

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 six month period from September 1, 2023 to February 29, 2024. It contains details of the Marcom work done on the website, news articles, newsletter production, TSG and WG marcom efforts, social media, video making, branding, logo usage and trademark protection.

It also contains a list of marcom projects in the pipe for 2024 and the budget details for marcom work to be carried out.

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1 3GPP Website

The Marketing and Communications Officer (Marcom) is responsible for the coordination and evolution of the website (3gpp.org). The current site was redesigned and implemented in 2022, with a first phase of upgrades and improvements implemented in the 4Q2023 (see 1.3 below).

1.1 Content creation

3GPP News since the last report

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

The meetings in Chicago merited a news story in November, as ATIS hosted over 1800 experts attending 15 of the 3GPP Working Groups in the week. The meeting was the first major 3GPP meeting hosted by ATIS that year and it was heralded as a great success.

The December plenaries in Edinburgh (TSGs#102) hosted the 25th [anniversary celebrations](#). A gala social event was attended on the Tuesday evening.

On December 4, the Organizational Partners issued a [joint press release](#) to announce that 3GPP stands ready to embark on the planning for the next generation, 6G.

The following articles are created and published in the **News** and '**Browse our Technologies**' sections of the website.

3GPP News articles since PCG#51	Published to web	Page views <small>(March 18, 2024)</small>
5G Non-Terrestrial Networks	25/01/2024	5332
TSG RAN progress	11/01/2024	2189
3GPP Commits to Develop 6G Specifications	03/12/2023	16091
3GPP at 25 - Grown-up, still living at home	24/11/2023	3561
US hosts large scale 3GPP WG meetings	16/11/2023	2483
Highlights Issue 7 (November)	29/10/2023	2096

Partner related news since the last report

(<https://www.3gpp.org/news-events/partner-news>)

Several MRP papers and initiatives were promoted on the 3GPP website (News – Partner News), including news from the NGMN, GSMA (Global 5G Alliance), TCCA and 5G Americas. Organizational Partners ATIS, ETSI, TSDSI and TTA also provided partner content (web & newsletter), about their important 3GPP related work.

3GPP Partner news stories since PCG#51	Published to web	Page views <small>(March 18, 2024)</small>
Global 5G Alliance summit	29/02/2024	393
NGMN looks at IMT-2030	14/02/2024	496
3GPP Technology Trends	09/01/2024	3041
Mission Critical broadband	14/11/2023	1651
CTIA - IoT Network Certified™ program	02/11/2023	1271
Beyond Smartphones to Battery-less IoT	26/10/2023	1817
NGMN looks to a 6G future	26/09/2023	2220

'Browse our Technologies' pages created:

<https://www.3gpp.org/specifications-technologies/browse-our-technologies>

The technology pages are generated from the Highlights newsletter content with additional articles coming from MCC experts and Working Group officials and rapporteurs.

Browse our technology articles since PCG#51	Published to web	Page views (March 18, 2024)
Security features for Non-Public Networks	14/02/2024	448
Communication services (VoLTE/VoNR)	05/01/2024	8626
5G NetX network map	01/01/2024	4595
IVAS Codec for the NG 3GPP Voice and Audio Services	22/12/2023	1485
Rel-18 Status and Rel-19 Progress in TSG SA	15/11/2023	2988
3GPP EDGEAPP: Roaming, Federation and Edge Node Sharing	19/09/2023	4874
5G Network slicing Charging	13/09/2023	2894
AI/ML Management for 5G Systems	11/09/2023	6846

Other Website article creation/maintenance/updates:

In the normal working week, several 3GPP website pages need to be updated or created. Apart from the News and technologies articles (above), since PCG#51, 67 articles (pages) were created or modified on the 3gpp.org website, of which 28 were election/vote related.

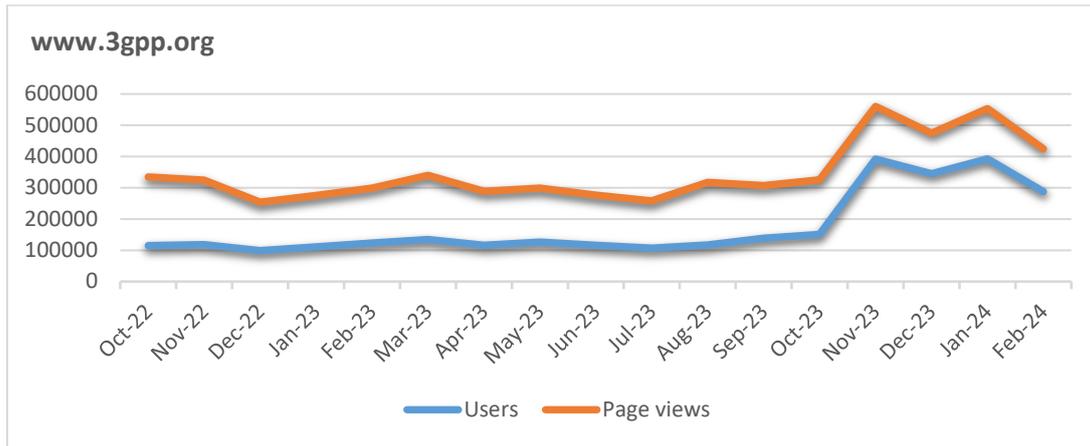
See **Annex A** for a listing of all MCC website updates in the period.

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

Between September 1, 2023 and February 29, 2024 the website had:

- 2,648,699 Page views
- 1,680,410 Website Users

Both User numbers and Page views are above pre-November 2023 levels.

