

Source: Kevin Flynn, 3GPP Marketing and Communications Officer

Title: Marketing and Communications Report

Agenda item: 7.2

Document for:

Decision	
Discussion	
Information	X

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1 Web site

1.1 Content

1.1.1 News articles

A total of 12 news articles have been edited and published between PCG meetings.

Web site articles published since PCG#42 (As at 12/9/2019):

Title	Published	Page views (at September 9, 2019)	Topic
5G for Control Applications in Vertical Domains	07/03/2019	13919	Article by Michael Bahr, on 'cyberCAV' progress in TS22.104
3GPP Elects Plenary Leadership for the next 2 years	21/03/2019	33326	Article covering the TSG#83 elections.
Early progress on Rel-16 bands for 5G	02/04/2019	13440	Article by Xutao Zhou, 3GPP RAN4 Chairman
New CT Chair looks to boost cooperation	26/04/2019	4717	Introductory interview with Lionel Morand, following his recent election to the CT Chair.
Erik Guttman's address to ITU RRS 19 Africa	29/05/2019	641	Reproduction of the text of Erik's address to the ITU.
3GPP SA6 accelerates work on new verticals!	07/06/2019	5560	Suresh Chitturi, 3GPP Working Group SA6 Chair, contributed this article on SA6 having gradually expanded its activities. While mission-critical applications are still very much central to the SA6 charter, fresh initiatives - since the beginning of Release 15 work - are paving the way for the standardization of new vertical applications...
3GPP Conference address to Russian Industry	13/06/2019	1028	Article to cover the 3GPP RAN3 Vice-Chair Sasha Sirotkin's presentation to over 200 delegates at the Wireless Russia & CIS: LTE, 5G and Internet of things conference.
ETSI NFV and 3GPP 5G	01/07/2019	2351	Coverage of a Press Release from ETSI, emphasising the role of NFV in addressing the variety of applications expected to run on top of the 5G system. ...promoting the 3GPP SA5 working group's network slice subnet construct (TS 28.530).
RAN Rel-16 progress and Rel-17 potential work areas	18/07/2019	7337	3GPP webinar, with Balazs Bertenyi – the TSG RAN Chair - presenting the current and future priorities for the radio groups.
The Evolution of Security in 5G	01/08/2019	1220	Link article to a 5G Americas paper.
ATIS Webinar – 5G Standards development	06/08/2019	2271	Article written, based on the presentations given.
5G-ACIA, Non-Public Networks for Industrial Scenarios	03/09/2019	676	Short article to promote the 5G-ACIA paper about industrial (IIoT) deployment scenarios for 3GPP-defined 5G private networks.
Release 17	04/09/2019	12265	Set up and drafted a new web page (article) for the 3GPP site.

1.1.2 Other Web page maintenance/updates

New texts and graphics have been added to the Release 15 & Release 16 web pages and a Release 17 web page has been created.

Release pages account for over 5% of the site page views – So, care is taken, to make these pages visually attractive and meaningful.

Other pages edited include the 'About 3gpp' page, the 'white papers' page and the 'conferences' page.

1.2 Future web site – design & adaptation to 3GU development

The existing web site (www.3gpp.org) design dates back to 2008. As soon as it is practical to do so, we will re-visit the design and navigation aspects of it, documenting the requirements for a web development project that will re-fresh and modernize the site, while retaining its usability and familiarity for the community.

Why wait?

The 3GU portal (<https://portal.3gpp.org/>) is still evolving and it is having an impact on several areas of the web site. As the 3GU grows in functionality it may be that significant amounts of web site content will migrate to the portal.

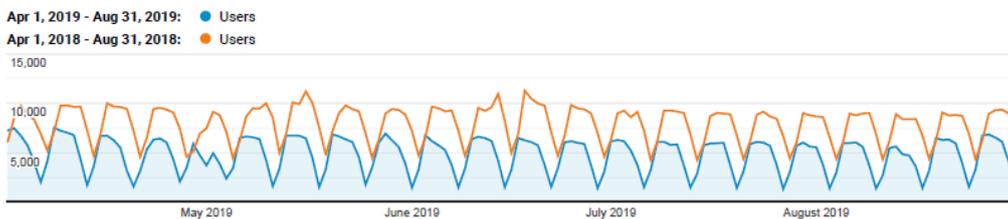
The web site areas effected by 3GU developments include:

www.3gpp.org	3GU - portal.3gpp.org
https://www.3gpp.org/about-3gpp/liaisons-page	https://portal.3gpp.org/#/55933-liaison-statements
https://www.3gpp.org/specifications	https://portal.3gpp.org/#/55936-specifications
work plan page	https://www.3gpp.org/specifications/work-plan
Releases page	https://portal.3gpp.org/#/55934-releases
	https://portal.3gpp.org/#/55932-change-requests
https://www.3gpp.org/3gpp-calendar	https://portal.3gpp.org/#/55930-meetings
https://www.3gpp.org/specifications-groups	https://portal.3gpp.org/#/55931-tdocs
	Drop down to select TSG / WG

