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Document for:

Decision	
Discussion	
Information	X

Contents

This Report covers the period from October 1, 2021 to March 31, 2022. It contains details of the news stories, website updates, newsletter, social media, video, as well as the latest branding work and our trademark protection and logo use authorizations.

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1 3GPP Website

1.1 Web Content

1.1.1 News articles

A total of 8 [news articles](#) have been published between PCG#47-e and PCG#48-e meetings.

Title	Published	Page views (April 6, 2022)	Topic
And the winner is... 3GPP	07/02/2022	2535	The Tech Emmy® is awarded for the development of technologies that either represent so extensive an improvement on existing methods or are so innovative in nature that they have materially affected television production. On January 26, 2022, The National Academy of Television Arts & Sciences (NATAS) announced the 73rd Annual Technology & Engineering Emmy® Award winners and for the first time 3GPP is a recipient.
New 3GPP partners announced	28/01/2022	1815	Three diverse and exciting partners have joined 3GPP and are now finding their way into the technical work, through their members' contributions or via direct liaisons with the 3GPP groups. As a Market Representation Partner (MRP) the Open Generation Consortium, MulteFire Alliance and the 5G Slicing Association have a lot to offer the project, not only by taking 3GPP 5G work into new areas, but also by providing a way for their memberships interests to be presented to the 3GPP groups.
Telco Edge Computing - Mapping requirements to standards	26/01/2022	2242	A workshop organised by the GSMA Operator Platform Group (OPG) has gathered inputs from 3GPP and ETSI to help the Association to compile a mapping of specifications for enabling Telco Edge Computing platforms - that meet the requirements of their new Operator Platform API Group (OPAG).
Tribute to Donald E Zelmer	07/01/2022		Short article published in tribute to Don.
Merging 5Gi and 3GPP specifications	17/12/2021	8267	A plan of action was agreed at the 3GPP TSG RAN plenary (RAN#94-e) this week, to allow the merger of 5Gi into 5G, with specific milestones set for both 3GPP and TSDSI. With broad support from many TSDSI member companies, as well as global cellular vendors and multiple operators, TSG RAN contribution (RP-213532) outlines the framework and steps to be taken to facilitate the intended merger.
3GPP Summit at CEATEC	04/11/2021	3383	By Yasuhiro Kato, Director of land mobile communication group, ARIB

Japan 2021			3GPP and its Japanese Organizational Partners: The Telecommunication Technology Committee (TTC) and Association of Radio Industries and Businesses (ARIB) have hosted a “3GPP Summit” online workshop at CEATEC 2021, on October 21. The event was co-located with the Japanese Ministry of Internal Affairs and Communications (MIC) and 5G Mobile Communications Promotion Forum (5GMF) 5G day at the event.
Management, Orchestration & Charging webinars	13/10/2021	3977	Two new webinars are set to provide an introduction to the work of TSG SA Working Group 5 (SA5) on Management, Orchestration and Charging for 3GPP systems. Both events are free to attend, on the ETSI Brighttalk 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 October 1, 2021 and March 31, 2022.

See Annex A for a full listing.

Of the 51 articles/pages edited in the period, 12 were Election related.

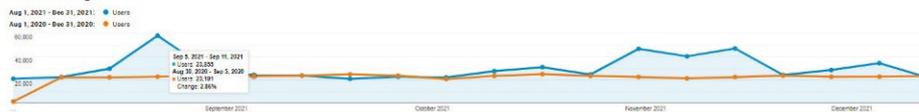
1.2 Web Site Statistics (www.3gpp.org)

In the last twelve months (April 1, 2021 – March 31, 2022), there have been **852,044** users/visitors to the website, a figure that is up 11.08% on the previous 12 months (**767,038**). Over the same period, the number of page views is down, at **3,957,232** vs **4,352,195** in the previous 12 months.

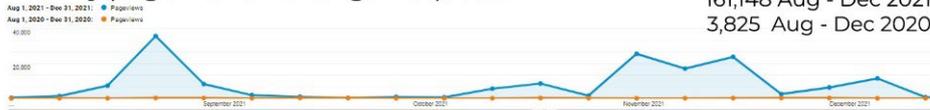
A pattern of intense activity in August, November and December 2021, largely explains the increased number of users, with tens of thousands of extra users looking into Change Requests.

