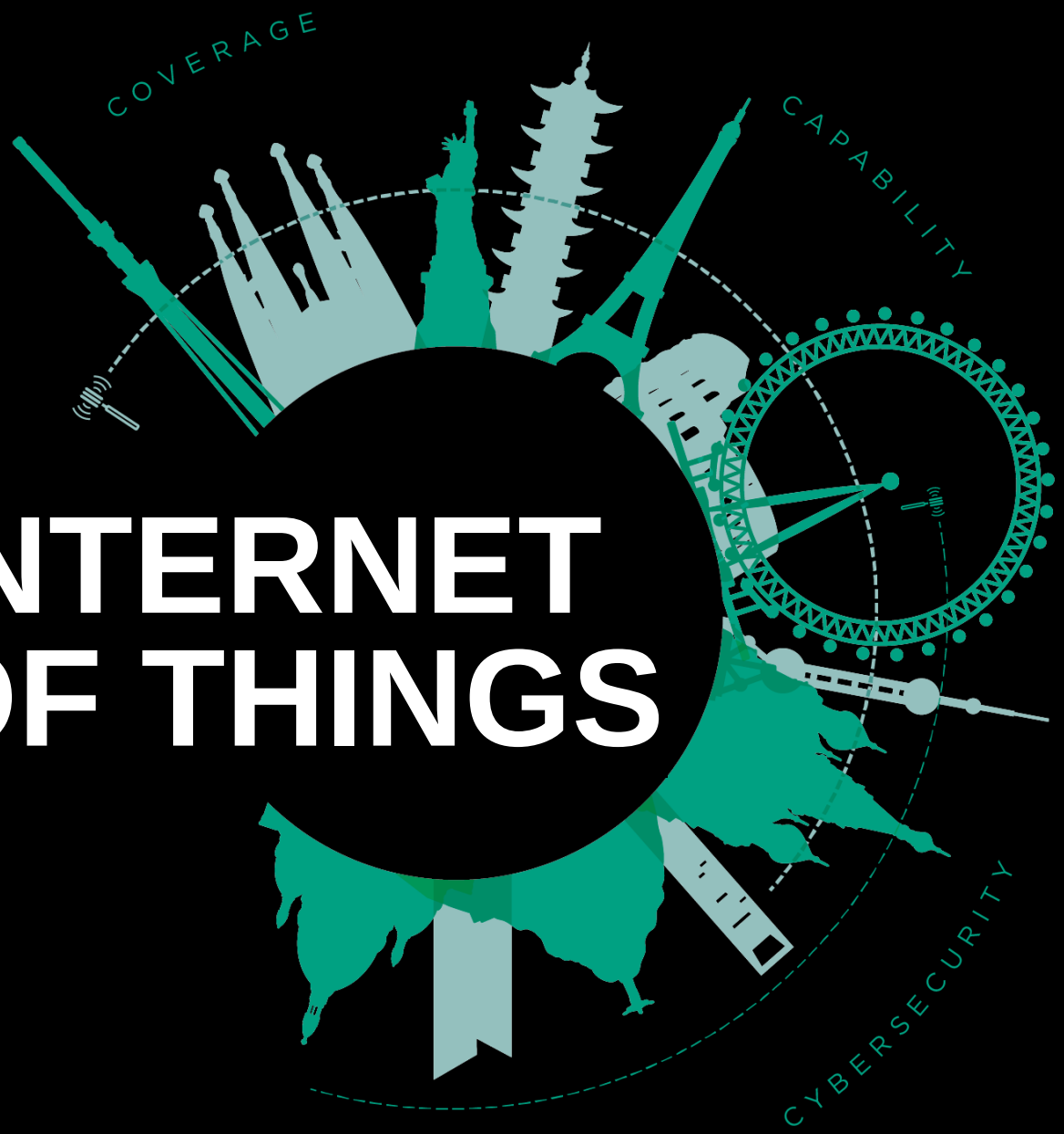


Mobile IoT Marketing Update

19 July 2018

Andrew Parker, Programme Marketing Director IoT, GSMA
Eric Yu, Marketing Manager IoT, GSMA

GSMA Antitrust Policy

- Anti-trust law prohibits (i) agreements (written or implicit) between competitors which may negatively impact consumers or competitors and (ii) sharing of confidential information
- All GSMA participants **must** abide by the following rules:
  - ✓ **DO** clearly identify the positive purpose of each project and follow it
  - ✓ **DO** consult with legal in areas where you are unsure
  - X **DON'T** enter into agreements that restrict other parties' actions or creates barriers to market entry
  - X **DON'T** discuss or exchange information on pricing, business plans, or any other confidential or commercially sensitive data

© GSM Association

Mobile IoT Marketing Group

Agenda

1. Intelligent Connectivity
2. Activity Updates
3. Mobile IoT Commercial Launches Update
4. GSMA IoT Marketing Resources
5. AOB

INTELLIGENT
CONNECTIVITY
LIFE 5.0
‘the fusion of 5G, AI and IoT’
Gigabit Mobile Internet | Enhanced Public Services | Industrial Automation
Entertainment Everywhere | Sustainable World | Efficient Transportation

INTELLIGENT CONNECTIVITY

Hyper Connectivity + Artificial Intelligence

Intelligent connectivity is underpinned by the hyper-connectivity that will be delivered through 5G and the Internet of Things, combined with artificial intelligence and big data

IC = 5G + AI + IoT

Intelligent connectivity will have significant impact for individuals, industries, society and the economy

Customers will enjoy immersive, contextual experiences; society will use technology to tackle our world's biggest to tackle our world's biggest challenges; industries will realise greater efficiency and productivity; and intelligent connectivity will sit at the heart of new ecosystems and growth

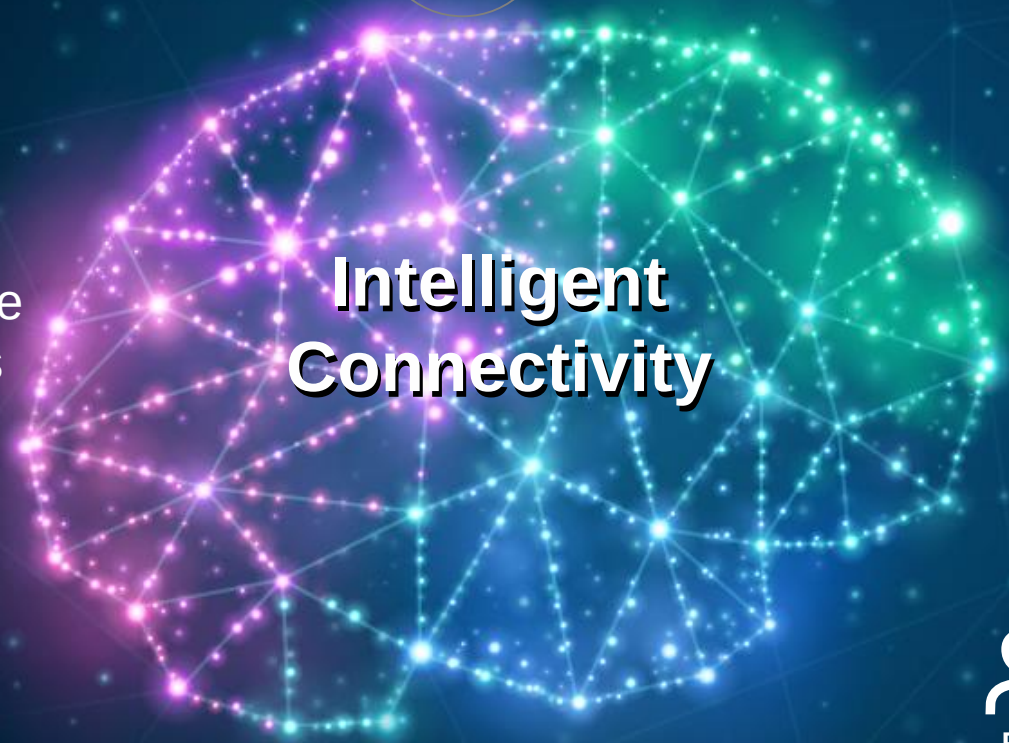
GSMA

LIFE 5.0

‘The confluence of high internet speeds, big data, the Internet of Things, analytics and artificial intelligence will fundamentally alter the way we live and work, intelligently connecting virtually every device, making our cities smarter and our lives easier and more productive.’
Mats Granryd 2018

AI Smart Platforms With AI

5G Mobile Networks



IoT Hyperconnected IoT

People

Houses

Infrastructure

Vehicles

Factories

Cities

the value created by
the fusion of 5G, AI and IoT

Intelligent Connectivity

LIFE 5.0

INTELLIGENTLY CONNECTING EVERYONE AND EVERYTHING TO A BETTER FUTURE

EXAMPLE USE CASES

Connectivity
Gigabit Mobile Broadband - Reliable, superfast Mobile Broadband everywhere

Entertainment
Cloud Based Mobile Gaming - Immersive gaming anywhere, without hardware costs
Dynamic Advertising - Entertaining, relevant high definition video advertising

Transportation
Autonomous Transportation - Convenient, safe, independent travel
Drone Delivery - Fast, secure unmanned delivery

Enhanced Public Services
Connected Care - Real time healthcare & homecare monitoring
Connected Crime Prevention - Video enabled detection and deterrence

Industry
Real Time Robotics - Tactile Internet for automation, telepresence and learning

Sustainability
Proactive Environment Management - Reducing pollution in a smart city
Smart Agriculture - Enhanced food production & efficient distribution

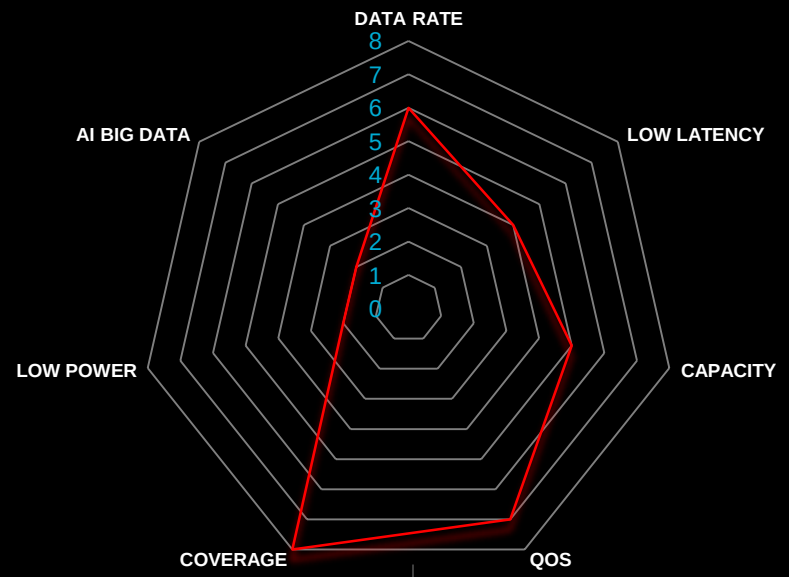
GIGABIT MOBILE BROADBAND

Reliable, superfast Mobile Broadband everywhere

Ubiquitous 12 Mbps – 1 Gbps download speeds will enable a consistent high quality Mobile Broadband experience enabling unbroken Internet access at home, office and on the move.

