Source: **3GPP Marketing and Communications Officer**

Title: **Marketing and Communications Report**

Agenda item: **8.2**

Document for:

Decision	
Discussion	
Information	**X**

1 An Overview

The past six months have been an exciting time for marketing 3GPP. We are in the happy position of being the place where both 4G and 5G standards are happening. This is a situation that offers opportunities for promoting the project, but requires care to be taken so that our messages are closely in line with our achievements.

The danger of over-hyping 5G is obvious;

> Fierce wireless, March 22, 2017
>
> 5G has become as much a marketing game as it has a technology evolution game. We are likely to see some services marketed as '5G' as early as this year…It might actually be difficult to distinguish between LTE Advanced Pro and 5G.
>
> Put in more simple terms, 4G Plus and 5G Minus might look very similar, from the standpoint of what's delivered to the consumer. I've even seem the terms 'enhanced mobile broadband' used without calling it 5G or LTE Advanced Pro, further obfuscating the matter.

The strategy for 3GPP marketing and communications has been to keep our focus strictly on what has been done in the TSGs. Using our regular cycle of plenary meetings as the source of stories ensures that we do not let our communications – web pages, articles, videos, trade show presentations and exhibitions – get ahead of the reality of what is in the current Release and what is coming in the next.

On the events side, the Mobile World Congress was the highlight of the past six months. Two of the TSG leaders attended meetings and interviews (Erik and Dino), with Dino Flore also presenting on the MWC Conference agenda.

Our news article announcing the use of the 5G term (News article October 24) and the soft launch of the 5G logo, prior to the Mobile World Congress (News article February 7), have been well received and have helped bring focus to our news and PR communications on the topic.

There was also great interest in the news on the intermediate Rel-15 milestone (to be discussed the following week at TSG#75) at the show in Barcelona, heightened by a press release about it, co-signed by many member companies.

The following report gives further details of the marketing activities since PCG#37.

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2 News stories published

Full details of the News stories published on the 3GPP web site are in **Annex A.**

The completion of Release 14 and the start of 5G work have been the major focus over the past six months. The majority of the 14 articles, in that period, have been inspired directly by the 3GPP technical leadership, via their written contributions or on video.

News Stories on the web (Since PCG#37):

News Article	Published	Total Page Hits
A new logo for 5G Specifications	2017-02-06	5322
Standards for the IoT	2016-12-02	3066
3GPP 5G Logo use	2017-02-05	2740
5G New Radio – Hard decisions ahead	2017-01-10	2077
3GPP at the 5G EcoSphere	2016-11-09	1826
New Partners at London 3GPP meeting	2016-10-24	1711
Interview - The Core Network for 5G	2016-12-01	1453
5G Network Infrastructure Summit	2017-01-04	1288
5G service requirements	2017-02-27	896
5G-NR workplan for eMBB	2017-03-09	888
System and Service achievements in Release 14	2017-01-31	885
3GPP RAN Elects New Chair	2017-03-08	757
Mission Critical features at TCCA event	2017-02-10	604
5G Everywhere at MWC	2017-02-24	551
5G Communication for Automation in Vertical Domains	2017-03-14	188

Stats from March 17, 2017 (Source: CMS – Joomla):

3 Web site evolution and statistics

During 2016 and 2017 there have been minor updates to banners, site navigation and to the CMS templates behind the 3gpp.org site.

In 2018 we will have a major review and over-haul of the web site. This will be done for the following reasons:

- To refresh the look and feel of the site – which has had the current design since 2009.
- To take in to account the development and impact of the 3GU portal (https://portal.3gpp.org/)
- To add new CMS (Joomla) features and capabilities

- To address weaknesses in the current templates (sitemap, videos, fonts&formats, etc)

In the 2017 budget we have €10K allocated for web development. We may need to carry most of that over in to 2018 – to allow us to have a total amount of ~€20K in 2018 – when the work will be done.

The ETSI web site uses the Joomla CMS also and their next major upgrade (to etsi.org) is scheduled for the same time, in 2018. The contractor selection process will be for both web site's development – to allow us to negotiate the best value for money we can get.

Detailed 3gpp.org web site visitor statistics are shown in **Annex C**.

4 Twitters tweeted

Regular tweets are sent out to promote news stories and participation in industry events. A full list of 3GPPlive tweets is contained in **Annex B**.

5 Videos published

At the December 2016 Plenaries, we produced four new 3GPP videos:

Video Title	Featuring	Views (at 27/3/17)
System and Service achievements in Release 14	Erik Guttman (SA)	378
5G New Radio – Hard decisions ahead	Dino Flore (RAN)	458
Building Security in to 5G	Anand R. Prasad (SA3)	271
A Core Network for 5G	Georg Mayer (CT)	705

All 3GPPlive videos can be seen at https://vimeo.com/3gpplive/

6 Conferences & summits attended

A detailed list of the 2017 Conferences is contained in **Annex D**.