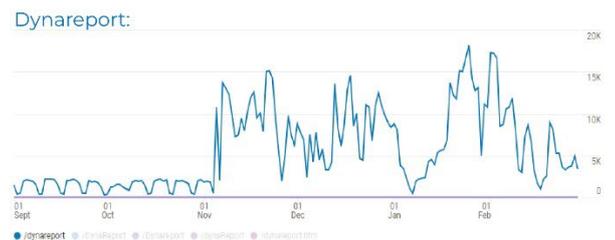
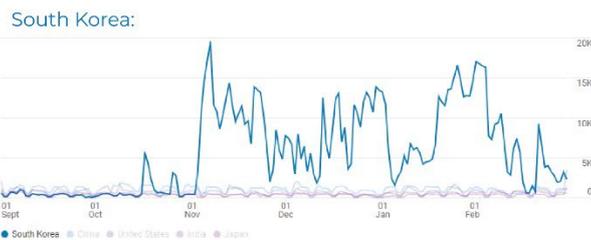


Source: Google Analytics

Looking at Geographies and then pages visited, we can attribute the inflated numbers to the combination of South Korea visits and Dynareport page views. In the six month period there have been over a million Dynareport page views (more popular than the Home page).

3GPP web stats 'blip'

September 1, 2023 - February 29, 2024

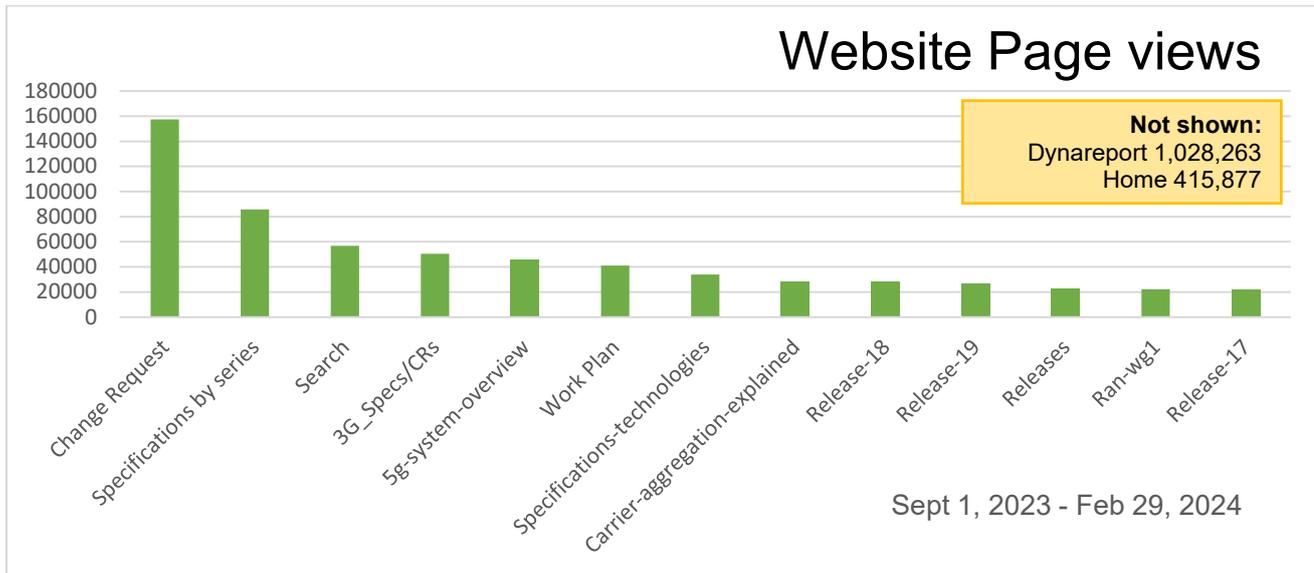


Users by Country



COUNTRY	USERS
South Korea	1M
China	152K
United States	111K
India	67K
Japan	42K
Germany	25K
United Kingdom	22K

Top web pages visited (Sept. 1, 2023 – Feb. 29, 2024):



Source: Google Analytics

1.3 3GPP Website CMS developments

Improvements have been made for table handling and on areas of the website up-keep that were problematic (for marcom). The web agency completed these tasks to schedule, with some further work now under study.

The Newsletter subscription management is not yet used by marcom – I aim to use the new subscriber / distribution method for Highlights Issue #8 (May 2024).

Latest website improvements:

Task No.	Task Name	Comments
1	Tables	Development & documentation of Tabulizer method of upload complete. MCC using this for all large tables.
2	Adding New Pages (not News or events articles), Menus and Section images	Documentation created by agency for Section level updates.
3	News and Events	Agency updated all 3 news sections – now displaying 3 featured articles on news home page, and featured articles now included in the full news listings.
4	Video Page	Development & Documentation of Vimeo upload to the 3GPP website complete and in use.
5	Newsletter subscription and unsubscribe, exporting data and sending emails...	Development complete - MCC need to ensure subs data is up-to-date and correct before sending newsletter. NB. The mailer has been tested on the DEV server but not on LIVE. (KF: To be tested on Issue #8, May 2024)
6	Page Title missing (google analytics results)	Agency have investigated, but need more info.
7	404 Pages	Agency have enabled plugin to capture URL's. (KF: not yet in use)
8	Browse our Tech	Agency have updated search tools to get more meaningful results. We will return to this section of the website 2H24. We want to link Tech articles to TSG / WG pages.

We now have a 3GPP Joomla Website Admin Guide (Jan 2024) containing processes that will allow newcomers to MCC to continue

- Add New Pages & Menu Items.
- Change Hero Images on Section pages.
- Edit Footer Items.
- Manage Newsletter Subscriptions & Export Submissions.
- Manage Tables – Using the Tabulizer Tool.
- Manage Videos.

