

**Source: Kevin Flynn, 3GPP Marketing and Communications Officer**

**Title: Marketing and Communications Report**

**Agenda item: 7.2**

**Document for:**

Decision	
Discussion	
Information	<b>X</b>

**Contents**

2	News stories published .....	3
3	Web site evolution and statistics .....	4
4	Social media - Twitter .....	5
5	Videos and Webinars published.....	5
6	Events - Meetings, Conferences & Summits .....	6
7	Branding and Trademark protection.....	10
8	3GPP Awards.....	13
9	Planning for the next six months .....	13
Annex A	News stories on the 3GPP web site	14
Annex B	Web statistics	17
Annex C	Social media – Twitter Activity since PCG#40	18
Annex D	Endorsed Conferences and Exhibitions	19
Annex E	Logo authorizations granted	21
Annex F	Marketing Budget forecast 2018	24
Annex G	Marketing and Communications Officer - Task Description	25
Annex H	Marketing and Communications Officer - Goals, Responsibilities and Focus	26

<BLANK PAGE>

## 2 News stories published

A total of 17 news articles have been published in the period since PCG#40. Full details and links to them all are contained in **Annex A**.

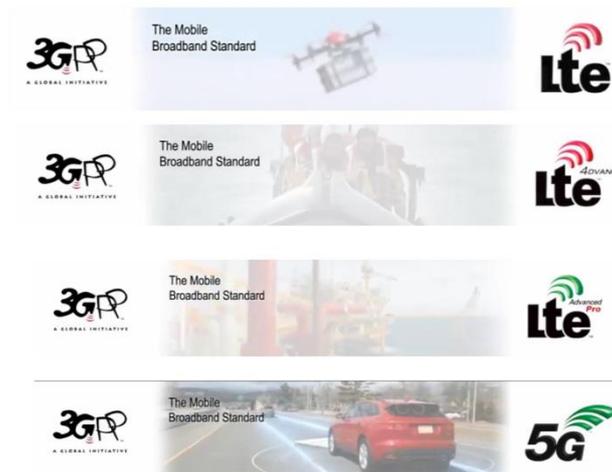
Many of the articles are authored by [WG / TSG experts](#). The table below reflects this and shows the total views for each article, as at August 8, 2018.

Page name	Published	Page views	Thanks to:
Management, Orchestration and Charging for 5G networks	2018-03-22	6669	<a href="#">Coordinated by Thomas Tovinger</a>
Rel-15 success spans 3GPP groups	2018-06-14	5801	<a href="#">TSG RAN companies press release</a>
Webinar - Working towards full 5G in Rel-16	2018-06-26	2573	<a href="#">Balazs Bertenyi</a>
Towards a better Public Warning System (ePWS)	2018-04-11	2549	<a href="#">Hyounghee Koo</a>
Optimizing media and radio signal processing for 5G	2018-03-20	1385	<a href="#">Kyunghun Jung</a>
Critical Comms on Show	2018-05-17	1276	
Launch of the 3GPP CVD process	2018-04-18	1054	<a href="#">MCC / SA3/ETSI SEC</a>
5G Progress in Chennai	2018-03-21	926	<a href="#">TSDSI / IF3</a>
Technical Journal articles on 3GPP 5G	2018-07-19	921	<a href="#">Coordination by Anand R. Prasad</a>
Progress on FRMCS in Rel-16	2018-06-08	795	<a href="#">ETSI Workshop</a>
RAN3 Clocks up the 100	2018-06-28	633	<a href="#">Gino Masini, Sasha Sirotkin and Yin Gao</a>
3GPP enables MEC over a 5G core	2018-07-04	564	<a href="#">Sami Kekki &amp; Alex Reznik</a>
Mission critical voice, video and data tests	2018-07-05	471	<a href="#">ETSI CTI Service</a>
Recruitment of a Director for Testing and Interop. at ETSI	2018-06-04	433	<a href="#">ETSI CTI Service</a>
Lifetime Award goes to Security Specialist	2018-07-24	328	<a href="#">SA3</a>
Pan-European procurement based on MC standards	2018-07-13	244	<a href="#">3GPP MRP PSCEurope</a>
3GPP 5G Security	2018-08-06	119	<a href="#">Anand R. Prasad, Alf Zugenmaier, Adrian Escott and Mirko Cano Soveri</a>

### 3 Web site evolution and statistics

#### 3.1 Web site top banner (www.3gpp.org)

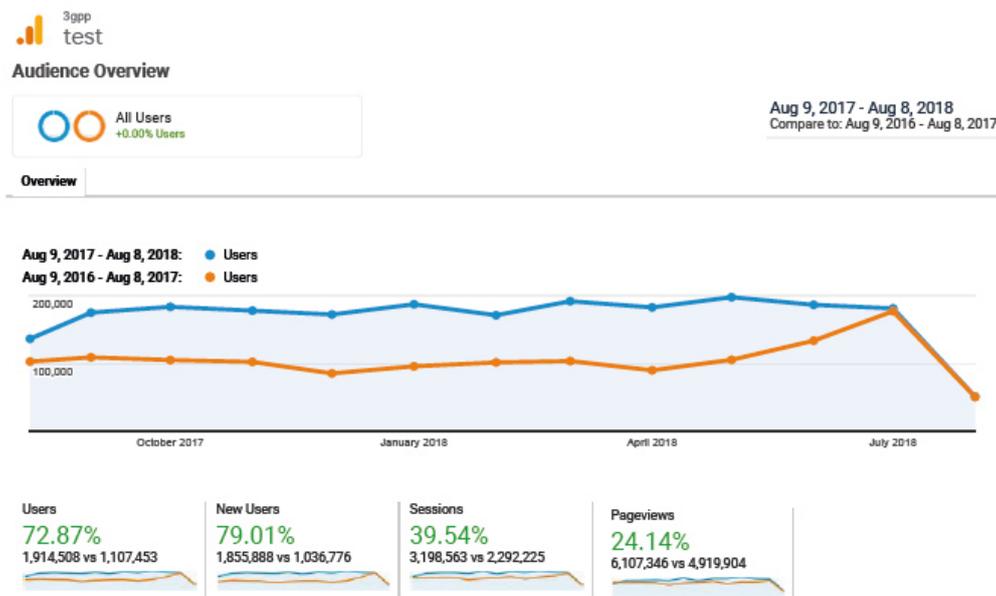
The 3GPP web site top banner has been redesigned, to bring in a 4G to 5G feel, with use of logos (LTE to 5G) and some video elements that reflect some use cases for 5G.