Since the last PCG, 3GPP speakers and representatives have been active in 6 major conferences, generating new presentation material, some of which is on-line at: http://www.3gpp.org/ftp/Information/presentations/

At four events, 5G World (London, June), Broadband World Forum (London, October), Africa Com (Cape town, November) and at the Critical Communications Europe show (Copenhagen, January 2017) – we have given away posters, outlining the major Release 14 features. These have helped to make our stand presence a success, creating many opportunities for conversation and a lot of visits to the booth, to collect a copy.

Africa.Com (Nov 7 – 9)

We endorse the LTE Africa part of the Africa.com conference. This year's LTE Africa stream was not as well attended as the 2014 event – the last time we attended – with an average of around 100 delegates at any one time. This low number is due to the wide variety of streams now in competition with it, but this may also be a reflection of the fact that LTE conferences may have run their course, with the technology now a 'known'.

Our LTE Africa speakers were Adrian Scrase, Georg Mayer and Lars Nielsen (GCF), speaking in a Standards and Certification session.

At the Africa.com exhibition we had a 3mx3m shell scheme booth, free of charge as a part of our support for the event. There were some good contacts with attendees, including the Ministry of Telecommunications, from which we may generate a meeting with ministry staff on 3GPP topics, prior to the 2017 conference.

Over 50 posters have been distributed from the booth. That number would have been greater, but for the stand position we had. This needs to be addressed before we agree to support the event in 2017, with LTE Africa being rebranded 5G Africa.

Critical Communications Europe (Feb 8 – 9)

Erik Guttman and Adrian Scrase joined the TCCA Chairman, Mladen Vratonjik, in a standards session, which was attended by 200 people (photo below right).

The joint ETSI/3GPP exhibition booth featured a special give-away MC poster – covering the progress on the features since Rel-12. Over 100 copies were distributed.

Mobile World Congress (Feb 28 – Mar 1)

As usual, the organization of our participation in the Mobile World Congress, in Barcelona during the last week of February, has taken up a lot of time and energy – but has yielded a variety of good meetings and coverage for us. Our announcement of 3GPP 5G (name and logo) and the discussions around the timeline for 5G NR (see press release on 28/2) helped generate interesting discussions during MWC this year.

The Market Representation Partners (MRPs) were active, with NGMN and 5G-IA both holding successful press events. We visited several of the other partners at MWC and again profited greatly from their attendance at the ETSI networking event on Tuesday evening.

7 Branding and Trademark protection

7.1 5G marker

After the PCG#37 decision to use the term 5G to describe the 3GPP system, we have spent time between October and January, working on a new logo for it.

The new marker retains the feel of the LTE-Advanced Pro logo to allow us to show them together as a pictorial representation of our progress.

Publishing the logo and allowing the industry to start using it two weeks prior to the Mobile World Congress was a good idea – helping us to get good news coverage and interest in the 3GPP 5G story prior to and during the major industry event of the year. This interest is reflected in the high number of 5G logo request recorded in 7.2 (below).

7.2 3GPP trademark authorizations since PCG#37

55 usage requests have been treated since the last PCG.

34 x 5G logo requests, 11 x LTE and 10 x 3GPP requests. Full details are in **Annex E**.

Our logo usage policy, which advises visitors on how to get the authorization to use our trademarks, is on-line at http://www.3gpp.org/about-3gpp/legal-matters/logo-use.

Reporting to:	Total number of logo requests
PCG#38	55
PCG#37	13
PCG#36	23
PCG#35	24
PCG#34	14
PCG#33	14
PCG#32	35
PCG#31	35
PCG#30	32
PCG#29	36
PCG#28	24
PCG#27	41
PCG#26	22
PCG#25	20
PCG#24	19

There were a significant number of 5G logo requests immediately after we ran the announcement of the new marker on the web site, as the story linked directly to the logo use web page.

7.3 Trademark protection work carried out

The 3GPP Marketing and Communications Officer is called on from time-to-time to help the ETSI legal service to complete filings on behalf of the project, to protect the Trademarks “3GPP”, “LTE” and the graphical mark for ‘5G’.

7.3.1 5G trademark protection

There is an on-going discussion among the legal advisors of the Organizational Partners. They are in the process of deciding who shall carry out the trademarking (registration and day-to-day work) of the 5G logo on behalf of the partners.

The current possibilities are:

- A centralized approach under which a single entity would register and maintain the mark globally.
- A decentralized approach under which each OP could register the marks in its “home” jurisdiction.

The discussion is on-going, with the next meeting of legal representatives due after the end of March 2017, when all comments on the above possibilities must be in.

In the meantime, the ETSI legal advisor proceeded with an initial registration, to allow the ™ symbol to be used on our logo. The European (initially France) registration was completed on February 7, 2017.