In 2024, some development budget (Annex C) has been allocated to improve the visibility of the technology articles. The major objective will be to have tags added to articles that permit us to have TSG or WG related technical articles features on the WG or TSG pages (Story banners).

2 Social media

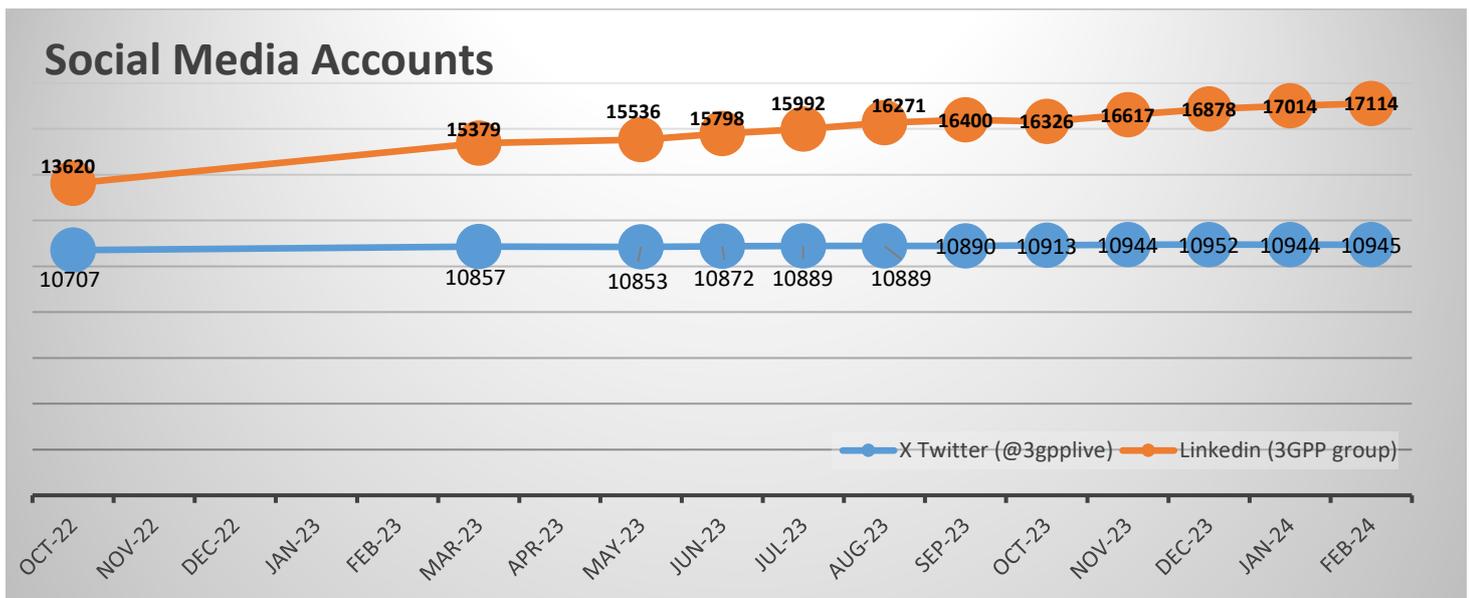
News stories are posted to the 3GPP [Linked-In group](#) on X twitter via @3gpplive.

Linked-In (Sept. 1 – Feb. 29):

- News of the 3GPP TF160 software release (2488 impressions)
- Get the insights into 3GPP Release 19 and 6G Planning in this ATIS webinar, April 3 (8849 impressions)
- Satellite technology of the year (6137 impressions)
- The annual Excellence awards for delegates in 3GPP (8081 impressions)
- See the three interviews for the last TSG Plenaries and the back catalogue here... (1909 impressions)
- 3GPP and ETSI Leaders will attend MWC in Barcelona (2342 impressions)
- All three of our short interviews with the TSG Chairs are now online (4291 impressions)
- As the project celebrates the 25th anniversary of the signing of the 3GPP Project Agreement, the 3GPP Organizational Partners have today issued the following joint press release (8,680 impressions).
- The North American 3GPP Organizational Partner, ATIS has welcomed over 1400 experts to Chicago (8784 impressions).
- In the new issue of HIGHLIGHTS - The 3GPP Newsletter - we discuss... (5992 Impressions)
- TTA will host a free event, with our 3GPP Chairs to provide insights... (2242 Impressions)

Xtwitter is used to mirror the same news items.

'X' and Linked-In Subscriber numbers:



3 3GPP Newsletter

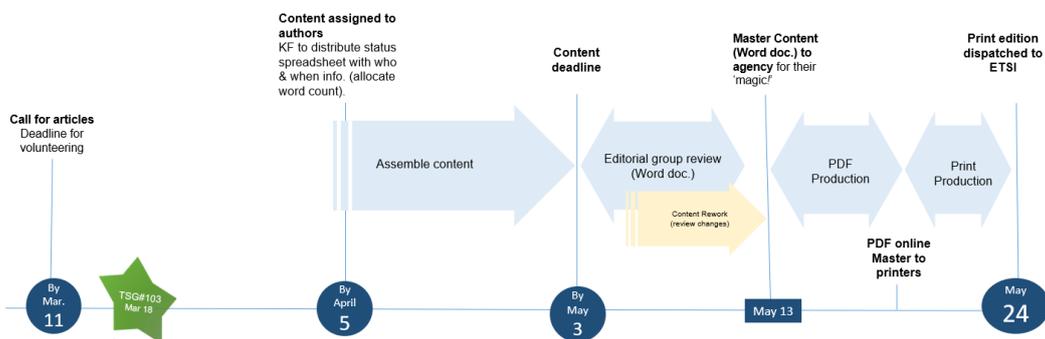
www.3gpp.org/highlights

The content plan for Highlights Issue 8 is stabilizing, with the newsletter due out in May 2024.