The new banner set is due to be up-loaded by the end of September.

#### 3.2 Web Statistics (www.3gpp.org)

Google Analytics stats show good growth year on year. There have been 73% more users, 40% more visits (sessions) and 24% more page views between August 2017 and August 2018 – compared to the previous 12 months



The web site page visit statistics are shown in **Annex B**.

## 4 Social media - Twitter

We have sent 9 tweets in the past 6 months – since PCG#40.

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

We currently have 6918 twitter ‘followers’, with an additional 468 new people following in the past six months.

## 5 Videos and Webinars published

### 5.1 Videos

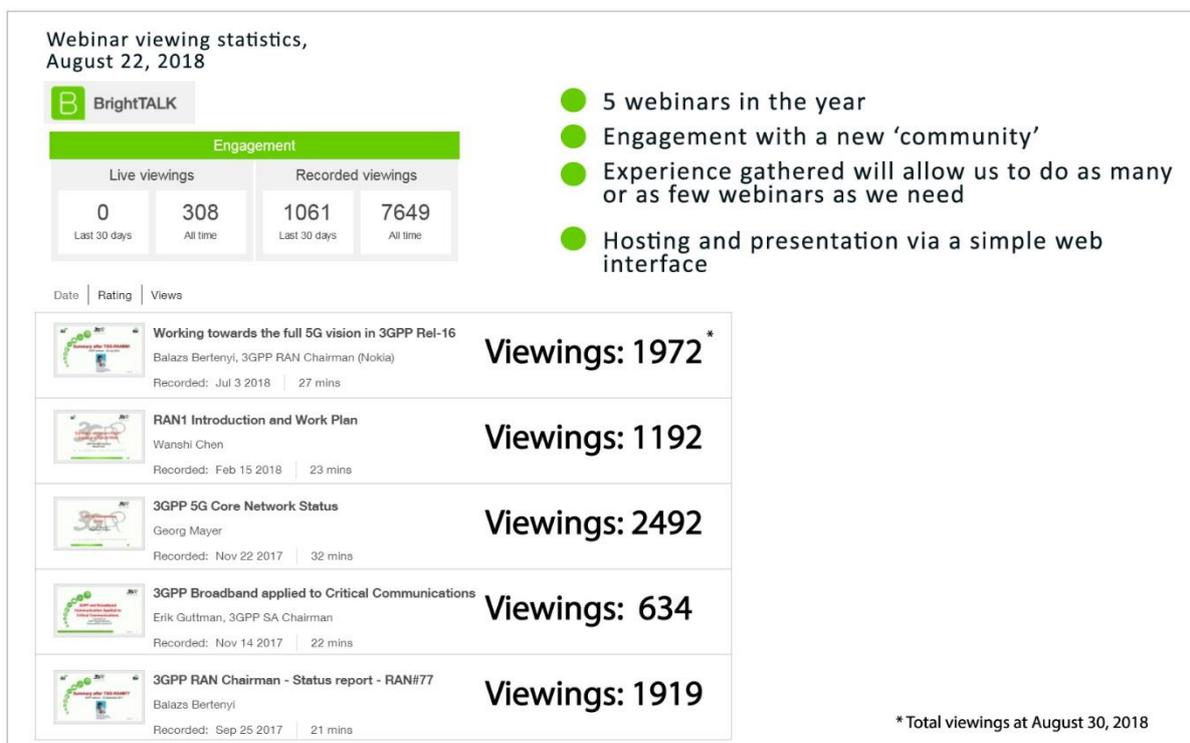
All 3GPPlive videos can be seen at <https://vimeo.com/3gpplive/> and on the 3GPP web site (in the Technologies section).

No new videos have been made since PCG#40. The next planned Videos are taking place the week following the TSG#81 meetings on the Gold Coast – During our participation at an industry event in Melbourne.

### 5.2 Webinars

This year, we are trialing the use of Webinars, using the Brighttalk Channel. Over 4000 people have so far seen our Webinars (Period: September 2017 – August 2018).

All webinars are hosted at <https://www.brighttalk.com/channel/15727/3gpp>



## 6 Events - Meetings, Conferences & Summits

A detailed list of the 30+ supported Conferences is contained in **Annex D**. I have coordinated speaker requests and planned some event participation for the 3GPP leaders. If the opportunity presents itself, I also plan to attend some events, to deliver coordinated marketing messages and to work with our Partners.

### 6.1 Critical Communications World (Berlin, May 15–17, 2018)

As a part of our support of this TCCA event, ETSI/3GPP were offered a free exhibition stand and delegates passes for the event. The booth highlighted our success in critical communications and the role of 3GPP – focusing on the evolution from legacy systems to LTE.