There needs to be a review of the depth of the impact that 3GU portal is to have on the web site, before work on any future web design is started. The possibility to merge the 3GU and 3GPP web site environments, at the 'Home page' level, should be considered.

Progress on this will be documented in future editions of this Marketing and Communications Report.

1.3 Web Site Statistics (www.3gpp.org)



The average number of site users is at ~6000 per weekday. This figure is down on the 2018 number for the same period (>9000 weekdays), due to the skewing of the previous year's data by an automated download 'bot located in Santiago, Chile (as noted in my previous [marcom report](#), in March 2019).

Site Users

Country	Period	Users	Percentage
Chile	Apr 1, 2019 - Aug 31, 2019	12,303	3.11%
	Oct 30, 2018 - Mar 31, 2019	311,262	44.37%

The current level of site users in Chile is around 3% of total users, which is still high – So, continued vigilance is needed. At present the only identified IT solution has been to block IP addresses showing Bot-like activity.

As the statistics become more credible, after blocking the Bot IP addresses, the web site numbers for sessions per user (+39.5%), pages per session (+18.42%), average session duration (+43.88%) and Bounce rates (-20.13%) have shown a considerable improvement.

More Google Analytics site statistics are shown in **Annex A**.

2 Social media - Twitter account [@3gpplive](#)

Regular tweets are sent out to promote important news stories and 3GPP participation in industry events. We currently have 8090 (September 10, 2019) twitter 'followers', with an additional 515 people following in the past six months.

Month	Number of tweets	Tweet 'impressions'
August 2019	2	33.7K
July 2019	3	34.8K
June 2019	2	30.9K
May 2019		27.6K
April 2019	2	26.7K
March 2019	6	29.5K

3 Videos and Webinars published

3.1 Videos

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

New videos will be made after TSG#86, to promote progress on Release 16 and the decisions made on the content of Release 17.

3.2 Webinars

The first webinar has now been embedded on the 3GPP web site: [RAN Rel-16 progress and Rel-17 potential work areas](#) (1500 plays on Vimeo).

A second will be recorded September 26, 2019 – covering 3GPP SA6 initiatives to enable new vertical applications.

4 Conferences & Summits

3GPP Speakers have been present at the following conferences, since March (more details in **Annex B**):

- Immersive Media Meets 5G
- IEEE 5th World Forum on Internet of Things (WF-IoT)
- Brooklyn 5G Summit
- Satellite World
- Wireless Russia & CIS: LTE, 5G and Internet of Things
- TechXLR8 / 5G World
- Connected Skies
- Critical Communications World (CCW)
- 5G Business Summit
- 5G India
- 3GPP 5G Security Workshop, hosted by 5GMF
- 5G Asia

4.1 5G World (London, June)

I attended the TechXLR8 / 5G World Conference, in June at the Excel Centre in London, to monitor our support for the series and to staff a joint ETSI/3GPP booth in the exhibition. In my trip report I highlighted the success of our participation at this event:

“The 5G World Summit is helping the 3GPP 5G brand’s global dissemination. As was the case with the LTE brand for 4G – This conference series does a good job in spreading our visual mark.

...The ETSI & 3GPP booth was in that 5G World area. Again, as in 2018, our location was extremely attractive, benefitting from visitors attending the adjacent 5G World show-floor presentation theatre.

We distributed 300+ brochures about 3GPP 5G, from the stand. The brochure was a good talking point and contained up-to-date information on the state of 5G in the 3GPP groups....

Attending the event gives me the opportunity to monitor the effectiveness of our agreement to support the Informa 5G World Series.

My post event view is the same as last year’s - This is a valuable opportunity for 3GPP and ETSI, providing Speaker opportunities, free stand space and a good level of acknowledgement of our role and importance to the 5G industry.”