Page plan for Issue 08 (at April 8):

P4 - P5 TECHNICAL NEWS		
P6-P7	NG-RTC Opens New Opportunities of Telecommunication Services	Song Yue, CT4 Chair
P8-P9	Network and Service Operations for Energy Utilities (NSOEU)	Erik Guttman, Rapporteur
P10 - P11	Security Assurance (SCAS) test cases for GSMA certification & the EU Cyber security certification program.	Suresh P. Nair, SA3 Chair
P12-P13	CT reached Rel-18 stage3 completion	Peter Schmitt
P14-P15	R18 work review	GAO yin, RAN3 Chair
P16-P17	Release 19 in RAN 4	DAIxzeng, RAN4 Chair
P18_P19	Management and Orchestration in Rel-19	Zou Lan to advise SA5 author
P20 - P21 PARTNER FOCUS	SCF feedback on joint meeting with the O-RAN Alliance and OAI in Boston	TBD
P22 -P23		
P24	TCCA help on procurement practices for MCX	Nina Myren, Chair of TCCA Legal and Regulatory Working Group (LRWG)
P25 A LOOK INSIDE	Calendar / Membership	
P26-P27	Interview with Diana Pani, RAN2 Chair	
P28	News: Awards, 5G-MAG - IVAS demos at TSGs, Logo news...	

Highlights Issue 8 Production schedule:



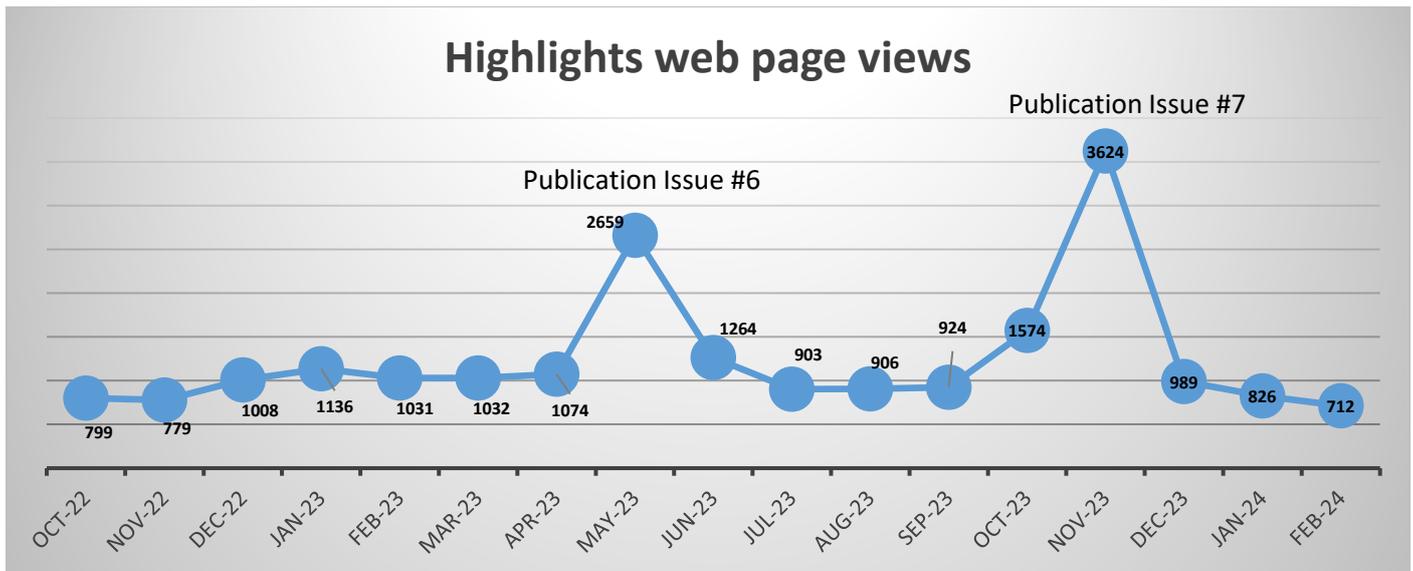
3.2 Newsletter ‘Highlights’ Subscriptions:

2800+ Subscribers receive an email notification when the latest (new) version of Highlights has been uploaded to the website.



3.3 Highlights Online Readership:

This figure is deduced from the Joomla CMS page views for all highlights pages, including the on-line PDF (flip) version of each issue.



Source: Joomla CMS

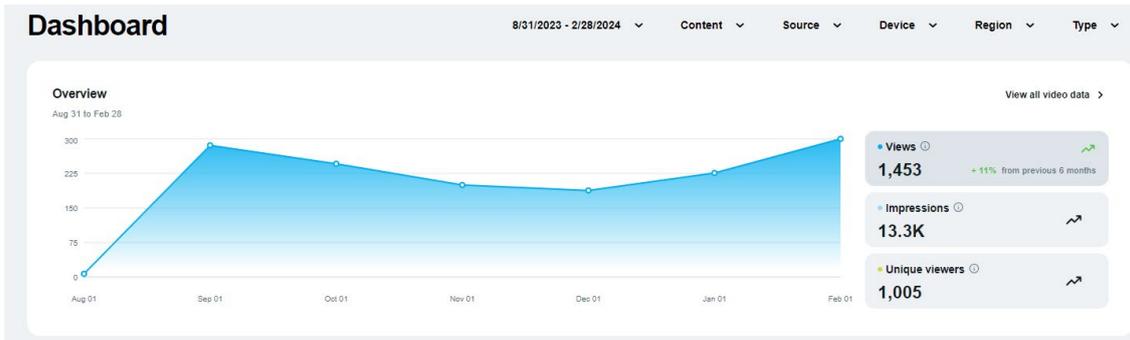
The technical articles from previous issues of Highlights are now available as website articles on www.3gpp.org (technologies). This gives newsletter articles a second lease of life & a more permanent home in the ‘technologies’ section of the website.

