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Document for:

Decision	
Discussion	
Information	x



Talking about 5G...



GERAN → RAN

REPORT

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Introduction

The past six months have inspired web site content intended to put on record our achievements, with Release 13 approaching completion and progress being made on agreeing what will go in to Release 14 work items & 5G studies.

Partnership

Several recent web news stories have emphasized the cooperative nature of the work, with articles to promote the links with the IEEE, the GSMA on IoT work, with 5G research (5GIC and ITRI visits) and the commitment of TDIA experts:

- [Collaboration on LTE - WLAN Integration](#)
- [GSMA news article for 3GPP](#)
- [5G from Taipei to Guildford](#)
- [TDIA renews commitment to TTCN work](#)

By carrying these stories we are broadening the sources for news on our web site and bringing in content that demonstrates how well 3GPP works with other groups. In the same spirit, the recent reports added to the [Presentations and White Papers](#) section of the 3GPP web site – seek to spot-light broader partner viewpoints - beyond our own 3GPP deliverables.

New Names

Our October 2015 news release about LTE-Advanced Pro, on the web site and on social media, was the start of our promotion of the new name and the new logo. Since then, there have been many company announcements and external news stories about LTE-Advanced Pro and its place in the World (See section 3.2 below).

Internally - The Marketing and Communications Officer has started to work with experts in the naming field, to have an efficient and professional way forward for the naming of the 3GPP 5G system. This topic will be discussed at PCG#36.

Major events

In November 2015, ITRI hosted a summit on 3GPP topics - attracting over 150 attendees - which featured presentations from both Working Group and TSG leadership as well as a lively exchange of views on how to get innovation from 5G projects in to 3GPP specifications.

3GPP leaders also attended the Mobile World Congress, in Barcelona this February. In addition to journalist and analyst briefings, a series of meetings were held with member companies - in surroundings that are different from the standards meetings - allowing general views and specific issues to be addressed in a neutral setting.

Other News

As planned, three new videos were launched in January – all have attracted good audiences and again provide a channel for us to report on the progress of the TSG meetings and the status of the latest releases.

The 2015 3GPP Excellence Awards were hotly contested, with nine highly deserved nominees.

The following pages will add detail about these and other achievements.

1. 3GPP web publishing and social media

1.1 3GPP site authoring

We have published 14 news stories in the past six months (More details in **Annex A**).

Title	Date
Collaboration on LTE - WLAN Integration	23/03/2016
3GPP Video is ready for Prime-Time TV	20/03/2016
SA#71 - Release 13 frozen in Gothenburg	18/03/2016
RAN Evolution of LTE in Release 14	11/03/2016
TDIA renews commitment to TTCN work	08/03/2016
Progress on 3GPP IoT	29/02/2016
Excellence Awards for 2015 work	29/02/2016
All roads lead to IoT, from GERAN to RAN	25/01/2016
3GPP in the top ten technology trends for 2016	19/01/2016
GSMA news article for 3GPP	16/12/2015
5G from Taipei to Guildford	07/12/2015
GSA hails LTE Broadcast growth	04/12/2015
5G Reimagined - Webinar and White Paper	12/11/2015
LTE-Advanced Pro Ready to Go	28/10/2015

As always, the Working Group and TSG leadership are the major source of news content for web pages.

Elsewhere on the site, the Marketing and Communications Officer has spent time refreshing the 'Release' web pages, to improve the content and look of those pages (example: <http://www.3gpp.org/release-14>). These Release web pages are amongst the most visited on the web site (4 of them are in the top web 20 pages – See **Annex C**).

1.2 3GPP videos

Three videos have been published since PCG#35:

- [All roads lead to IoT, from GERAN to RAN](#) (338 plays)
- [MCPTT Clot protocol aspects & looking forward to a 5G CN](#) (406 plays)
- [3GPP Prepares the way for 5G](#) (1,009 plays)

Filed at TSG#70, Sitges, the videos are shown through a 3GPP Vimeo channel and via the 3GPP web site (Technologies/videos).

