



Mobile IoT Marketing Update

18 April 2019

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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
 - ✗ **DON'T** enter into agreements that restrict other parties' actions or creates barriers to market entry
 - ✗ **DON'T** discuss or exchange information on pricing, business plans, or any other confidential or commercially sensitive data



Mobile IoT Marketing Group



Agenda

1. GSMA IoT Marketing Plan 19/20
2. Post-event Sharing: MWC19 Barcelona
3. Upcoming Events: Connected Skies, MWC19 Shanghai
4. Mobile IoT Commercial Launches
5. GSMA IoT Resources
6. AOB

Deliverables	Details
<p>Increase adoption of Mobile IoT solutions in <u>three</u> early adopter vertical segments (e.g. consumer/whitegoods, industrial, utilities)</p>	<p>Identify and engage with <u>minimum three</u> of the leading manufacturers / IoT service providers in Asia Pacific, North America and Europe for each adopter vertical (i.e. <u>nine</u> in total) and initiate at least one proof of concept per chosen early adopter vertical segment (i.e. <u>three</u> in total)</p>
<p>Increase the number of operators offering services “beyond connectivity”</p>	<p><u>40</u> operators offering IoT services beyond connectivity (e.g. enablement platforms, system integration services) as measured by email declaration by operator management * KPI to be finalised</p>
<p>Growth of IoT PSG Operator IoT Connections – expected to hit 871 million at the end of December 2018</p>	<p>Growth of operator IoT connections as measured by IoT PSG members. This KPI will be reviewed twice annually based on data as of the end of June and December. * This is a market exercise mainly conducted by PSG and the IoT Programme</p>

Programme	Activity	Date	Description	Co-Marketing Opportunity
Security	M360 – Security for 5G - The Hague	28-29 May 2019	<ul style="list-style-type: none"> Small exhibition booth 	
Drones	Connected Skies - Portland, US	18-20 Jun 2019	<ul style="list-style-type: none"> Speakers in conference sessions Small exhibition booth 	
IoT	MWC Shanghai 2019	26-28 Jun 2019	<ul style="list-style-type: none"> The Future of IoT Convention GSMA Innovation City Connected China Innovators Developer Day + IoT Security Masterclass (1) 	<ul style="list-style-type: none"> Sponsorship & speaking opportunity @ The Future of IoT Convention and Connected China
Mobile IoT / IoT Capability	M360 Digital Societies - Kuala Lumpur	24-26 Sep 2019	<ul style="list-style-type: none"> APAC Innovation and Partnership Summit (APAC-led full-day event on Day 3) IoT Expo (throughout the whole event – 3 days) 	<ul style="list-style-type: none"> Speaking opportunity @ APAC Innovation and Partnership Summit Demo opportunity @ IoT Expo (part of APAC IoT Partnership Programme)
Mobile IoT/Security	Innovators Developer Day + Security Masterclass (2)	Sep	<ul style="list-style-type: none"> Innovators Developer Day + IoT Security Masterclass (2) – TBC 	
IoT	MWC Los Angeles 2019	22-24 Oct 2019	<ul style="list-style-type: none"> GSMA Innovation City IoT Seminars – TBC Promotion of C-V2X POC (1) – TBC 	<ul style="list-style-type: none"> Demo opportunity @ GSMA Innovation City Speaking opportunity @ IoT Seminars - TBC
Mobile IoT / Security	Innovators Developer Day + Security Masterclass (3)	Early Oct	<ul style="list-style-type: none"> Innovators Developer Day + IoT Security Masterclass (3) – TBC 	

Programme	Activity	Date	Description	Co-Marketing Opportunity
Mobile IoT / Security	CES 2020 – Las Vegas	7-10 Jan 2020	<ul style="list-style-type: none"> • Operator Roundtable • Innovators Developer Day + IoT Security Masterclass (4) • Networking Reception 	<ul style="list-style-type: none"> • Speaking opportunity @ Operator Roundtable • Sponsorship for Networking Reception
IoT	MWC Barcelona 2020	24-27 Feb 2020	<ul style="list-style-type: none"> • Mobile IoT Summit • GSMA Innovation City • Mobile IoT Innovators @ 4YFN • IoT Seminars • Promotion of C-V2X POC (2) 	<ul style="list-style-type: none"> • Sponsorship for Mobile IoT Summit, Mobile IoT Innovators @ 4YFN and IoT Seminars
Connected Vehicles	TBC	TBC	<ul style="list-style-type: none"> • Promotion of C-V2X POC (3) 	

Other activities:

- IoT Security Case Studies & Video
- Mobile IoT Case Studies, Toolkit, Technical Guidelines, Paid Digital Campaigns
- IoT Capability Video, Case Studies and Byline
- Drones Case Studies