4 3GPP Videos

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

During the recent Technical Specification Group plenaries (TSGs#102) we recorded a short video with each of the TSG Chairs. The posting the three films onto the Vimeo site at the start of 2024 has led to an upsurge in video viewings.

Vimeo video views (Sept. 1 – Feb. 29): 1453.



An interview with Puneet Jain, TSG SA Chair



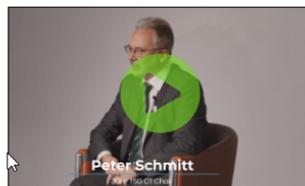
More 3GPP Videos...

Wanshi Chen Interview



In December 2023, during the TSG Plenary week, our Head of 3GPP MCC - Issam Toufik - sat down with Wanshi Chen, to go through some of the RAN highlights from the meeting.

Interview with Peter Schmitt



During the recent Technical Specification Group (TSG) plenaries we recorded a short video with each of the group Chairs. The first one completed was with Peter Schmitt, TSG CT Chair.

3GPP - The place to be



A short video about 3GPP, Join us!

5 Conferences & Summits

The list of 2024 endorsed conferences & events for participation is as follows:

ETSI AI CONFERENCE 2024	05/02/2024	Sophia Antipolis	Partner event, Speaker
MWC 2023	26/02/2024	Barcelona	Endorsed
Non-Terrestrial Networks, a Native Component of 6G	03/04/2024	Sophia Antipolis	Partner event, Speaker
6GSymposium	09/04/2024	Helsinki	Speaker
CCW 2024	14/05/2024	Dubai	Partner event, Speaker
NGMN IC&E	10/09/2024	Munich	Partner event, Speaker
ETSI Security Conference	14/10/2024	Sophia Antipolis	Partner event, Speaker

Mobile World Congress (Feb 25 – 29, 2024)

In February, we attended the MWC24 in Barcelona, as Association Partner as well as for congress presentations and cordial meetings with colleagues from 3GPP member companies. A total of 24 meetings and speaking slots were planned. Peter Schmitt and other colleagues from ETSI also attended meetings and all took part in the ETSI social event on the Tuesday evening of MWC.



Issam Toufik speaking at the 5G New Calling Summit, Hall 4 (Feb. 27)



Luis Jorge Romero, Issam Toufik with R&S on their stand in Hall 5



Luis Jorge Romero speaking at the GSMA - Global 5G Alliances Summit in Hall 8

MWC25 will be from 3-6 March 2025, in Barcelona.

5.1 A 3GPP seminar (September 2024)

I am studying the possibility of holding a 3GPP seminar after the TSGs#105 in Melbourne. TCCA are considering the possibility of holding a one day of private/public sessions on Tuesday Sept. 17, with Government, Critical communications users and vertical industry experts. Hosts: Kevin Graham (TCCA CEO) and the Australasian Critical Communications Forum.

On the Monday following TSGs#105, Telstra have asked for a briefing session (half day) at their local offices.

I will work with Telstra (Monday, Sept 16 visit) and TCCA (Tuesday) to further develop the agendas – with the aim of having a stable plan in place before the summer (June) plenaries – so that travel plans can be made.

6 TSG and WG marcom activities

WG meetings Chicago (Nov. 2023)

The 3GPP WG meetings were held in Chicago, from November 13-17, 2023. Delegates received ATIS/3GPP branded lanyards, paid for from the 3GPP Marcom budget. A sum of 5K€ was also allocated to provide a networking breakfast for new Members attending the week long WG meetings.

WG meetings (Mar. 2024)

The annual Excellence Awards for delegates in 3GPP were presented by the Working Group Chairs during the meetings in Seville (SA5) and Athens (RAN2, SA2 and CT4).

TSGs#102 Edinburgh (Dec. 2023)

In December, from 11th – 15th, MCC coordinated and organised a 25th Anniversary party (Tuesday evening), badges, PC stickers and some special gifts for some of the veterans of the project.

The TSGs#102 registration area in Edinburgh featured branded printing stations with 25th anniversary livery.



TSGs#103 Maastricht (Mar. 2024)

I attended the Maastricht meeting to gather the content of the next edition of the HIGHLIGHTS newsletter. During the week we were also able to publicise the selection of [3GPP NTN Standards as satellite technology of the year](#) by the 'Via Satellite' magazine.

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 text of the terms of use of the term/logo 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.

7.1 Trademark authorizations since PCG#50

A total of 14 logo & trademarked term usage requests have been approved since the last PCG.

Companies requesting our TM authorization were: NVIDIA Corp., Analog Devices, ZIEHL-ABEGG SE, TerreStar Solutions, ETRI, Tannera LLC, Fraunhofer Institute for Integrated Circuits IIS, Nokia Technologies OY, Dolby Laboratories, Inc., ITK Engineering, Samsung, Vodafone Group Services Ltd, Zebra Technologies, Shandong Derun Electronics.

Full details are in **Annex B**.

Reporting to:	Total number of TM requests
PCG#52	14
PCG#51	20
PCG#50	13
PCG#49	15
PCG#48	29
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, containing advice on how to get the authorization to use our trademarks, is online at <http://www.3gpp.org/about-3gpp/legal-matters/logo-use>.