- A new 3GPP brochure reflected the progress on LTE features and showed the work on 5G.
- 50 of the 3GPP brochures were distributed at booth.
- We hosted a meeting with Australian TCCA Members, to discuss the PR work to be done in Melbourne, the week following TSG#81, in Australia.

Erik Guttman, Georg Mayer, Dave Chater-Lea and Adrian Scrase all spoke in the conference.

The event has an awards event - the 'International Critical Communications Awards' - featured a special award to Dave Chater-Lea, a committed TCCE and 3GPP SA6 leader, for his contribution to critical communications.

Adrian Scrase presented a special award to the TCCA – on behalf of 3GPP – to congratulate them on 20 years of this conference (previously TETRA World Congress).



### 6.2 5G World Conference (London, June 12-14, 2018)

This event is a set of conferences and a large exhibition space at the Excel venue in docklands - attracting some 15,000 visitors. It is a part of London Tech Week (<https://londontechweek.com/>).

(continued on next page)

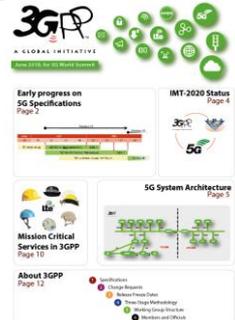
Conference themes are:

- 5G World
- Internet of Things World Europe
- AR & VR World
- Digital CX World
- Cloud & DevOps World
- Smart Transportation & Mobility
- Blockchain360

3GPP endorses the 5G World part of this event. As a part of the endorsement agreement, we were offered a stand in the exhibition space.

At the join ETSI/3GPP stand, over 250 copies of a special 3GPP brochure were distributed, over the 3 days. The brochure was a good talking point and contained up-to-date information on the state of 5G specifications progress from the 3GPP groups.

During the week, we received the expected news from TSG#80 in the La Jolla, USA on the freeze of Release 15. This news provided a neat backdrop to conversations and questions at the stand.

Stand:	5G World event branding:	3GPP 5G World brochure cover:
		

### 6.3 TSGs#81 (Gold Coast, 10 – 14 September, 2018)

The major marketing 'happening' at these plenary meetings was the fact that we were in Australia for the first time.

The CEO of Telstra opened the 3GPP TSG meetings, followed by a film crew, journalists and photographers, to document his appearance. Hosting our meeting was a big deal for Telstra and they made significant PR advantage from the fact that they were hosting 3GPP.

Blog post, after his opening the TSG#81 meetings: "it is not hyperbole to say the 3GPP meeting will be future shaping."

**Andrew Penn**, CEO at Telstra, ETSI Member

#### Marcom activity during and after TSG#81:

- Tweeted and put news story on [www.3gpp.org](http://www.3gpp.org) about Telstra's welcome to 3GPP (September 10)
- Liaised extensively with Telstra colleagues on the following week's Vantage activities.
- Worked with TCCA colleagues to coordinate speaker's roles at the Melbourne Mission Critical event.
- Prepared the ground for a post TSG#81 news story on the progress of the 3GPP radio candidature for IMT-2020 after the updated submission texts were updated, here at RAN#81.

#### **6.4 Insights on Global mobile telecommunications Workshops (Melbourne, September 18, 2018)**

Two workshops were held at the University of Melbourne Centre for Disaster Management and Public Safety (CDMPS), aimed at informing Australian officials and experts in the field about 3GPP and our role in creating LTE and 5G specifications.

Attendance:

- Morning session – By invitation (Government, Academia and Industry representatives): 32 people
- Afternoon session – Public session: 65 people

The 3GPP speakers were: Adrian Scrase (ETSI & 3GPP MCC), Georg Mayer (CT), Balazs Bertenyi (RAN), David Hutton (3GPP MRP GSMA) and Tero Pesonen (3GPP MRP TCCA).

The two workshops were most timely as Australia's public safety users are not on TCCA or 3GPP systems at present – they use a proprietary P25 technology – but they are planning to have a federally prescribed LTE system in the future, with a view to full 5G as soon as it is up-and-running and fit for their sector's use.

We had some immediate positive feedback from the local representatives:

“Your presentations were very well received and helped to clear up the overall mis-information regarding the 3GPP standards and the move towards 5G, a very sincere thank you.”

**Ian Miller**, CEO at Australian Radio Communications Industry Association (ARCIA)

“The event contributed to local awareness and promotion of 3GPP and its vital work on the development of the mission critical broadband standard. As the local chapter of TCCA (3GPP MRP) we will continue ongoing dialogue with the various critical parties in the Australian market and University of Melbourne, promoting the mission critical 3GPP Broadband standards.”

**Anton Abrahams**, Chairman Australasian TCCA Forum.

#### **6.5 Telstra Vantage (Melbourne Conference Centre, September 19, 2018)**

Coincidentally, the Telstra 'Vantage' trade event, which attracts 6,000 delegates from their customer base and suppliers, was scheduled perfectly for our being in Australia – for the TSG#81 Plenary meetings – hosted by Telstra. Once we had realised that we could make the hop to Melbourne, to attend the Vantage conference, colleagues from the operator's marketing team did a great job in scheduling in some 3GPP content.

##### **3GPP Activities at 'Vantage':**

- Shooting of two [3GPP marcom paid for] videos on the conference floor, using the Vantage film crew.
- Balazs Bertenyi spoke in a Keynote session panel, alongside Robyn Denholm, Telstra COO and Channa Seneviratne, Telstra Network Engineering executive.
- Balazs also took part in a Sky News video panel on the show floor.
- Adrian Scrase, David Hutton and Georg Mayer met with 16 analysts in a half hour briefing session on the role of 3GPP.