The reason for the reduction in page views can be attributed to more traffic going to the portal for specifications, with a reduction in the use of ‘Dynareport’ pages on the website (see image below):

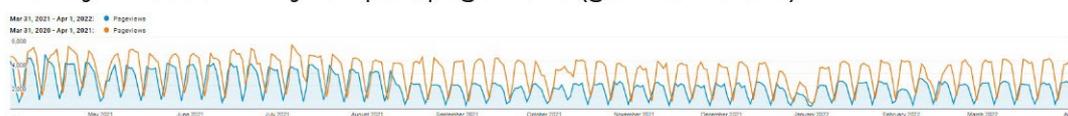
Weekly user numbers



Weekly page views - Change Requests



Weekly reduction in Dynareport page views (gone to Portal?)



- Top 20 page views - Total 3,957,232:

3GPP	975,688(24.66%)
Specification Numbering	266,000(6.72%)
Change Requests	175,722(4.44%)
3GPP specification series: 38series	129,470(3.27%)
Specifications	122,268(3.09%)
3GPP meeting details	101,382(2.56%)
Releases	78,397(1.98%)
Carrier Aggregation explained	76,959(1.94%)
Release 18	75,715(1.91%)
Release 16	75,499(1.91%)
3GPP TDocs (written contributions) at meeting	67,974(1.72%)
Release 17	67,228(1.70%)
Release 15	61,142(1.55%)
3GPP Specification Set: 5G	52,938(1.34%)
3GPP specification series: 36series	52,198(1.32%)
About 3GPP	42,864(1.08%)
LTE	36,029(0.91%)
3GPP specification series: 23series	35,241(0.89%)
The Evolved Packet Core	32,213(0.81%)
3GPP specifications: active work programme	30,952(0.78%)

Source: Google Analytics

- Total users 825 055.
- Users – top 10 countries

USA	192 007
China	100 950
India	94 727
South Korea	53 039
Japan	49 229
Singapore	39 389
UK	29 651
Germany	25 508
Taiwan	23 818
France	21 115

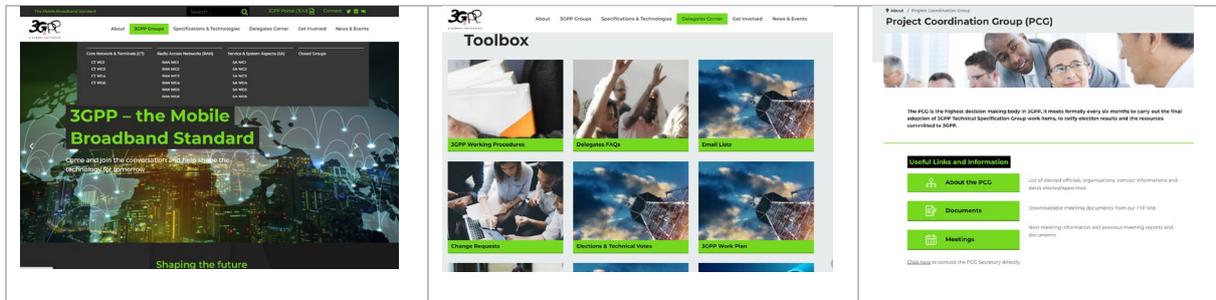
- 48% of visits come via Search (Google 86%, baidu 7%, bing 6%, others 1%).
- ‘Social’ media brought in 6,148 site visitors over the past 12 months;
 - Linked-in 3,517
 - Facebook 873
 - Twitter 748
 - Naver 249

1.3 3GPP website re-design

The new website project is proceeding. At the time of writing we are slightly behind schedule, with the

launch date now projected for e/o May 2022.

The majority of page content is written and with agency. The new site is being populated with that content with Sections being approved one-by-one.