7.2 Trademark protection and Logo use

7.2.1 3GPP trademark protection

The 3GPP trademark registered in the US will expire on June 29th 2024.

To renew the trademark, I must submit proof of the use of the trademark in the US, in relation with goods and services covered:

CLASSE 016: PRINTED PUBLICATIONS, NAMELY, TECHNICAL REPORTS, BOOKS, MANUALS, NEWSPAPERS, [PHOTOGRAPHS,] TEACHING MATERIALS, AND INSTRUCTIONAL MATERIALS RELATED TO TECHNICAL STANDARDS IN THE FIELDS OF TELECOMMUNICATIONS, INFORMATION TECHNOLOGY, AND RADIO AND VIDEO BROADCASTING; AND BOOK BINDINGS

CLASSE 035: BUSINESS SERVICES, NAMELY, CONDUCTING BUSINESS RESEARCH AND STATISTICAL SURVEYS AND PROVIDING STATISTICAL INFORMATION, PREPARING BUSINESS REPORTS [, AND ACCOUNTING SERVICES]

CLASSE 038: TELECOMMUNICATION AND COMMUNICATION SERVICES, NAMELY, PERSONAL COMMUNICATION SERVICES, AND CELLULAR MOBILE TELECOMMUNICATION AND DATA COMMUNICATION SERVICES; [TELEGRAPH SERVICES;] TELEPHONE COMMUNICATION SERVICES; [TELEX AND FACSIMILE TRANSMISSION;] PROVIDING WIRELESS ACCESS TO THESE SERVICES; MOBILE RADIO COMMUNICATIONS VIDEO CONFERENCING AND BROADCASTING ELECTRONIC MAIL SERVICES ELECTRONIC STORE-AND FORWARD MESSAGING; [ELECTRONIC TRANSMISSION OF DATA AND DOCUMENTS VIA COMPUTER TERMINALS;] PROVIDING TELECOMMUNICATIONS CONNECTIONS TO A GLOBAL COMPUTER NETWORK; [AND RADIO AND TELEVISION BROADCASTING]

CLASSE 042: [TECHNICAL CONSULTATION IN THE FIELDS OF TELECOMMUNICATIONS, INFORMATION TECHNOLOGY, AND AUDIO AND VISUAL BROADCASTING; COMPUTER PROGRAMMING FOR OTHERS; COMPUTER CONSULTATION;] DESIGN [AND TESTING] OF NEW PRODUCTS FOR OTHERS; MATERIAL TESTING; [AND LEGAL SERVICES]

Status: Not yet started. Task to be completed during May 2024, by Marcom.

7.2.2 LTE trademark protection

No activity in the period of this report.

7.2.3 5G logo protection

No activity in the period of this report.

7.2.4 5G logo protection

No activity in the period of this report.

7.2.5 6G logo protection

Feedback received from ETSI legal.

We can continue with the 'TM' on the new 6G logo. We do not need a registered trademark to use it. 'TM' can be used for a sign used as a brand that is not registered.

ETSI legal is looking into logo use. A trademark attorney is being consulted on the INPI's practice/appreciation of trademarks evolved since ETSI filed 5G logo.

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>.

We have two official awards in 3GPP:

1. The 3GPP Excellence Award

Decided upon at the end of every year, when nominations from the Working Group Chairs are considered by the Award panel.

2. The 3GPP Lifetime Achievement award

Given by the Project Coordination Group leaders, on an exceptional basis, this award recognises an individuals' contribution to the work of 3GPP over a period of time. It gives credit for consistent, profound and enduring contributions of outstanding significance to the work of 3GPP and its groups over a number of years.

8.1 3GPP Excellence Award

The 2023 Excellence Awards for delegates in 3GPP have been presented by the Working Group Chairs during the recent meetings in Seville (SA5) and Athens (RAN2, SA2 and CT4).

Håkan Palm, RAN2	Yizhi Yao, SA5	Qi Caixia, CT4	Jinguo Zhu, SA2
As a leading RAN2 control plane expert and the NR RRC specification rapporteur (TS38.331), Håkan Palm continues to put an enormous amount of work to ensure that the specification continues to be of high quality, accurate, and most importantly that the ASN.1 compiles and can be	Yizhi Yao has made major contributions in 2023 on AI/ML management as Prime rapporteur and Management Data Analytics (Phase 2) and 5G performance measurements and KPIs (Phase 3).	One of the major contributors in CT4, Qi Caixia has held a number of work item rapporteurships including EDGE_Ph2 in Release 18. She also holds the pen on several 29 series Studies and Technical	He was Moderator of two Rel-19 SID candidates during Q3 and Q4 – The study on 'UPF enhancement for Exposure' and 'SBA Phase 2, Study on Improvements of network controlled Network Slice Selection. Rapporteur of a TEI18 item 'Enhancement of NSAC for maximum number of UEs with at

used by implementations in the field.		Specifications.	least one PDU session/PDN connection' and Primary rapporteur for Network Slicing Phase 3.
			

8.2 3GPP Lifetime Achievement Award

The [Lifetime awards page](#) is up-to-date with tributes to all of our recipients, following the presentation of the latest award to Chris Pudney in June 2023.

Roll of honour:

- 2023 **Chris Pudney**
- 2022 **Robert Love**
- 2021 **Stephen Hayes**
- 2019 **Wan Lei**
- 2019 **Martin Israelsson**
- 2018 **Günther Horn**
- 2017 **Donald E. Zelmer**
- 2017 **Andrew Howell**

9 Planning for the next six months

Here are the headline Marcom tasks for 2024.