The seamless combination of 4G, 5G and networked WIFI will enable delivery of constant high quality mobile broadband.

TECHNOLOGY ENABLERS



Source: *GSMA AP, EY,GD, PM May 2018*

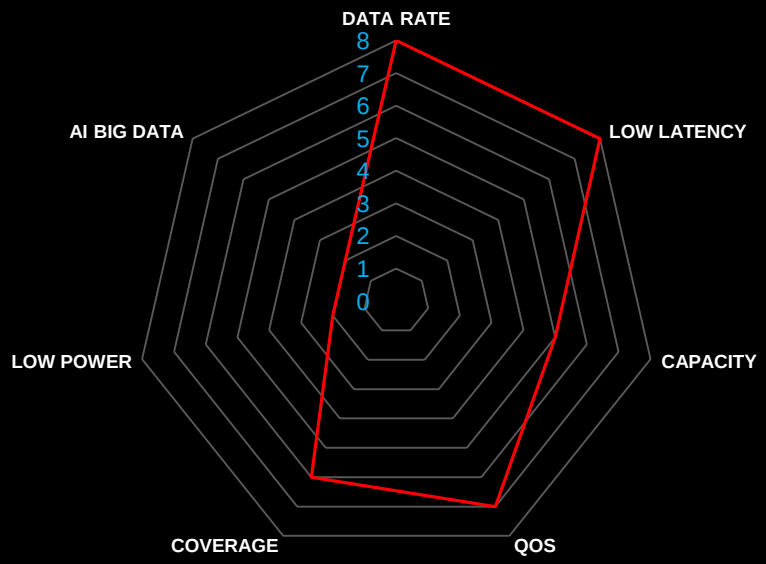
CLOUD BASED MOBILE GAMING

Immersive gaming anywhere, without hardware costs

Gaming is becoming more immersive with AR and VR, more social with multiple players and more realistic with higher definition graphics.

Fast, mobile, low latency access to the internet will enable gamers to enjoy new virtual reality games anywhere without the cost or inconvenience of expensive locally accessible games computing hardware.

TECHNOLOGY ENABLERS



Source: *GSMA May 2018*

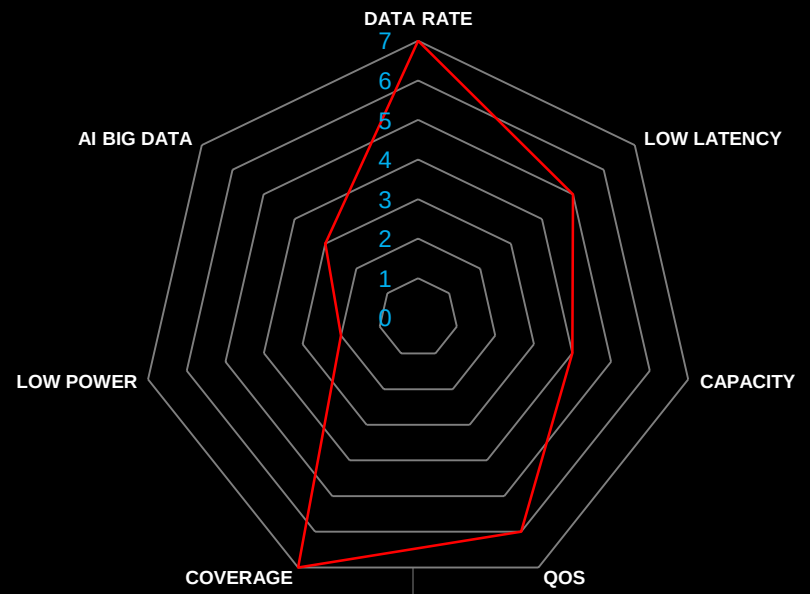
DYNAMIC ADVERTISING

Entertaining, relevant high definition video advertising

Wherever there is power, there is promotion. Intelligently connected high definition screens will enable exciting, ever changing and relevant advertising video messages delivered from low cost flat screens placed in any public space.

Remotely and intelligently managed video will change to maximise entertainment, relevance and impact.

TECHNOLOGY ENABLERS



Source: *GSMA AP, EY,GD, PM May 2018*

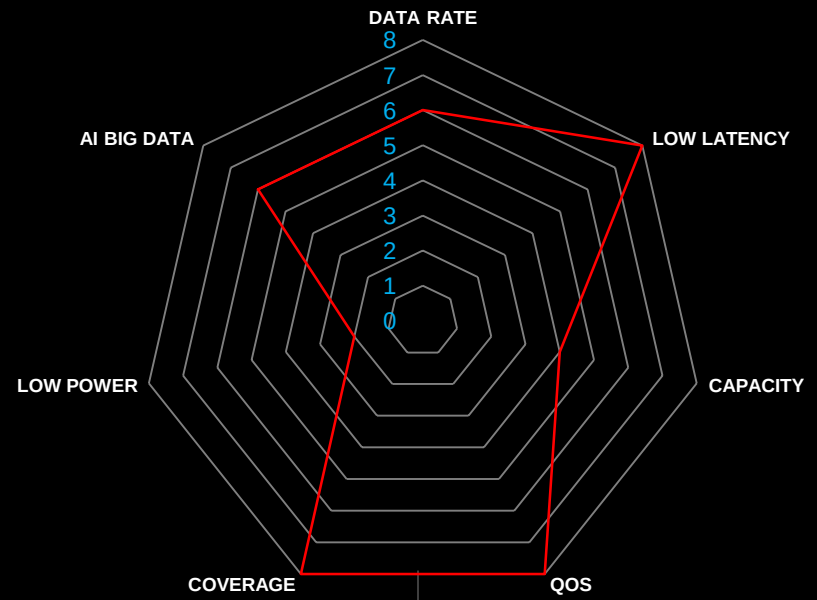
AUTONOMOUS TRANSPORTATION

Convenient, safe, independent travel

Your 5G connected ride may be summoned by mobile phone to pick you up wherever you are located with progress to arrival reported on your mobile. Climb in, tell the car, taxi, drone to take you home and you have a snooze in the back seat.

On-board sensors enable the connected vehicle to be responsive and intelligent enough to travel safely and efficiently. Using data from multiple sources to adapt to changes in climate, traffic and other road users as necessary.

TECHNOLOGY ENABLERS



Source: *GSMA AP, EY,GD, PM May 2018*

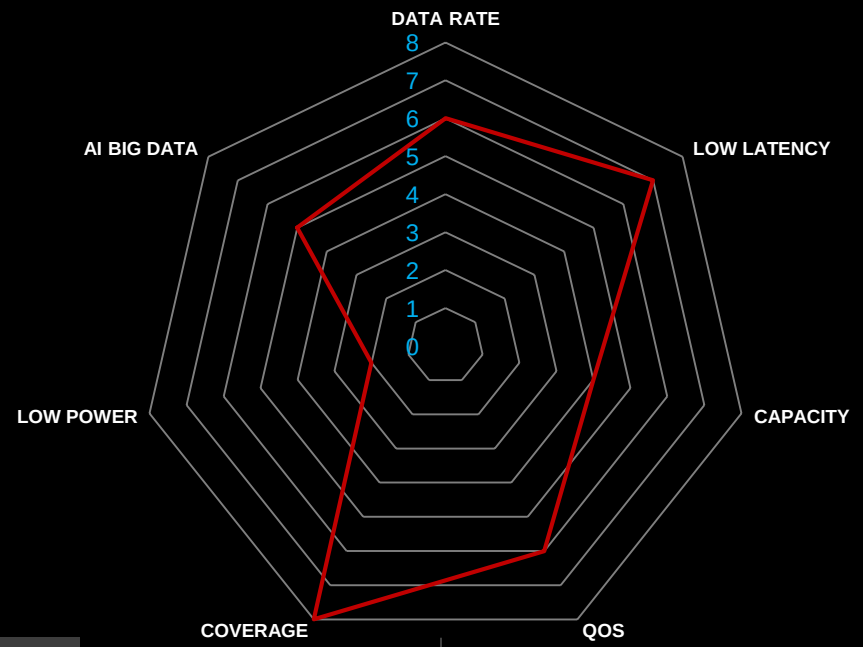
DRONE DELIVERY

Fast, secure unmanned delivery

Order on your shopping anywhere on your mobile and received delivery in the hour. Fleets of drones and road based unmanned delivery vehicles will enable fast, low cost, secure delivery straight to customer's front or back doors.

5G connection will enable high volumes of drones to navigate autonomously avoiding collisions with buildings, street furniture and other drones. AI platforms will optimise routes management enabled more efficient delivery.