At the start of Vantage, the Telstra CEO, **Andrew Penn** devoted a part of his opening speech to the success of the 3GPP meeting (TSG#81 the previous week) and Telstra's lead role in it.

The 3GPP analyst session – featuring Adrian Scrase, David Hutton and Georg Mayer meeting with 16 analysts - dealt with questions on:

Spectrum, 3GPP and 'verticals', about roaming on private networks, Security – 'We secure the network', Satellite community participation = real, the future for 2G and the market-by-market switch off or switch over, 'Australia as a use case' - informing standards around its unique structure: eg. Large area cells (100km radius), the 3GPP consensus driven process; where as long as no one says no...we move forward. . .

This 30 minute session was an event highlight for us, with the questions and answers all on-topic and showing a real knowledge, on the part of the analysts, of what 3GPP is doing and where we are going.

Australia trip photos:



Tero Pesonen (TCCA) presenting at Melbourne University workshop



Balazs on the big stage at Vantage.



Video shoot 1: Adrian Scrase, Balazs Bertenyi, Georg Mayer (Vantage)



Video shoot 2: Adrian Scrase, David Hutton and Alex Bladenis (Telstra 3GPP delegate) – at Vantage



Panel discussion at the 'closed' government MC workshop at Melbourne University.



Balazs on a Sky News Video Panel (Vantage)

## 7 Branding and Trademark protection

The 3GPP Marketing and Communications Officer is the guardian of the 3GPP logos and trademarks: “3GPP”, “LTE” and the graphical mark for “5G”.

Authorization requests received are recorded and a standard authorization text is sent to the requesting person or organization. Any controversial or undesirable request for authorization will be documented in the Marketing and communications report – and guidance sought from ETSI legal, prior to any trademark refusal being sent.

### 7.1 Trademark authorizations since PCG#40

26 logo & trademarked term usage requests have been approved since the last PCG. Fuller details are in **Annex E**. Our logo usage policy, with advice 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 <sup>TM</sup> requests
PCG#41	26
PCG#40	32
PCG#39	21
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

### 7.2 Trademark protection

#### 7.2.1 Graphical ‘copyright assignment’ by the design house

Under the guidance of the ETSI legal advisor, I have been working with the designer of the 3GPP logos, to complete a formal ‘copyright assignment’ to ETSI on behalf of the project.

We have received the required undertaking from MXMG Ltd. (below) and they are ready and willing to complete a formal written process when we are ready.

Email to MXMG Ltd. August 27, 2018:

Dear Peel,

As recently discussed, we would like to formalize the fact that the copyrights related to the creation of the logos 5G and LTE, ordered from MXMG by ETSI during recent years, have been assigned to ETSI when they were created and at no further cost than the amount paid for each creation - which included the copyright assignment.

If you could confirm that this is correct, by email this would be very much appreciated. The next step for us would be to send over a formal copyright assignment agreement. The ETSI legal department is preparing a draft, that I will send you for signature as soon as it is available.

Should you need any further information in the meantime, please let me know.

Looking forward to receiving your confirmation by return e-mail.

Best regards,  
Kevin FLYNN  
3GPP Marketing and Communications Officer

Email received from MXMG Ltd., Monday August 27, 2018:

Hi Kevin,

I am happy to confirm that all right and ownership of work undertaken by MXMG for ETSI have been assigned to ETSI when they were created and no further monies are due.

I look forward to the formal agreement which I will sign without hesitation.

Thanks

Peel

In the next period, I will work with ETSI legal to complete the formal 'copyright assignment' process.

### **7.2.2 5G logo trademark protection**

The issue of granting 5G logo use, slightly outside of our logo authorization process was addressed for the first time in August, 2018.

Telecom Italia and the Government of San Marino requested a formal agreement to be able to issue a 5G stamp and [later on] a coin, upon the launch of the San Marino 5G system. Our simple authorization email was not sufficient for the San Marino legal office. They requested a more formal document, to allow their use of the logo.



The matter was resolved directly by the ETSI Legal Director providing them with a duly signed copyright authorization.

### **7.2.3 'LTE' trademark protection**

#### **7.2.3.1 Use of the term 'eLTE'.**

In the PCG#40 Marketing and Communications report (3GPP/PCG#40(18)14), it was noted that ETSI and Huawei met at Mobile World Congress (February 26, 2018) and discussed the term 'eLTE'.

Huawei had carried out trademarking of the term (see details in 3GPP/PCG#40(18)14) and as a result, they stated an objection to the term eLTE being used by 3GPP to describe evolved LTE Specifications.

Since that time, ETSI has concluded that although Huawei has not asked for permission before filing eLTE as a trademark, ETSI will not oppose such use on the condition that 3GPP Partners and the 3GPP Members remain free to use LTE and any close variation such as 'eLTE'.

This has not been formalized in an agreement. ETSI legal remains willing to discuss such a way forward if it is deemed necessary in the future.

**7.2.3.2 LTE logo trademarking**

As previously reported in [3GPP/PCG#39\(17\)11](#), section 7.3.2. To improve our LTE brand protection, we have filed a trademark application for the LTE logo graphical representation in the European Union, in classes 9, 16, 35, 38, 41 and 42.