I. Launch our 6G Logo

- Have high resolution versions of the logo ready for OP and TSG use after PCG#52.
- Use the 3GPP Stage-1 Workshop on IMT2030 Use Cases as a soft launch of the logo. It will be used on banners (onsite) and on the news story from the Rotterdam Workshop (May 10, 2024).

II. News stories

- Stage-1 Workshop on IMT2030 Use Cases
- Release 19 progress and 6G planning (notably IMT process, Workshops, SIDs)
- Promotion of our participation in conferences.
- News from TSGs and WGs (III. Below)

III. TSG and WG marcom activity

These key technical meetings will be used to gather articles for the web and the 3GPP Highlights newsletter.

- **TSGs#104 Shanghai**, 17 – 21 June 2024.

Photo news from MCC colleagues, to freshen up the home page and to provide content for a news story on the meeting & social event.

- **WGs Maastricht**, 19 – 23 August 2024

Coordinate with ETSI MCC colleagues on a photo news story.

- **TSGs#105 Melbourne**, 9 – 13 September 2024.

Local host, events & press coordination, Possible 3GPP Summit & outside meetings, News gathering.

- **WGs Orlando**, 18 – 22 November 2024

Coordinate with ATIS PR colleagues on a photo news story.

- **TSGs#106 Madrid**, 9 – 13 December 2024.

End of year videos, Awards panel, photo news story.

IV. MWC2025 Barcelona (March, 2025)

Tasks to be completed:

- Agreement with GSMA for 3GPP to be an Association Partner (Passes and branding).
- Marcom to arrange TSG Chair Congress passes – If needed.
- Marcom to set-up and maintain a meetings calendar (20+ meetings held in 2024), for 3GPP leaders present.

V. Highlights Newsletter

Production of Highlights Issue #8 (May 2024) and Issue #9 planning for Nov. 2024.

VI. Awards

The 2024 Excellence Awards process will be completed 1Q25.

VII. Web site

We will make improvements to the Browse our Technologies page, by adding tags to permit articles to be seen on relevant areas of the website 4Q24.

VIII. Videos

We will shoot leaders videos at the December TSGs#106, in 2024. The videos will be on the 3GPP website by early 1Q25.

IX. White papers & Leaders scheme

Two new areas under consideration in 2024 are:

- The possibility of asking 3GPP groups to initiate and maintain 3GPP White Papers.
- The creation of a Leader's pin for WG and TSG Chairs (awarded at election).

[REPORT ENDS]

Annex A Website updates by MCC

(August 8, 2023 – March 11, 2024)

Of 67 modified 3gpp.org webpages – 28 were election/vote pages updated in the period.

Page	Last Update	Total page views
RAN1, 5G-Advanced and Rel-18 Completion	11/03/2024	280
Awards for Excellence in 2023	08/03/2024	687
Rel-18 Status and Rel-19 Progress in TSG RAN	08/03/2024	310
3GPP Association Partner to MWC	07/03/2024	1153
SA6#59 / Election results 26 February to 01 March 2024	05/03/2024	54
Global 5G Alliance summit	04/03/2024	393
NGMN looks at IMT-2030	15/02/2024	496
5G NetX network map	15/02/2024	4598
Security features for Non-Public Networks	15/02/2024	450
5G Network slicing Charging	14/02/2024	2894
TSG RAN progress	07/02/2024	2200
5G Non-Terrestrial Networks	26/01/2024	5344
Rel-18 Status and Rel-19 Progress in TSG SA	20/01/2024	2993
SA6#59 / Elections 26 February to 01 March 2024	18/01/2024	645
3GPP Technology Trends	10/01/2024	3041
Non-Public Networks (NPN)	09/01/2024	27591
Communication services (VoLTE/VoNR)	08/01/2024	8631
Celebrating 100 Plenaries	04/01/2024	6840
IVAS Codec for the NG 3GPP Voice and Audio Services	26/12/2023	1492
3GPP at 25 - Grown-up, still living at home	04/12/2023	3562
3GPP Commits to Develop 6G Specifications	04/12/2023	16102
US hosts large scale 3GPP WG meetings	23/11/2023	2483
CTIA - IoT Network Certified™ program	22/11/2023	1271
NG-RAN Architecture	22/11/2023	13383
Mission critical broadband	22/11/2023	1651
SA1#104 / Election Results 13 November 2023	19/11/2023	161
SA1#104 / Elections 13 to 17 November 2023	16/11/2023	575
CT6#117 / Election results 14 November 2023	15/11/2023	135
5G-ACIA Industrial 5G Day	14/11/2023	945
RAN5#101 / Election results 13 November 2023	14/11/2023	133
SA3#113 / Elections results 7 November 2023	08/11/2023	197
SA3#113 / Elections 6 to 10 November 2023	08/11/2023	767
TSG CT WG3#131 - Technical vote - 14th November 2023	07/11/2023	140
CT6#117 / Elections 14 to 17 November 2023	07/11/2023	257
CT6#117 / Elections 14 to 17 November 2023 (2)	07/11/2023	0