1.3 Twitter activity – ‘3gpplive’

<https://twitter.com/3GPPLive> has 3373 followers – which is an increase of over 363 in the past six months. Since PCG#35 the Marcoms officer has sent 8 messages out to the readership. A detailed list of the tweets is contained in **Annex B**.

1.4 Web site developments & traffic (www.3gpp.org)

Although there has been a lot of news and content generated, there have been few changes to the web site design, apart from the change to the top banner – to update the content (adding LTE-Advanced Pro) and to bring in new images as a style re-fresh.

Screen shots of the new banner:



The movement of the engineer, in the new banner, on top of the radio mast and the dropping in to place of the ‘icons’ is intended to be an attractive, but not distractive addition to the site. The ‘icons’ represent the variety of uses that we are specifying for.

For statistics gathering - The 3GPP Marketing and communications officer has registered for Google Analytics, to improve the quality of statistics obtained on site usage. The results are contained in **Annex C**.

2. Conferences & summits

On November 24, ITRI of Taiwan hosted a summit on 3GPP and the timeline for 5G.

All four TSGs were represented, giving deep insights on the progress being made in all of the groups – with a view to making progress on 5G. As a complement to this, ITRI and the standards initiative – TAICS reported on their progress on contributions to 5G research initiatives.

The visit to the 5GIC in London – also in November - further demonstrated the need for research and standards experts to continue an open dialogue, given the prospect that these 5G incubators will almost certainly bring direct contributions to 3GPP in the near future.



At the more commercial end of the events spectrum, the SA, RAN and CT Chairmen attended the Mobile World Congress, Barcelona (22-25 February), to meet with partners, member companies, journalists, and analysts. Their advice and perspectives on 5G and enhancements to LTE were in demand at each meeting attended.

The highlights of Mobile World Congress this year were; Dino Flore’s presentation to the GSMA IoT Initiative meeting, 3GPP visibility in - first the 5G-PPP European Union press event and then in the (very busy) NGMN press event, the ETSI networking event and the member and partner booth visits.

Here is a list of conferences and summits with 3GPP representation since PCG#35:

LTE Asia	October 2015	Singapore	Erik Guttman, SA
5G Huddle	October 2015	Copenhagen	Dino Flore, RAN
Self Organising Networks	October 2015	Berlin	Philippe Reininger, RAN3
LTE North America	November 2015	Dallas	Lauren Layman, VP PR ATIS
ITRI & 3GPP Regional Summit	November 2015	Taipei	Wang Xinhui, GERAN Georg Mayer, CT Daisuke Yokota, SA Nakamura Takaharu, RAN Adrian Scrase, CTO ETSI
5GIC – Surrey University	November 2015	London	Dino Flore, RAN Georg Mayer, CT Adrian Scrase, CTO ETSI
Mobile World Congress	February 2016	Barcelona	ETSI Leadership & Dino Flore, RAN Erik Guttman, SA Georg Mayer, CT
IEEE 802.11 session	13/03/2016	Macau	Richard Burbidge, RAN2
GCF Workshop on the benefits of mobile device certification	05/04/2016	Bengaluru, IN	Jacob John, RAN5

These events have helped to generate web news content and to feed the requests from external event organizers - for up-dates and perspectives from 3GPP on a variety of topics. **Annex D** contains a full list of the 3GPP endorsed conferences for 2016.

3. Trademark protection and branding

3.1 LTE and 3GPP logo requests

The 3GPP and LTE logo policy is available on-line at <http://www.3gpp.org/about-3gpp/legal-matters/logo-use>.

We run an authorization scheme that asks for a minimal set of information from individuals and companies wishing to use any of the logos and/or terms; 3GPP, LTE, LTE-Advanced, LTE-Advanced Pro.

A total of 23 authorizations have been given since 4th October 2015.

The details of these requests are in **Annex E**.

Reporting to:	Qty
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

3.2 Brand evolution

The LTE-Advanced Pro term and logo now have a high level of awareness in the industry. Many articles and company announcements have been published – Search engine results average 50,000+ returns for the search term "LTE-Advanced Pro" (Google 50,600 and bing 88,700 on April 6).