7.3.2 LTE & 3GPP trademark protection

Use of LTE in Canada.
The discussions with the Canadian company – SyniverseTechnologies,LLC - about their Trademarked term “LTE Let’sTalkEvolution” have stalled.

There needs to be a review to see if we are still subject to the cancellation of our trademark in markets where the Syniverse trademark application is still pending. This is in the hands of ETSI legal.

U.S. Word Mark "LTE"
We have answered the request from the trademark lawyers for research in to the usage of the term LTE in the US, in International classes: 9, 16, 35, 38, 40, 41 and 42.

- U.S. Part of International Registration No. 1005115
- Word mark "LTE"
- U.S. Registration No. 3922100

The proposed declaration of use and proof of use work was done by the Marketing and Communications Officer. However, the trademark lawyers (for ETSI) have identified that more work is needed, to prove that the term “LTE“ is used on products and literature by 3GPP and not just refered to by 3rd parties.

More trademark renewal to come…

The LTE mark will have to be renewed in Europe and Mexico in the coming months.

This seems a good time to review the need to protect the word mark or term 'LTE' and to consider switching to the protection of the LTE original base logo for trademarking and copyright. It would necessitate some work registering the LTE logo, but would offer us the advantage of no longer needing to defend the registration of the term 'LTE' in the future.

The Marketing and Communications Officer will continue to discuss, with the legal expert in ETSI, the cases above and the need for future trademarking for LTE. If there is the potential for a change to our trademark policy for LTE, we will bring a proposal to the next PCG, in a separate contribution.

8 3GPP Awards

8.1 3GPP Excellence Award

http://www.3gpp.org/about-3gpp/3gpp-award-roll-of-honour

The 3GPP Excellence Awards 2016 were decided at TSG#74 in December and presented at the first working group meetings of 2017, as follows:

- Bruno Landais — CT4
- Hanbyul Seo — RAN1
- Leif Mattisson — RAN5
- Kari Järvinen — SA4

8.2 New Award for a career of achievement in 3GPP

The Marketing and Communications Officer and the TSG leaders wish to propose the launch of a 3GPP Lifetime Achievement Medal, to recognise an individuals' contribution to the work of 3GPP over a significant period of time.

The Medal will seek to give credit for consistent and creative contributions of outstanding significance to the 3GPP family of specifications over the recipient's career.

When considering nominations, an Awards Panel could consider the following areas:

- Cumulative contributions to 3GPP work (attendance, participation)
- Influence on the work of others (leadership and advocacy)
- Development of new areas of work

The 3GPP Lifetime Achievement Medal could be introduced at the end of 2017, with a maximum of one Medal to be given per year.

A procedure and proposal will be submitted to PCG#38, for decision on whether to proceed.

9 Planning for the next six months

We will look at the possibility of a Ministry meeting at Africa.com, or on the day prior to it. This will allow us to deliver some presentations to the Telecommunications Ministry and (possibly) South African Standards (SABS) as well as attending and presenting at Africa.com and 5G Africa in Cape Town.

Planned exhibition participation is planned at:

5G World	13/06/2017	15/06/2017	London
Broadband World Forum	24/10/2017	26/10/2017	Berlin
Africa.com / 5G Africa	07/11/2017	09/11/2017	Cape Town

A new 3GPP brochure will be written in time for the first of these events.

The next set of 3GPP videos will be shot at TSG#78 in Lisbon.

The Marketing and Communication Officer is currently considering making a new proposal for a 3GPP summit to be held at one of the PCG meetings in 2018. The format used in previous summits will be considered – With a mixture of 3GPP TSG Leader's and Industry presentations intended to inform on the current priorities and the current state-of-the-art of the Releases. This may be a good time to have the Summit in Japan, as the 3GPP 5G timeline is now established and there will be a lot of interest in the Release 15 work as it matures and early Release 16's focus. There will also be the potential for feedback from Japanese industry on the status of 5G plans in the country. However, discussions on a location and timing are at an early stage.

After a discussion with Georg Mayer, we will investigate the possibility of inviting an external speaker to give a talk at a future TSG. The first suggestion is to have the IETF invited over to discuss the protocol scene and the potential for 3GPP / IETF cooperation on 5G. By framing this as a communications effort, we will be able to provide a platform for a less formal (not contribution led) session – perhaps over a buffet lunch.

The Marketing and Communication Officer will work on a set of new gifts for 3GPP, consisting of 5G pins, a new tie and more 8GB memory sticks (or 16GB depending on price).