TECHNOLOGY ENABLERS



Source: *GSMA AP, EY,GD, PM May 2018*

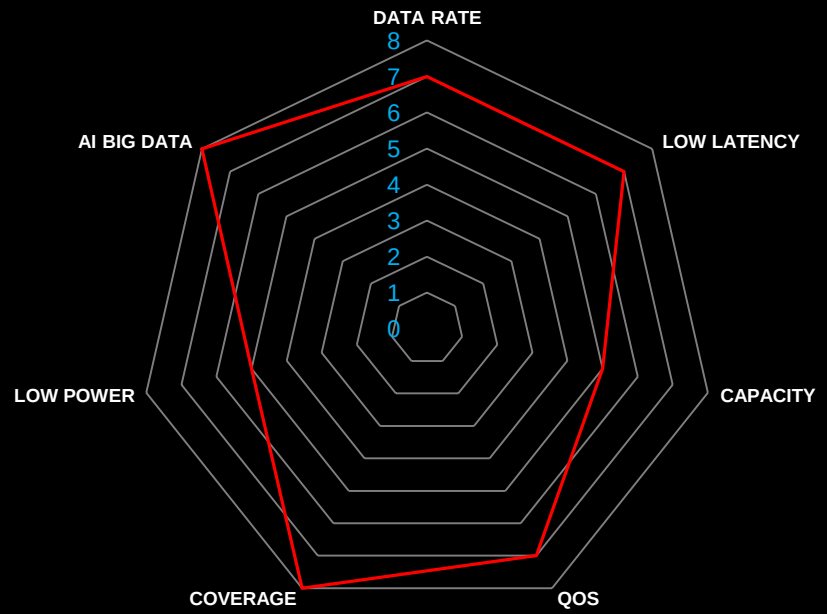
CONNECTED CRIME PREVENTION

Video enabled detection and deterrence

High definition mobile connected video cameras will enable authorities to identify street crime and offenders automatically. Intelligently connected cameras will identify criminal behaviour. Once the offence is spotted, the criminal will be identified through video enabled facial recognition, digitally marked to be clearly identified on other cameras and police officers directed to the relevant location for arrest.

Once the criminal is convicted facial recognition, digital marking and physical electronic tagging will ensure court enforced curfew or travel limitation compliance.

TECHNOLOGY ENABLERS



Source: *GSMA AP, EY,GD, PM May 2018*

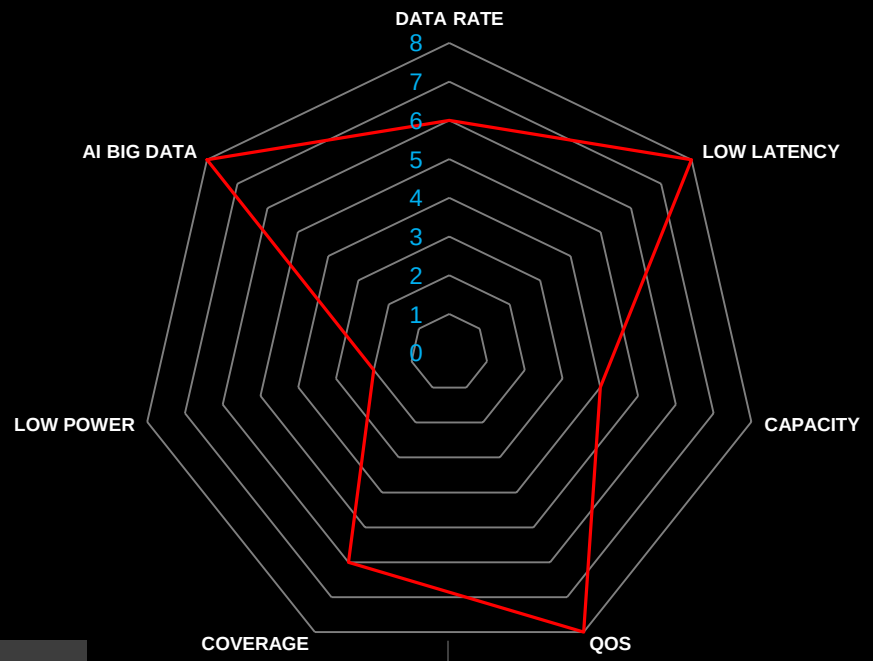
REAL TIME ROBOTICS

Tactile Internet for automation, telepresence and learning

The Tactile Internet will enable haptic interaction with visual feedback. Automation, robotics and telepresence are already growing in importance in industrial applications like smart factories and the remote operation of industrial machinery.

The Tactile Internet will take the possibilities still further, enabling the efficient manufacturing of highly customised products, remote mining in high-risk areas, and remote inspection, maintenance and repair of everything from industrial plant to airplanes

TECHNOLOGY ENABLERS



Source: *GSMA AP, EY,GD, PM May 2018*

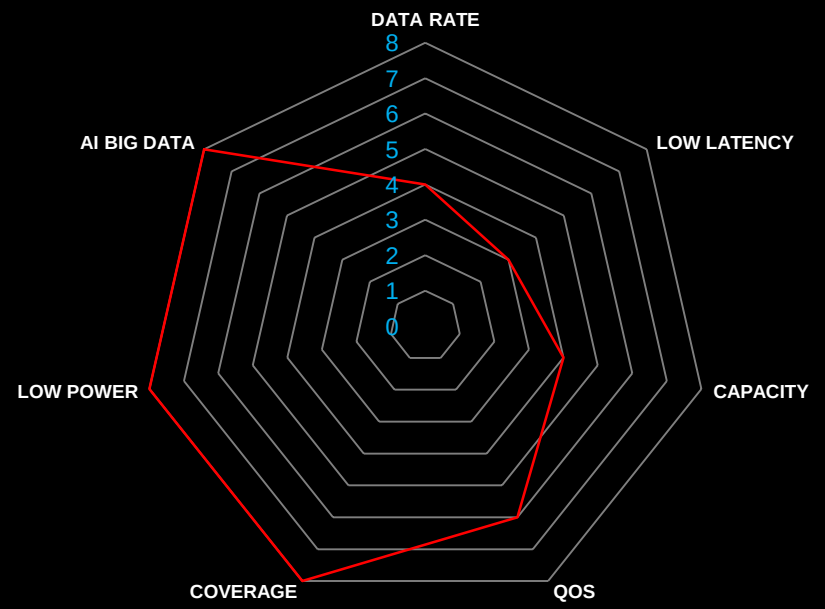
PROACTIVE ENVIRONMENT MANAGEMENT

Reducing pollution in a smart city

Predictive IoT is being used by government and mobile operators to reduce pollution in smart cities. Mobile IoT has enabled many more connected pollution sensors to monitor pollution levels in cities.

Real time AI assisted monitoring platforms are using sophisticated data models combined with weather, commuter information and town planning information to predict times & areas of poor air quality. This information is then used to reduce local pollution levels by reducing traffic, damping down building sites or even reducing output from factories.

TECHNOLOGY ENABLERS



Source: *GSMA AP, EY,GD, PM May 2018*

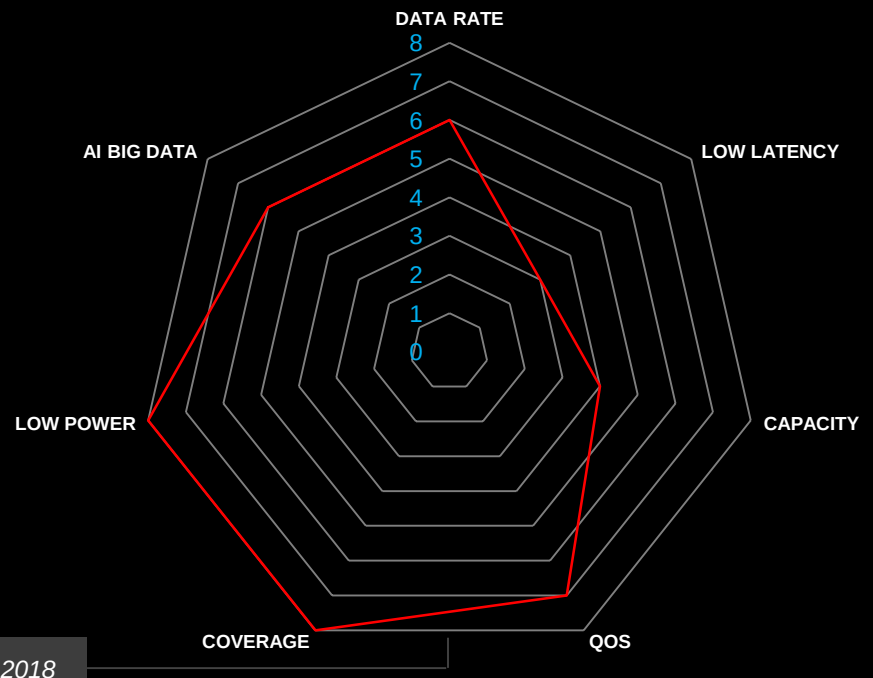
SMART AGRICULTURE

Enhanced food production & efficient distribution

Enhanced food production & efficient food distribution. Mobile IoT enables increased crop yields and crop quality through monitoring of soil conditions, improved use of pesticides and fertilisers and weather conditions. Connected vehicles increase efficiency of crop distribution through optimal routing and monitoring of temperature control of food in transit.

The better use of mobile refrigeration leads to crops being delivered in better condition with longer market and shop lives.

