Source: **3GPP Marketing and Communications Officer**

Title: **3GPP LTE Brand Evolution**

Agenda item: **8.2**

Document for:

Decision	
Discussion	**X**
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1 Task description

The 3GPP Marketing and Communications Officer identified, in his Communications Plan (Extract in **Annex A** of this document), that some 3GPP member companies had started to evolve LTE branding beyond 'LTE-A'[1].

PCG#29 requested that the Marketing and Communications Officer lead an Ad-hoc group to deliver a recommendation on whether 3GPP should evolve our own LTE branding for the benefit of 3GPP and also the marketing and communications work of member companies.

Action PCG29/2: 3GPP Marcomms Officer to lead an Ad Hoc Group to determine the brand evolution needs of 3GPP. This work to ideally be completed by end January 2013 [**3GPP/PCG#29(12)14**]

As the discussion raised at PCG#29 was about LTE branding, other brands '3GPP', 'UMTS' and other 3GPP marks are not considered in this paper.

Extract from the PCG#29 draft report:

7.2 Marketing and Communications

The Secretary, on behalf of Mr Flynn (Marcoms Officer), presented a Communications Plan which contained an update on the marketing and communications activities for 2012/2013 [3GPP/PCG#29(12)14].

Proposed within the Communications Plan was the need to consider the evolution of the LTE brand. It had been noted that 3GPP Individual Members were already using creative descriptions for Release 12 and beyond for internal purposes and that these terms could *defacto* become the future brand name. It was believed that if brand evolution was required, then this should result from a conscious thought process rather than being left to chance. It was also noted that the relationship with nomenclature used within the ITU IMT process should not be forgotten. The PCG concluded that the Marcomms Officer should lead an Ad Hoc Group to determine the brand evolution needs of 3GPP. The Ad Hoc Group should contain marketing representatives nominated by each Organizational Partner, from the Market Representation Partners and the 3GPP TSG leadership. The work should ideally be completed by the end of January 2013.

Decision PCG29/04: Ad Hoc Group created, led by the 3GPP Marcomms Officer, to consider the brand evolution requirements for 3GPP [3GPP/PCG#29(12)14].

Action PCG29/2: 3GPP Marcomms Officer to lead an Ad Hoc Group to determine the brand evolution needs of 3GPP. This work to ideally be completed by end January 2013 [3GPP/PCG#29(12)14]

Action PCG29/3: Heads of Delegations to inform the Marcomms Officer of the names of their representatives which will contribute to the Brand Evolution Ad Hoc Group [3GPP/PCG#29(12)14].

[1] LTE-Advanced having been shortened to LTE-A, so that LTE-B could be used to identify Rel-12+ feature sets.

2 Deadlines

Action	Who?	By when?	Complete
Draft paper on 3GPP LTE Branding with a SWOT on the three options, sent to OP ad-hoc group members.	KF	15th November.	✓
OP Coordinator to revise and improve paper and add discussion points and recommendations – with Word revision tracking and return the document to the OP ad-hoc group members.	Ad-hoc OP	30th November.	✓
Marcomms to deal with OP inputs, clean up the paper and send it to the wider ad-hoc group - OPs, MRPs and TSG leaders - by email, to allow for discussion & consensus gathering during TSG#58 in Barcelona.	KF	5th December.	✓
Improvements to the paper, from OP, MRP and TSG colleagues (with Word revision tracking) to be sent to the ad-hoc group by individuals.	Wider ad-hoc	21st December	✓
Finalised version of the 3GPP LTE brand evolution paper circulated to all.	KF	e/o January 2013.	✓

3 LTE Brand – Current practice

In 2008 we (3GPP marketing & web team) decided to make a conscious effort to promote E-UTRAN and Evolved Packet Core (EPC) work under the term LTE. At the same time, we designed two logo marks, for LTE and LTE-Advanced, that would allow us to brand the appropriate 3GPP deliverables (specification cover sheets) and to disseminate news on 3GPP LTE.

This simple branding exercise has been a success in winning 3GPP recognition for the work and in raising awareness about the specifications.

From a marketing and communications perspective, now is a good time to look at 'what next' for the 3GPP LTE brand.