As a promotional gift - we had 500 LTE-Advanced Pro T-shirts made - bearing the new logo. They are now being distributed to delegates and to member companies.

5G naming is now being considered. Since February 2016, the marketing and Communications Officer has been consulting with marketing experts and agencies to establish a potential way forward on a process for 3GPP 5G system naming and the graphical representation for it. The Marketing and Communications Officer will submit a 5G naming proposal to PCG#36, under a separate document.

3.3 LTE trademark protection

3.3.1 On-going issue on LTE™ in Canada.

A company in Canada has challenged our ownership of the term "LTE" - which ETSI has registered, on behalf of the 3GPP Partners and Members.

The Marketing and Communications Officer is actively helping ETSI legal by providing information on proof of use of the term LTE in Canada and by following the discussions between ETSI and legal counsel. At the time of writing, this process is on-going.

3.3.2 US trademark "3GPP", under Class 39

In March, the Marketing and Communications officer provided ETSI Legal with a usage report on the term "3GPP", under Class 39 for U.S. services:

"ELECTRONIC STORAGE OF DATA AND VOICE MESSAGES, TELEPHONE NUMBERS, GLOBAL COMPUTER NETWORK ADDRESSES, GLOBAL COMPUTER NETWORK TELEPHONE NUMBERS, BILLING AND CHARGING DATA, VOICE MAIL, AND SUBSCRIBER DATA"

U.S. trademark registration of “3GPP” is due for renewal. To avoid cancellation of our registration, a Declaration of Continued Use as well as proof of use had to be filed at the United States Patent and Trademark Office (USPTO) together with the usual Application for Renewal - by April 25, 2016.

At the time of writing, this process is on-going – In the hands of ETSI legal counsel.

4. The 3GPP Award

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

The 3GPP Excellence Award 2015 judging took place during the Plenaries (SA#70), in Sitges (9-11 December).

The following experts were granted the 2015 Award:

Recipient	Working Group	Chairmans' Citation
Ricky Kaura	CT1	<p>“In recognition of your positive nature and kind help and support to secure stage-3 progress and aim for completion of MCPTT in Rel-13. You took the responsibility, stepped up and helped out without looking for personal credit or recognition. You have acted as a role model that not only your company and colleagues, but 3GPP as an organisation can be proud of.”</p> <p><i>Atle Monrad Chairman 3GPP CT Working Group 1</i></p>
John Diachina	GERAN1 / GERAN2	<p>“For his efforts and hard work to secure that GSM/EDGE remains a vital technique in 2015. With this award 3GPP acknowledges Mr Diachina’s contributions made in the Release 13 work items Extended Coverage GSM (EC-GSM) and extended Discontinues Reception (eDRX).”</p> <p><i>Olof Liberg, Chairman 3GPP GERAN Working Group 1</i> <i>Yang Zhao, Chairman 3GPP GERAN Working Group 2</i></p>
Havish Koorapaty	RAN1	<p>“On behalf of all companies in RAN1, I highly appreciate your excellent work as Rapporteur of Rel-13 LAA. Thank you also very much for your extensive and assertive activities.”</p> <p><i>Satoshi Nagata, Chairman 3GPP RAN Working Group 1</i></p>
Yannick Lair	SA6	<p>“Yannick Lair has played a very unique and critical role of the Rapporteur for MCPTT, which has helped not only the chairmen but the entire SA6 working group to successfully work together and complete a brand new Release-13 specification on time, with a high degree of included functionality. His dedication and commitment to his responsibilities have raised the standard for being a Rapporteur in 3GPP, and also helped build a new culture in SA6.”</p> <p><i>Suresh Chitturi & Dave Chater-Lea – SA6 Vice Chairmen</i></p>

5. Future Planning – In short

The Marketing and Communications Officer is working with colleagues on the ETSI '5G: From Myth to Reality' summit, taking place at ETSI in April. I have been on the organising committee, to help bring in 3GPP related speakers and to support the production of posters for a specific 5G display in the reception area during the event.