**7.2.4 '3GPP' trademark protection**

On the initiative of the ETSI US attorney, we have completed the '3GPP' trademark renewal in the USA in August 2018 (USPTO No. 3488739) for goods in class 09:

*"Telecommunication apparatus and instruments, namely, cellular mobile systems comprising antennas; telecommunications and networking infrastructure equipment, namely, computer software for use by telecommunications carriers and network service providers to deliver data and voice communication services; electrical apparatus and instruments, namely, radio and telecommunications transmitters; electronic memory integrated circuit chips for cellular mobile telephone terminals and for network switching and transmission equipment; blank smart cards and SIM (Subscriber Identity Module) cards."*

Word Mark	3GPP
Goods and Services	IC 009. US 021 023 026 036 038.
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78958317
Filing Date	August 23, 2006
Registration Number	3488739
Registration Date	August 19, 2008
Owner	(REGISTRANT) ETSI
Affidavit Text	SECT 8 (6-YR). SECTION 8(10-YR) 20180828.
Renewal	1ST RENEWAL 20180828
Live/Dead Indicator	LIVE

In addition to Class 09, we have 3GPP trademarked in classes 39, 16, 35, 38, 42.

None of these Classes are currently due for renewal (Source: <https://www.uspto.gov/trademarks-application-process/search-trademark-database>).

## 8 3GPP Awards

Full details of the Awards are at <http://www.3gpp.org/about-3gpp/3gpp-award-roll-of-honour>

### 8.1 3GPP Excellence Award

The 2018 edition of the awards will be launched in October 2018 and awards decided upon at TSG#82, with awards distributed in the first quarter of 2019.

### 8.2 3GPP Lifetime Achievement Award

The award agreed at PCG#40 has been presented to Günther Horn. See the news story at [http://www.3gpp.org/news-events/3gpp-news/1974-lta\\_3](http://www.3gpp.org/news-events/3gpp-news/1974-lta_3)



## 9 Planning for the next six months

Here are some of the on-going Marcom tasks:

1. Support and report on the CEATEC2018 3GPP Summit Conference in Makuhari, Japan. Organized by TTC, ARIB and with the support of the Ministry of Communications (October 17, 2018).
2. Launch the 2018 Excellence Awards process, by sending the procedure and deadline information to all WG Chairs.
3. Promote and report on the Brussels, RAN workshop to inform evaluation Projects on the 3GPP IMT submission (October 24/25, 2018), making the presentations and conclusions available to a broader readership.
4. Help coordinate the 3GPP 20 Year celebration social event in Sorrento (TSG#82, December 2018).
5. Consider the best way to promote the draft TR21.915, which is the Release 15 Description. Intended to push news of important new features to the website readership, in cooperation with the work plan manager.
6. Plan 3GPP leaders meetings at Mobile World Congress (February 25-28, 2019).
7. Plan Webinars for 2H18 (RAN report post TSGs, CT 2018 overview, SA presentation)

[REPORT ENDS]

## **Annex A News stories on the 3GPP web site**

Published news at <http://www.3gpp.org/news-events> , since PCG#40:

### **3GPP 5G Security**

---

August 6, 2018

By Anand R. Prasad, Alf Zugenmaier, Adrian Escott and Mirko Cano Soveri

... The 3GPP Security Working Group (SA3) has been involved from the outset of the work. In this article we briefly introduce security for both Non-Standalone and the Standalone NR 5G system...[more](#)

### **Lifetime Award goes to Security Specialist**

---

July 24, 2018

The 3GPP lifetime achievement award has gone to Günther Horn in recognition of his contribution to the work of the SA3 - Security Group, as forty-two SA3 colleagues submit a joint submission for this popular award nomination...[more](#)

### **Technical Journal articles on 3GPP 5G**

---

July 19, 2018

Based on the Journal's Forword, by Erik Guttman, Frank Mademann, Anand R. Prasad:

3GPP experts have generously contributed to a special "3GPP 5G Specifications" edition of the Journal of ICT Standardization, by River Publishers...[more](#)

### **Pan-European procurement based on MC standards**

---

July 13, 2018

3GPP Partner - PSCE as the coordinator of BroadWay, a pre-commercial procurement project to find solutions to achieve pan-European broadband mobile for public safety based on 3GPP standards, has released a Prior Information Notice (PIN) on the Official Journal of the European Union (OJEU), to invite suppliers to help establish the state-of-the-art of broadband mobile equipment for public safety responders...[more](#)

### **Mission critical voice, video and data tests**

---

July 5, 2018

ETSI has announced the successful testing of Mission Critical Push to Talk (MCPTT), Mission Critical Data (MCDATA) and Mission Critical Video (MCVIDEO) products built on 3GPP Release 14 specifications...[more](#)

### **3GPP enables MEC over a 5G core**

---

July 4, 2018

By Sami Kekki & Alex Reznik, ETSI ISG MEC

5G networks based on the 3GPP specifications are a key future environment for Multi-access Edge Computing (MEC) deployments, as both the 3GPP system - with its Service Based Architecture (SBA) - and the ETSI Industry Specification Group (ISG) MEC work similarly to leverage interactions between different network functions, aligning system operations with the network virtualization and Software Defined Networking paradigms...[more](#)

---

**Progress on FRMCS in Rel-16**

July 4-5, 2018, Sophia Antipolis, France

The ETSI Workshop “Developing the Future Radio for Rail Transport” will give an update on the status of standards for the Future Railway Mobile Communication System (FRMCS) and look at the issues raised by the coexistence of multiple access technologies for rail transport communication...[more](#)

---

**RAN3 Closes up the 100**

June 28, 2018

By Gino Masini, Sasha Sirotkin and Yin Gao

May 2018 will be remembered by some for two very special events; the finalization of the Non-Standalone NR specification and the RAN3 centennial celebration. In Busan, Korea.

---

**Webinar - Working towards full 5G in Rel-16**

July 3, 2018

See our latest webinar, presented by Balazs Bertenyi, on the progress made at RAN#80, including details of:

- the major milestone of freezing 5G standalone specifications;
- the Rel-15 late drop to address essential market needs of migration to 5G;
- and on the Rel-16 work program: with planned features to facilitate fulfilling the full 5G vision.