4 Considering the options available

To make the process of considering the 3GPP LTE brand development simple, we will consider three Options:

4.1 Do not evolve 3GPP LTE brand now.

4.2 Evolve the 3GPP LTE brand now.

4.3 Consider 3GPP branding beyond LTE.

Making the case for these three possible outcomes is intended to provide a structure for the ad-hoc group to work from.

Looking at the Strengths, Weaknesses, Opportunities and Threats (SWOT) – should allow us to have a snap shot of the pros and cons of each Option and help us to arrive at a decision based on the recommendations made by the ad-hoc group.

4.1 Option 1 - Do not evolve 3GPP LTE brand now

The majority of 3GPP companies have not started to use any new branding for their LTE networks or equipment. Release 12 is still the subject of workshops and study items, so anything beyond LTE-Advanced is still in the standards groups and not yet in the marketing domain.

The LTE and LTE-Advanced logos and terms are well established - raising awareness of the 3GPP Specifications. They are also important short-hand terms used in negotiations for commercial contracts between operators and vendors and among the whole eco-system around LTE.

The linkage with the ITU IMT requirements is of vital importance to 3GPP, with much of the media reporting and members' use of the 3GPP LTE and LTE-Advanced brands being linked to the fact that the 3GPP LTE path meets those criteria – taking us beyond 3G.

In 3GPP marketing and communication terms this IMT linkage is vital weight for the success of our branding, but it could also be considered old news as the job was largely complete at the Release 10 Freeze (in marketing and communications terms).

If 3GPP wants to evolve marketing and communications about future Releases, we do need to consider how to brand Release 12 and beyond. Of course *'3GPP LTE-Advanced, Release 12'*, etc, does do that.

If the 'cons' here are not significant, keeping LTE and LTE-Advanced as the only brands on 3GPP Specification cover sheets and in 3GPP marketing and communications is a strong option.

"Do not evolve 3GPP LTE brand now" SWOT:

Strengths (Our assets)	Weaknesses (or limitations)
-3GPP LTE is a big success - Investment in LTE brand paying off, well established -Part of the IMT family of standards -Industry support -No extra cost -Brand awareness -Minimal fragmentation of LTE brand (LTE/LTE-Advanced) -Trademark registered & established -3GPP ownership established	-3GPP LTE has been around a long time, since 2008 – getting old? -3GPP LTE only on TS cover sheets for 2 years (R8, R9), LTE-Advanced will be around for – how many years? -Stalled momentum – if R10 was LTE-Advanced, what is new about R12?
Opportunities (external prospects)	**Threats (external hazards)**
-Still growing demand for LTE partnerships -Equipment market still growing -Standards convergence on 3GPP LTE & LTE-Advanced -More members using 3GPP LTE brand in marketing -Positive news and analyst coverage -Perception that 3GPP LTE is the global standard for mobile BB	-Possible advances of non 3GPP standards -Members marketing needs (4G, 5G, LTE-B, Super 4G…) taking standards branding possibilities away from 3GPP -3GPP LTE and compliant networks approaching the mature part of their life cycle -3GPP not having a branding evolution plan in 2013.

4.2 Option 2 - Evolve 3GPP LTE brand now

We have seen evolution of the LTE term within the slides presented to the RAN Workshop on Release 12. It is also likely that the SA Workshop on core and systems priorities for Release 12 (SA#58) will also receive presentations with 3GPP member company inspired evolutions of the term LTE.

3GPP has aligned its Releases and Systems approach to the ITU IMT-2000 and the IMT-Advanced families of standards. Our study must consider whether the 3GPP LTE branding should stick to this vision, or if there is room for 3GPP LTE brand evolution in parallel.

The word 'evolve' is used in this option, any re-branding would have to take the current LTE term and brand (logo) and not any new term or mark.

Any change to the current 3GPP LTE brand is not currently reflected in the work program, which largely focuses on Work item IDs (WIDs) that describe specific features for the E-UTRA, SAE, EPS, EPC, etc.

If this option is chosen, the process of deciding on the right LTE term and brand (logo/mark) could proceed[2].

The evolution of the 3GPP LTE Brand must not jeopardise current member company strategies.

Fragmentation of the 3GPP LTE brand may impede our marketing message.

