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

Title: **Marketing and Communications Report**

Agenda item: **7.2**

Document for:

Decision	
Discussion	
Information	**X**

Contents

This Report covers the period from April 1, 2021 to September 30, 2021. It contains details of the news stories, website updates, newsletter, social media, video & webinars, as well as the latest branding work and our trademark protection and logo use authorizations.

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1 3GPP Website

1.1 Content

1.1.1 News articles

A total of 12 news articles have been published between PCG#46-e and PCG#47-e meetings.

Title	Published	Page views (October 4)	Topic
Rel-17 a Priority as F2F time proves elusive	21/09/2021	2000	The September Technical Specification Group (TSG) e-meetings (#93-e) have agreed that the freeze date for the Release-17 set of features will remain the major focus in the working groups until the end of the first quarter of 2022.
Lifetime achiever gets his Award	17/09/2021	1593	Stephen Hayes has been granted the 3GPP Lifetime Achievement Award, nominated by his peers and approved by the Project Coordination Group (3GPP PCG), the leadership group in the project.
Industrial 5G	03/09/2021	4891	Enhanced support of Industrial IoT in the 5G System (Rel-17), By Devaki Chandramouli, Work Item Rapporteur.
IMT-2020 towards 'Beyond'	27/07/2021	988	Interview with Sergio Buonomo, Chief, ITU-R Study Groups Department (Article first published in HIGHLIGHTS Issue 02, March 2021).
Advanced plans for 5G	06/07/2021	**14261**	The past few days (June 28 – July 2, 2021) have seen the first internal 3GPP workshop on the radio specific content of Release 18…
Artificial Intelligence and Machine Learning	15/06/2021	**5408**	By Gino Masini, Yin Gao, Sasha Sirotkin (Article first published in HIGHLIGHTS Issue 02, March 2021): Artificial Intelligence and Machine Learning in NG-RAN: New Study in RAN3.
Release 17 Update from SA2	07/06/2021	**6692**	By Puneet Jain, 3GPP Working Group SA2 Chair (Article first published in HIGHLIGHTS Issue 02, March 2021).
Evolution towards 5G-Advanced	11/05/2021	**13671**	Following his appointment to the RAN Chair, Wanshi Chen has laid out his immediate priorities for the year and for meetings well into 2022 - In a recent ETSI webinar.

CCSA's Zemin Yang announces his retirement	04/05/2021	1347	At the recent China Communications Standards Association (CCSA) Board meeting, on April 11, the highly respected Zemin Yang announced his retirement from the post of CCSA Secretary-General. For the past ten years, Zemin Yang has brought grace and expertise into this leadership position - Qualities felt most directly here through his participation in the 3GPP Project Coordination Group (PCG) and the Organizational Partner (OP) meetings.
5GAA study of spectrum needs for safety related ITS	03/05/2021	1362	By Reza Karimi (Huawei, UK), Markus Mueck (Intel, Germany), Yan Li (Qualcomm, China), Stefano Sorrentino (Ericsson, Sweden) - Article first published in HIGHLIGHTS Issue 02, March 2021.
Media Production over 5G NPN	16/04/2021	1236	3GPP Market Representation Partner - The 5G Media Action Group (5G-MAG) has completed its workshop "Media Production over 5G Non-Public Networks", around the objectives of a new 3GPP study on the topic.
Serving up interoperability for railway communications	15/04/2021	876	ETSI have announced that its Future Railway Mobile Communication System (FRMCS) Plugtests will soon be arriving on their platform.

1.1.2 Other Website article creation/maintenance/updates

A variety of other – non news articles (see 1.1.1 for news articles) were created or updated by the MCC or Marcom between April 1 and September 30, 2021. See **Annex A** for a full listing.

Of the 105 articles/pages edited in the period, 41 were Election related.

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

The number of users visiting the site averages around **65,000** /month, **2,140** /day. In the last twelve months (in blue below), there have been over **781,000** users/visitors, a figure that is down 7% on the previous 12 months.

Website Users per month
(last 12 months)

The number of page views in the 12 months to September 30, 2021 exceeds **4,162,000**

Users - top 20 countries
(last 12 months)

	Country	Users
		781,221 (% of Total: 100.00% (781,221))
1.	United States	159,839 (19.66%)
2.	China	94,050 (11.57%)
3.	India	91,689 (11.28%)
4.	Japan	43,436 (5.34%)
5.	South Korea	35,847 (4.41%)
6.	Singapore	31,228 (3.84%)
7.	United Kingdom	29,219 (3.59%)
8.	Germany	26,946 (3.32%)
9.	Taiwan	24,632 (3.03%)
10.	France	18,226 (2.24%)
11.	Canada	17,056 (2.10%)
12.	Sweden	14,272 (1.76%)
13.	Finland	13,816 (1.70%)
14.	Hong Kong	13,795 (1.70%)
15.	Spain	11,347 (1.40%)
16.	Russia	10,382 (1.28%)
17.	Poland	9,411 (1.16%)
18.	Italy	9,405 (1.16%)
19.	Netherlands	9,361 (1.15%)
20.	Australia	8,731 (1.07%)