TECHNOLOGY ENABLERS



Source: *GSMA AP, EY,GD, PM May 2018*

Intelligent Connectivity Examples

Smart city air quality improvement :

- Widely deployed air quality sensors inc. future portable sensors, cost effectively networked by 5G / Mobile IoT
- Operators integrate mobile network analytics & other data to build better air quality models to forecast areas of high pollution
- Remedial action can be taken to reduce pollution in advance
- Machine learning / AI allows improved forecasting and deeper understanding of influencing factors

Air Quality forecast

Anti-pollution

Industrial automation and efficiency :

- Connected robots provide information for enhanced remote management & collaboration
- Machine learning / AI management platforms enable process improvement and better coordination to maximise production performance
- Mobile connected industrial robots are more efficient as they can be utilized for multiple tasks in multiple locations

Collaborative industrial robotics

Go-to Market Campaign Activities

- Intelligent Connectivity Demonstrations at MWCS, MWCA and MWC - Ongoing
- Intelligent Connectivity Report
  - Illustrate the benefits from 5G, AI and the IoT from customer perspective by exploring 10 potential use cases
  - Emphasise the industry is rolling the technology for the greater good by describing how the customer experiences will be improved as the technology is rolled out and matures
  - Interviewing operators and industry analysts for views
  - Launch Time: MWCA18 – available in English & Spanish – TBC
- Intelligent Connectivity Microsite
  - Introduce Intelligent Connectivity and provide references to 5G (GSMA Future Networks), AI & IoT (GSMA IoT)
  - Provide key use cases and a better understanding of the market perspective including development of AI, expected market timing
  - Launch Time: MWCA18
- Intelligent World Video
  - Launch Time: MWCA18
- Infographic
- PR
  - Deliver messages/presentations, use cases and activities including press releases and media briefings at MWCS, MWCA and MWC - TBC

Activity Updates

Hannover Messe

“Mobile IoT in the 5G Future” Webinar & IoT Webinar Series

MWC Shanghai 18

MWC Americas 18

IoT Solutions World Congress

CES 19

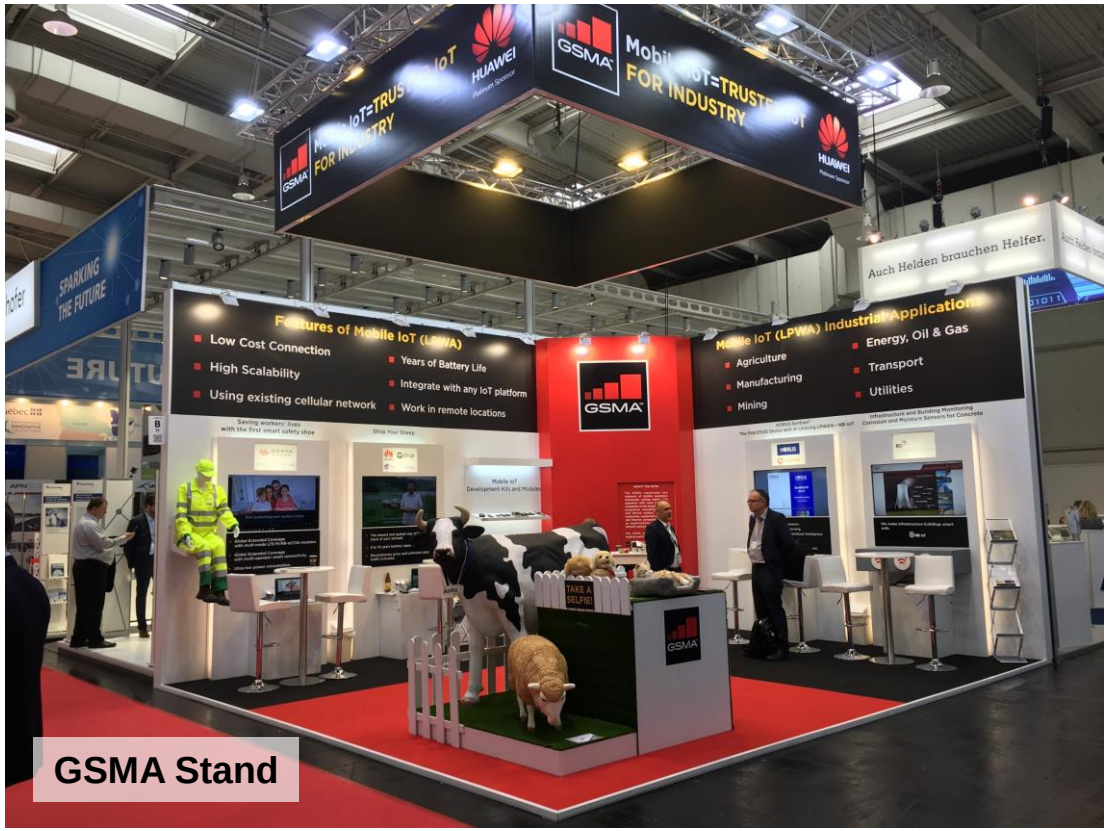
Mobile IoT Summit at MWC19

GSMA
HANNOVER MESSE
Mobile IoT =
TRUSTED IoT
FOR INDUSTRY
Visit us at Hannover Messe:
Hall 6, B35 | 23 – 27 April 2018

GSMA IoT in Hannover Messe – 23-27 Apr

- Sponsored by **Huawei**
- Key objective: promote Mobile IoT licensed LPWA to industrial sector
- Collected more than **900** leads, with close to **11,000** visitors to the GSMA Stand
- GSMA Exhibition Stand
  - Animal Farm: demonstrate the wide usage of Mobile IoT tracker in animals
  - 4 partner demos: BS2, Horus/Vodafone, Huawei/Shiip/Telia, Intellinium/Sierra Wireless
- IoT Security Presentation: “How to Prove you are Cyber-Secure in the Age of the IoT?”
- Mobile IoT for Industry Networking Reception
  - Aimed to gather industry experts and attendees who were interested in applying Mobile IoT into their products
- “Designing Efficient and Reliable NB-IoT Solutions” Seminar – Sponsored by Deutsche Telekom
  - Demonstrated various technical aspects on NB-IoT: prototyping approach, chipset/module certification programme, UX & battery life optimisation, security aspects and use cases
  - About 100 attendees attended

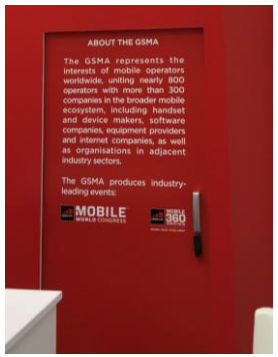
GSMA IoT in Hannover Messe – 23-27 Apr



GSMA Stand

Mobile IoT for Industry Networking Reception

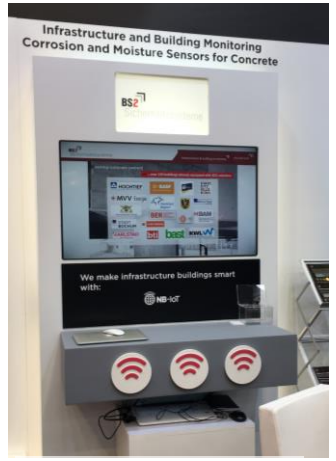
Mobile IoT Dev Kits & Modules Showcase



LTE-M NB-IoT™

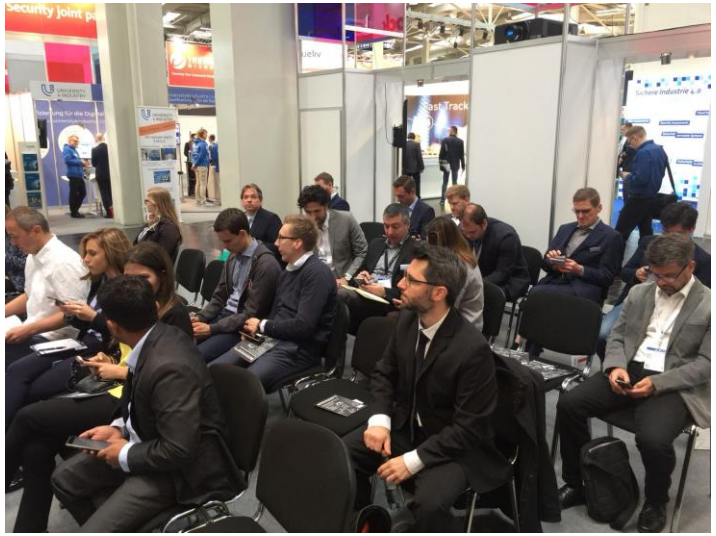
GSMA IoT in Hannover Messe – 23-27 Apr

NB-IoT Seminar followed by Networking Reception



Smart Infrastructure
BS2

Smart Machine Monitoring
Horus/Vodafone



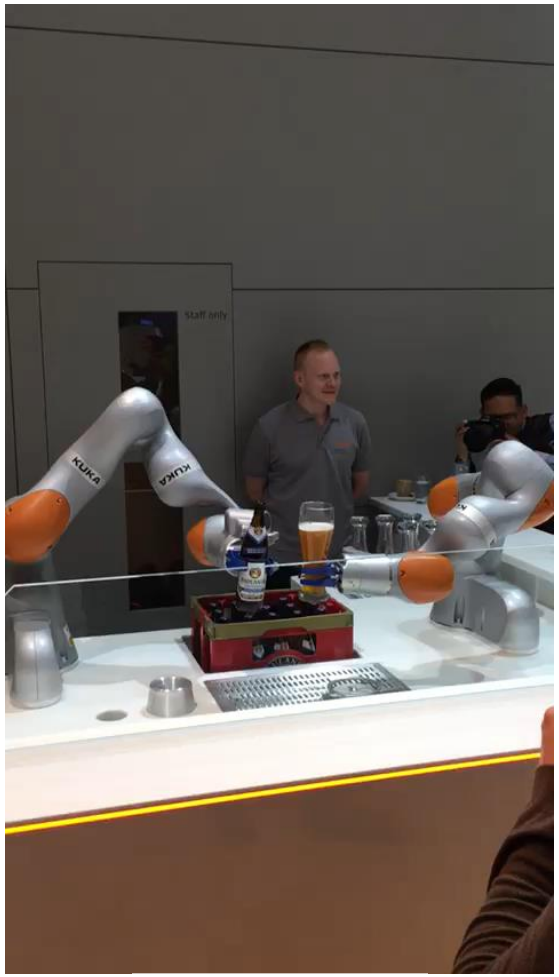
IoT Security Session: “How to Prove you are Cyber-Secure in the Age of the IoT?”