...[more](#)

---

**Rel-15 success spans 3GPP groups**

June 14, 2018

Many of the 3GPP Member companies have co-signed a press release to promote their support for the achievements of the Plenary meetings, held this week in La Jolla, USA...[more](#)

---

**Critical Comms on Show**

May 17, 2018

The 20th Critical Communications World has attracted the professional user community to Berlin this week, for the industry’s top conference and exhibition. Both ETSI and 3GPP leaders joined 3GPP market partner TCCA at the exhibition, on the awards program and speaking at the conference...[more](#)

---

**Launch of the 3GPP CVD process**

April 18, 2018

Under the guidance of our security group (SA3) and partner organization’s experts, we are able to announce that the 3GPP Coordinated Vulnerability Disclosure (CVD) process is now up-and-running...[more](#)

---

**Towards a better Public Warning System (ePWS)**

---

April 11, 2018

By Hyounhee Koo (SyncTechno), ePWS rapporteur.

Additional requirements for an enhanced Public Warning System (ePWS) have been agreed at the recent 3GPP TSG SA#79 meeting, as an update to Technical Specification (TS) 22.268...[more](#)

---

**Management, Orchestration and Charging for 5G networks**

---

March 22, 2018

By Thomas Tovinger, 3GPP SA5 Chairman.

In December 2017, 3GPP passed two major milestones for 5G by approving the first set of 5G NR specs and by putting in place the 5G Phase 1 System Architecture. These achievements have brought about the need for new management standards, as 5G adds to the ever-growing size and complexity of telecom systems...[more](#)

---

**5G Progress in Chennai**

---

March 28, 2018

Non-3GPP people may wonder whether a group called 'Indian friends of 3GPP' may need to find more rewarding ways to spend a weekend, but IF3 are not only healthy in body and mind - they are proving to be an effective means to ensure that India delivers on its promise to be a full partner in standards for 5G...[more](#)

---

**Optimizing media and radio signal processing for 5G**

---

March 20, 2018

With the approval of the first 5G NR specifications, the industry is now moving toward the development and deployment phases, where design objectives of the new systems have to be realized. Kyunghun Jung, the co-author of "Media and Radio Signal Processing for Mobile Communications" looks at these phases and at the need to identify where standards remain silent...[more](#)

**Annex B                      Web statistics**

The following statistics are gathered from Google Analytics, for the period between March 1, 2018 and August 26, 2018.

Top 20 page views:

<b>Page</b>	<b>Pageviews</b>
/home	940691
/...specification-numbering	178102
/...38-series.htm	110845
/release-15	76266
/...36-series.htm	87503
/...carrier-aggregation-explained	48034
/...specifications	87742
/release-16	40612
/...releases	38688
/...23-series.htm	37819
/...lte	29080
/...3gpp-calendar	50368
/...lte-advanced	24521
nsa_nr_5g	23259
/...evolved-packet-core	22815
/release-14	22038
/...FeatureListFrameSet.htm	20076
/about-3gpp	19754
/...Meetings-R1.htm	18922
/...24-series.htm	17485

Stats for the top 100 pages are in the attached pdf file: **PCG41\_web\_stats\_AnnexB.pdf**.

## **Annex C                    Social media – Twitter Activity since PCG#40**

<https://twitter.com/3GPPLive>

Jul 16, 2018

@3GPPLive has a big part to play in the new ETSI magazine, which has covered a lot of 5G topics in edition No. 1. Please let us know if you have ideas for 3GPP content for this new magazine.

Jul 13, 2018

3GPP Partner - @PSC\_e - as the coordinator of @BroadWay\_H2020 - is inviting suppliers to help establish the state-of-the-art of broadband Public Safety mobile equipment, for future procurement . [http://www.3gpp.org/news-events/partners-news/1972-psce ...](http://www.3gpp.org/news-events/partners-news/1972-psce...)

Jun 26, 2018

'Working towards full 5G in Rel-16' is the 3GPP webinar on July 3, 10:00 (CEST). Balazs Bertenyi will present the progress made at RAN#80 on: Freezing 5G standalone specs, the Rel-15 late drop and Rel-16 work program. Register to watch live or in replay [http://www.3gpp.org/news-events/3gpp-news/1966-webinar2\\_ran ...Jun 4](http://www.3gpp.org/news-events/3gpp-news/1966-webinar2_ran...Jun 4)

May 17, 2018

[http://www.3gpp.org/news-events/3gpp-news/1961-ccw ...](http://www.3gpp.org/news-events/3gpp-news/1961-ccw...) for story and links.

Photos, PPT and links on...3GPP joining TCCA at Critical Communications World this week. Erik Guttman and Georg Mayer spoke on recent enhancements to Mission Critical Push-to-talk, MCVideo and MCDData as well as looking

May 17, 2018

Photos, PPT and links on...3GPP joining TCCA at Critical Communications World this week. Erik Guttman and Georg Mayer spoke on recent enhancements to Mission Critical Push-to-talk, MCVideo and MCDData as well as looking forward to 5G future work.

May 15, 2018

#CCW2018 awards (ICCA 2018) honoured Dave Chater-Lea for his Outstanding Contribution to Critical Communications. His work to bring TETRA and 3GPP communities in to alignment is surely one of his great achievements!

May 15, 2018

All dressed up and nowhere to go for the next few days. At [#CCWorld](#) in Berlin. Come and have a chat at D18 near the main entrance.