Page views - top 20
(last 12 months)

		4,162,521 (% of Total: 100.00% (4,162,521))
1.	3GPP	997,147 (23.96%)
2.	Specification Numbering	288,724 (6.94%)
3.	3GPP specification series: 38series	185,211 (4.45%)
4.	3GPP meeting details	102,748 (2.47%)
5.	Release 16	87,796 (2.11%)
6.	3GPP specification series: 36series	82,423 (1.98%)
7.	3GPP TDocs (written contributions) at meeting	80,675 (1.94%)
8.	Carrier Aggregation explained	79,133 (1.90%)
9.	Releases	77,149 (1.85%)
10.	Change Requests	75,017 (1.80%)
11.	Release 15	68,181 (1.64%)
12.	Release 17	66,393 (1.60%)
13.	Specifications	65,187 (1.57%)
14.	Specifications Home	61,265 (1.47%)
15.	3GPP specification series: 23series	61,128 (1.47%)
16.	3GPP Specification Set: 5G	59,701 (1.43%)
17.	Release 18	55,334 (1.33%)
18.	About 3GPP	45,386 (1.09%)
19.	3GPP specification series: 29series	40,311 (0.97%)
20.	LTE	38,658 (0.93%)

Source: Google Analytics

Over half of visits come via Search (Google 86%, baidu 7%, bing 5%, others 2%).

'Social' media brought in 5,528 users/visitors over the past 12 months (Linked-in 54%, Facebook 14%, Twitter 14%, Naver 4%, Others 14%).

Source: Google Analytics

2.3 3GPP website re-design in 2021

The existing web site (www.3gpp.org) was designed and launched in 2008.

Three changes over the past few years are motivation for us to re-vamp the site:

- Web sites have evolved to a richer and more mobile friendly experience since 2008.
- The community coming to 3GPP has evolved beyond the traditional players – We need to adapt to that.
- 3GPP delegates are now used to the 3GU portal and certain meeting related functionality is moving away from the web site.

In 2021, I am working closely with the MCC (design, content) and ETSI IT service (Site hosting aspects) colleagues to ensure that the selected agency has access to the internal facilitators of the CMS and that we proceed in a coordinated way.

Details of the task description and the latest planning are on the server at https://www.3gpp.org/ftp/Inbox/Marcoms/2021_NEW_WEBSITE

On October 6, 2021 the latest documents available are:

1. 3GPP-Requirements-Specification-V08.
2. Detailed proposal (draft – under discussion).
3. Detailed breakdown of Agency budget (under discussion).
4. Draft Home page visual (pre-wireframe and content discussions)

A progress report on the website status will be presented under a separate document, at PCG#47-e.

2 Highlights Newsletter

www.3gpp.org/highlights

The original concept for the Newsletter was to have it available at major trade shows and conferences. However, during the COVID-19 period, to make up for the lack of physical conferences and exhibitions, we have put resources into the mailing out of hard copies, to over 600 telecommunications experts in Europe – where the postage costs from the printers are not prohibitive.

As F2F conferencing resumes, I am adding Newsletter distribution to any Endorsements, either via a brochure bin, in conference delegate packs or via in person during a visit to the 3GPP exhibition booth.

See Section 6, below, on conferences for more detail of specific events where we can establish targeted newsletter distribution in 2022.

Highlights Content

The editorial structure of the Highlights content is organised in to three distinct Sections. The content starts with our 'TECHNICAL HIGHLIGHTS' – articles; that lean more towards the detailed work. Next, there is a PARTNER FOCUS section – which has already proved to be a fruitful source of material.

The final section of the newsletter takes a 'LOOK INSIDE' 3GPP, with a dip into the workings of the project (meetings, WG structure, MCC, etc).

Here is the content list for Highlights Issue 3, to be published on-line in October 2021:

HIGHLIGHTS Issue 03 (October 2021)

TECHNICAL HIGHLIGHTS:

- AN EARLY VIEW OF THE RAN TOPICS FOR 5G-ADVANCED, By Wanshi Chen, 3GPP TSG RAN Chair
- 5G ADVANCED IN THE MAKING – THE TSG SA APPROACH TO RELEASE 18 By Georg Mayer, 3GPP TSG SA Chair
- AUTONOMOUS NETWORK STANDARDIZATION IN WG SA5 By Thomas Tovinger, SA5 Chair and Zou Lan, SA5 Vice-Chair
- REL-17 EDGE COMPUTING AND NETWORK SLICING CHARGING By Maryse Gardella, recent past SA5 Vice-Chair and Gerald Goermer, SA5 Vice-Chair.
- APPLICATION ENABLEMENT STANDARDS IN 3GPP – MAXIMIZING THE POTENTIAL OF 5G! By Suresh Chitturi, 3GPP Working Group SA6 Chair.
- RAN3 FLOURISHING IN THIS TIME OF CHANGE Interview with Gao Yin, 3GPP WG RAN3 Chair.
- ENHANCED SUPPORT OF INDUSTRIAL IOT IN THE 5G SYSTEM (REL-17) By Devaki Chandramouli, Work Item Rapporteur
- MEDIA PRODUCTION OVER 5G NPN By Ian Wagdin (BBC), Paola Sunna (EBU), Richard Bradbury (BBC), Thorsten Lohmar (Ericsson, Rapporteur FS_NPN4AVProd)