2 Highlights Newsletter

www.3gpp.org/highlights

Issue 4 of the Newsletter is scheduled for publication (PDF and paper) in May 2022.

It will be available for delegates at TSGs#96 and at trade shows in the second half of 2022.

As F2F conferencing resumes, I am adding Newsletter distribution to any Endorsements, either via a brochure bin, in conference delegate packs or 'in person' from 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.



2.1 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 4**, to be published on-line in May 2022:

TECHNICAL HIGHLIGHTS:

- TSG SA#95-e report
- RAN support for Artificial Intelligenc & Machine Learning
- Support of Uncrewed Aerial Systems Connectivity, Identification, and Tracking
- OpenAPI and Forge
- TSG RAN#95-e report
- Release 18 features graphic
- And the winner is... 3GPP (Emmy Award)
- Energy Efficiency (EE) SA5 work and results

- RAN4 - R18 package approval and the completion of Rel-17 work.

PARTNER FOCUS:

- Creating the Control Rooms of the Future (TCCA)
- NGMN 6G vision, Operating Disaggregated Networks and Green Future Networks (NGMN)
- Will 5G Get Us to a BVLOS Future Faster? (Open Generation Consortium)
- Interview NG Subramaniam, Chair TSDSI, Chair - 3GPP PCG

A LOOK INSIDE:

- 3GPP Working Procedures Group article
- New Members in 2022
- MCC developments
- 2H22 Calendar
- News briefs

2.3 Highlights Statistics

- Since its launch in September 2020, the Highlights landing page on our website has been visited 9 751 times.
- 1 129 people are subscribed for updates (Campaign Monitor).
- A mailing list of 630+ experts in Europe is used to ship paper copies of each newsletter.

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

3 Social media

3.1 Twitter account [@3gpplive](#)

Regular tweets are sent out to promote important news stories and 3GPP participation in industry events. We currently have 10,481 twitter 'followers' (10,046 October, 2021).

Month	Number of tweets	Tweet impressions (number of times read)	New followers
March 2022	3	4496	67
February 2022	3	6883	51
January 2022	1	4744	77
December 2021	1	4805	58
November 2021	2	5794	66
October 2021	5	11100	92

3.2 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 twitter activity 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
- April 2022: **12,419** followers

4 Videos

4.1 Vimeo hosted videos

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

From April 1, 2021 to March 31, 2022 there have been **5.7K** video viewings, of which 5.2K were on desk tops and only around 450 on phones/tablets.

The average view time was 14 minutes, 34 seconds (average 46% into each video).

Top five viewings in the past 12 months:

Video	Views in the past 12 months
Meet 3GPP TSG RAN Chair - Wanshi Chen May 2021	2 064
A view from the CT engine room August 2020	513
3GPP SA6 initiatives to enable new vertical applications September 2019	420
Video interview - Progress on 5G in TSG RAN November 2020	321
2020_04_RAN_webinar April 2020	289

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

4.2 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 C** 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 Conferences & Summits

The list of 2022 - 3GPP endorsed conferences & proposed events for participation is currently as follows:

Event	Organizing	Start	Finish	Location	Support
MWC2022	GSMA	28 February 2022	03 March 2022	Barcelona	Supporting Assoc.
5G Standards Development Update	ATIS	20 April		On-line	Partner event
8th Annual WWRF Huddle	WWRF	10 May 2022	11 May 2022	Ottawa	Speaker
The Big 5G Event	Informa	16 May 2022	18 May 2022	Austin	Endorsement
2nd FRMCS Remote Plugtests	ETSI	16 May 2022	20 May 2022	On-line	Partner event
5G MENA	Informa	30 May 2022	01 June 2022	Dubai, UAE	Endorsement
5G Latin America	Informa	01 June 2022	02 June 2022	On-line	Endorsement
Critical Communications World 2022	TCCA	21 June 2022	23 June 2022	Vienna	Endorsement, Speaker, Stand
MWC Shanghai	GSMA	29 June 2022	01 July 2022	Shanghai	Supporting Assoc. (TBC)
NGMN Industry Conference & Exhibition	NGMN	07 September 2022	09 September 2022	Paris	Endorsement, Speaker (TBC)
NetworkX - 5G World	Informa	18 October 2022	20 October 2022	Amsterdam	Endorsement, Speaker, Stand

5.1 CEATEC

Our Organizational Partners ARIB and TTC organised a special 3GPP summit at the major Conference CEATEC from October 19 to 22, 2021. The theme of the 3GPP session (Oct. 21) was "From 5G evolution towards Beyond 5G".