Apr 5, 2018

3GPP Live Retweeted Jean-Pierre Bienaimé

Happy to recommend this 3GPP Partner led event to you, if you can get to Austin, Texas on May 15/16. Presentations will highlight 3GPP standards progress on the way to 5G New Horizons. <http://5gnewhorizons.com/home/>

Mar 23, 2018

Specs for 5G management architecture, network slicing and charging well under way in 3GPP Release 15...building up a new service-oriented management architecture...Says Thomas Tovingier, 3GPP SA5 Chairman [http://www.3gpp.org/news-events/3gpp-news/1951-sa5\\_5g ...](http://www.3gpp.org/news-events/3gpp-news/1951-sa5_5g...)

## Annex D Endorsed Conferences and Exhibitions

These are the supported conferences for 2018/2019, as at August 30, 2018:

### 2018

NexGen IOT & Application World 2018	30/01/2018	01/02/2018	Shanghai	Endorsement, Speaker	Xiaodong Xu, 3GPP Ran Vice- Chair
India m2m + iot Forum 2018	30/01/2018		New Delhi	Endorsement, TSDSI participation	Pamela Kumar, Rajan S Mathews and TSDSI and COAI Officials
LTE 4G/5G Telecom	05/02/2018	09/02/2018	Mumbai	Speaker, TSDSI participation	Nadeem Akhtar on behalf of TSDSI
The European 5G Conference	12/02/2018	13/02/2018	Brussels	Speaker	Adrian Scrase (Panel), Erik Guttman (Delegate)
Mobile World Congress	26/02/2018	01/03/2018	Barcelona	Endorsement, Speaker	Balazs Bertenyi (Speaker), Georg Mayer (Meetings & Interviews), Erik Guttman (Meetings and Interviews)
TSDSI / NCETIS workshop Roadmap for Broadband Communication in Public Protection and Disaster Relief	26/03/2018		Mumbai	Speaker	Erik Guttman
5G MENA	08/04/2018	10/04/2018	Dubai	Speaker	Georg Mayer
5G World Congress	10/04/2018	11/04/2018	London	Speakers	Giovanni Romano, Anand Prasad
IEEE Wireless Communications and Networking	15/04/2018	16/04/2018	Barcelona	Speaker	Erik Guttman
5G India Congress	20/04/2018	20/04/2018	New Delhi	Endorsement, TSDSI participation	
5G North America	14/05/2018	16/05/2018	Austin	Speaker	Balazs Bertenyi
5gbriefing	08/05/2018	10/05/2018	Istanbul	Speaker	Georg Mayer
Critical Communications World (CCW)	15/05/2018	17/05/2018	Berlin	Endorsement, Speaker, Booth	Georg Mayer, Erik Guttman
5G India	17/05/2018	18/05/2018	New Delhi	Endorsement, Speaker	Various
IEEE International Conference on Communications (ICC 2018)	20/05/2018	24/05/2018	Kansas City	Speaker	Balazs Bertenyi
SCWS World	21/05/2018	23/05/2018	London	Endorsed	To support SCF, no speaker planned

Wireless Russia Forum	30/05/2018	31/05/2018	Moscow	Endorsed	To support pro-3GPP event organiser, no speaker planned.
BMSB - IEEE International Symposium on Broadband Multimedia Systems and Broadcasting 2018	05/06/2018	08/06/2018	Velencia	Speaker	Erik Guttman
TechXLR8 / 5G World	13/06/2018	14/06/2018	London	Speaker & Endorsement	Adrian Scrase
Autonomous Machines World 2018	25/06/2018	26/06/2018	Berlin	Speakers	Georg Mayer, Erik Guttman
MCPTT Plugtests	25/06/2018	29/06/2018	College Station, Texas	Partner event	
TelecomsWorld middle East	17/09/2018	18/09/2018	Dubai	Speaker	Adrian Scrase
5G Asia	18/09/2018	20/09/2018	Singapore	Speaker, endorsement	Anand Prasad
3GPP Summit (CEATEC 2018)	16/10/2018	19/10/2018	Tokyo	3GPP Summit (ARIB, TTC)	Georg Mayer, Erik Guttman, Balazs Bertenyi + V-Chairs
Broadband World Forum	23/10/2018	25/10/2018	Berlin	Speaker	Adrian Scrase

**2019**

Mobile World Congress	25/02/2019	28/02/2019	Barcelona	Speaker, ETSI networking event	TBD
Critical Communications Europe	12/03/2019	13/03/2019	Coventry	Speaker, Endorsement, Stand	
IEEE 5th World Forum on Internet of Things (WF-IoT)	15/04/2019	18/04/2019	Limerick	Keynote speaker, endorsement	Adrian Scrase
5G North America	06/05/2019	08/05/2019	Denver	Speaker, Endorsement, Stand	
TechXLR8 / 5G World	11/06/2019	13/06/2019	London	Speaker, Endorsement, Stand	
Critical Communications World (CCW)	18/06/2019	20/06/2019	Kuala Lumpur	Speaker, Endorsement	TBD

**Annex E Logo authorizations granted**

Authorizations granted by the Marketing and Communications Officer – for the use of ETSI registered terms and logos: 3GPP, LTE and 5G

For the period February 15, 2018 to August 30, 2018 (Since PCG#40):