PARTNER FOCUS:

- CHINA STANDARDS IN SUPPORT OF INTERNATIONAL COOPERATION An interview with WEN Ku, Secretary-General, CCSA
- ADDRESSING THE FUTURE By Eduard Vasilenko and Latif Ladid, IPv6 Forum
- DRIVING DATA TO DELIVER CONNECTED VEHICLE SERVICES By Said Tabet, AECC
- STATUS OF NTN & SATELLITE IN 3GPP RELEASES 17 & 18 By: Munira Jaffar & Nicolas Chuberre, Members of the ESOA Standards Working Group
- STANDARDS COMPLIANCE - AN END TO UNPROVEN CLAIMS By Bego Blanco Jauregi, Director of Quality Assurance and Institutional Assessment, University of the Basque Country
- CONNECTING THE CRITICAL COMMUNICATIONS COMMUNITY By Nina Myren, TCCA Board member sponsored by DSB – the Norwegian Directorate for Civil Protection

A LOOK INSIDE:

- COLLABORATIVE DRAFTING TOOL FOR 3GPP By Sebastian Müller, ETSI Centre for Testing & Interoperability
- NEW 3GPP MEMBERS IN 2021
- CALENDAR OF MEETINGS
- NEWS IN BRIEF

Statistics

- Since its launch in September 2020, the Highlights landing page on our website has been visited 5759 times.
- 917 people are subscribed for updates.
- A mailing list of 600+ experts in Europe is used to ship paper copies of each newsletter.
- 200 copies were distributed at Wireless Russia & CIS, May 27, 2021.
- 250 copies to be taken to Critical Communications World, Madrid, Nov. 3, 2021.

The landing page for the newsletter is also the subscription page: at www.3gpp.org/highlights

4 Social media

4.1 Twitter account *@3gpplive*

Regular tweets are sent out to promote important news stories and 3GPP participation in industry events. We currently have **10,046** twitter 'followers', on October 6, 2021.

Month	Number of tweets	Tweet Topics	Tweet impressions (number of times read)	New followers
September 2021	2	• Lifetime achiever gets his Award • 'Enhanced support of Industrial IoT in the 5G System'	10.4K	49
August 2021	0		6.4K	60
July 2021	2	• Congratulations to the GSMA for MWC • RAN Workshop: "...a set of balanced concepts for the evolution to 5G-Advanced	12.6K	46
June 2021	1	• We now have an official 5G-Advanced logo	10.9K	37
May 2021	1	• TSG RAN Chair, Wanshi Chen has laid out his priorities for this year and for meetings well into 2022.	11.5K	-2
April 2021	2	• Hear about the 3GPP SA4 Work item "Media Production over 5G NPN" • 'ETSI IoT Week'	13.2K	62

4.2 Linked-in - 3GPP Group

News and 3GPP stories are now posted to https://www.linkedin.com/company/15826725 as an additional channel for our Marcom messages. Output usually follows @3gpplive Twitter announcements (see topics covered above).

Follower growth of this new 3GPP Linked-In channel:

- March 2020: **2167** followers
- August 2020: **6283** followers
- April 2021: **9349** followers
- September 2021: **11,084** followers

Linked-in engagement:

5 Videos and webinars

5.1 Vimeo hosted videos

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

From April 1 to September 30, 2021 there have been **3,794** video viewings.

Top five viewings in the past 12 months:

Video	Views	Avg. % Watched
Meet 3GPP TSG RAN Chair - Wanshi Chen Uploaded 5 months ago	1,658	50

A view from the engine room Uploaded a year ago	302	49
Video interview - Progress on 5G in TSG RAN Uploaded 10 months ago	246	47
3GPP SA6 initiatives to enable new vertical applications Uploaded 2 years ago	219	58
2020_04_RAN_webinar Uploaded a year ago	152	61
Putting 5G in perspective, Georg Mayer interview Uploaded a year ago	131	49
2020_04_CT_webinar Uploaded a year ago	127	51

In 2022, I will organise F2F video interviews with the TSG Chairs, at the end of the first in-person Plenary meeting week, for immediate publication.

5.2 An Official 3GPP Video

In conjunction with those F2F TSG interviews, I will prepare for the creation of an Official 3GPP promotional video, to be hosted on the 3GPP website and to be made available for use by the partners and as support for 3GPP presentations.