On-going Marcom work:

- Booth planning & staffing with ETSI colleagues (BBWF, 5G World)
- Prepare Africa trip & team depending on meetings and quality of opportunity
- New 3GPP brochure for tradeshows
- Planning for lifetime achievement award
- Planning for 4Q 3GPP Excellence award nominations
- Trademark work on LTE and be ready to implement 5G trademark regime agreed by partners
- Arrange video interviews in Lisbon (TSG#78)
- Organise a 3GPP regional Summit for 2018
- Revisit 3GPP technology pages & create new content (LTE-Pro, 5G, etc)
- Order Ties, lapel badges, memory sticks.
- Consider allocating some marketing resource to help attract an external speaker to a TSG (initiative from Georg Mayer)

[REPORT ENDs]

Annex A News stories on the 3GPP web site

Published news at http://www.3gpp.org/news-events , since PCG#37, London – October 20, 2016.

5G Communication for Automation in Vertical Domains

March 14, 2017

By Joachim W. Walewski, Siemens AG, rapporteur of the FS_CAV study item.
A new SA1 study item on requirements for automation in verticals focuses on critical communications as an enabler for wireless control loops. Once complete, the group will have identified the normative 3GPP work needed to deliver 5G for automation in a variety of industries.
The Study item description is in 3GPP SA Plenary document SP-170169…

READ MORE...

5G-NR workplan for eMBB

March 9, 2017
By Dino Flore, 3GPP RAN Chairman
A major decision was taken this week in RAN on the 5G New Radio (NR) workplan. In particular, the group agreed to have an intermediate milestone for the early completion of the Non-standalone (NSA) 5G NR mode for the enhanced Mobile BroadBand (eMBB) use-case. In Non-standalone mode the connection is anchored in LTE while 5G NR carriers are used to boost data-rates and reduce latency.

With the updated workplan, NSA will be finalized by March 2018.

READ MORE…

3GPP RAN Elects New Chair

RAN#75, Dubrovnik, March 8, 2017
Balázs Bertényi of Nokia Corporation has been elected RAN Chairman this week, gaining the majority needed at the second round of membership voting. He succeeds Dino Flore of Qualcomm Inc., who has served the maximum number of two terms as the Chairman (note 1)of TSG RAN – which has responsibility for radio aspects, functions, requirements and interfaces for all 3GPP networks.

READ MORE…

5G Everywhere at MWC

March 1, 2017
Our participation at the Mobile World Congress, in Barcelona, has demonstrated the key role that 3GPP is playing in the industry's plans for a new type of network – that will deliver ever more stunning user experiences, but will also define a new type of internet, empowering connectivity across all kinds of communities.

3GPP Presentation at MWC:

Dino Flore, the RAN Chairman, presented on LTE evolution and 5G, focusing on diverse Release 14 topics (Offload to unlicensed spectrum, Cellular IoT, LTE-based V2X, Low latency LTE…) and on the 3GPP 5G submission for the ITU's IMT-2020 call for 5G systems. Dino also presented at MWC in his new role, as Director General of the 5GAA - the newly formed Association created to connect the telecom and vehicle manufacturers (Get Dino's 5GAA presentation…here).

READ MORE…

5G service requirements

February 27, 2017
By Toon Norp, Chairman 3GPP SA WG1
In Jeju South Korea, SA WG1 has completed its first normative specification on "Service requirements for the 5G system" (TS22.261), which will now be submitted for approval at the Plenary meeting of the Service and System Aspects Technical Specification Group (TSG SA#75), 8-10 March 2017.

READ MORE…

Mission Critical features at TCCA event

February 9, 2017
At the Critical Communications Europe (CCE) conference, held in Copenhagen this week, the need for future mission critical networks to offer coverage, throughput, capacity, resiliency and security - for vast amounts of data as well as voice communications - has been in focus.

READ MORE…

A new logo for 5G Specifications

February 7, 2017

We have approved a new logo to be used on 3GPP 5G specifications from Release 15 onwards. The logo has a new wave pattern, but is a development of the existing LTE waves, using the green of the LTE-Advanced Pro version. The idea is to keep a familiar design aspect with the use of plain black text and textured waves, but to make the logo stronger and sharper – ready for use on the new radio and next generation core specifications for 5G.

READ MORE…

5G Network Infrastructure Summit

April 6, 2017 - Sophia Antipolis

ETSI is organising its third summit on 5G, but this time the presentations will focus on the network's infrastructure and the technical solutions for the performance, reliability, energy efficiency and security that will be in the standards for the 5G system.

Georg Mayer, the TSG CT Chairman, is representing our technical leadership on the programme committee and he will also speak at the Summit, about the early prioritisation process for work on the next generation core network from 3GPP.

READ MORE…

System and Service achievements in Release 14

December 7, 2016

In the last of four interviews filmed at the TSG Plenary meetings, in Vienna, Adrian Scrase, ETSI CTO, talks to Erik Guttman, the 3GPP SA Chairman.

The Vimeo interview discusses;

- Two key Release 14 features from SA.
- 3GPP progress on multicast and broadcast content delivery over LTE in Rel-14.
- Release 15 and 5G, with Stage 1 Requirements now published.

