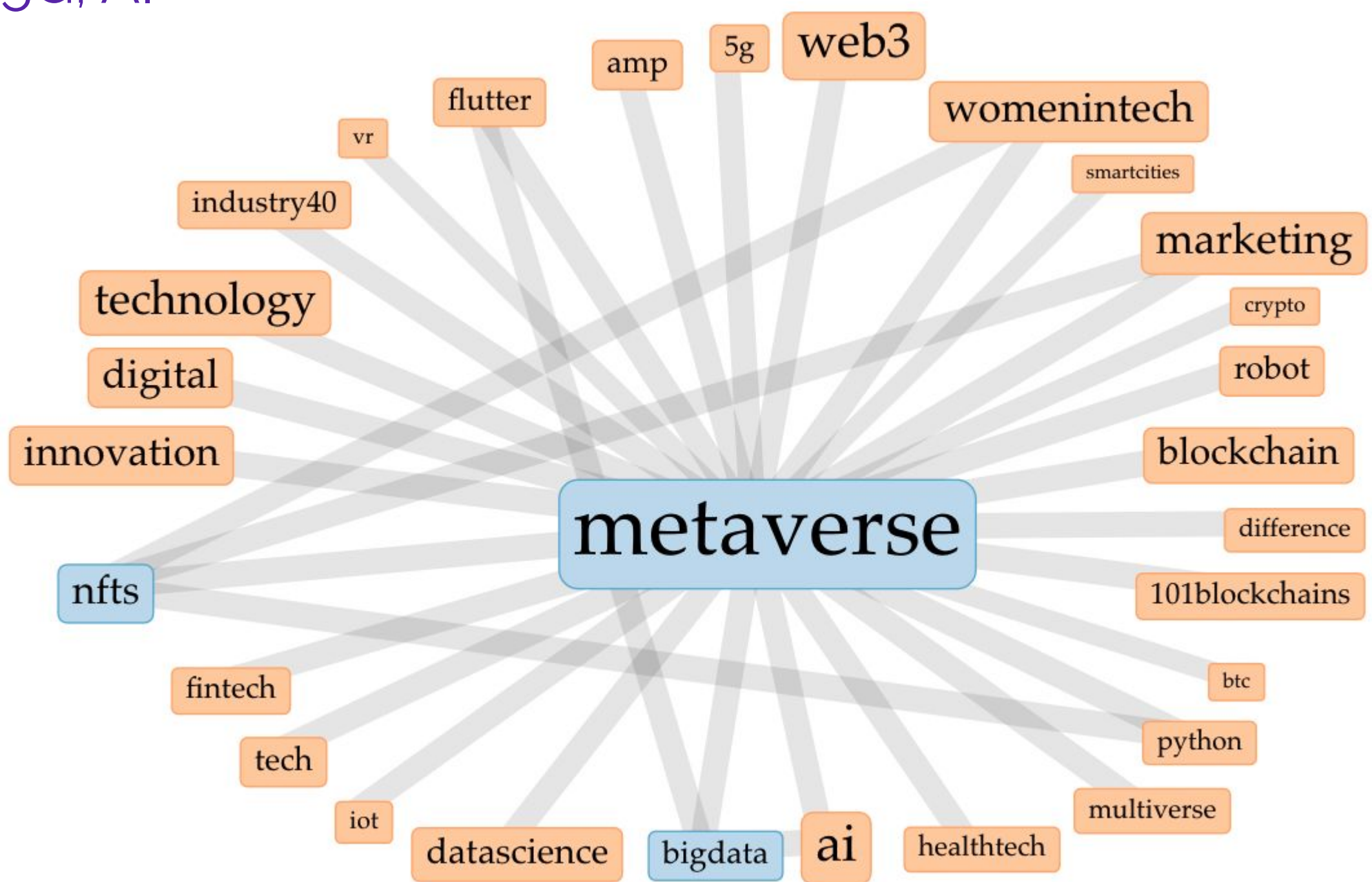




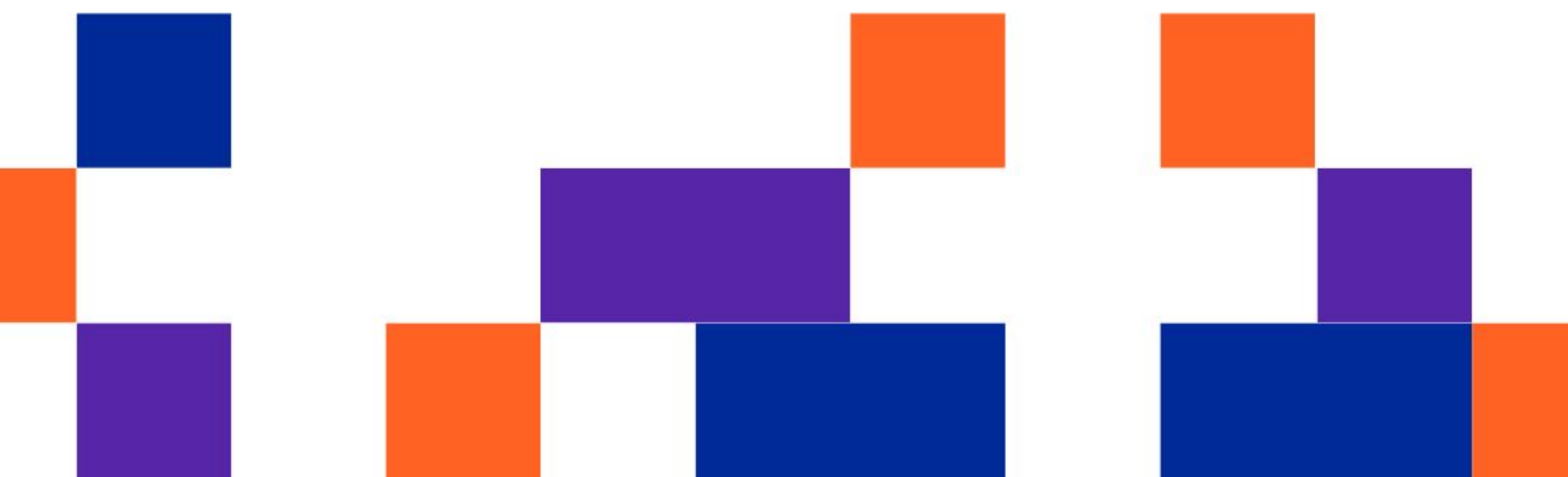
# OTROS TÓPICOS DE CONVERSACIÓN



HealthTech - HealthCare is associated with blockchain, metaverse, NFT, Data Science, Big Data, 5G, AI



Metaverse is linked to Big Data and NTFs, and these to Women In Tech, marketing, Python, flutter, among others





# Top Speakers

Uri Tintoré

28

mentions



**Uri Tintoré**  
Co-Founder of Belvo

David Woolnough

15

mentions



**David Woolnough**  
Commonwealth and Development Office (FCDO).

Becks Perfect

13

mentions



**Becks Perfect**  
Founder of Nifty World

These are the speakers most mentioned during the event, in the analyzed period.



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# Top Speakers

Ezana Raswork

13

mentions



**Ezana  
Raswork**

Founder and CEO  
Africa 118

Yossi Vardi

13

mentions



**Yossi Vardi**

Entrepreneur and  
investor

Shakul Sonker

11

mentions



**Shakul  
Sonker**

Co-Founder of  
I-Stem

These are the speakers most mentioned during the event, in the analyzed period.