Smart Industry Worker
Intellinium/Sierra Wireless

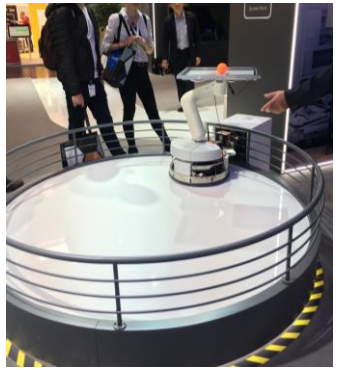
Smart Agriculture/Connected Cow
Huawei/Shiip/Telia

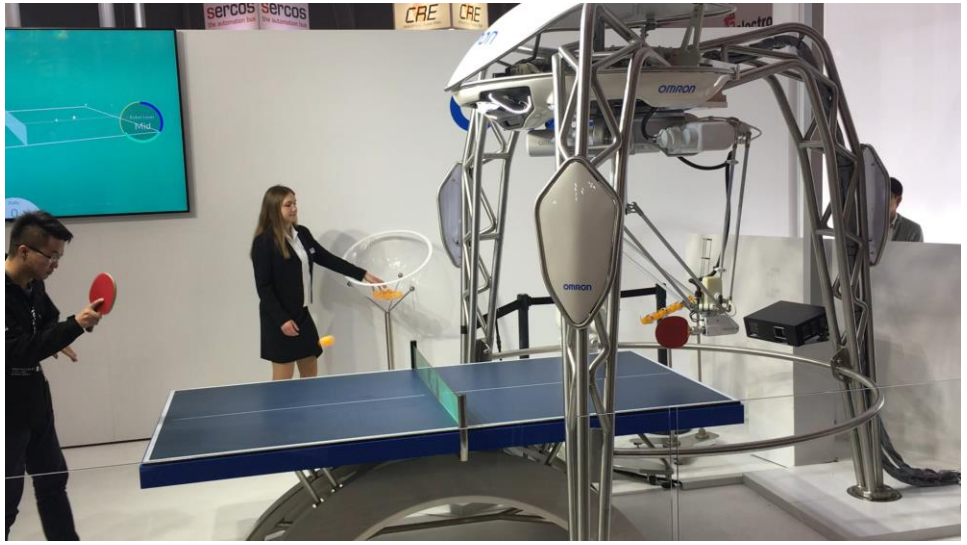
GSMA IoT in Hannover Messe – 23-27 Apr

Other Demos

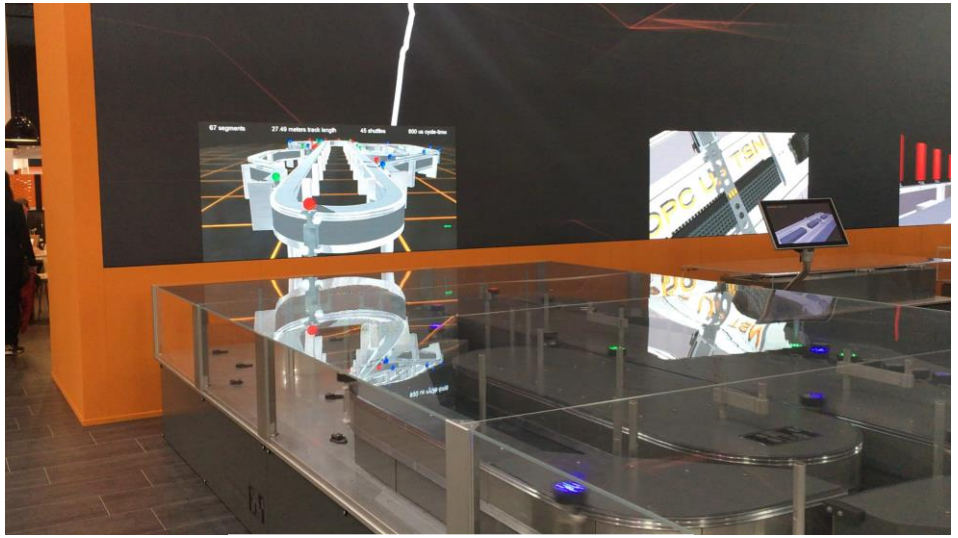


"The" Beer Arm

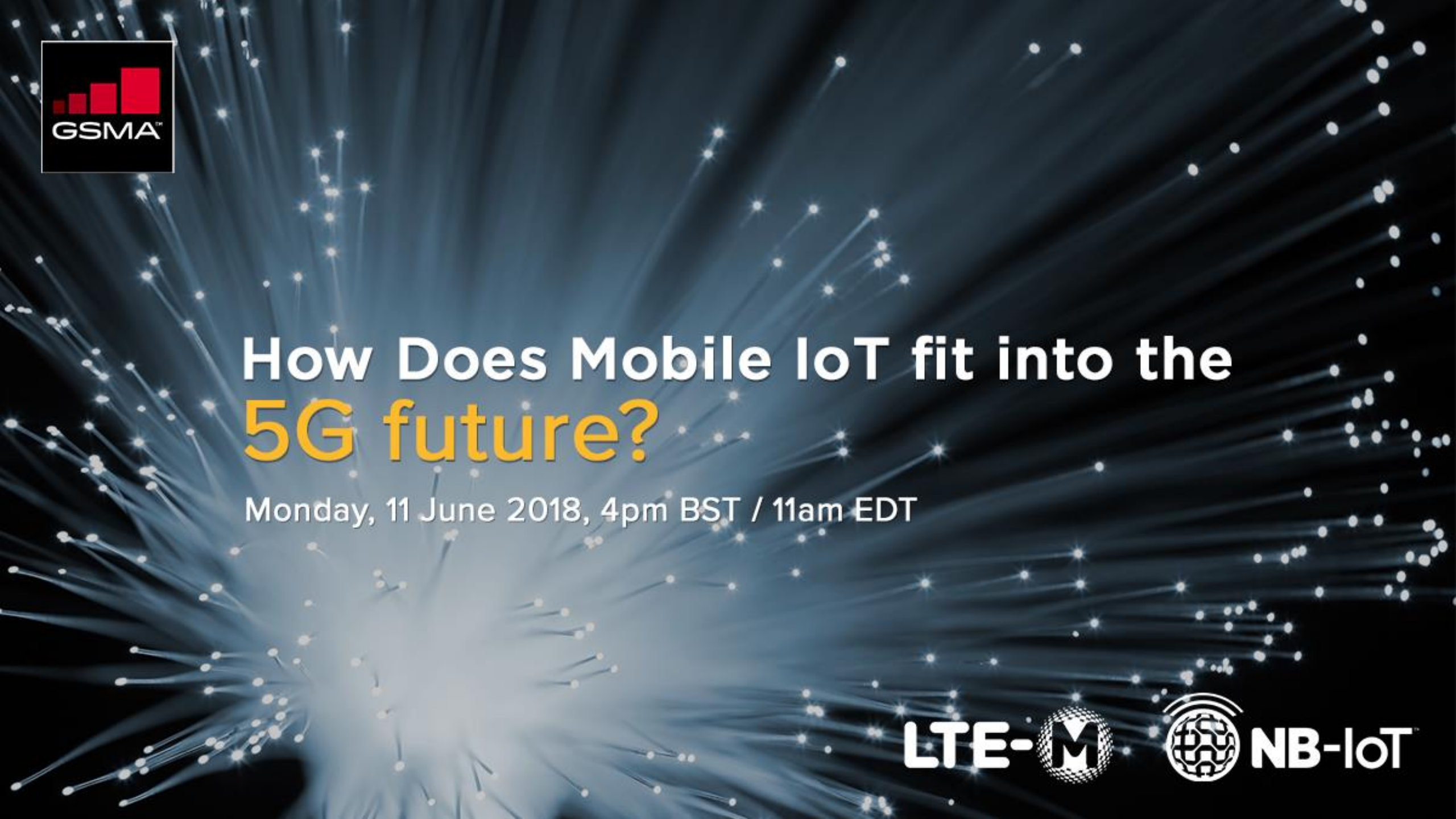




Omron's Forpheus



Digital Factory Simulation


GSMA
How Does Mobile IoT fit into the
5G future?
Monday, 11 June 2018, 4pm BST / 11am EDT
LTE-M
NB-IoT

Webinar Summary

GUEST SPEAKERS

ERICSSON

SIERRA WIRELESS

vodafone

HOSTS

GSMA

MOBILE WORLD LIVE

www.mobileworldlive.com

- First video webinar – proven very successful and effective
- On-Demand Webinar: https://www.gsma.com/iot/webinar-how-does-mobile-iot-fit-into-the-5g-future/

Registrations	576	56%
Live Attendees	324	

- Press Release: New GSMA Report Highlights Integral Role of Mobile IoT Networks In 5G Future
  Original articles: **10** | Syndicated articles: **679**
- IoT Report: Mobile IoT in the 5G Future – NB-IoT and LTE-M in the Context of 5G

IoT Webinar Series 2018-19

Topic	Date
How does Mobile IoT fit into 5G future?	Monday, 11 June 2018
Mobile IoT for Industrial	Wednesday, 24 October 2018
Drones	Wednesday, 7 November, 2018
IoT Emerging Enablers	Wednesday, 12 December 2018
IoT Security	Wednesday, 23 January 2019

We welcome speaker nominations. Please email Eric (eyu@gsma.com) for details and considerations.