As the 5G World conference clashed – date wise – with the TSGs schedule, the TSG and WG officials were unable to attend.

Adrian Scrase covered the requests for speakers from the organiser, by chairing a plenary session in the conference and delivering a 3GPP presentation in a Standards and Regulatory session.

4.2 Regional promotion - Russia

A 3GPP summit was scheduled and planned for April 9, 2019. This was cancelled at late notice, by the Russian hosts.

On May 30 – 31, 2019, we did provide a speaker at the Wireless Russia & CIS: LTE, 5G and Internet of Things Conference. Sasha Sirotkin, RAN3 Vice-Chair, represented 3GPP – delivering his presentation in Russian (See his slides [...here](#)).

4.3 Regional Workshop on 3GPP – Latin America

During June and July, I spent quite some time trying to coordinate a Latin American summit tour, to coincide with the PCG#43 meeting taking place in Washington DC on October 2, 2019. The idea was to take advantage of having Chairs and Officials from 3GPP together in the region, taking them from the 3GPP meeting to participate in seminars in Washington (CITEL), Argentina (ENACOM), Chile (SUBTEL) and Brazil (Telesemana magazine).

Although positive feedback was received from CITEL, the date could not work due to their own meeting schedule that week. Oscar G. Leon, the CITEL Executive Secretary, suggested that 3GPP consider attending the PCC.II (Spectrum) group meetings or the PCC.I (ICT developments, including Standards).

ENACOM, the Argentinian Ministry, were willing to host and help advertise the event to local experts. Chile's (SUBTEL) were still considering the proposal, when I decided June 22, 2019 - without CITEL and Brazil hosts and with Chile not yet ready to commit – to advise all parties that we would not do the tour in the week envisaged.

I am monitoring future possibilities, with the intention of making a summit happen in Latin America as soon as the right opening appears.

A detailed list of the Conferences carrying 3GPP endorsement in 2019 is contained in **Annex B**.

5 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 unusual, controversial or potentially undesirable request for authorization will be documented in the Marketing and communications report – and guidance sought from ETSI legal, prior to any trademark authorization or a refusal email being sent.

5.1 Trademark authorizations since PCG#42

60 logo & trademarked term usage requests have been approved since the last PCG. Fuller details are in **Annex C**.

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 TM requests
PCG#43	60
PCG#42	55
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

5.2 Trademark protection

5.2.1 Validating 5G logo use

I am currently in discussion with the ETSI Legal advisor, on a new authorization text for use when the requestee is proposing a specific use of the image and asking for our written validation of their design or placement.

Until now we have only dealt with requests for logo use by sending a generic 5G logo usage authorization text with our standard Terms and Conditions. This standard text is enough for all but a few requestees. However, in recent months, some logo users have sought to verify their designs – to ensure that their usage is acceptable. So far, each such case has been dealt with by email exchanges and no issues remain unresolved.

For future requests, the ETSI legal adviser and myself are now working to have a clearer methodology for handling requests for design validation, to ensure that we are fair and that we provide clear guidance in our logo use authorizations. There should be no need to change the 5G logo use page at <https://www.3gpp.org/about-3gpp/legal-matters/logo-use>. The text for validations requests for the logo designs or placement in designs will be used as needed.

5.2.2 '3GPP' trademark in Mexico

Details of the use of the 3GPP term were gathered in March 2019, and sent to the legal advisor to allow her to proceed with the renewal declaration of our trademark in classes 40, 42 and 43.

6 3GPP Awards

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

6.1 3GPP Excellence Award

The 2019 edition of the awards will be launched immediately after the September plenary (TSG#85).

6.2 3GPP Lifetime Achievement Award

One lifetime achievement nomination was considered during PCG#42, in April 2019. The award was presented to Martin Israelsson at the end of August, during WG RAN3 meeting#105.

7 Planning for the next six months

Here are some of the planned Marcom tasks:

1. News stories

In the next period, there will be news articles on:

- Rel-16 status, including 'what's in' and 'what's out'...as the release freeze deadline approaches.
- SA and RAN articles – as they complete their Rel-17 discussions on what is in that package.
- Other news should cover the Awards presentations, ITU-2020, webinars, videos, speaking at conferences...and anything that comes up.

2. Regional promotion

I will aim to add another event to the calendar in Russia and I will work with contacts made in the Latin American region – to try to deliver on the goal of having a summit there.

