



3G naming - Operator Position

Context - Operator Perspective



- ✍ Brand and Service names are a commercial matter for each individual operator to decide
- ✍ However we need to have a common name/brand to describe service availability beyond the home network
- ✍ Focus on technical terms has caused confusion (e.g. HSCSD, GPRS, WAP, W-CDMA, IMT2000 etc)
- ✍ Need to build on a service name already well established in consumers minds rather than trying to create a new “super brand” which is impractical given operator need to focus on their own brands

Process



- ✍ Discussions in various technical working groups of the GSMA
- ✍ Clear guidance needed from Marketing/Communications operator experts
- ✍ Engaged senior marketing expertise of our members to develop and recommend a way ahead
- ✍ Recommendations put to vote at Plenary

Plenary - Decisions Made



Operators Decided:

- ✍ GSM is well established, recognised and a powerful brand
- ✍ GSM is now a FAMILY of wireless platforms
 - ✍ (GSM today, GPRS, EDGE and 3GSM)
- ✍ **3GSM** is the name of the third generation component of the GSM family (Operator Vote : **88%** In Favour)
- ✍ 3GSM is the generic name for third generation services based on GSM evolution

Background - Decisions Made



Operators Decided:

- ✍ 3GSM services are delivered at a technical level on UMTS/ W-CDMA and, in some markets EDGE, as defined by the 3GPP
- ✍ 3GSM communicates evolution and clear path to customers to 3G
- ✍ Members may choose to use other brand names in their own markets as appropriate
- ✍ The GSM Association should actively use and promote the use of GSM family and 3GSM throughout the Industry

Action Taken



- ✍ Since Operator Decisions made
- ✍ Engaged CMO (Chief Marketing Officers) and marketing experts on the execution of these naming propositions
- ✍ Language and Visuals developed and being launched to operators
- ✍ Full Rollout of Naming/Brand Materials will happen shortly
- ✍ Rollout to others in industry happening thereafter

Summary



- ✍ Brand and Service names are a commercial matter for each individual operator to decide
- ✍ However we need to have a common name/brand to describe service availability beyond the home network
- ✍ Engaged operator marketing experts to develop recommendations to members
- ✍ Operators overwhelmingly decided that '3GSM' was the generic name for third generation services