MOBILE WORLD CONGRESS SHANGHAI
世界移动大会·上海

27-29 JUNE 2018 • 2018年6月27-29日

IoT/Intelligent Connectivity at MWCS18

#MWCS18

Global Partner 全球合作伙伴
MOBILE WORLD CAPITAL BARCELONA

https://www.gsma.com/iot/event/iot-at-mwcs18/

IoT Summit

- Tue, 28 Jul in Auditorium A, Hall N5
- Morning Session:
  - Keynotes: AT&T, Ericsson, Ayla Networks, SUNSEA AIOT
  - Presentations on IoT & 5G: Qualcomm
  - IoT Security Panel: Huawei, Internet Society, IEEE, Nokia, pwc
- Afternoon Session: The 7th Mobile IoT Summit
  - 3 panel discussions (operator, big data & ecosystem) & 3 customer presentations

AOTOSO, arm, 中国移动 China Mobile, 中国电信 China Telecom, China unicom 中国联通, Cisco, Far EasTone 遠傳, gemalto security to be free, inspur 浪潮, KDDI, SEQUANS Communications, u-blox, vodafone, Yingtan City 鹰潭市

- Well attended by **406** delegates (vs **273 in MWCS17**) – 300 complimentary upgrade vouchers sold out
- Total **31 expert speakers** across multiple aspects and discussions on IoT

IoT SUMMIT 物联网峰会

Mobile World Congress Shanghai | 28 June 2018
世界移动大会-上海 | 2018年6月28日

SUNSEA AIOT, H3C, Internet Society, SEQUANS Communications, u-blox

Opening by Graham Trickey, Head of IoT, GSMA

Panel: Mobile IoT Solutions Enabling Future Ecosystem Growth

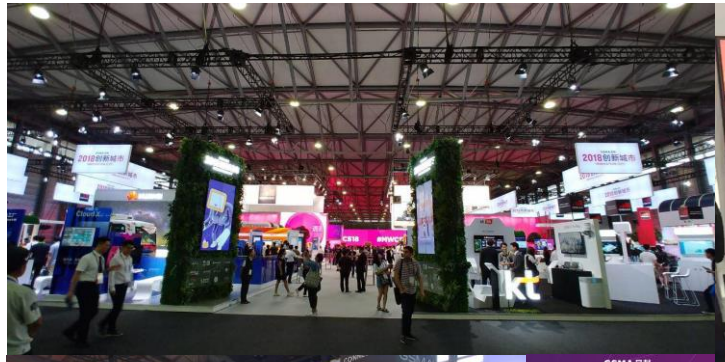
Panel: Mobile IoT Network Performance & Market Opportunity

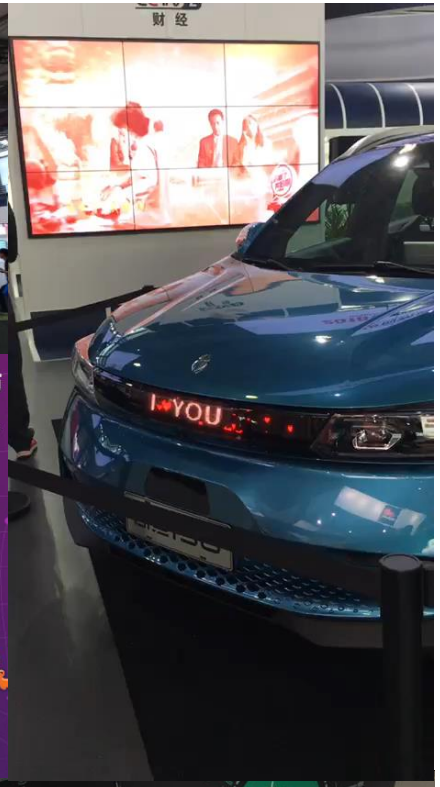
Customer Presentations

https://www.gsma.com/iot/event/iot-summit-at-mobile-world-congress-shanghai-2018/

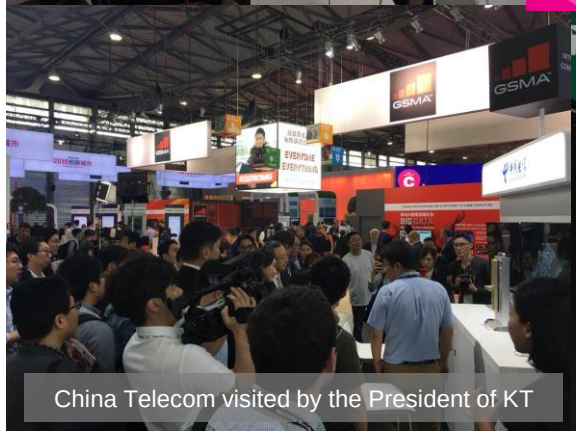
Innovation City – Intelligent Connectivity & GSMA Pavilion

- Hall N5
- **20,000 visitors** to the Innovation City
- Forefront showcase for the most innovative demos of Intelligent Connectivity (5G/AI/IoT)
- **6 operator demos**:
  - Integrated Industrial IoT Solution to Enhance Manufacturing Efficiency
  - Intelligent Community Management for Housing & Living spaces
  - AI Visual Recognition/Surveillance System for Flood Prevention
  - 5G Network Capability Exposure on Rokid's Alien & Pebble
  - Air Quality Improvement using IoT Big Data Analytics
  - SIMbae: Standards Based IoT Security using the SIM
- Multiple media coverage: Hong Kong Economic Times, NowTV, Business Next, DIGITIMES, etc.





China Telecom interviewed by NowTV



China Telecom visited by the President of KT

Able Device/Taiwan Mobile IoT Security Demo

https://www.gsma.com/iot/iot-mwcs18-innovation-city/

Connected China

- Hall W5
- Mobile IoT showcase by some of the most innovative companies in China
- **12 demos in 6 key industry verticals**:
  - Fire Safety
  - Industrial IoT
  - Logistics
  - Smart Agriculture
  - Smart City
  - Smart Home

SingTel interviewed by GSMA about IoT & 5G

Momo the Connected Yak

Smart Street Light

https://www.gsma.com/iot/connected-china-at-mwc-shanghai-2018/

PR activity around MWC Shanghai has resulted in:

As of 10 July 2018

- **104** media and analyst interactions
- **7,628** coverage hits worldwide to date (6,651 in MWCS17):
  - **873** original pieces of broadcast, print and online coverage
  - **3,043** syndications of original coverage
  - **3,712** press release syndications
- Press Release: Greater China Set to Dominate Global Industrial IoT Market, Says New GSMA Report
  Original articles: **9** | Syndicated articles: **719**
- Press Release: GSMA: Global Mobile Operators Commit to Common Approach to IoT Security
  Original articles: **20** | Syndicated articles: **759**
- Press Release: Attendance at GSMA Mobile World Congress Shanghai 2018 Tops 60,000 Visitors
  Original articles: **5** | Syndicated articles: **709**

Andrew briefing NowTV on Intelligent Connectivity

HOW GREATER CHINA IS SET TO LEAD THE GLOBAL INDUSTRIAL IOT MARKET

大中华区引领全球工业物联网发展与创新

IoT Report: How Greater China Is Set To Lead The Global Industrial IoT Market

- Objectives:
  - Illustrate how Greater China is developing the Industrial IoT market
  - Demonstrate the positive impact of accelerated adoption of Mobile IoT in Greater China and how Mobile IoT is accelerating the growth of Industrial IoT
  - Be the role model for the world how Greater China will intelligently connect Mobile IoT LPWA technologies, 5G, AI, automation in the industrial sector
- Highlights:
  - Up to June 2018, there have been 53 Mobile IoT live networks launched globally – LTE-M & NB-IoT, provided by 29 mobile operators – nationwide in Greater China (this has been updated on slide 52)
  - GSMAi forecasts that there will be **4.1 billion Industrial IoT connections in Greater China by 2025** – equivalent to a third of the world connections
  - Gartner predicts, **by 2020, total global expenditure on IoT is set to top US$3 trillion**, with cross-industry business applications accounting for US$570 billion and vertical industry applications US$910 billion
  - IDC forecasts that the overall market for IoT kit of various forms in China will rise from US$193 billion in 2017 to US$361 billion in 2020
  - China's Ministry of Industry and Information Technology says that Industrial IoT market in China is growing by **about 25% per annum** and is set to reach almost **300 billion Yuan (US$47 billion) in 2018**
  - Deloitte conducted a survey of Chinese manufacturers and identified 3 biggest challenges for the Industrial IoT: (1) interoperability standards (2) data ownership & security (3) relevant technical personnel

IoT Report: How Greater China Is Set To Lead The Global Industrial IoT Market – Cont.

- Focused Interviews from 6 Operators with 5 case studies in key sectors including utilities, logistics, smart agriculture and smart city:
  - Asia Pacific Telecom Group
  - China Mobile
  - China Telecom
  - China Unicom
  - Far EasTone
  - Taiwan Mobile

- Mobile IoT technologies – LTE-M & NB-IoT, will play a key role in the 5G networks of the future and, in particular, the development of 'Massive IoT'. **Massive IoT** is one of three principle 5G use cases, alongside **Critical Communications** and **Enhanced Broadband**, which will enable smart cities, industrial automation and other applications involving large numbers of connected devices.
- Download the reports – available in both English and Simplified Chinese: https://www.gsma.com/iot/greater-china-industrial-iot-report/