3. Videos

We will produce three videos at TSG#86 in Sitges in December.

4. Industry Conferences

The relationship with the GSMA on MWC2020 Barcelona (February) and MWC Los Angeles 2019 (October) is established. I will start to work on 3GPP meetings at MWC in Barcelona in 4Q19. I will ship 1000 posters to MWC Los Angeles by the end of September – for distribution via the on-site brochure bins.

5. Webinars

I will continue to make webinars on the Brighttalk channel. We should have – at least – one a month lined up.

6. Web site

I will kick-off work on a review of the sections and articles of the static web pages, to start the process of moving the web site forward in look and feel and to help users to get what they need from our site (section 1.2 above).

7. Trademarking

In the next period, I hope to complete a study on the uptake of the 5G term and logo as trademarks, by other organizations. The ETSI legal advisor has agreed to help by providing this data. When we know who is trademarking '5G' terms and logos, we can consider how best to develop our protection of the 3GPP graphical brand.

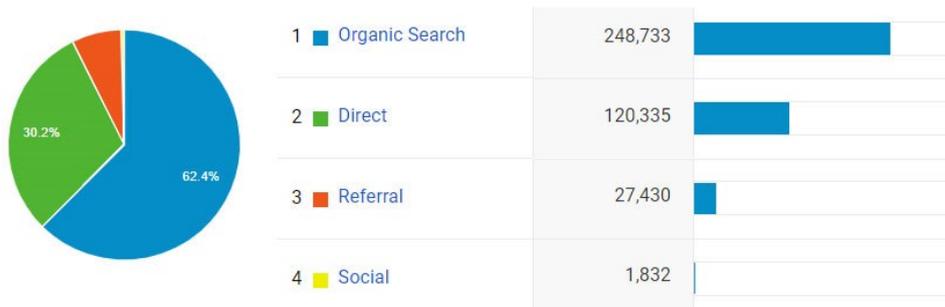
As soon as possible, I will have an agreed text ready to allow us to process requests for validation of specific use of the 5G logo in a standardized way (5.2.1 above).

[REPORT ENDS]

Annex A Web statistics

The following statistics are gathered from Google Analytics, for the period April 1 – August 31, 2019.