We are also in the planning stages of some large conferences; Critical Communications World event in May, 5G World in June, Broadband Forum in October and the 5G Africa event in November. All of these events will feature exhibition stands with strong 3GPP messaging and experts on hand to meet delegates.

We will support a charity run at SA2#116 in Vienna this July, by creating and distributing T-shirts in exchange for contributions to the Gustave Roussy cancer charity.



The news gathering agenda will follow the Conference, Partner news and the TSG schedule. Focusing on:

- Release 13 – all done
- Release 14 progress updates
- 5G studies and opinions shared by the 3GPP leadership
- News on key features; IoT, LAA, V2X, eMBMS, Mission critical data, etc.
- Priorities for Release 15...

The internal exercise on the naming of the future 3GPP 5G system will take a lot of effort and time. If all goes well – we should have this process completed by January 2017.

[Report ENDS]

Annex A News Stories from 3GPP

Published news (<http://www.3gpp.org/news-events>), since the PCG#35 marketing report:

Collaboration on LTE - WLAN Integration

March 23, 2016

Last week, in Macau, 3GPP RAN leaders presented to the IEEE 802.11 Wireless Next Generation Standing Committee, briefing them on the 3GPP work done in Release-13 for LTE-WLAN Aggregation (LWA) and LTE WLAN Radio Level Integration with IPsec Tunnel (LWIP).

The presentation was given to stimulate further discussions on collaboration between IEEE and 3GPP. [READ MORE...](#)

3GPP Video is ready for Prime-Time TV

March 20, 2016

3GPP SA4 have completed work on a set of video profiles that allow service providers to be able to rely on a well-defined set of video formats and a consistent quality of experience for TV-centric services over 3GPP networks.

During 3GPP Release 13, SA4 identified the commonly used video formats in the Broadcast industry and adapted them for TV and VoD distribution over 3GPP systems - inspired by the desire to minimize interoperability issues and to maximize harmony between 3GPP and the Broadcast world.

Findings and conclusions on video formats are documented in the Technical Report [26.949](#).

Based on these findings, a set of 5 operating points, ranging from 720p HD to Ultra HD (4K 2160p), are defined: [READ MORE...](#)

SA#71 - Release 13 frozen in Gothenburg

March 15, 2016

Alain Sultan, the 3GPP Work Plan manager, takes a look at the major milestones reached during the recent plenary meetings in Gothenburg, with a particular focus on the achievements of SA#71.

Last week, SA completed all of the remaining Release 13 work, with one exception remaining – but with a clear end in sight.

Among the completed items, the most significant one may well be the Mission Critical work ("MCPTT"). To achieve this, for the first time in 3GPP, a live conference call was held during the SA meeting to complete the key remaining issue - deciding upon a voice codec for MCPTT. Thanks to this initiative, MCPTT's functionality is now fully defined in Release 13. [READ MORE...](#)

RAN Evolution of LTE in Release 14

Gothenburg, March 11, 2016

The 3GPP RAN group has started working on the evolution of LTE specifications in Release 14, targeting completion by June 2017. The list below contains the main projects approved so far, providing links to the features being evaluated.

Dino Flore, the RAN group Chairman observed that "While a few more projects may be approved in the coming months, this list gives a good idea on how LTE will evolve – in Release 14 - to meet various market demands." [READ MORE...](#)

TDIA renews commitment to TTCN work

March 8, 2016

Having one comprehensive set of 3GPP conformance test cases for TD-SCDMA and TD-LTE devices has been made possible thanks to the manpower provided by the Telecommunication Development Industry Alliance (TDIA) of China, within the 3GPP Task Force 160 (TF160).

In 2016, the TDIA will again provide experts to TF160 to develop TTCN-3 test cases for LTE-Advanced Pro, prioritizing NB-IoT, the new Internet of Things technology from 3GPP.

Olivier Genoud, the TF160 Leader says: "Conformance test cases specification and implementation will need to come swiftly in order to align with the IoT industrial priorities. TDIA experts within TF160 are again set to play a key role in ensuring the on-time delivery of high quality conformance test cases to meet this need."