READ MORE…

5G New Radio – Hard decisions ahead

December 7, 2016

In a new video interview - Dino Flore, 3GPP RAN Chairman, speaks to ETSI's Adrian Scrase about progress on studies for the new radio technology - scheduled for normative work in Release 15. The interview brings some insights in to the hard decisions on exactly what goes in to Release 15, a process that will be in full swing by the March RAN Plenary meeting.

READ MORE…

Standards for the IoT

December 2, 2016

With news reports out this week, that the 3GPP standard is set to be in 35% of low power wide area (LPWA) network connections by 2020, our Working Group RAN3 Chairman - Philippe Reininger - has given a timely presentation at the IoT Business & Technologies Congress (November 30, in Singapore), outlining the latest progress made on specifications for the IoT market.

3GPP now has what he described as a 'portfolio of technologies' that 3GPP operators can use to address market needs. The presentation helps to explain and summarise the major features - eMTC, NB-IOT and EC-GSM-IoT - completed in 3GPP Release 13.
However, the main part of the presentation covered the enhancements that will be published in Release-14, which is due for completion by June 2017.

READ MORE…

Interview - The Core Network for 5G

December 7, 2016

At TSG#74 in Vienna, Adrian Scrase and Georg Mayer talked about the features that will lead to the first 5G systems from 3GPP and considered the need for a more flexible & customized approach to the next generation of core networks...See the video Interview.

READ MORE…

New Partners at London 3GPP meeting

October 24, 2016
3GPP has exhibited at the Broadband World Forum (BBWF), held this year at the Excel in London, with both ETSI and 3GPP providing speakers on the 4G/5G theme;

- Adrian Scrase (ETSI CTO) on the 'Why, when, where, what & how of 5G standards'
- Dino Flore (3GPP RAN Chairman) on 'LTE evolution and 5G'

The BBWF week at the Excel also hosted the 3GPP Project Coordination Group (PCG) & Organizational Partner (OP) meetings, at which the group officially decided that the 3GPP system will be known by the name “5G” from Release 15 onwards.

In addition to that formality, the OP also approved the applications of three new Market Representation Partners in 3GPP:

- Wireless Broadband Alliance
- Public Safety Communication Europe (PSCE) Forum
- 5G Infrastructure Association

READ MORE...

Initial Cellular V2X standard completed

September 26, 2016

By Dino Flore, 3GPP RAN Chairman
As part of the expansion of the LTE platform to new services, and to keep track with the increasing needs of the automotive industry, 3GPP is developing functionality to provide enhancements specifically for vehicular communications - both in terms of direct communication (between vehicles, vehicle to pedestrian and vehicle to infrastructure) and for cellular communications with networks.

The initial Cellular Vehicle-to-Everything (V2X) standard, for inclusion in the Release 14, was completed last week - during the 3GPP RAN meeting in New Orleans. It focuses on Vehicle-to-Vehicle (V2V) communications, with further enhancements to support additional V2X operational scenarios to follow, in Release 14, targeting completion during March 2017.

READ MORE...

Annex B Social media – Twitter Activity since PCG#37

(https://twitter.com/3GPPLive)

Mar 17 3GPP Live Retweeted Dino Flore

Right for @dinoflore to get this recognition 4 his tenure as RAN Chair, resp. for guiding the group thru a period of fantastic productivity!

> **Dino Flore** @dinoflore
> Pleasantly surprised to see my boss reflecting on *my* @3GPPLive legacy, https://www.qualcomm.com/news/onq/2017/03/16/leading-expansion-mobile-ecosystem-path-5g …. Thanks Ed!

Mar 9 3GPP RAN has agreed to have an intermediate milestone for the early completion of the Non-standalone (NSA) 5G NR http://www.3gpp.org/news-events/3gpp-news/1836-5g_nr_workplan …

Mar 8 Balázs Bertényi elected RAN Chair. Succeeds Dino Flore who has served the max number of [two] terms. Congrats both. http://www.3gpp.org/news-events/3gpp-news/1834-ran_chair_2017 …

Mar 3 #5G everywhere at #MWC17, http://www.3gpp.org/news-events/3gpp-news/1832-2017_5g_mwc … (including two presentations of mine) @3GPPLive

Feb 7 New 5G logo for specifications intended to help identify at which point in time 3GPP 5G features will appear http://www.3gpp.org/

Jan 19 3GPP Live Retweeted Dino Flore

> **Dino Flore** @dinoflore
> Progress and challenges of #5G standardization https://vimeo.com/198893425?ref=tw-share …, @3GPPLive

Jan 18 Erik Guttman IDs 2 major design principles for the 5G core & tells how 3GPP beat shortcomings in broadcast specs https://vimeo.com/200017128

22 Dec 2016 New video intro's TR33.899 study on security areas; architecture,authentication,slicing, authorization,RAN sec…for 5G