A.1 How users find 3gpp.or

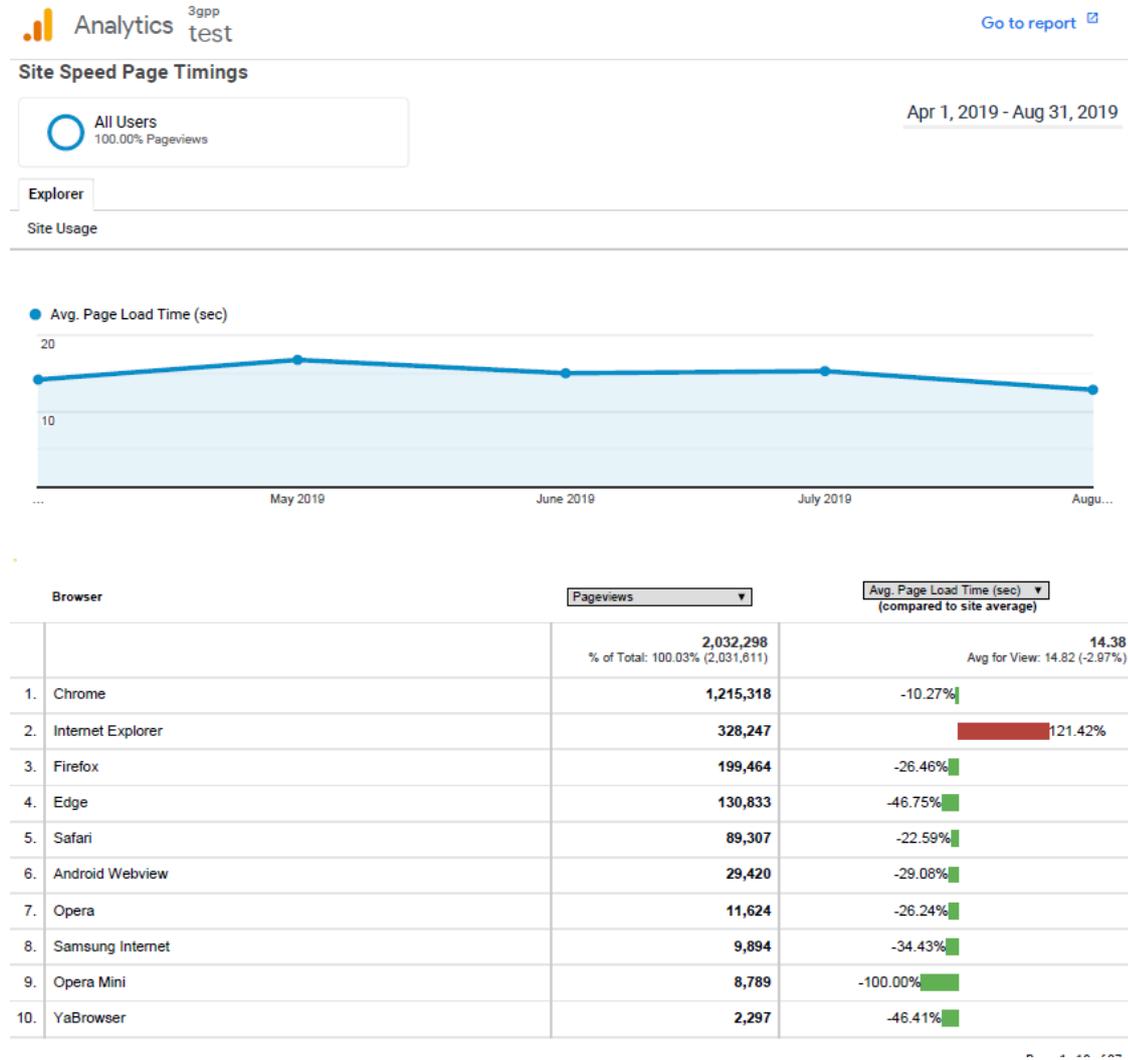


A.2 Top web page visits:

		2,031,611 % of Total: 100.00% (2,031,611)	2,031,611 % of Total: 100.00% (2,031,611)
1.	3GPP	455,266	22.41%
2.	Specification Numbering	136,050	6.70%
3.	3GPP specification series: 38series	97,058	4.78%
4.	3GPP meeting details	67,320	3.31%
5.	3GPP TDocs (written contributions) at meeting	60,849	3.00%
6.	3GPP specification series: 36series	59,256	2.92%
7.	Release 15	53,408	2.63%
8.	Release 16	47,694	2.35%
9.	Releases	37,864	1.86%
10.	Carrier Aggregation explained	34,665	1.71%
11.	Specifications Home	33,685	1.66%
12.	Specifications	33,288	1.64%
13.	3GPP specification series: 23series	31,636	1.56%
14.	LTE	21,542	1.06%
15.	3GPP specification series: 29series	19,984	0.98%
16.	3GPP Calendar	18,740	0.92%
17.	3GPP Calendar Home	18,253	0.90%
18.	3GPP Specification Set: 5G	17,484	0.86%
19.	The Evolved Packet Core	17,467	0.86%
20.	About 3GPP	17,147	0.84%

Source: Google analytics

A.3 Page speed stats – Google Analytics



Source Google Analytics, September 10, 2019.

Annex B Endorsed Conferences and Exhibitions

These are the supported conferences for 2019, as at September 16, 2019:

	Start	Finish	City/Town	REGION	3GPP role
MWC19 Barcelona	25/02/2019	28/02/2019	Barcelona	EUROPE	Association Partner
DVB World 2019	11/03/2019	13/03/2019	Dublin	EUROPE	Speaker
Critical Communications Europe	12/03/2019	13/03/2019	Coventry	EUROPE	Speaker, Endorsement, Stand
5G Briefing	26/03/2019	27/03/2019	Frankfurt	EUROPE	Speaker, Endorsement
3GPP Summit – Moscow	09/04/2019		Moscow	CEEC	Speakers
Immersive Media Meets 5G	15/04/2019	16/04/2019	Los Angeles	NORTH AMERICA	Speaker, 3GPP SA4 co-organised
IEEE 5th World Forum on Internet of Things (WF-IoT)	15/04/2019	18/04/2019	Limerick	EUROPE	Speaker, Endorsement
BROOKLYN 5G SUMMIT	23/04/2019	26/04/2019	Brooklyn, NY	NORTH AMERICA	Speakers
5G North America	06/05/2019	08/05/2019	Denver	NORTH AMERICA	Speaker
Satellite World	07/05/2019	09/05/2019	Washington DC	NORTH AMERICA	Speaker
SCWS World	20/05/2019	22/05/2019	London	EUROPE	Endorsed
Wireless Russia & CIS: LTE, 5G and Internet of Things	30/05/2019	31/05/2019	Moscow	CEEC	Speaker, Endorsement
TechXLR8 / 5G World	11/06/2019	13/06/2019	London	EUROPE	Speaker, Endorsement, Stand
Connected Skies	18/06/2019	20/06/2019	Portland, USA	NORTH AMERICA	Speaker
Critical Communications World (CCW)	18/06/2019	20/06/2019	Kuala Lumpur	ASIA	Speaker, Endorsement
5G Business Summit	25/06/2019	27/06/2019	Sydney	AUSTRALIA	Speaker
5G India	26/06/2019	27/06/2019	Mumbai	ASIA	Speaker, Endorsement
3GPP 5G Security Workshop, hosted by 5GMF	01/07/2019	01/07/2019	Tokyo	ASIA	Speaker, Endorsement
5G Asia	10/09/2019	12/09/2019	Singapore	ASIA	Speaker, Endorsement