The objective is to create a three minute video that will attract viewers who do not yet know about 3GPP. It should feature the following:

- Clips that demonstrate what 3GPP is all about (International, member driven, leading edge).
- Clips that show the systems, products & services 3GPP specification work enables.
- Meeting room shots (no audio, no TDocs) that show the scale, broad community, the daily activity of a 3GPP meeting.
- Short 'talking heads' sound bites by 3GPP TSG, WG and Partner leaders.
- A glimpse of one aspect of each OP's 'home' – headquarters, a key meeting, or the OP Head of Delegation in conversation at PCG (or similar event).

The video budget line in **Annex B** has been set at 6,000 € for 2022. If this is insufficient for the correct quality of project – we may need to split the project over 4Q22 and 1Q23.

5.3 WG SA5 webinar (October 28, 2021)

We will host two webinars on the ETSI Brighttalk platform, scheduled for October 28, 2021 and November 2 (TBC).

Title: Introduction to the exciting world of 3GPP SA5 – "management, orchestration and charging" standardization.

Speakers:

1. (SA5 and OAM, part1) Thomas Tovinger, Ericsson, SA5 chair and Zou Lan, Huawei, SA5 vice chair
2. (Charging, part 2) Gerald Goermer, Matrixx, SA5 vice chair and Charging SWG chair, and Chen Shan, Huawei, SA5 Charging SWG vice chair

The Introduction to SA5, the effects of the pandemic and the OAM specifics will be presented in the first webinar and the Charging specifics will be presented in the second webinar.

6 Conferences & Summits

All industry conferences in 2020 were cancelled or postponed as physical events, with some replaced by virtual events. As the year went on, we continued our support of all of our partner events – listing them on our website and maintaining speaking commitments.

Since Q1 2021, we have started to see the return of physical conferencing to the schedule. At the time of writing the 3GPP endorsed conferences for 2021 were:

5G MENA (Informa)	22/03/2021	24/03/2021	Virtual
5G Briefing 2021	22/03/2021	24/03/2021	Virtual
5G & LTE Latin America (Informa)	27/04/2021	29/04/2021	Virtual
Wireless Russia & CIS, Moscow	27/05/2021	28/05/2021	Moscow
CommunicAsia	14/07/2021	16/07/2021	Singapore
MWC2021	28/06/2021	01/07/2021	Barcelona
The Big 5G Event (Informa)	31/08/2021	02/09/2021	Virtual
5G Next Wave Networks Digital Symposium	19/10/2021	21/10/2021	Virtual
CEATEC	21/10/2021	21/10/2021	Virtual
MWC Los Angeles	26/10/2021	28/10/2021	Los Angeles
CCW 2021	03/11/2021	05/11/2021	Madrid

In 2022 there is sure to be a re-emergence of the live event. I will monitor the comings and goings of old and new conferences with a standards element to them, where we can best showcase our work.

The following table lists the events where we have a track record of attendance:

Q1	Q2	Q3	Q4
• MWC Barcelona • Critical Communications Europe • 5G MENA	• 5G Latin America • Wireless Russia & CIS • MWC Shanghai • 5G India (Bharat)	• CommunicAsia • The Big 5G Event • IoT Week • 5G Asia >> CommunicAsia	• India Mobile Congress • 5G World >> Broadband World Forum • MWC Los Angeles • Critical Communications World • 5G Africa >> AfricaCom • The Great Telco Debate

6.1 CEATEC

Our Organizational Partners ARIB and TTC have organised a special 3GPP summit at the major Conference CEATEC, held virtually this year – from October 19 to 22, 2021. The theme of the 3GPP session (Oct. 21) will be “From 5G evolution towards Beyond 5G”.

The presentations will help introduce the 3GPP leaders to a high-level Japanese audience, allowing them to set the scene for discussions on ‘beyond 5G’ (B5G), by informing experts about the current priorities in 3GPP around Rel-17 and Rel-18 topics.

The panel discussion will introduce broader B5G white paper activities in Japan, followed by a discussion on the long-term vision towards B5G/6G and the role of 3GPP in that work.

"From 5G evolution towards Beyond 5G"

Program

4

(with simultaneous translation, with English slide)

	Contents	Speaker or panelist	
Title: 3GPP summit ~ Latest trends on 3GPP standardization- from 5G evolution toward Beyond 5G -			
15:00-15:05	Opening		MIC
Session1 Release 17 and 18 – 5G evolution			
15:05-15:25	RAN	TSG-RAN Chair Leader of Japan	Dr. Wanshi Chen (Qualcomm) Mr.Takeda (KDDI)
15:25-15:45	SA	TSG-SA Chair Leader of Japan	Mr Georg Mayer (Huawei) Mr.Nagata (NTT DOCOMO, SA vice chair)
15:45-16:05	CT	TSG-CT Leader of Japan	Mr. Lionel Morand (Orange) Mr.Ishikawa (NTT DOCOMO)
16:05-16:15	(Break)		
Session2 Panel discussion - 3GPP future vision toward Beyond 5G/6G			
16:15-16:30	Japan's B5G activities	B5G promotion consotium	Mr.Nakamura (Fujitsu)
16:30-17:25	Panel discussion	Moderator Panelist	Mr.Nagata (NTT DOCOMO, SA vice chair) Dr. Wanshi Chen (Qualcomm) Mr Georg Mayer (Huawei) Mr. Lionel Morand (Orange) Mr.Takeda (KDDI) Mr.Ishikawa (NTT DOCOMO) Mr.Nakamura (Fujitsu)
17:25-17:30	Closing		ARIB: Mr.Nishioka

6.2 MWC Series (GSMA)

This year's MWC Barcelona took place in June, attracting 20,000 visitors to see a full Congress programme and 1,000 exhibition booths.