20 Dec 2016 ETSI Centre for Testing&Interop vacancy for a tech. expert; test specs, Iop events, hackathons, PoCs, protocol specs http://www.etsi.org/images/files/Vacancies/CL16_3336_OPS_Recruitment_CTI_Expert_2016.pdf …

20 Dec 2016 At 3GPP TSG#74 Georg Mayer talked about a more flexible & customized approach to the 5G core...

23 Nov 2016 #5GAA white paper highlights how 3GPP technical specifications enable V2V, V2I and V2P communications http://www.5gaa.org/pdfs/5GAA-whitepaper-23-Nov-2016.pdf …

> **Dino Flore** @dinoflore
> The Case for Cellular V2X for Safety and Cooperative Driving, http://www.5gaa.org/pdfs/5GAA-whitepaper-23-Nov-2016.pdf …, #5GAA

10 Nov 2016 3GPP at the 5G EcoSphere, the 5G conf. in Rome this week, download our presentations from TSG SA and TSG RAN here... http://www.3gpp.org/news-events/partners-news/1802-5gia_conference …

24 Oct 2016 3 New Partners in 3GPP - Wireless Broadband Alliance, PSCE Forum & the 5G Infrastructure Association, all now MRPs...http://www.3gpp.org/news-events/3gpp-news/1800-pcg_37 …

20 Oct 2016 Adrian Scrase (ETSI/3GPP) on the why, when, where, what & how of @5G standards in this presetation @BBWorldForum

19 Oct 2016 Erik Guttman and Dino Flore talk to light reading at BBWF, about 5G, New Radio and LTE work from

14 Oct 2016 #SpeakStandardsEU @Standards4EU Europe is a key player, originator and the bedrock for Generations of mobile standards! 5G next!

13 Oct 2016 Luis Jorge Romero, at #NGMN_ICE2016 on keeping standards relevant "We need to understand how to address the new areas with the right tools"

13 Oct 2016 In a panel on 5G dev. milestones at #NGMN_ICE2016, 3GPP's Giovani Romano describes how LTE and NR will combine to deliver 5G services.

12 Oct 2016 Yang Chaobin, Huawei, calls for a Global Unified Standard for 5G - from 3GPP - at #NGMN_ICE2016

10 Oct 2016 3GPP Live Retweeted NGMN Ltd.

Looking forward to #NGMN_ICE2016 and to the exhibition. Come along to see us for a chat and for a copy of our limited edition Rel-14 poster.

> 3GPP Live added,
> **NGMN Ltd.** @NGMN_Alliance
> #NGMN_ICE2016 https://twitter.com/SBedwell/status/785401143631482880 ...

4 Oct 2016 Speakers @BBWorldForum and exhibiting there. free expo (only) passes available here https://secure11.eventadv.com/broadband-world-forum/?utm_source=e-vite%20from%20exhibitors&utm_medium=e-vite&utm_campaign=e-vite ... Visit us at Stand E22

Annex C Web statistics

The following statistics are gathered from Google Analytics, for the period between September 1, 2016 and March 1, 2017.

Top web pages visited in the six months between September 1, 2016 and March 1, 2017:

Page	Pageviews
Home	427910
/specifications/specification-numbering	92105
/DynaReport/36-series.htm	90309
/specifications/specifications	74097
/technologies/keywords-acronyms/98-lte	47508
/3gpp-calendar/3gpp-calendar	46726
/technologies/keywords-acronyms/101-carrier-aggregation-explained	46513
/specifications/79-specification-numbering	44776
/specifications/releases	34737
/technologies/keywords-acronyms/97-lte-advanced	34658
/DynaReport/23-series.htm	30710
/release-13	28597
/keywords-acronyms/1612-ue-category	27625
/release-14	27356
/news-events/3gpp-news/1785-nb_iot_complete	22592
/technologies/keywords-acronyms/100-the-evolved-packet-core	22010
/dynareport/Meetings-R1.htm?Itemid=404	15955
/DynaReport/24-series.htm	15224
/release-15	15195
/DynaReport/25-series.htm	14792

Web Statistics (cont.)

From Google Analytics, September 1, 2016 - March 1, 2017.