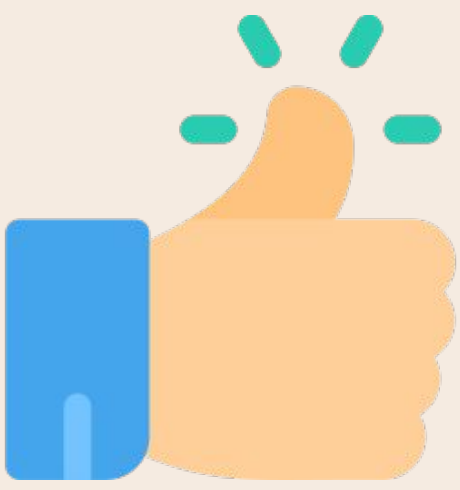


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# CONCLUSIONS

*between lines*

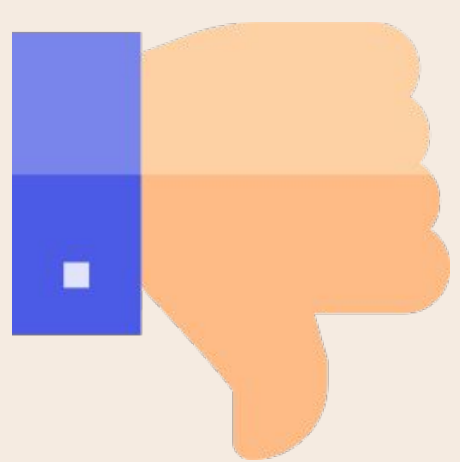


From the analysis carried out, a **VERY HIGH** level of satisfaction is inferred regarding the 4YFN-MWC 2022 event.

Positive emotions widely predominates among the perceptions of the users; being gratitude and hope the main emotions detected.



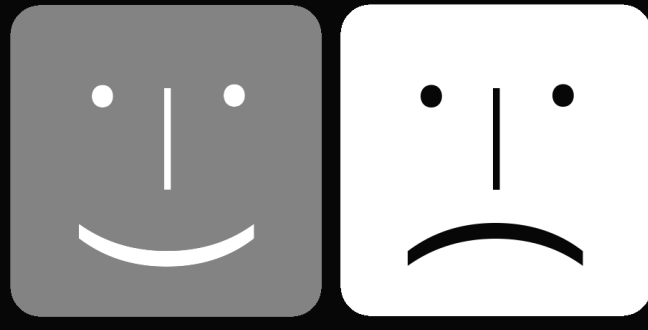
The vast majority of the mentions observed are of a neutral nature. Informative posts, and positioning of hashtags.



The level of dissatisfaction towards the event was a minority and is marked by criticism/claims at the organization level; and few references around the topics presented.



# CONTACT US



REPUTACION DIGITAL

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Barcelona  
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08008

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## URUGUAY

+598098515216

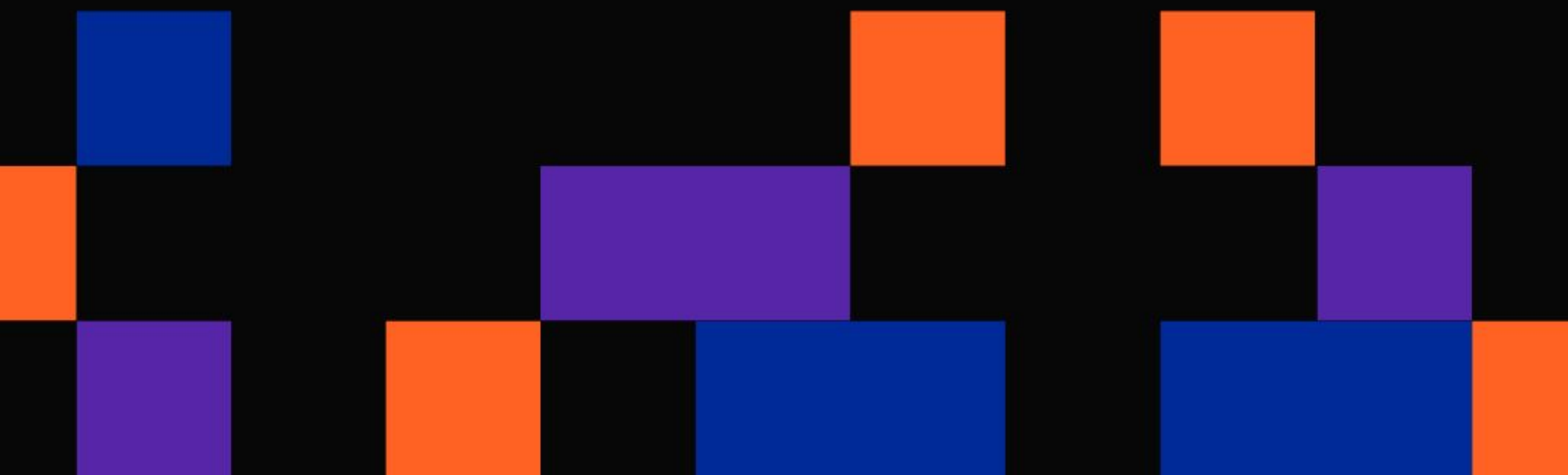
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<http://reputacion.digital>

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