Our news article – [‘3GPP Summit at CEATEC Japan 2021’](#) by Yasuhiro Kato, ARIB covered the success of the event.

5.2 MWC Barcelona

This year's [MWC Barcelona](#) attracted 61 000 visitors to the exhibition & Congress. This year saw the return to a full Congress programme, with more than 1,000 speakers – 97% of whom presented in person.

There were over 1,900 exhibitor companies at a tradeshow that easily measured a half of the full – pre Pandemic – foot print for MWC (with 5 halls instead of 8).

Planning for a 3GPP Association partnership agreement for MWC started in Q3 2021. The following work was done, to get the most from the event:

- Exchanged with the GSMA for 3GPP's support of MWC as an Association Partner (Passes and branding).
- Registration of OP ETSI and 3GPP leaders' passes for MWC.
- Arranged purchase of delegate's pass.
- Set-up and maintained the Meetings calendar (24 meetings held), for Luis Jorge Romero and Adrian Scrase, joined by Wanshi Chen when appropriate.
- Meetings were scheduled with Samsung, Ericsson, Huawei, Nokia, Qualcomm, Intel, ANFR, Interdigital, Connectivity Standards Alliance, Marlis Consulting, NGMN, GSMA Intelligence and Telecom Infra Project.
- Congress and fringe events attended by 3GPP participants:
 - Huawei's 9th GIO Roundtable & UBB & MBB Roundtables

- NGMN Media event
- MWC22 UK 5G: Connections
- Network Diversification and Standardisation in Telecoms session,
- Smart Networks and Services Joint Undertaking Launch Event (5GIA evolution to a 6G project).

The next MWC Barcelona will be held from Feb 27 – March 2, 2023.

5.3 Critical Communications World (TCCA)

The TCCA's flagship conference will be held in Vienna, June 21 – 23. Adrian Scrase will deliver an ETSI/3GPP keynote and there is a lot of MCx related content in the Standards stream.

Harald Ludwig, Chair of Technical Forum, TCCA has written for the new Issue of 3GPP Highlights, which will be available from the 3GPP booth in the exhibition.

CCW Conference themes include:

- Transition to broadband
- Evolving (TETRA, LTE, 5G) technologies
- Interworking and standardisation
- International Perspectives and Collaboration

5.4 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 have consolidated their events. Our 2022 support agreement (endorsement, free passes and a free stand if required) covers:

- The Big 5G Event 16 May 2022
- 5G MENA 30 May 2022
- 5G Latin America 01 June 2022
- 5G Series parts of;
 - CommunicAsia in June (5G Asia) and
 - NetworkX in October (5G World)

At the time of writing we are only planning for physical attendance at NetworkX (5G World), Amsterdam, October 18-20, 2022.

5.5 The 3GPP Summit & International Out-reach

The challenges in organising physical workshops, due to travel restrictions, remain significant. 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.

6 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 authorization or a refusal email being sent.

6.1 Trademark authorizations since PCG#47

29 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#48	29	PCG#36	23
PCG#47	40	PCG#35	24
PCG#46	29	PCG#34	14
PCG#45	34	PCG#33	14
PCG#44	45	PCG#32	35
PCG#43	60	PCG#31	35
PCG#42	55	PCG#30	32
PCG#41	26	PCG#29	36
PCG#40	32	PCG#28	24
PCG#39	21	PCG#27	41
PCG#38	55	PCG#26	22
PCG#37	13	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>.

6.2 Trademark protection and Logo use

No activity in the period of this report.

6.2.1 3GPP trademark protection

No activity in the period of this report.

6.2.2 LTE trademark protection

No activity in the period of this report.