TF160 maintains a set of over 3000 conformance test cases, adding up to 200 new tests per year. These tests are in turn used by Certification Fora such as GCF and PTCRB to certify the compliance of mobile devices (e.g. smartphones) against the 3GPP standards.[READ MORE...](#)

Progress on 3GPP IoT

February 29, 2016

If connectivity is the key that unlocks the potential of the Internet of Things (IoT), the importance of 3GPP Release 13 should not be underestimated.

This notion was underlined by the recent GSMA IoT Initiative meeting - held during the Mobile World Congress – where speakers expressed appreciation for the work that has been successfully coordinated in 3GPP, to help avoid market fragmentation and to accelerate the IoT market.

The 3GPP RAN Chairman - Dino Flore – delivered a status report to the meeting, guiding attendees through the three headline technologies being specified:...[READ MORE...](#)

Excellence Awards for 2015 work

February 29, 2016

The 3GPP Excellence Awards have been distributed, showing the appreciation of the technical leadership for outstanding individual effort in 2015.

3GPP RAN1 - Radio layer 1 – group kept up its outstanding record of gathering excellence awards through the work of Havish Koorapaty as Rapporteur for the Release 13 Licensed Assisted Access (LAA) feature.

The next award was – unusually – given for an effort across two working groups (GERAN 1 and 2). John Diachina received the award for his contributions in Release 13 work items on Extended Coverage GSM (EC-GSM) and extended Discontinuous Reception (eDRX).

The newest of 3GPP Working Groups – SA6 - scooped up an award for its work on mission critical applications. Yannick Lair was the recipient, for his effort and drive to deliver the new Mission Critical Push-to-Talk (MC-PTT) specification.

At the same time Ricky Kaura - CT1 - was rewarded with his Excellence Award, in recognition of his efforts to ensure that Stage-3 work on MC-PTT was completed in Release 13...[READ MORE...](#)

All roads lead to IoT, from GERAN to RAN

January 25, 2016

2016 will see the largest single adjustment to the 3GPP Technical Specifications Group structure since the creation of the project, with the closure of the GSM/EDGE RAN (GERAN) committee and the expansion of the RAN TSG structure to accommodate its current workload and the maintenance of specifications.

Although this can be seen as the closure of the legacy group, there is considerable interest in the reorganization, as the work started in GERAN on Extended Coverage EGPRS joins the other two M2M projects - LTE enhancements for MTC (LTE-MTC) and Narrowband IoT (NB-IoT) within 3GPP RAN. ..[READ MORE...](#)

3GPP in the top ten technology trends for 2016

January 2016

An end-of-year [review](#) - from CNBC news - places 3GPP's mobile network evolution at number 3 in their 2016 'key themes that are likely to dominate the landscape', just behind flexible displays and advanced 'earbuds' for hands free and cable free audio.

Although CNBC sees the demand for LTE network equipment flattening in the New Year, they highlight the importance of 3GPP IoT work, in the face of competition from non standards based proprietary technologies, as an important space to watch...[READ MORE...](#)

GSMA news article for 3GPP

December 16, 2015

Industry Collaboration Driving Standards in the IoT, by Dr Shane Rooney, Executive Director, GSMA

The GSMA's Mobile IoT Initiative is a collaboration of 26 mobile operators, OEMs, chipset, module and infrastructure companies, formed to accelerate the development and commercial availability of Low Power Wide Area (LPWA) solutions in licensed spectrum...[READ MORE...](#)

5G from Taipei to Guildford

December 2, 2015

3GPP Leaders and staff have visited two major research initiatives in the past week, to discuss standards and to encourage the efficient alignment of 5G research output with the 3GPP work plan.

On November 24, ITRI of Taiwan hosted a summit on 3GPP - attracting over 150 attendees - followed this week by a 3GPP visit to the 5GIC, the University of Surrey centre for next-generation wireless technology.

Both visits featured presentations as well as a lively exchange of views on how to get innovation from the 5G projects in to 3GPP specifications.