"Evolve 3GPP LTE brand now" SWOT:

Strengths (Our assets)	Weaknesses (or limitations)
-Demonstrates vision -Building on LTE success -Industry part of decision process – level playing field -Least extra cost (LTE already branded, trademarked) -3GPP LTE Brand awareness -3GPP ownership of LTE established	-May destabilize LTE and LTE-Advanced plans -Threatens to fragment the 'LTE' brand -Not endorsed/referenced as a part of the IMT family. -No LTE brand beyond LTE-Advanced mentioned in SI's, TR's or TS's
Opportunities (external prospects)	**Threats (external hazards)**
-Providing a roadmap for LTE and EPC -First mover advantage -Can be done quickly -Allows 3GPP Releases to be linked to members advances in LTE -More members using LTE brand in marketing -Further increase in news and analyst coverage	-Added layer of complication for non-3GPP systems to join -May not coincide with members marketing needs (4G, 5G, LTE-B, Super 4G…) -May not catch on

[2] Any study of 3GPP LTE brand evolution would follow the Ad-hoc group's work on the concept.

4.3 Option 3 - Consider 3GPP branding beyond LTE

If there is no consensus for 3GPP LTE brand evolution now, Option 3 allows the ad-hoc group the possibility to develop a 3GPP vision for beyond LTE.

The completion of LTE-Advanced feature set has sparked a discussion in 3GPP about the future. The Workshops held at RAN and SA have started the process to identify 'what next'? It may be useful to have a marketing and communications vision for what lies after LTE.

If there is consensus for Option 2, and 3GPP LTE brand evolution is on-going, going beyond that may be impractical.

"3GPP branding beyond LTE" SWOT

Strengths (Our assets)	Weaknesses (or limitations)
-Demonstrates vision & leadership -New Roadmap for 3GPP Systems -Allows LTE, LTE-Advanced to mature but puts a mark in the sand (2020?)	-No demand seen in 3GPP community. -Not endorsed/referenced as a part of the IMT family. -Threatens the longevity of the 'LTE' brand.
Opportunities (external prospects)	**Threats (external hazards)**
-First mover advantage -Potential news and analyst coverage	-Added layer of complication for non-3GPP systems to join -May not coincide with members needs and investments -May not catch on

5 Partner specific inputs and Recommendations

The contributions in sections 1 to 4 (above) have been written by the 3GPP Marketing and Communications Officer, under the guidance of the ad-hoc group.

This section gives room for inputs from the members of the ad-hoc group that can reflect a specific view-point. These will not be edited or removed – as they reflect the position of a 3GPP Organizational Partner, Market Representation Partner or the Technical Specifications Group Leadership – represented by the four TSG chairs.

ETSI

ETSI is currently in favour of Option 1, do not evolve 3GPP LTE brand now. This option would avoid brand fragmentation and would allow the membership to take full advantage of the current LTE brand.

ETSI can support a Technical Organization centred move towards the provision of guidance to the industry – related to specific 3GPP Releases, without creating a new brand.

ETSI would be guided by the inputs from the TSG leadership and also the Market representation Partners from 3GPP – reserving our final recommendation for the end of this process and during PCG#30.

ATIS

Based on feedback from its IMs, ATIS provisionally supports Option 1 – do not evolve the LTE brand now. Additionally, we have no revisions to the document at this time.

ARIB

ARIB studied your final draft regarding the 3GPP LTE Brand Evolution. In addition, I circulated your e-mail to ARIB members and requested comments.

ARIB supports your recommendation and has no specific inputs.

TTA

TTA would like to inform that some IMs of TTA have preference for Option 2. It is considered that now is the appropriate time to initiate a discussion for evolution of the LTE Branding to avoid usage of non-agreed terms for Release 12 and beyond.

Even though anything for beyond LTE-Advanced is not yet in the marketing domain, it is a good approach to consider the re-branding of the current LTE term and logo to be well aligned with 3GPP Releases for the growth of LTE services.

4G Americas

From our 4G Americas staff perspective, we feel that option 1 is the best way forward at this time. Option 1 would help to avoid brand fragmentation. However, we feel it is important to revisit the possible brand evolution on an annual basis. Additionally, even though it is after the January deadline, this topic could be discussed at MWC2013 amongst 4G Americas, ETSI, 3GPP and other partners.

