

Source: Chairman

Title: 3GPP endorsement for 'World Mobile Technology' Publication

Agenda item: 12

Document for:

Decision	X
Discussion	
Information	

We have been approached by Cornhill Publications Ltd to obtain a 3GPP endorsement on a new publication named 'World Mobile Technology'.

Publication:

This new publication will be published on March 2000. The content will be 50% articles and 50% advertisements. This publication will completely be financed by advertisement. The 3GPP will not incur any financial risk in accepting the endorsement. More than 10.000 copies of this publication will be sent on a named and controlled basis to senior executives, R&D and technical directors from portable wireless communications systems and equipment industry.

Condition of endorsement:

- 3GPP logo and SDOs logo will appear on the front cover of the publication as follows : 'Published in Collaboration with the Third Generation Partnership Project'
- The editorial of the publication will be reserved for 3GPP (ETSI is willing to oversee)
- 3GPP will get 1.000 free copies of the publications for distribution to SDOs and 3GPP participants.
- 3GPP and SDOs logos will be included on all marketing literature pertaining to the project.

The 3GPP PCG is requested to permit ETSI to pursue the proposed endorsement on behalf of 3GPP SDOs.
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