MWC remains the most important congress series for us going forward. I will continue to monitor its status and plan for an immediate return to it as a Supporting Association – As soon as that becomes feasible.

MWC22 is scheduled for 28 February – 3 March.

6.3 5G World Series (Informa)

The Informa 5G World Summit and the 5G series carry our 5G logo.

For the 5G World series as a whole, Informa seem to be consolidating some of their events. This may necessitate a re-think of our support of their 'series' in 2022.

The Informa 5G event schedule, for potential 2022 agreement (negotiation by end of October 2021).

- 5G MENA (March)
- 5G Latin America (April)
- Big 5G (August)
- 5G Asia >>> CommunicAsia (September)
- 5G World >>> Broadband World Forum (October)
- 5G Africa >>> AfricaCom (November)

The showcase 5G World event will move to Amsterdam in 2022, becoming a part of the Broadband World Forum. The event has moved around Europe in the past, but it now has a home at the Rai centre for 2021/2022.

6.4 The 3GPP Summit & International Out-reach

The challenges in organising physical workshops, due to Covid restrictions, remain significant. As 2022 unfolds, I will continue to monitor how feasible it becomes to organise a F2F event in a developing market for 3GPP. The objective is to create a good networking and educational event for new experts and new companies and Associations to interact with our leadership.

We will host the event with a suitable regional partner. I am maintaining exchanges with regional contacts, to follow-up on the possibility of a physical 3GPP Summit as soon as it is practical to do so.

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 and 5G-Advanced.

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.

7.1 Trademark authorizations since PCG#46

40 logo & trademarked term usage requests have been approved since the last PCG.

Full details are in **Annex B**.

Reporting to:	Total number of TM requests
PCG#47	40
PCG#46	29
PCG#45	34
PCG#44	45
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

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.

7.2 Trademark protection and Logo use

7.2.1 LTE trademark protection (USA)

ETSI legal has been in correspondence with Legal counsel in USA, via the Novagraaf agency in France.

On June 1, 2021 I completed a study on the US use of the term (PDF) – looking at use of the term ‘LTE’ in Class 9, Class 16, Class 35, Class 38, Class 41 and Class 42.

Trademarks	Countries	Classes	Filling Date	Filling N°	Registration Date	Registration N°	Expiration
LTE	USA	09 16 35 38 40 41 42	05.11.2008	1005115	05.11.2008	1005115	22.02.2021

The legal advisors, Novagraaf sent feedback that for Classes 16, 35, 41, 42 there is a risk of TM renewal rejection:

- Class 16: We can attempt to use the attached PDFs as specimens for the printed materials covered in this class. However, there is a chance these could be rejected by a conservative Examiner as the specimens are not of printed materials as covered by the registration.
- Class 35: We were unable to locate anything that we believe would be acceptable proof of use for the services covered under Class 35, as anything that would apply to this class seems to always appear house brand, not under “LTE”.

- Class 41: For reasons similar to those applying to Class 35, we were also unable to locate a suitable specimen for the Class 41 services.
- Class 42: We could attempt to submit the Specimen labeled “LTE Class 42” as proof of use for this class. However, it might be rejected by an Examiner because it appears to apply more to services advertised under the ATIS brand than to services provided by LTE.

The advice of Novagraaf agency was that If proof of use for classes 35 and 41 cannot be presented, they should be deleted when filing the renewal.

In Classes 9 and 38 they considered that the renewal would go through.

7.2.2 3GPP trademark protection (China)

In China, an individual has brought actions for revocation of the 3GPP trademark, for non-use in three classes:

- 09 (n ° 1453811), 35 (n ° 1400699), 42 (1400965)

Since July 9, 2021, ETSI legal has been in correspondence with Novagraaf agency and their Legal counsel in China, concerning these 3GPP trademarks filed under ETSI in 1998 - registered in China in 2000. ETSI renewed these brands in 2020.

Under the instruction of ETSI legal, on August 2, 2021, Novagraaf agency confirmed to the China agency that we will not take any additional steps for this file. The 3GPP mark in China will be cancelled in Classes 09, 35 and 42 due to lack of use.

3GPP trademarks registered in China in classes 16 and 38 are not affected by this process.