Most Popular Content Across All Users

Page Title
3GPP
Specification Numbering
Carrier Aggregation explained
3GPP TDocs (written contributions) at meeting
3GPP specification series: 36series
LTE
LTE ue-Category
3GPP meeting details
Specifications
LTE-Advanced

Annex D Endorsed Conferences and Exhibitions in 2017

Conference	Start	End	City	3GPP support	Speakers
Critical Communications Europe	07/02/2017	09/02/2017	Copenhagen	Endorsement, Speakers, Exhibition Stand	Erik Guttman, Adrian Scrase
Global 5G Test Summit	28/02/2017		Barcelona	Endorsement	Dino Flore
Mobile World Congress	28/02/2017	02/03/2016	Barcelona	Endorsement	Dino Flore
Next-Gen IOT World 2017	23/03/2017	24/03/2017	Shanghai	Speaker, Endorsement	Philippe Reininger, RAN3
Critical Communications World	16/05/2017	18/05/2017	Hong Kong	Endorsement	Adrian Scrase
SCWS World	22/05/2017	25/05/2017	London	Endorsement, Partner event (Small Cell Forum) Previously Small Cells World	
CommunicAsia2017	23/05/2017	25/05/2017	Singapore	Speaker	Philippe Reininger, RAN3
5G Huddle	31/05/2017	01/06/2017	Ottawa	Speakers	Anand R. Prasad (SA3) and Adrian Scrase
5G World	13/06/2017	15/06/2017	London	Endorsement, Speakers, Exhibition Stand	Dino Flore or Balazs Bertenyi
Broadband World Forum	24/10/2017	26/10/2017	Berlin	Endorsement, Speakers, Exhibition Stand	Balazs Bertenyi
5G Africa	07/11/2017	09/11/2017	Cape Town	Endorsement, Speakers, Exhibition Stand (TBC, in addition to a seminar at Ministry)	3GPP seminar under consideration, TBC.
Ultra Reliable Low Latency Wireless Networks Conference	14/11/2017	15/11/2017	London	Speaker (no endorsement 2017, perhaps next year)	Giovanni Romano (RAN V-C)

Annex E LTE and 3GPP Logo requests

Authorization to use the 5G logo and the 3GPP, LTE, LTE Advanced, LTE-Advanced Pro term or logos – Since PCG#37.

Company	Date of request	Logo	Reason for request
Ruckus	Mar 23	LTE	for Powerpoint presentations
Viavi Solutions	Mar 3	LTE	marketing collateral
NXP Semiconductors	Mar 3	5G logo	web, video, PPT, customer slides, booth and demo usage
authors and publisher of "5G Networks: Fundamental Requirements, Enabling Technologies, and Operations Management"	Mar 21	3GPP	for use in the book
Alcatel and TCL Communication	Mar 15	LTE	TracFone smartphones marking
AT&T	Mar 10	5G logo	blog posts
authors and publisher of "Cellular Internet of Things: Technologies, Standards and Performance"	Feb 25	LTE / 3GPP	for use on the book cover or within the book's content
Siemens Convergence Creators GmbH	Mar 14	5G logo	website use and at trade shows
Sprint	Mar 10	5G logo	documents and presentations about 5G
ZTE	Mar 8	5G logo	test equipment label and sunshade
Kishon Francis and Brunel University London	Mar 8	5G logo	presentations and for use in deliverables for research project
ZTE	Mar 7	5G logo	marketing and promotion
Telecom Italia	Feb 27	5G logo	marketing and communications
LS telcom	Feb 23	5G logo	Poster & exhibitions
Trendletter	Feb 21	5G logo	news article
MECA Electronics, Inc.	Feb 13	5G logo	website
Fraunhofer Heinrich Hertz Institute	Feb 20	3GPP	name badges
Astellia	Feb 20	5G logo	white papers and website
Comnews	Feb 20	5G logo	news articles on 5G in Comnews publications
5GAA	Feb 17	5G logo	presentations and promotion
PSCEurope	Feb 17	3GPP / 5G logo	web site and promotional purposes
Mint Mobile (Pty) Ltd	Jan 30	LTE	website, marketing material and device packaging
ALICON SWEDEN	Feb 13	5G logo	Presentations about IoT/MTC solutions
Swisscom (Schweiz) AG	Feb 13	5G logo	web, presentations and 5G branding related to Swisscom's 5G network
Frederic Launay & Université de Poitiers	Feb 13	LTE / 5G logo	blog postings
5G-IA	Feb 9	5G logo	use in their capacity as a 3GPP Partner
NGMN	Feb 9	5G logo	use in their capacity as a 3GPP Partner
Total telecom	Feb 10	5G logo	news story
British Telecommunications plc	Feb 10	5G logo	presentations made by the company in conferences or in private meetings & corporate video
Rohde&Schwarz	Feb 7	5G logo	company presentation, customer trainings
wi360	Feb 9	5G logo	news articles
IPv6 Forum	Feb 9	5G logo	promotion of the 5G logo