Although it is likely that a lot of work will come in via companies, there is a real prospect that experts from ITRI and the 5GIC - as well as other 5G incubators - will bring direct contributions as 3GPP studies...[READ MORE...](#)

GSA hails LTE Broadcast growth

November, 2015

Evaluating the LTE Broadcast Opportunity, a report published by the Global mobile Suppliers Association, monitors 30 Operator field trials of eMBMS services and documents the number of enabled devices - listing 96 products in trials or with chips sets that would allow them to be used for LTE Broadcast services...[READ MORE...](#)

LTE-Advanced Pro Ready to Go

October 28, 2015

3GPP has approved a new LTE marker that will be used for the appropriate specifications from Release 13 onwards.

LTE-Advanced Pro will allow mobile standards users to associate various new features – from the Release's freeze in March 2016 – with a distinctive marker that evolves the [LTE](#) and [LTE-Advanced](#) technology series...[READ MORE...](#)

Bringing 5G in to Focus - Services

October 13, 2015

A new white paper from 4G Americas evolves the trade association's thinking on 5G Requirements and Solutions.

The paper considers the pressure to deliver initial features before 2020 and looks at the bigger picture, that allows more "time for technology breakthroughs that deserve the moniker 5G".

Although bringing a North American perspective, the key use cases and key challenges and requirements covered are Universal...[READ MORE...](#)

Annex B Social media – Twitter Activity since PCG#35

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



Mar 23	3GPP has presented to the IEEE 802.11 WLAN WG on LTE-WLAN Aggregation and LWIP in Rel-13
Mar 11	See details of 3GPP RAN Release 14 projects approved at Gothenburg plenary this week
Feb 26	5G Summit speakers announced (April 21 at ETSI). Lots of evolving Mob. BB, massive MTC & ultra-reliable/low latency
Feb 22	5G-PPP sees 5G spanning 3 - 3GPP Releases.
Jan 22	New 3GPP video on re-structuring of the 3gpp radio groups and brief chat (with Chairs) on our 3 IoT projects' status
Jan 7	New interview with Georg Mayer, 3GPP CT Chair, about MCPTT CloT protocol aspects & prospect of a new 3GPP CN for 5G
Jan 5	#3GPP interview on the impact of Rel-13. Exciting features to be in Rel-14, but wait for Rel-15 for 5G new radio
16 Oct 2015	19 Nov. Free Summit at @ETSI_STANDARDS: Are standards and standards bodies relevant to Open Source

Annex C Web statistics

The following statistics are gathered from Google Analytics and the Joomla CMS.

Top 20 Web pages visited

(2015 October 1 – 2016 March 22);

Page	Page views
specification-numbering	156447
specifications	70988
keywords-acronyms/98-lte	51606
keywords-acronyms/101-carrier-aggregation-explained	49235
3gpp-calendar	38809
keywords-acronyms/97-lte-advanced	37685
releases	32973
keywords-acronyms/100-the-evolved-packet-core	24950
release-13	20965
keywords-acronyms/1612-ue-category	17883
release-14	16505
3gpp-news/NarrowBand IOT	16470
keywords-acronyms/99-hspa	12910
release-12	12803
/about-3gpp	12727
keywords-acronyms/102-gprs-edge	11388
3gpp-news/RAN 5G Workshop - The Start of Something	10818
3gpp-news/Evolution of LTE in Release 13	10296
keywords-acronyms/96-nas	9876
3gpp-news/LTE-Advanced Pro Ready to Go	9400

Top 20 FTP pages (Auto-generated);

(2015 October 1 – 2016 March 22);

Page	Page Views
36-series.htm	109610
23-series.htm	40371
25-series.htm	28357
Meetings-RP.htm	27717
GanttChart-Level-2.htm (Work Programme)	24504
24-series.htm	21820
29-series.htm	19701
36-series.htm	18262
23401.htm	18136
36331.htm	17910
Meetings-SP.htm	16360
36331.htm	14509
FeatureListFrameSet.htm	14366
26-series.htm	12952
36213.htm	12309
36101.htm	11912
36211.htm	11330
36101.htm	11190
34-series.htm	10721
22-series.htm	10703
Meetings-CP.htm	10656

Acquisition – Which Channels?