7.2.3 5G-Advanced logo

At PCG#46-e there was support for the creation of a new 5G-Advanced marker for Rel-18 specifications, resulting in Decision **PCG46/04**: “5G-Advanced” to be used to identify 3GPP specifications and reports from Release 18 onwards, subject to the satisfactory completion of due diligence checks [3GPP/PCG#46(21)22].

Action PCG46/01 tasked me to “complete due diligence checks by end May 2021 for the use of “5G-Advanced” as an identity for 3GPP specifications and reports from Release 18 onwards.”

Due diligence on the availability of the term was established and partners were advised by email on June 11, 2021 (HoD and PCG lists). The email to PCG stated (relevant extracts):

> “Under the guidance of the ETSI legal advisor, we have carried out a search and confirmed the descriptive use of the term “advanced” associated to ‘5G’ is possible.
>
> The term 5G-Advanced is therefore available for our use. I would like to inform PCG that the action has been completed and that the 5G-Advanced logo has been created. The logo has been launched and promoted towards the TSG leaders, the Organizational Parners’ marketing officers. To complete its launch, the new term and logo were also promoted, today via the 3GPP website and in social media posts.
>
> The new term and logo may now be used in the branding for the Release 18 workshops and on future deliverables.”

7.3 Branded merchandise

We have a quantity of 5G branded giveaways, for delegates and for future trade events.

The following are in stock:

• 5G Pins	500 pcs
• 5G Polo shirts	~200pcs (not all sizes)
• 5G T-shirts	1000 pcs (all sizes)
• 3GPP 8GB Memory sticks	800 pcs
• 5G Cleaning Cloths (glasses, PCs, etc)	400 pcs
• 3GPP Ties	200 pcs

8 3GPP Awards

Full details of the Awards and the procedures supporting them are at http://www.3gpp.org/about-3gpp/3gpp-award-roll-of-honour

8.1 3GPP Excellence Award

The call for nominations for the 2021 awards will be sent out after the September TSGs.

8.2 Lifetime Achievement Award

Lifetime award	
At the September TSG meetings, Stephen Hayes was presented the 3GPP Lifetime Achievement Award. This was another highly popular and happy moment, despite the presentation taking place over GoToWebinar. See the news Article here: https://www.3gpp.org/news-events/2227-stephen_hayes	

9 Planning for the next six months

Here are the major Marcom tasks for the rest of 2021, in to 2022:

1. **News stories**
   In the next period, there will be news articles on:
   - WG SA5 webinar promotion
   - Rel-17 progress (TSG#94-e)
   - Rel-18 priorities (TSG#94-e)
   - e-meetings and F2F planning (TSG#94-e)
   - Announcements about Awards, webinars, videos, conferences.
   - News about the new website
   - Promotion of the newsletter - Highlights Issue 3
   - Promotion of our live participation in conferences

2. **3GPP Meetings**
   We remain ready to celebrate the return to physical meetings, as it happens. Funds are allocated for a social event (TSG#9n) and we have a 5G branded T-shirt to distribute – hopefully to help raise a sum for a chosen charity.

3. **Videos**
   We will produce three video interviews at the first F2F TSGs and start work on an official 3GPP video.

4. **3GPP HIGHLIGHTS**
   The fourth issue of the newsletter is due out in May 2022.

5. **Web site**
   We will continue work on the new website in 2021 and Q122.

6. **Conferencing**
   The marcom officer is working with the GSMA to re-establish our Association Supporter status at the MWC series. Our agreement with Informa on the 5G World series will be renegotiated in Q421. As soon as possible, we will organise a 3GPP Summit – aimed at a developing market for 3GPP standardization.

[REPORT ENDs]