5g Satcom	30/09/2019	01/10/2019	Den Haag, NL	EUROPE	Speaker, Endorsement
India Mobile Congress	14/10/2019	16/10/2019	New Delhi	ASIA	Endorsement planned
World Radiocommunication Conferences (WRC-19)	28/10/2019	22/11/2019	Sharm el- Sheikh, Egypt	AFRICA	Representation?
Fokus Fuseco Forum	07/11/2019	08/11/2019	Berlin	EUROPE	Speaker, Endorsement
5G Briefing	03/12/2019	04/12/2019		EUROPE	Speaker, Endorsement
EDGE Computing World	09/12/2019	12/12/2019	Silicon Valley	NORTH AMERICA	Endorsed
The Great Telco Debate	10/12/2019		London	EUROPE	Endorsed

<https://www.3gpp.org/news-events/conferences>

Annex C 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 August 2018 to February 2019:

Requesting person or Organization	Date of request	3GPP term	Reason
University of Dortmund	16/9/2019	5G Logo	for events
IoTAS – Wireless Testing Group	13/9/2019	5G Logo	web site use
Verbatim Americas	12/9/2019	5G Logo	presentation materials
SKYWORTH DIGITAL TECHNOLOGY (SHENZHEN) CO.,LTD	3/9/2019	5G Logo	IBC2019 trade show
ABIT Corporation	8/7/2019	5G Logo	product promotion, online and in printed materials
Sepura Limited	29/8/2019	LTE	product marking and marketing
Huawei Device Co., Ltd	26/8/2019	5G Logo	product and marketing material
Wikipedia page author Lijo Philip Sunny	13/8/2019	5G Logo	an article on 5G
Ciena Corporation	13/8/2019	LTE, 5G	white paper
erminas GmbH	10/8/2019	5G	card game and web site
Charter Communications Inc	9/8/2019	5G Logo	'5G New Radio: Beyond Mobile Broadband' book cover
Medicpro Reliance Company Limited	21/7/2019	5G Logo	product promotional materials
Sierra Wireless	1/8/2019	LTE, 5G	for promotional stickers and materials
Unitron NV	17/7/2019	5G Logo	for marketing purposes, including for Unitron websites
Continental Automotive GmbH	15/7/2019	5G Logo	trade fair exhibits Worldwide
Adaptive Modules Ltd	27/6/2019	LTE	web pages
ABIT Corporation	8/7/2019	5G Logo	product marketing
Rakuten Mobile, Inc.	6/7/2019	LTE	Technology demonstrations
SEMZ REMO, LLC (TM REMO Electronics)	4/7/2019	LTE	packaging of products, presentations, websites and printed promotional materials
Adaptive Modules Ltd	27/6/2019	5G Logo	web pages
ETSI OSM – Open Source MANO group	3/7/2019	5G Logo	marketing material, website, social media and white papers
PTT	10/6/2019	5G Logo	training material
Whitestack LLC	1/7/2019	5G Logo	Stickers and other marketing material
Rakuten Mobile, Inc	28/6/2019	5G Logo	5G demos
BBC Research and Development	25/6/2019	5G Logo	presentation material, Conferences and for trade show use
Inmarsat Global Ltd	20/6/2019	LTE	product branding, marking or marketing
Nanchang Black Shark Technology Co., Ltd.	19/6/2019	5G Logo	product marking
E-MetroTel.	13/6/2019	5G Logo	website and product marking and marketing
ORBIS INTERNATIONAL TECHNOLOGIES	12/6/2019	5G Logo	for presentations
Marvell Semiconductor Inc.	7/6/2019	5G Logo	internal and external marketing materials
OEM Group	3/6/2019	5G Logo	trade show graphics
TDK Corporation	30/5/2019	5G Logo	trade show graphics
Multi-Tech Systems, Inc.	30/5/2019	3GPP	Web site and PowerPoint product presentations
Ventec International Group	30/5/2019	5G Logo	Website, brochure/flyers, tradefair booth graphics use
Nokia UK Limited and Kindle Direct Publishing	28/5/2019	5G Logo	book cover and related marketing materials
Xiaomi Communications Co., Ltd	14/5/2019	5G Logo	product and packaging marking and in the user interface MIUI.
Telia Company	8/5/2019	5G Logo	IoT Buyers Guide; presentations and online
Joseph Boccuzzi	6/5/2019	5G Logo	News article - cox.net
MIPI Alliance	3/5/2019	5G Logo	system diagrams that highlight MIPI Alliance interface specifications that are applicable to 5G systems