6 Final recommendation on 3GPP LTE Brand needs

(Updated 25/3/2013)

The majority of the Ad-hoc group supports the adoption of Option 1; “Do not evolve 3GPP LTE brand now”, agreeing that, at this moment – December 2012 / January 2013 - there is no immediate call for a re-branding beyond LTE and LTE-Advanced.

The Organizational Partner – TTA, registered its support for Option 2, “Evolve 3GPP LTE brand now”, considering this the appropriate time to initiate a discussion for the evolution of the LTE Branding to avoid usage of non-agreed terms for Release 12 and beyond (See Section 5).

A discussion at PCG#30 will decide whether any guidance should be given to members and partners, asking for an undertaking to be supported by all 3GPP Organization Partners, Market Representative Partners and the Membership. Such guidance should state that it would be regrettable if LTE was re-branded unilaterally, after a consultation process has been completed and a way forward agreed in PCG.

With the agreement of the PCG, the Marketing and Communications Officer will monitor how the broader industry describes post-Release 11 developments, to evaluate the need for 3GPP LTE and LTE-Advanced brand evolution in the future.

Annex A Extract from the 3GPP Communications Plan:

(PCG#29, Document 14)

6.3 LTE brand evolution

"The objective of a future Marketing proposal on new branding will consider the need (or not):

- *ForLTE brand evolution (Naming, Trade Marking, Logo)*
- *for web, press and conference 'launch'*
- *to ensure new 3GPP branding is in line with the real work under consideration*
- *to align new branding ideas with a specific 3GPP Release (Rel-13, Rel-14?)*

3GPP Communications plan - March 2012 (Doc08/Sec7.2)

In 2008 we adopted "LTE" as the common 'badge' on all Release 8 Specifications (cover sheets). 3GPP participating companies also started to use the generic name LTE to describe the whole system radio + core, which led to the name gaining traction and support in the market place.

The term 'LTE' is trademarked for us and the logo has become a major asset for all 3GPP marketing, whether carried out by Members or Partners.

LTE-Advanced has market acceptance as the fruits of Release 10 (Logo on all specs). LTE-Advanced has allowed us to continue with a convenient place-holder in time and space – showing visibly the path from LTE to formal IMT-Advanced conformity.

When Release 8 was in work, we had its evolution mapped out and we had a logo ready to place on cover sheets and available to industry to demonstrate the next step in the LTE path.

The question is:
Do we need to brand Release 12 (or 13…) as something other than LTE-Advanced (Cover sheets & marketing)?

The Marketing and Communications Officer has looked at the presentations from the RAN workshop in Ljubljana (11th June 2012). The constant Powerpoint and verbal message given seemed to be that Release 12 should continue as an evolution, rather than a more dramatic approach. The workshop in SA on the same topic – may differ, or not.

Recommendation

It is worthwhile for the leadership to actively contemplate whether a brand is needed for future Releases, beyond LTE-Advanced.

Even if the answer is no [new brand needed], the discussion is timely.

During the RAN Workshop, only two companies referred to a new term. That term is "LTE-B", as mentioned in slides (RWS-120003, RWS-120010).

No other presentation put a name to Release 12 efforts, though terms like LTE-Hi (LTE evolution for Hotspot and Indoor), eLA (enhanced local area), i-NET were in other presentations – but definitely not as a suggested 3GPP term.

It is my opinion that a brand for future Releases would be useful for the industry. Whichever 3GPP Release meets such evolution of the LTE mark/brand/logo should be decided in line with the guidance of the TSG leadership and the broader membership.

It is probable that we do [almost] have a clear path to a new brand now (September 2012) but it is sure that the more we delay the chances of having a good Industry wide descriptor is lessened as more 'proprietary' visions come to the fore.

NB: This exercise of brand evolution is envisaged as a part of the 3GPP Communications and marketing policy and is not a part of the technical process. However, any marketing work must align itself with the actual technical direction of the TSGs and their Working Groups.

Suggested PCG#29 Outcome:
The Marketing and Communications Officer asks the PCG to consider assigning an action that would allow the pro-active study of a new LTE term, as a brand evolution for future Releases…