ZTE	Jan 8	LTE	product packaging
tellcar.com	Feb 8	5G logo	Blog content
Mobile Europe and European Communications	Feb 8	5G logo	articles
3G Americas, LLC DBA 5G	Feb 7	5G logo	written materials, website, presentations as appropriate to support the 5G ecosystem development
GSA	Feb 7	5G logo	web, deliverables and marketing use
Grandmetric Ltd	Feb 6	5G logo	webpage, slides, flyers, email tenders, emails, posters and other marketing materials etc.
Ericsson AB	Feb 6	5G logo	marketing use
DEUTSCHE TELEKOM AG	Jan 26	5G logo	marketing use
Mediatek	Jan 26	5G logo	marketing use at Mobile World Congress and other events
Cavium	Jan 30	5G logo	marketing use at Mobile World Congress
Vivo	Jan 20	LTE / 3GPP	brochures, marketing materials and packaging
exelonix GmbH	Jan 3	LTE	Website use, product flyers and for use at exhibitions
Diabetech	Dec 21	LTE	Publicity
ArgoNET	Nov 30	3GPP	web site
Polskie Sieci Radiowe sp. z o.o. S.K.A	Nov 9	LTE	Leaflets, posters, press ads, advertising on the website
ISA – Intelligent Sensing Anywhere	Oct 28	3GPP	Annual Financial Report
TAMUM Consulting	Oct 31	3GPP	website and training publicity material
DTC Communications, Inc. part of the Domo Tactical Communications (DTC)	Oct 21	LTE	Product Spec sheets and marketing information
Huawei and the 2016 MBB Forum	Oct 24	3GPP	for the 2016 MBB Forum
SK Group, Inc.	Oct 21	3GPP	meetings and events

Annex F Marketing Budget forecast 2017

Budget line	Detail	Budget €
Web site+	Web Development (Banners, CMS development)	10,000
	3GPP Tutorial development and Technical 'Keywords' authoring for web	5,000
	Video & post production	10,000
Conference, Meeting, Workshop, Exhibition Participation	Stand build & Pop-up booths	4,000
	3GPP Summit; Translation, Hospitality and Catering	4,000
	Booth charges (Internet, electricity, extras)	2,000
	PCG & TSG related Marketing activities	5,000
Promotional gifts and Awards	3GPP Excellence Award, 3GPP Lifetime Achievement Award, Ties, Pins, Memory sticks	8,000
Printing	Bags, Posters, Brochure, Folders	6,000
Equipment - Publishing & Audio Visual		0
Contingency		6,000
Total		€60,000

+Additional web site development is covered by the MCC operational budget.

Annex G Marketing and Communications Officer - Task Description

The Communications Report is a snap-shot of the activities and recent achievements of the 3GPP Marketing & communications officer. The document is updated for each 3GPP PCG meeting.

The 3GPP Marketing & communications officer is working to find and publicise the major achievements of the project.

The 3GPP Marketing and Communications Officer started work on the 1st April 2008, within the Mobile Competence Centre of 3GPP, in Sophia Antipolis, France.

Contact Details:

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The reference document for the function is contained in PCG document **PCG19_13**.

The following, when achieved, will demonstrate the success of the Marketing and communications Plan;

- Development of technical brands, such as LTE and LTE-Advanced.
- Creation of Speaker opportunities at key events.
- Development & improvement of communications aspects of the 3GPP web site.
- Maintenance of professional relationships with journalists, web commentators and analysts, to deliver effective and accurate information on 3GPP progress.
- Working within budget.

Annex H Marketing and Communications Officer - Goals, Responsibilities and Focus

Marketing Goals:

- Strengthen the public relations (PR) role within 3GPP.
- Improve the PR image of 3GPP towards all publics.
- Increase awareness of the 3GPP work programme.
- Establish and promote the success of 3GPP Brands.

Marketing and Communications Responsibilities

- Maintain a continual focus on the task description (Annex G).
- Deliver the Marketing and Communications Report to PCG and act upon actions and guidelines given there.
- Take care of marketing aspects of 3GPP trademark and branding activities.

Marketing Focus

Technologies:

- Inform non-3GPP publics about the impact of the latest Releases from 3GPP, promoting the successful deployment of systems that are built on them.
- Promote LTE, ~~and~~ LTE-Advanced and 5G as the best technology proposition for mass market mobile broadband.
- Introduce new Features from the latest 3GPP Releases as "LTE gets even better" and "5G is 3GPP".
- Show that 3GPP systems are evolving and are the best path for 3GPP and non-3GPP [mobile] communities.

- Promote all 3GPP technologies as flavours – highlighting the potential for Evolved EDGE, HSPA, ~~and~~ LTE and 5G to deliver futuristic broadband mobile services.
- Engage with and draw content from non 3GPP groups – seeking dialogue on new 3GPP interest areas.

Audiences:

- Internal - Engage with and help 3GPP initiatives (appointments & elections, workshops, special events, celebrations, gifts).
- Engage with 3GPP and non-3GPP experts on public relations ideas (web stories, speakers, white papers, meetings).
- Continue PR dialogue with Partners and potential partners to reach beyond 3GPP membership.
- Be the first-point-of-contact for media and analyst requests.
- Develop Regional ideas and partnerships for marketing 3GPP topics.