<b>Requesting person or Organization</b>	<b>Date of request</b>	<b>3GPP term</b>	<b>Reason</b>
Alpha networks Inc.	August 14	3GPP	marketing materials
Cambium Networks, Ltd	August 13	LTE	marketing and branding purposes
TIM S.p.A. and the Government of the Republic of San Marino	August 13	5G	commemorative philatelic and numismatic issues with 5G as a theme
Custom Electronic Design and Installation Association	August 13	5G	presentations and educational material
Redes de Telecomunicación Galegas Retegal, S.A.	August 9	5G	Institucional communications and “MOK’s”
Intel Corporation	August 7	5G	project banner
Sony Corporation and Sony Mobile Communications Inc.	August 7	5G	presentations
INTERNET INSTITUTE Ltd	June 15	LTE, 5G	promotion of qMON measurement portfolio
sure.com	August 3	5G	5G service marking and promotion
CommAgility	July 24	5G	marketing materials, including brochures, web pages, and exhibition graphics
AceAxis LTD	July 18	5G	for product marking
Anritsu Corporation	July 17	5G	for test equipment branding/promotion on websites, brochures and leaflets
Melbourne University CDMPS	July 16	3GPP	for the promotion and all deliverables related to the joint workshops hosted by the CDMPS, on September 18, 2018
Magyar Telekom Plc.	July 9	5G	internal architecture and programme materials
VeEX Inc.	July 3	5G	marketing materials
Keysight Technologies, Inc.	July 2	5G	promotional materials
Becker Nachrichtentechnik GmbH	June 22	5G	product information web pages
Industrial Internet Consortium	June 14	3GPP	for diagrams and white paper use
PolTE Corporation	June 15	LTE, 5G	collateral materials both printed and online.
OEM Group, LLC.	June 13	5G	trade show graphics
Orbitage	June 11	5G	training materials
Joseph Boccuzzi	May 5	5G	for an article about 5G technologies
Huachang Technology	May 14	5G	for product Introduction materials: Website, Digital material and Printed material
Braveridge Co., Ltd.	May 9	LTE	for use on LTE products
HUBER+SUHNER AG	May 7	5G	booth graphics

Swissphone Wireless AG	May 9	LTE	Marketing Materials, Datasheets, Website and Product catalogues
RAN3 Colleagues (RAN3#100 meeting promo)	April 24	3GPP	T-shirt and any other promotional use around RAN3#100
4RF	May 2	LTE	for identification of products, containing LTE functionality
Comtechtel	April 21	3GPP	web site and promotional use
Johnson Controls	February 21	LTE	website, printed marketing literature, marketing videos and packaging
NEC Corporation	April 18	LTE	Paper and web catalogue use
Deutsche Telekom AG	April 13	3GPP	icons within UI workflow and as needed generally their web based tool
Ericsson AB	April 12	5G	promotional goodies around the Ericsson RAN program
ZTE Corporation	April 8	LTE	products, manuals, packaging and marketing materials
Fraunhofer HHI	April 11	5G, LTE	promotional use - LED cubes where each cube represents a technology block we are working on or have been working on
ITRI	April 5	5G	product packaging and related marketing materials
Ludwig Seitz	April 9	3GPP	presentation on IoT standards
Forum Mobilkommunikation	March 12	5G	presentation material
Giesecke+Devrient	April 5	5G	website and marketing material
Fraunhofer IIS	April 5	5G	technology training and seminars
Telzas Sp. z o.o.	February 26	5G	for 5G marketing materials at Fairs and exhibitions
Ericsson AB	February 26	5G	the book "5G NR – The Next Generation Wireless Access Technology"
Vodafone Group	March 20	5G, LTE	publically available presentations
Technische Universität Dresden	March 20	3GPP, 5G	to show research results and to show that communication in the automotive sector also takes place using future 5G technologies
LG Uplus	March 20	5G	5G related equipment and documentation
Sassan Ahmadi and Academic Press	March 20	5G	the cover and as needed within the book "5G: Architecture, Technology, Implementation, and Operation of 3GPP New Radio Standards"
Dr. Hossam Fattah	March 14	LTE, 3GPP	book "5G LTE Narrowband Internet-of-Things (NB-IoT)"
Shenzhen Sunyield Technologies Co., Ltd.	March 12	5G	marketing and promotion of measurement systems for 5G
Alstom	March 5	LTE	to print the LTE logo on the front panel of the NetBox
Telstra	March 4	3GPP	all communications related to 3GPP TSG#81

Daniel Wireless Software Pte Ltd	March 5	LTE	web pages and training materials
----------------------------------	---------	-----	----------------------------------

## Annex F Marketing Budget forecast 2018

Budget line	Detail	Budget €
Web site <sup>+</sup>	Web Development (Design and CMS work)	5,000
	Video & post production	5,000
	Webinars (Brighttalk channel) Rolling two year contract paid 2017 ~10K euro.	0
Conference, Meeting, Workshop, Exhibition Participation	Conference fees MWC 2019	6,500
	Booth charges (Internet, electricity, extras)	0
	PCG & TSG related Marketing activities: 3GPP 20 Years 'event' in 2018 (Gift and fees)	14,500
Promotional gifts and Awards	3GPP Excellence Award, 3GPP Lifetime Achievement Award	3,000
	Give-aways (Pins, Shirts, 'goodies') Pins 1000 pcs = 1500 Poloshirts 200 pcs = 3500	9,000
Printing	Bags, Posters, Brochure, Folders	2,000
Equipment - Publishing & Audio Visual		0
Contingency		15,000
Total		€60,000

<sup>+</sup>Additional web site development is covered by the MCC operational budget. The web element of the 2018 Marcom budget has been reduced from earlier budget predictions, in line with plans to further study progress on the ETSI web site – during 2018 – prior to engaging any budget in a new 3GPP web design.

## **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 1<sup>st</sup> April 2008, within the Mobile Competence Centre of 3GPP, in Sophia Antipolis, France.

Contact Details:

Kevin Flynn  
3GPP Marketing & communications officer  
[kevin.flynn@3gpp.org](mailto:kevin.flynn@3gpp.org)  
Tel: +33 4 92 94 42 58  
Mob: +33 6 84 53 41 57

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, 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, 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.