(2015 October 1 – 2016 March 26);

Default Channel Grouping	Sessions
Organic Search	959504
Direct	333254
Referral	70682
Social	6907
(Other)	7

Vimeo Video Views (April 2015 – March 2016)

Over 14,000 plays in the year:

Date	Plays	
Mar-16	714	
Feb-16	1,026	
Jan-16	1,940	3 new TSG videos loaded
Dec-15	608	
Nov-15	743	
Oct-15	1,338	
Sep-15	1,504	
Aug-15	1,308	
Jul-15	1,560	
Jun-15	1,491	3 new TSG videos loaded
May-15	951	TETRA video uploaded
Apr-15	727	

Annex D Endorsed Conferences and Exhibitions in 2016

Mobile World Congress	22/02/2016	25/02/2016	Barcelona	Endorsement	Dino Flore (GSMA IoT Group presentation)	
IEEE 802.11 session	13/03/2016	18/03/2016	Macau	Speaker	Richard Burbidge, RAN2	
GCF Workshop on the benefits of mobile device certification	05/04/2016	05/04/2016	Bengaluru, IN	Speaker	Jacob John, RAN5	http://www.globalcertificati.onforum.org/news-events/meetings-and-events/206-india_workshop_april_2016.htm
Net Futures	20/04/2016	21/04/2016	Brussels	Speaker	Giovanni Romano, RAN V-C	http://netfutures2016.eu/
Networld2020 ETP General Assembly	19/04/2016	19/04/2016	Brussels	5G-PPP requested speaker from 3GPP	Giovanni Romano, RAN V-C	http://networld2020.eu/
5G: From Myth to Reality	21/04/2016	21/04/2016	Sophia Antipolis	OP event (ETSI)	Erik Guttman, SA	www.etsi.org
Internet of Things World	10/05/2016	12/05/2016	Santa Clara	Speaker	TBD (RAN?)	http://iotworldevent.com/
LPWAN Conference 2016	18/05/2016	20/05/2016	Paris	Speaker	Philippe Reininger, RAN3	http://www.uppersideconferences.com/lpwan/index.html
GTB's Technology and Innovation Summit	25/05/2016	26/05/2016	London	Speaker	Adrian Scrase, CTO ETSI	http://www.capacityconferences.com/assets/GTB%20Innovation%20brochure%206pp_WEB.pdf
ATIS 5G Symposium	23/05/2016	25/05/2016	Austin, TX	OP event (ATIS)		http://www.atis.org/01_strat_init/5G/index.asp
Wireless Russia Forum	26/05/2016	27/05/2016	Moscow	Endorsement		http://www.comnews-conferences.ru/en/conference/wireless2016
Critical Communications World	31/05/2016	02/06/2016	Amsterdam	Speaker, Endorsement, Exhibition Stand	David Chater Lea (SA6)	https://criticalcommunicationsworld.com/
LPWA 2016	07/06/2016	08/06/2016	Amsterdam	Endorsement, Speaker	Philippe Reininger, RAN3	http://www.iotnetworksevents.com/index.htm
European Spectrum Management Conference	22/06/2016	23/06/2016	Brussels	Speaker	Adrian Scrase, CTO ETSI	http://eu-ems.com/summary.asp?event_id=2289&page_id=4677
WBA Wireless Global Congress	27/06/2016	30/07/2016	Liverpool	Speaker	Richard Burbidge, RAN2	http://www.wirelessglobalcongress.com/liverpool/
5G World Summit	28/06/2016	30/06/2016	London	Endorsement, Speakers, Exhibition Stand	Erik Guttman, SA	https://5gworldevent.com/
IBC 2016	08/09/2016	12/09/2016	Amsterdam	IBC Speaker proposal - Not succesful.	Erik Guttman, SA - Attending IBC.	http://www.ibc.org/
Broadband World Forum	18/10/2016	20/10/2016	London	Endorsement, Speakers, Exhibition Stand	Erik Guttman (SA) and Satoshi Nagata (RAN1)	http://broadbandworldforum.com/
5G North America	14/11/2016	16/11/2016	Dallas	Endorsement (Series)	ATIS Delegate	https://americas.iteconference.com/
Africa.com	15/11/2016	17/11/2016	Cape Town	Endorsement, Speakers, Exhibition Stand	Georg Mayer (CT), Adrian Scrase (CTO ETSI)	http://africa.comworldseries.com/
IoT Business & Technologies Congress	30/11/2016	01/12/2016	Singapore	Endorsement, Speaker TBD	TBD	http://iot-businesstech.com/