6.2.3 5G logo protection

No activity in the period of this report.

6.3 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

7 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>

7.1 3GPP Excellence Award

The annual excellence awards were granted to the four experts listed below, for work in 2021:

- Peter Gaal RAN1 - Radio layer 1
- Martin Oettl SA6 - Application Enablement and Critical Communication Applications
- Jean-Michel Cornily SA5 - Management, Orchestration and Charging
- Peter Hedman SA2 - System Architecture and Services

I will carry the physical awards to TSG#96 in the hope that the WG Chairs can hand them over in person there.

8 Planning for the next six months

Here are the major Marcom tasks for the rest of 2022:

1. News stories

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

- Rel-18 progress (TSG#96)
- e-meetings and F2F meetings going forward
- Announcements about Awards
- News about the new website
- Promotion of the newsletter - Highlights Issue 4
- Promotion of our live participation in conferences
- Promotion of our videos

2. 3GPP Meetings

We remain ready to celebrate the return to physical meetings, as it happens. Funds are allocated for a social event (TSG#96).

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. The 5th Issue is due out in September.

5. Web site

We will continue work on the new website in Q2 2022.

6. Conferencing

The marcom officer is working with the GSMA to re-establish our Association Supporter status at the full MWC series. Our agreement with Informa on the 5G World series will allow us to plan for attendance at 5G World in October (Amsterdam). 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 period (October 2021 – March 2022)

Page updated	Last Modified	Total Hits
MCC Task Forces	29/03/2022	60564
Withdrawal of Specifications and/or functionality	24/03/2022	16575
SA WG6#49-bis-e Elections - 22 June to 1 July 2022	24/03/2022	1153
CT5 - Open Services Architecture (OSA)	16/03/2022	20178
CT6 - Smart Card Application Aspects	16/03/2022	78639
CT4 - Core Network Protocols	16/03/2022	102458
CT3 - Interworking with External Networks & Policy and Charging Control	16/03/2022	86260
Core Network and Terminals	16/03/2022	165512
SA6 - Application Enablement and Critical Communication Applications	15/03/2022	115460
Covid 19 Information Corner	11/03/2022	406
NTN & Satellite in Rel-17 & 18	08/03/2022	3452
3GPP Excellence Award	07/03/2022	8533
3GPP Recognition Awards	07/03/2022	61366
3GPP Lifetime Achievement Award	23/02/2022	4807
SA WG6#47-e Election results - 14 February 2022	22/02/2022	371
Specifications	14/02/2022	1204197
Partners	11/02/2022	365769
Application Enablement Standards in 3GPP	10/02/2022	2839
SA4 - Multimedia Codecs, Systems and Services	01/02/2022	111422
TSG CT WG6#110-e Technical vote - 23rd February 2022	28/01/2022	468
About 3GPP	25/01/2022	671830
Dongwook Kim	20/01/2022	240
RAN Plenary	18/01/2022	294179
Project Coordination Group (PCG)	17/01/2022	89123
SA3 - Security and Privacy	11/01/2022	144010
Legal matters	10/01/2022	76026
Release 18	07/01/2022	147086
Change Requests - Step-by-Step	06/01/2022	22893
Release 17	22/12/2021	285943
Release 16	22/12/2021	489657
How to host	02/12/2021	56325
TSG CT WG6#109-e Elections - 16 to 19 November 2021	18/11/2021	1068
TSG CT WG6#109-e Election results - 16 to 19 November 2021	18/11/2021	854
SA WG1#96 Election Results - 8 to 18 November 2021	10/11/2021	1048
SA1 - Services	10/11/2021	120021
RAN WG5#93-e Election results - 8 November 2021	10/11/2021	1087