GSMA MOBILE™ WORLD CONGRESS AMERICAS

LOS ANGELES SEPT 12-14 2018

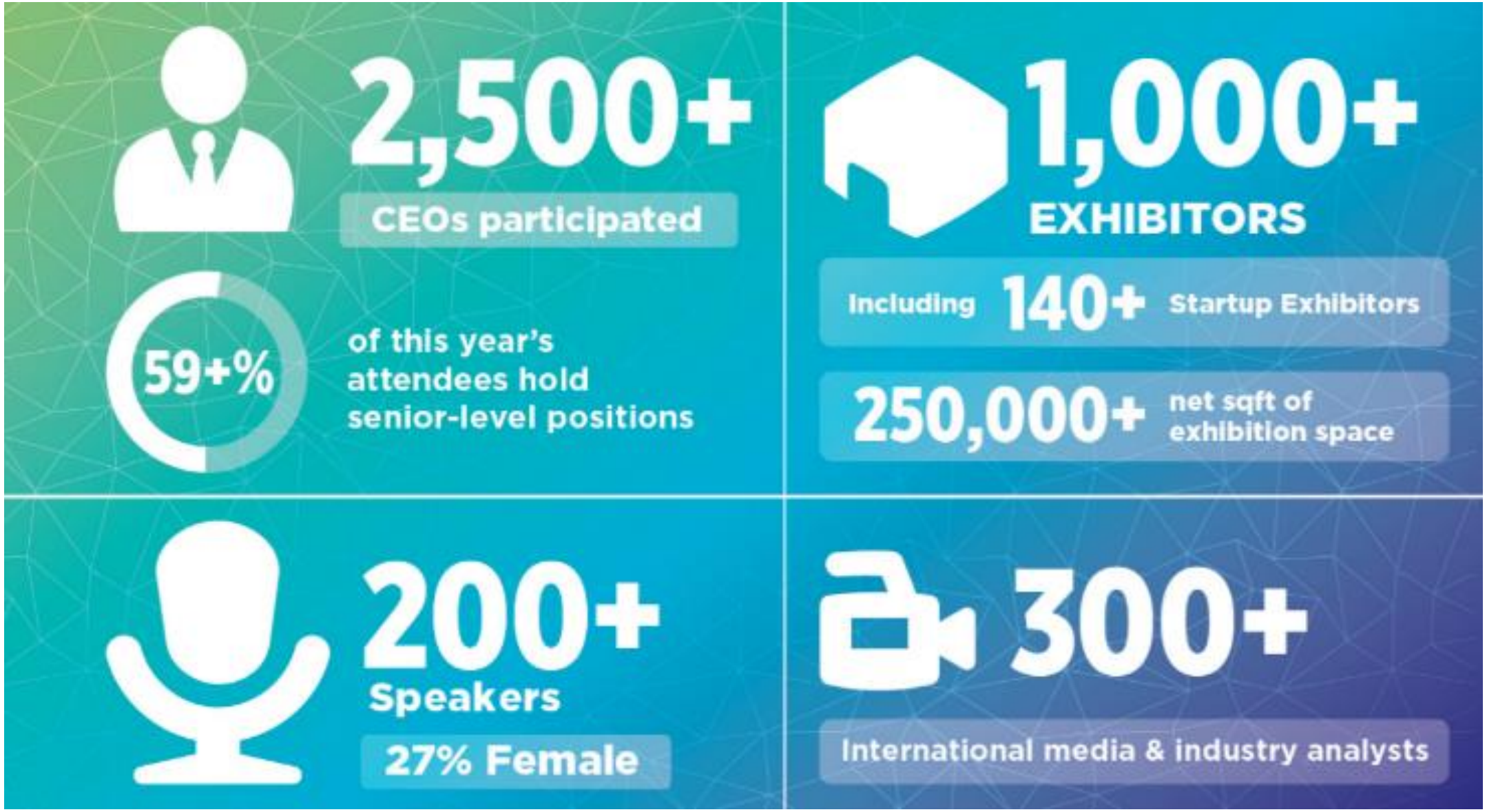
IN PARTNERSHIP WITH ctia™

IoT at MWCA18

Date	Wednesday, 12-14 September 2018
Venue	Los Angeles Convention Center - 1201 South Figueroa Street Los Angeles, California 90015
Activities	IoT Conference GSMA Innovation City 4FYN Startup Pavilion Mobile IoT Working Group Meeting (LTE-M Task Force + NB-IoT Forum)
Details	https://www.gsma.com/iot/event/mobile-world-congress-americas-2018/

Snapshot of MWC Americas 2017

Snapshot of MWC Americas 2017

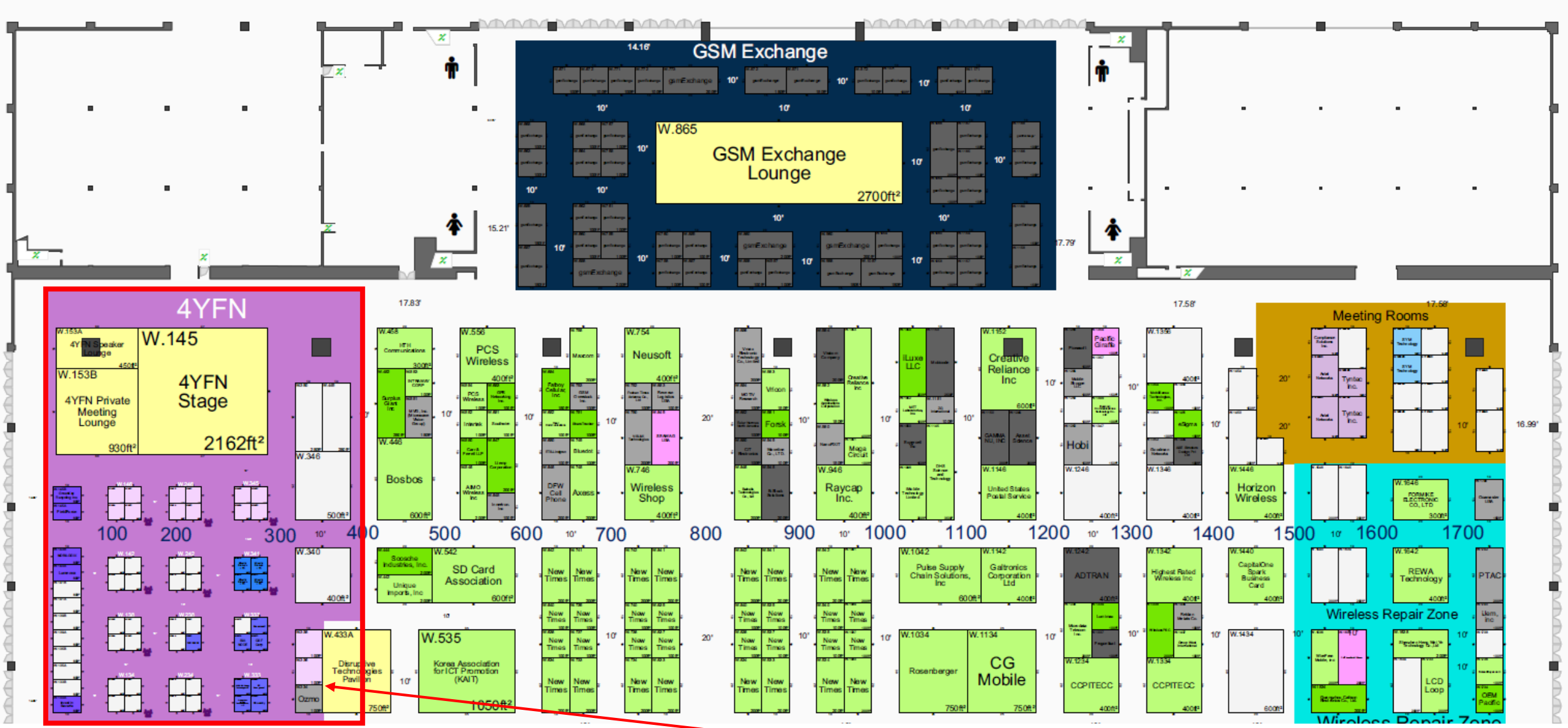


Location – South Hall

Intelligent Connectivity @ GSMA Innovation City

- Confirmed the **Connected Bee Hive** – live LTE-M demonstration
- Demo criteria:
  - Real customer cases/products already been deployed or will be deployed shortly into the market
  - Demonstration on **live** networks preferred: LTE-M, NB-IoT or 5G
  - Cutting-edge/latest innovations
  - Use case considerations (not limited to these):
    1. **Gigabit Mobile Connectivity**
       e.g. Digital Assistant, Social Videostyling, High-Speed Video Streaming, etc.
    2. **Entertainment Everywhere**
       e.g. Interactive Gaming, Omnipresent Advertising, etc.
    3. **Smart & More Efficient Transportation**
       e.g. Autonomous Vehicles, Fast Drone Delivery, etc.
    4. **Smart Industry / Affordable Products**
       e.g. Networked 3D printing, Automated Industrial Robotics, etc.
    5. **Enhanced Public Services**
       e.g. Connected Healthcare, Robotics, Critical Communications, etc.
    6. **Sustainable World**
       e.g. Pollution Management, Smart Agriculture
- Please submit your proposal to Eric (eyu@gsma.com) as soon as possible

Location – West Hall



4YFN Showcase - TBC

IOT SOLUTIONS WORLD CONGRESS

BARCELONA

16-18 OCTOBER 2018

THE LEADING IOT INDUSTRY EVENT

GSMA IoT at IoT Solutions World Congress

- Lab event with Telefonica – Monday, 15 October 2018
- Co-located workshop/operator roundtable led by GSMA Strategic Engagement Team
- Demo Stand
  - Mobile IoT Modules & Dev Kits Showcase with 3 to 4 Mobile IoT Industrial demos
  - Soft launch of the IoT Security “What-if?” campaign with Security Robot demo
  - Networking receptions – Tue & Wed 16 & 17 October 2018 – TBC
- Speaking opportunities: Eric is discussing with Fira
- We welcome demo proposals. Criteria:
  - Using Mobile IoT technologies: LTE-M or NB-IoT or both
  - Demo on live network: not necessary
  - Commercial readiness: not necessary
- Please email Eric (eyu@gsma.com) and show your interest. He will share more details by end of July

Planned Activity Update

8 – 11 January 2019
Las Vegas Convention Centre

Planned IoT Activities @ CES19

Activity	Date	Location
Mobile IoT Breakfast Briefing	Wed, 9 Jan – AM	Luxor
Mobile IoT Innovators Workshop	Wed, 9 Jan – PM	Luxor
IoT Networking Event	Wed, 9 Jan – Late PM	Luxor
Mobile IoT Solutions Demonstrations	Tue 8 Jan – Fri 11 Jan	CES Exhibition Halls - TBC

We are keen to understand your plan and any proposals for CES. Please share any information with Andrew (aparker@gsma.com) or Eric (eyu@gsma.com). Eric will also reach out to you individually for details.