Annex A Website updates by MCC in last period

Article title	Date of latest update
Releases	04/10/2021
RAN WG1#106bis-e Elections / 11 to 19 October 2021	27/09/2021
Release 18	22/09/2021
CT WG1#132-e Technical vote - 11 to 15 October 2021	22/09/2021
CT1 - User Equipment to Core Network protocols	22/09/2021
Specifications	21/09/2021
Elisabetta Comin	15/09/2021
Mobile Competence Centre	14/09/2021
3GPP Highlights	02/09/2021
CT WG3#117-e Elections -18 to 27 August 2021	26/08/2021
CT WG3#117-e Election results -18 to 27 August 2021	26/08/2021
CT3 - Interworking with External Networks	26/08/2021
SA WG4#115-e Elections - 18 to 27 August 2021	25/08/2021
SA WG4#115-e Election results - 18 August 2021	25/08/2021
SA4 - Multimedia Codecs, Systems and Services	25/08/2021
RAN WG3#113-e Election -16 to 27 August 2021	24/08/2021
TSG SA WG5#138-e Election results - 23 August 2021	24/08/2021
TSG SA WG5#138-e Elections - 23 to 31 August 2021	23/08/2021
CT WG1#131-e Election results - 19 August 2021	23/08/2021
RAN WG5#92-e Election results - 16 August 2021	23/08/2021
SA5 - Management, Orchestration and Charging	23/08/2021
RAN WG2#115-e Election results - 9 August 2021	19/08/2021
RAN3 - UTRAN/E-UTRAN/NG-RAN architecture and related network interfaces	19/08/2021
RAN WG3#113-e Election results -18 August 2021	18/08/2021
Achraf KHSIBA	18/08/2021
RAN WG4#100-e Election results / 17 August 2021	17/08/2021
RAN WG4#100-e Elections / 16 to 27 August 2021	17/08/2021
RAN WG2#115-e Elections - 9 to 13 August 2021	17/08/2021
RAN WG5#92-e Elections - 16 to 27 August 2021	17/08/2021
RAN4 - Radio Performance and Protocol Aspects	17/08/2021
Specification Numbering	17/08/2021
RAN5 - Mobile terminal conformance testing	17/08/2021
SA6#45-e Technical vote - 30 - 31 August 2021	12/08/2021
SA6 - Application Enablement and Critical Communication Applications	12/08/2021
Technologies	11/08/2021
RAN2 - Radio layer 2 and Radio layer 3 RRC	09/08/2021
Carrier Aggregation explained	05/08/2021
Release 17	22/07/2021
Release 16	22/07/2021
CT WG1#131-e Elections - 19 to 27 August 2021	19/07/2021
RAN Plenary	09/07/2021
Core Network and Terminals	09/07/2021
Service and System Aspects	09/07/2021
CT4 - Core Network Protocols	09/07/2021
RAN1 - Radio Layer 1 (Physical layer)	09/07/2021
SA1 - Services	09/07/2021
SA2 - System Architecture and Services	09/07/2021
CT6 - Smart Card Application Aspects	09/07/2021
SA3 - Security and Privacy	09/07/2021
Legal matters	07/07/2021
Partners	25/06/2021
Membership	23/06/2021
TSG Working Agreements	09/06/2021
LTE-Advanced Pro Ready to Go	04/06/2021
Release 13	04/06/2021
3GPP 5G Logo use	03/06/2021
Lifetime Achievement Award	03/06/2021
2018 Excellence Awards	03/06/2021
3GPP Recognition Awards	03/06/2021
Logo Use	03/06/2021
SA WG2#145-e Election Results / 17 May 2021	02/06/2021
RAN WG1#105-e Election Results / 11 May 2021	02/06/2021
Standardization of NB-IOT completed	28/05/2021
NarrowBand IOT	28/05/2021
Progress on 3GPP IoT	28/05/2021
Standards for the IoT	28/05/2021
The Cellular Internet of Things	28/05/2021
Project Coordination Group (PCG)	26/05/2021
Liaisons-page	26/05/2021
Call for IPR (Meetings)	26/05/2021
Hosting a meeting	26/05/2021
TSG CT WG6#106-e Elections - 25 to 28 May 2021	25/05/2021

CT WG6#106-e Election Results - 25 May 2021	25/05/2021
CT WG1#130-e Election Results / 20 May 2021	22/05/2021
RAN WG3#112-e Election Results / 19 & 20 May 2021	20/05/2021
SA WG3#103-e Election Results / 20 May 2021	20/05/2021
Writing a new Spec	19/05/2021
3GPP FAQs	19/05/2021
Delegates Corner	19/05/2021
Bodies with which 3GPP has exchanged liaisons	18/05/2021
SA WG2#145-e Elections - 17 to 28 May 2021	17/05/2021
Tutorials & Tools	13/05/2021
SA WG1#94-e Election Results / 11 May 2021	12/05/2021
SA WG1#94 Elections - 10 to 20 May 2021	11/05/2021
RAN WG1#105-e Elections / 10 to 27 May 2021	11/05/2021
TSG SA WG3#103-e Elections - 17 to 28 May 2021	10/05/2021
Andrijana Brekalo	10/05/2021
Presentations and White Papers	07/05/2021

CT WG1#130-e Elections - 20 to 28 May 2021	03/05/2021
NG-RAN Architecture	22/04/2021
RAN WG3#112-e Elections - 17 to 28 May 2021	20/04/2021
CT WG1#129-e Elections - 19 to 23 April 2021	19/04/2021
SA WG6#42-bis-e Elections - 12 to 20 April 2021	19/04/2021
SA WG6#42-bis-e Election Results - 12 to 20 April 2021	19/04/2021
CT WG1#129-e Election Results - 19 to 23 April 2021	19/04/2021
SA6#42-bis-e Technical vote - 12 to 20 April 2021	16/04/2021
RAN WG4#98-bis-e Elections / 12 to 20 April 2021	16/04/2021
3GPP Excellence Award	15/04/2021
RAN WG4#98-bis-e Election Results / 14 April 2021	15/04/2021
CT WG4#103-e Election results - 14 April 2021	14/04/2021
SA WG4#113-e Elections - 6 to 14 April 2021	09/04/2021
SA WG4#113-e Election results - 6 to 14 April 2021	09/04/2021
CT WG4#103-e Elections - 14 to 23 April 2021	09/04/2021
Specification Groups	01/04/2021