TSG SA WG3#105-e Elections - 8 to 19 November 2021	08/11/2021	1160
TSG SA WG3#105-e Election results - 8 November 2021	08/11/2021	979
RAN WG5#93-e Elections - 8 to 19 November 2021	08/11/2021	1036
RAN5 - Mobile terminal conformance testing	08/11/2021	189628
SA WG3#105-e Technical vote - 8 to 19 November 2021	04/11/2021	917
CT1 - User Equipment to Core Network protocols	04/11/2021	110328
CT WG1#133-e Technical vote - 11 to 19 November 2021	04/11/2021	853
SA WG1#96 Elections - 8 to 18 November 2021	27/10/2021	1520
3GPP Highlights	21/10/2021	24435
Management, Orchestration & Charging webinars	18/10/2021	3979
RAN WG1#106bis-e Election Results / 14 October 2021	15/10/2021	1189
RAN1 - Radio Layer 1 (Physical layer)	15/10/2021	235944
RAN WG1#106bis-e Elections / 11 to 19 October 2021	15/10/2021	2492
Releases	04/10/2021	677571

Total 51 / 12 (elections)

Annex B Logo authorizations granted

29 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
Hangzhou Taili wireless communication equipment Co., Ltd	March 17, 2022	LTE, 5G	use %G logo and LTE trademark and/or LTE, LTE-Advanced or LTE-Advanced Pro logo on product and marketing material.
Hytera Mobilfunk GmbH	March 18, 2022	5G	product documentation (such as user manuals, etc.) in different forms of media (mainly printed and digital)
Grenzebach Group and Grenzebach Maschinenbau GmbH	February 24, 2022	5G	exhibitions (Next: Modex and LogiMAT) and the website Grenzebach in relation of the OL1200S (AGV) and its connectivity possibilities
Aquaductus AB	February 22, 2022	5G	printed decal on a new generation of our product Based on the Telit ME910 module supporting LTE Cat M.
Rohde & Scharz	February 22, 2022	5G	website graphics
Honor Device Co., Ltd.	February 16, 2022	5G	5G products and marketing materials
Soitec	February 11, 2022	LTE, 3GPP	Presentations
Mobilfunk GmbH	January 25, 2022	LTE	product documentation (such as user manuals, etc.) in different forms of media (mainly printed and digital)
Group 2000	Feb 7, 2022	3GPP	marketing use and websites
Careium	February 3, 2022	LTE	printed material & marketing
NetModule AG	January 27, 2022	5G	customer information and marketing
ASCE	January 26, 2022	5G	journals
Wireless Supply	January 19, 2022	LTE	data sheets and product promotion
Klambt Programmzeitschriften GmbH	January 14, 2022	5G	TV magazine "Super TV" article
TTP plc	December 14, 2021	3GPP	website, marketing materials and at exhibitions
Wapice Oy (Wapice Ltd.)	December 15, 2021	LTE	product naming and marketing
Tektronix inc.	December 3, 2021	5G	We will use the logo within our datasheet and possibly other collateral to declare conformity to the 3GPP specifications
Air@Wave Communications Pty Ltd	December 2, 2021	5G	marketing of products and services
Karlsruhe Institute of Technology (KIT) and ACATECH	November 17, 2021	5G	studies and related graphics
ALICON SWEDEN	November 7, 2021	5G	presentations and marketing material
Huawei Technologies Co., Ltd.	October 21, 2021	5G	5G testbed marketing and promotional use
ZTE Corporation	October 19, 2021	5G	workshop with CMCC (China Mobile) and some industry companies to promote the 5G advanced. Using the 5G advanced logo in the poster.
MFA (MulleFire Alliance)	October 29, 2021	3GPP	MFA marketing materials and the website
Klas	October 21, 2021	5G	on marketing materials (presentations, videos, website brochures, whitepapers) for products that support a 5G modem.
Switcher Limited	October 19, 2021	5G	comparison site Switcher.ie which lists mobile phone and sim only offers.
Digi International	October 12, 2021	5G	use the logo on digital and print materials that feature our 5G products.
Nokia and Nokia Bell Labs	October 11, 2021	3GPP, 5G	marketing, promotional materials
Hytera Mobilfunk GmbH	September 21, 2021	3GPP, 5G	lectures and presentation materials
Giovanni Romano, Maria Pia Galante, TIM and Technical News TIM	October 7, 2021	5G	article and for technical presentations and papers

Annex C Marketing budget allocation 2022

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

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.