RAN5#101 / Elections 13 to 17 November 2023	07/11/2023	309
Highlights Issue 7 (November)	30/10/2023	2096
Beyond Smartphones to Battery-less IoT	27/10/2023	1817
Recent trends and advances in 3GPP standardization	18/10/2023	1327
3GPP Outreach event by TSDSI	18/10/2023	1051
RAN1#114-bis / Election results 9 October 2023	09/10/2023	253
RAN1#114-bis / Elections 9 to 13 Oct 2023	09/10/2023	680
NGMN looks to a 6G future	26/09/2023	2220
3GPP EDGEAPP: Roaming, Federation and Edge Node Sharing	21/09/2023	4875
5G architecture support for XR and media services	12/09/2023	6878
AI/ML Management for 5G Systems	12/09/2023	6849
Edge computing management & orchestration	12/09/2023	1124
New Radio (NR) positioning support	31/08/2023	3631
Management Data Analytics (MDA)	31/08/2023	2313
Rel-18 Security feature summary	30/08/2023	4748
5G LAN Charging	30/08/2023	1024
RAN4#108 Election Results - 22 August 2023	28/08/2023	500
TSG SA WG5#150 Elections - 21 to 25 August 2023	25/08/2023	802
TSG SA WG5#150 Election Results - 21 to 24 August 2023	25/08/2023	347
RAN2#123 / Elections 21 to 25 August 2023	25/08/2023	1795
RAN2#123 / Election Results 21 to 24 August 2023	25/08/2023	408
Evolution of Network Nodes: From IAB to IRS	24/08/2023	3308
3GPP Charity Run in Toulouse	23/08/2023	3354
Election News – RAN5	23/08/2023	2799
RAN5#100 / Elections 21 to 25 August 2023	22/08/2023	464
RAN5#100 / Election Results 21 August 2023	22/08/2023	277
RAN3#121 / Elections 21 to 25 August 2023	22/08/2023	535
RAN3#121 / Election Result 21 August 2023	22/08/2023	355
CT3#129 / Election Results 21 August 2023	22/08/2023	225
SA4#125 Elections - 21 to 25 August 2023	22/08/2023	330
SA4#125 Election Results - 21 August 2023	22/08/2023	295
RAN4#108 Elections - 21 to 25 August 2023	22/08/2023	1461
CT3#129 / Elections 21 to 25 August 2023	18/08/2023	355

Annex B Logo authorizations granted

14 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, up to and including Feb. 29, 2024.

Requesting person or Organization	Date of request	3GPP term or logo	Reason
NVIDIA Corp.	Feb. 28, 2024	3GPP	To display on the NVIDIA website to show that NVIDIA is a member of 3GPP.
Analog Devices	Feb. 16, 2024	5G, 3GPP	To highlight ADI 5G technology that is 3GPP compliant. The nature of the intended use of the logo(s): Include in industry presentations and public facing marketing materials.
ZIEHL-ABEGG SE	Feb. 8, 2024	5G	We want to use the logo in a bigger size (~ 1 Meter height) made with Styrofoam to show that we are running a 5G network. The logo will be used only in our factory floor and is maybe also part of pictures made in our testbed.
TerreStar Solutions	January 17, 2024	3GPP	as a member of your association, we wanted to ask your permission to use your logo on our new corporate website.
ETRI	Dec. 20, 2023	3GPP, 5G, LTE	3GPP logos for creating internal reports and developing presentation materials for speeches at domestic conferences related to 3GPP standards
Tannera LLC	December 22, 2023	3GPP, 5G	We want to be able to use the 3GPP 5G or 5G-Advanced logo on our site and digital and printed presentation as we develop commercial products in the area of 5G NR RAN acceleration
Fraunhofer Institute for Integrated Circuits IIS	December 7, 2023	3GPP	Usage for an SA4 endorsed demo at SA plenary meeting and upcoming SA4 meetings. Display on a website, that is presented during the demo.
Nokia Technologies OY	December 7, 2023	3GPP	Usage for an SA4 endorsed demo at SA plenary meeting. Display on a device that operates the demo
Dolby Laboratories, Inc.	December 7, 2023	3GPP	Usage for an SA4 endorsed demo at SA plenary meeting. Display on a device that operates the demo
ITK Engineering	November 14, 2023	5G	To use in media marketing material for presenting information about embedded systems. To explain how embedded systems work.
Samsung	November 2, 2023	3GPP	educational materials prepared by Samsung R&D for students.
Vodafone Group Services Ltd	October 11, 2023	3GPP, LTE, 5G	For showing on the giftbox for our new 5G/LTE modem range
Zebra Technologies	October 16, 2023	5G	We have a new product that will allow 5G use and we'd like to use the logo at the bottom of the first page. This document is one of our main marketing collaterals helping customers understand the product features and technical specifications allowing them to make a purchase decision. I believe showing your 5G logo will help reassure our customers we have done our due diligence with you guys.
Shandong Derun Electronics	October 10, 2023	5G	Our company hopes that a new 5G device can be marked with a 5G logo so that users can see it in an obvious location. Used as an identifier for 5G networks.

Annex C Marketing budget forecast 2024

Budget line	Detail	2024 Budget €
Web site	Website design & development	7,000
	Web site deliverables (Articles, White papers)	0
	Video & post-production	8,000
	Vimeo+ Pro subscription (https://vimeo.com/3gpplive)	200
Conference, Meeting, Workshop, Exhibition Participation	Conference fees: MWC Barcelona	2000
	Booth charges (Internet, electricity, extras)	0
	3GPP OP Meeting related marcom activities (TSG, WG, etc)	15,000
Branding, Awards, Printing and typesetting	Highlights newsletter (production & print) Bags, Posters, Folders	10,000
	3GPP Awards	4,000
	Logo design & finishing (PDF, PNG, PSD and JPG)	8,500
	Gifts (USB sticks, glasses cloths, T-shirts, 5G pins)	4,000
Equipment - PC tools & Audio Visual		
Contingency		€1300
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:

Kevin Flynn
Communications Professional 3GPP
kevin.flynn@3gpp.org
Tel: +33 4 92 94 42 58
Mob: +33 6 84 53 41 57

The reference document for the function is contained in PCG document [PCG19 13](#).

The following, when achieved, will demonstrate the success of the Marketing and communications Plan;

- Development of technical brands, such as LTE and LTE-Advanced, 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 D).
- 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.