Annex E LTE and 3GPP Logo requests, Since PCG#35

Authorization to use the LTE logo, LTE Advanced logo, LTE-Advanced Pro logo and/or the acronym LTE or the 3GPP logo and/or the acronym 3GPP.

Company	Date of request	Logo	Reason for request
Panasonic R & D center Singapore	April 5, 2016	3GPP	Product brochure
TECATEL SL, Spain	April 1, 2016	LTE	catalogues, user manuals and gift boxes
Grandmetric Ltd	March 2, 2016	LTE	webpage, slides, flyers, email tenders, emails, posters and other marketing materials
IPmotion GmbH	February 19, 2016	LTE	product information, marketing materials and internet presence
Qorvo Inc.	February 18, 2016	3GPP	press releases and related marketing
Natcom Development and Investment Limited (NatCom)	February 8, 2016	LTE	branding collaterals
Anritsu Corporation	February 8, 2016	3GPP	presentations
Ericsson AB and the publisher Elsevier	February 2, 2016	LTE	book "4G LTE / LTE-Advanced for Mobile Broadband"
PSI Nentec GmbH	January 18, 2016	LTE	manuals, application notes, device labels, trade show advertising, data sheets, web sites and news messages
Communications Consultants Worldwide Ltd	January 20, 2016	3GPP, LTE	product and event marketing
NXP Semiconductors	January 6, 2016	LTE	posters
Smart Antenna Technologies Ltd.	December 22, 2015	LTE	web site
Tele2 Eesti AS	December 16, 2015	3GPP, LTE	web-page and promotional materials related to LTE/LTE-A network
Mobile TeleSystems (MTC)	December 9, 2015	LTE	product naming and for use to describe the 'LTE Unified Network' from MTC
Vodafone Group	7 December 2015	3GPP	blog and web articles
Glyn Limited	December 6, 2015	LTE	web pages
Aeroflex Limited trading as Cobham Wireless	November 30, 2015	LTE	external, customer-facing material, including presentation slides, proposals, exhibition graphics and web pages related to network test equipment
Qualcomm Technologies, Inc.	November 15, 2015	LTE	external messaging
SIGOS GmbH	November 10, 2015	LTE	WEB pages, MWC16, and product manuscripts
Jeongyoon Lee	November 10, 2015	LTE	blog and web articles
Rohde&Schwarz	November 5, 2015	LTE	presentations to customers
JDSU	November 1, 2015	LTE	Communications with customers and industry on JDSU standards and forums participation
Netmarble Npark	October 16, 2015	LTE	to be placed on a login screen of a Netmarble Npark mobile game

Annex F Marketing Budget forecast 2016

Budget line	Detail	Budget €
Web site* and 3GPP Branding	5G naming work	30,000
	Web Development (CMS)	5,000
	3GPP Tutorial development and Technical Keyword authoring	4,000
	Video & post production	6,000
	Brochures (Paper & Web version) and DVDs	2,000
Conference, Meeting, Workshop, Exhibition Participation	Stand build & Pop-up booths	0
	Hospitality and Catering	0
	Booth charges (Internet, electricity, extras)	0
	PCG & TSG related Marketing activities	2,000
Promotional gifts and Awards		5,000
Translation services		0
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 as the best technology proposition for mass market mobile broadband.
- Introduce new Features from the latest 3GPP Releases as “LTE gets even better”.
- 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 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.