8th MOBILE IoT SUMMIT

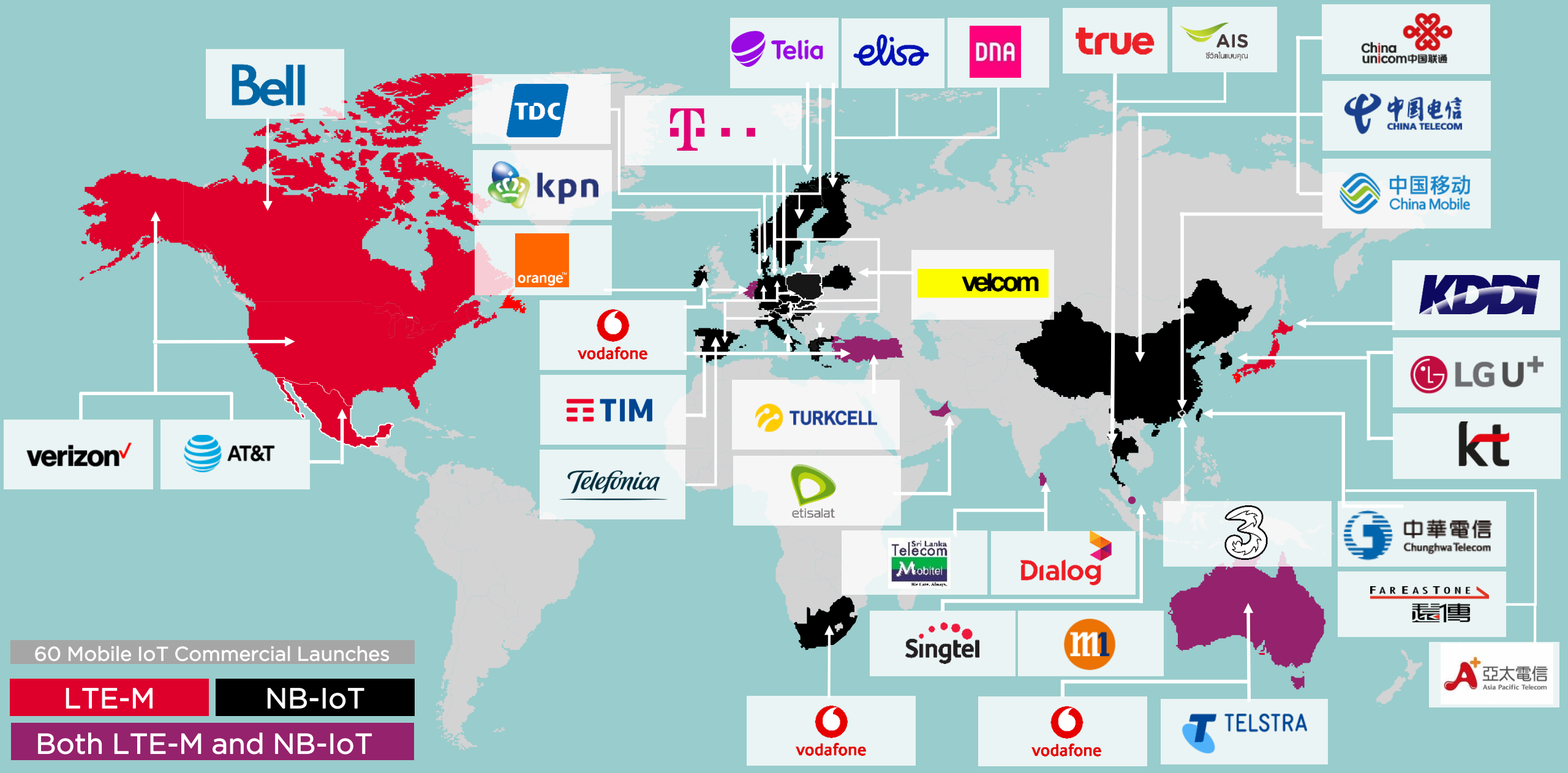
MOBILE WORLD CONGRESS

Mobile IoT Summit

- Date: Sunday, 24 February 2019 (MWC19 Day 0)
- Venue: Hotel NH Collection Barcelona Tower
- Similar format as last year: half-day conference in the 500-seat auditorium with 6 to 8 Mobile IoT demonstrations
- 6th Mobile IoT Summit at MWC18: **467** delegates attended; **650** registrations
- Platinum Sponsor x 1, Silver Sponsor x 2 and Networking Sponsor x 2 are open

Mobile IoT Network Launch Update

Mobile IoT Global Network Coverage



Mobile IoT Global Network Coverage

- New operator interview: Dialog Axiata
- Full details: https://www.gsma.com/iot/mobile-iot-commercial-launches/

TOTAL	
Total KPI Markets Launched	29
Total Operators Launched	33
Total Markets Launched	32
Total Number of Launches	**60**

NB-IoT	
Total NB-IoT Launches	46
Total NB-IoT Markets	28

LTE-M	
Total LTE-M Launches	14
Total LTE-M Markets	12

IoT Marketing Resources

GSMA IoT Marketing Resources (Apr – Jun 2018)

Title	Type	Link
Mobile Industry Supports Gathering Momentum of Commercial Drones Market	Blog Post	Here
Operators Move Beyond Connectivity in the IoT Era as Asia Pulls Ahead	Blog Post	Here
GSMA: Global Mobile Operators Commit to Common Approach to IoT Security	Press Release	Here
Greater China set to Dominate Global Industrial IoT Market, says new GSMA Report	Press Release	Here
The GSMA Guide to the Internet of Things | 物联网指南	Report	Here
IoT Report: How Greater China Is Set To Lead The Global Industrial IoT Market | 物联网报告：大中华区引领全球工业物联网发展与创新	Report	Here
Mobile IoT Community Blossoms as Membership Surpasses 1000 Mark	Blog Post	Here
Mobile IoT Case Study – Greater China | 大中华区移动物联网案例研究	Case Study	Here
On-Demand Webinar: How Does Mobile IoT Fit Into The 5G Future?	Webinar	Here
Cellular's Role in IoT Expansion to be Key Focus of Mobile World Congress Shanghai	Blog Post	Here
IoT Connection Efficiency Guidelines	Technical Document	Here
Industrial IoT's rapid growth in China culminates in industry summit	Blog Post	Here
Mobile IoT and 5G: Complementary Technologies Central to the IoT	Blog Post	Here
Mobile IoT Meets Industry 4.0	Blog Post	Here
Mobile IoT in the 5G Future – NB-IoT and LTE-M in the Context of 5G	Report	Here
NB-IoT Deployment Guide – Release 2	Technical Document	Here
LTE-M Deployment Guide – Release 2	Technical Document	Here
Smart agriculture proves a natural use of NB-IoT	Blog Post	Here

GSMA IoT Marketing Contents Plan

Title	Type	Launch Timeline
Drones website revamp	Website	July 2018
Development Guide for Consumer Device	Technical Document	August 2018
Mobile IoT Industrial Case Studies	Case Study	August 2018
Mobile IoT Infographics	Infographic	August 2018
Blog Post – Preserving the Bee Stock with Mobile IoT - TBC	Blog Post	August 2018
IoT Webinar Series 2018-19	Webinar	August 2018
IoT Big Data Video	Video	August 2018
Industrial IoT Global Feasibility Study	Report	September 2018
Industrial IoT Case Study (1)	Case Study	September 2018
IoT Programme Video	Video	September 2018
Smart Agriculture with Mobile IoT Case Study	Case Study	September 2018
Mobile IoT Deployment Guide for Agriculture	Technical Document	September 2018
Press Release – GSMA Innovation City at MWCA18	Press Release	September 2018
IoT Security – What if? Video	Video	September/October 2018
Report: New Operator's Role for IoT – Distributed Ledgers & Edge Computing - TBC	Report	September/October 2018
IoT Security SIM Proof of Concept	Report	September/October 2018
Drones Expert Testimonial video	Video	October 2018
Mobile IoT / IoT Big Data Agriculture Case Study	Case Study	November 2018
Paper: Drones – cellular communication paper	Report	December 2018
Operator Views on Industrial IoT – Internal Circulation for GSMA Members Only	Report	January 2019
Industrial IoT Case Study (2)	Case Study	January 2019
Press Release – Mobile IoT Networks are globally available - TBC	Press Release	February 2019
Press Release – GSMA Innovation City at MWC19	Press Release	February 2019
IoT Security – SIM Proof of Concept Case Study	Case Study	March 2019

Next steps

- Intelligent Connectivity, MWCA18 & MWC19: propose your **5G/AI/IoT/Machine Learning demo** for MWCA18 and/or MWC19. Nominate your partners for **4YFN Startup Zone** at MWCA18. Deadline for MWCA18: **ASAP**
- IoT Solutions World Congress: please email Eric if you are interested to showcase. More details will be shared by end of July
- "Mobile IoT for Industrial" Webinar: please email if you are interested to speak. More details will be shared by end of July
- CES19: share your plan with Eric
- Mobile IoT Summit: contact Eric for sponsorship package details. We need confirmed support by end of August to secure venue booking.
- Share your marketing resources to Eric for collaboration. They will be used for 2018Q3 & Q4 content development.
- If you like to invite your contacts to join this Mobile IoT Marketing Group, please share your marketing colleagues contact details (name, job title, email) with Eric. This group is exclusively open for GSMA members.
- Quarterly conference calls to review and update progress:
  - Next call: **Thursday, 25 October 2018**
  - Thursday, 24 January 2019

THANK YOU!

GSMA IoT

https://www.gsma.com/iot/

GSMA IoT in MWCA18

https://www.gsma.com/iot/event/mobile-world-congress-americas-2018/

GSMA IoT on LinkedIn

http://gsma.at/iot

GSMA Guide to IoT

https://www.gsma.com/iot/the-gsma-guide-to-the-internet-of-things/

GSMA IoT Newsletter

https://www.gsma.com/iot/sign-up-for-newsletter/