Raycap	25/4/2019	5G	packaging, tradeshow booths, website and printed marketing materials
Telstra	24/4/2019	5G Logo	display picture
E.I. Electronics, LLC d/b/a Electro Industries/GaugeTech	18/2/2019	LTE	product marking or marketing
EKE-Electronics Ltd	1/3/2019	LTE	technical documentation, product specifications, user guidance, B2B marketing material, company website and other such applicable documentation
Icomera	17/4/2019	5G Logo	presentations
TIBCO Software Inc.	10/4/2019	5G Logo	marketing materials, sales presentations, and technical documentation
Roos Instruments	9/4/2019	5G Logo	web marketing material
Tech Support AB	8/4/2019	5G Logo	website and course content
Huawei Technologies Co., Ltd.	30/3/2019	5G Logo	product marking and marketing
ESOA	28/3/2019	3GPP, LTE, 5G	presentations
Infranet Technologies GmbH	25/3/2019	5G Logo	product information pages on the web site
Nokia	25/3/2019	3GPP, 5G Logo	Presentation
CCNAW and apcom.info	20/3/2019	LTE, 5G Logo	Article on https://apcom.info/
ATEME	14/3/2019	5G Logo	booth at NAB
Urban Armor Gear	15/2/2019	5G Logo	Packaging and website feature callouts for device cases that support 5G enabled devices
Rancom Wireless Ltd.	18/3/2019	3GPP, LTE, 5G	Datasheets, Marketing brochures, White papers and blog postings
Precon Medien GmbH	13/3/2019	5G Logo	Article on www.satvision.de
GUANGDONG OPPO MOBILE TELECOMMUNICATIONS CORP.,LTD	13/3/2019	5G Logo	product marking and advertising
Bosch Rexroth AG	8/3/2019	5G Logo	Trade Fairs – especially to mark exhibits that are equipped with 5G technology (e.g. Hannover Messe)
Siemens AG	20/2/2019	5G Logo	Presentations
Huawei Device Co., Ltd	5/3/2019	5G Logo	Product marking and materials

Annex D Marketing budget allocation 2019

Budget line	Detail	Budget €
Web site ⁺	Web site images & formatting (banners, images, e-brochure)	6,000
	Web site deliverables (Articles, White papers)	0
	Video & post production	9,000
	Webinars (Brighttalk)	8,000
Conference, Meeting, Workshop, Exhibition Participation	Conference fees MWC Barcelona	5,000
	Booth charges (Internet, electricity, extras)	0
	PCG & TSG related Marketing activities	2,000
Promotional gifts and Awards	3GPP Excellence Award, 3GPP Lifetime Achievement Award	4,000
	Gifts (USB sticks, glasses cloths, T-shirts, 5G pins)	8,000
Printing	Bags, Posters, Brochure, Folders	2,000
Equipment - Publishing & Audio Visual		1 000
Contingency		15,000
Total		€60,000

⁺Additional web site development is covered by the MCC operational budget. The web element of the 2019 Marcom budget will be assigned to marketing 'content' (images, banners) rather than the web site design and structure.

Annex E 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.

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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, LTE-Advanced Pro and 5G.
- 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 F 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 E).
- 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.