Annex B Logo authorizations granted

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

Requesting person or Organization	Date of request	3GPP term	Reason
Ericsson	September 23, 2021	5G	Massive MIMO handbook
Mobilfunk GmbH	September 21, 2021	3GPP	presentations
Hytera Mobilfunk GmbH	September 21, 2021	5G	presentations
Digital Nasional Berhad	September 20, 2021	5G	marketing communications and collateral, and on website
Smart Mobile Labs AG / Nokia	September 6, 2021	5G	5G campus network equipment
Nokia	September 6, 2021	5G	3GPP Rel-18 workshop presentations
Match-Up Promotions	September 1, 2021	5G	Qualcomm employee awards and other Qualcomm branded merchandise
2degrees	August 26, 2021	5G	product naming, marking and packaging
Chengdu TD Tech Ltd.	August 20, 2021	5G, LTE	product naming, marking and packaging
Abelko Innovation	August 19, 2021	LTE	product naming, product and package labelling
Huawei	August 12, 2021	LTE	marketing, product literature and printed materials
SAE IT-systems GmbH & Co.KG	August 13, 2021	5G, LTE	user manuals
Wifionboard	August 15, 2021	5G	for antenna and support collateral
Huawei	August 7, 2021	3GPP	listings and displays at Huawei Connect 2021
Johanson Technology	August 3, 2021	5G	product marking and promotion
COCUS AG	July 28, 2021	5G	communication materials
inlo.xyz	July 26, 2021	LTE, 5G	marketing materials
comtime GmbH	July 14, 2021	LTE	product marking and documentation
SEMZ REMO, LLC (TM REMO Electronics) for MAS Elektronik AG	July 13, 2021	5G	product marking package design and marketing materials
FernUniversität Hagen	July 12, 2021	LTE	presentations
Vislink Ltd	July 1, 2021	5G	product marking and literature
Nokia	June 28, 2021	5G	Blog post
Rohde & Schwarz	June 21, 2021	LTE, 3GPP, 5G	presentations and training
QipWorks Limited	June 10, 2021	5G	web and news articles
Rimedo sp. z o.o.	June 10, 2021	5G	communications and marketing collateral
KT Corp.	June 8, 2021	5G	press and public awareness campaigns
Element Materials Technology, PCTEST and Aircom	June 9, 2021	5G	marketing campaigns
Rob Pento	June 7, 2021	5G	Linked-in page
Fraunhofer IIS	June 7, 2021	5G	communications materials
TAMAGAWA ELECTRONICS VIETNAM CO.,LTD	June 2, 2021	5G	website, catalogue. Specification and white pages [papers]
Tata Consultancy Services Limited	May 26, 2021	3GPP	Training material
Vale S.A.	May 24, 2021	LTE	for external decoration of some containers
SAF Tehnika JSC	May 13, 2021	5G	marketing materials and during the events
Cambium Networks, Ltd	May 6, 2021	5G	packaging and marketing materials
NEP The Netherlands	May 6, 2021	5G	to indicate 5G operation of a unit
Digi International	May 5, 2021	5G	product marketing
Idemia	April 28, 2021	5G	for artworks or electronic samples
TD Tech Co.,LTD	April 29, 2021	5G	product marking and marketing materials
Telia Company	April 16, 2021	5G	for web and marketing materials
Nicholas Lim and Universiti Tunku Abdul Rahman	April 12, 2021	5G	project report

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Annex C Marketing budget allocation 2021-2022

Budget line	Detail	2021 Budget €	2022 Budget €
Web site	Website design & development	24,000	26,000
	Web site deliverables (Articles, White papers)	0	
	Video & post-production	5,000	6,000
	Vimeo+ subscription (https://vimeo.com/3gpplive)	50	50
Conference, Meeting, Workshop, Exhibition Participation	Conference fees MWC Barcelona	0	6,600
	Booth charges (Internet, electricity, extras)	0	2,000
	3GPP Meeting related marcom activities (TSG, WG, etc)	5,000*	5,000
Branding, Awards, Printing and typesetting	Highlights newsletter (production, print, postage)	11,000	11,000
	Bags, Posters, Folders	0	0
	3GPP Awards	3,000	3,000
	Logo design & finishing (PDF, PNG, PSD and JPG)	3,500	0
	Gifts (USB sticks, glasses cloths, T-shirts, 5G pins)	0	0
Equipment - PC tools & Audio Visual		0	0
Contingency		8,450	450
Total		**€60,000**	**€60,000**

* The 5000 € allocated for meeting related marketing will not be used in 2021, due to the absence of F2F meetings.

Annex D 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.

Current 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, LTE-Advanced Pro, 5G and 5G-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 E 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 C).
- 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 LTE (4G) and 5G to deliver futuristic broadband mobile services.
- Engage with and encourage dialogue with non-3GPP groups – about 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 the 3GPP membership.
- Be a first-point-of-contact for media and analyst requests.
- Develop Regional ideas and partnerships for marketing 3GPP topics.