Other activities being considered (will not take place without sponsorship):

- IoT Solutions World Congress – Barcelona (Oct 2019)
- European Utility Week – Paris (Nov 2019)



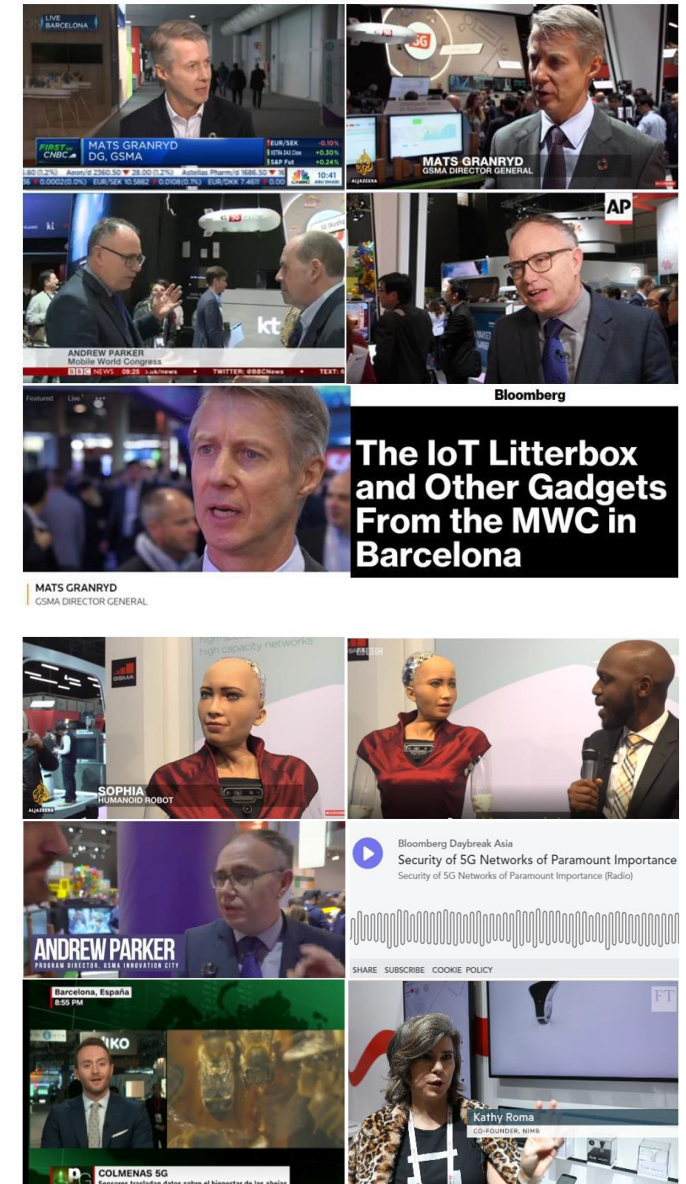
**Intelligently Connecting
Everything**

MWC19 Barcelona

24 Feb, 25-28 Feb



- **5,054** coverage hits worldwide to date
- **437** original pieces of broadcast, print and online coverage
- **4,617** press release syndications
- Standalone coverage was achieved with the **BBC, Reuters** and **South China Morning Post**, and more reference publications and interviews with **AFP, Al Jazeera, Bloomberg, CNBC, CNN, e-zone, FierceWireless, Financial Times, Forbes, Hong Kong Economic Times, Light Reading, New York Times, Nikkei, PC Market, Radio Television Hong Kong, The Telegraph, The Times, Wall Street Journal** and **Washington Post**.
- [Press Release](#): Low Power Mobile IoT Networks Now Available from All Leading IoT Operators Worldwide
Original articles: **5** | Syndicated articles: **561**
- [Press Release](#): New GSMA Report Highlights Global Role of Intelligent Connectivity
Original articles: **3** | Syndicated articles: **558**





8th Mobile IoT Summit

GOING GLOBAL

Hesperia Barcelona Tower Hotel | Sunday, 24 February 2019



Platinum Sponsor



Silver Sponsor



Supporting Sponsor



Analyst Partner



457 Attendees | 17 Speakers | 16 Media | 10 IoT Demonstrations



Keynote: Veni Shone, Huawei



Panel: Mobile IoT Business Opportunity



Operator Panel



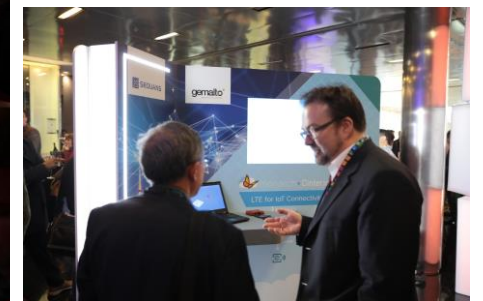
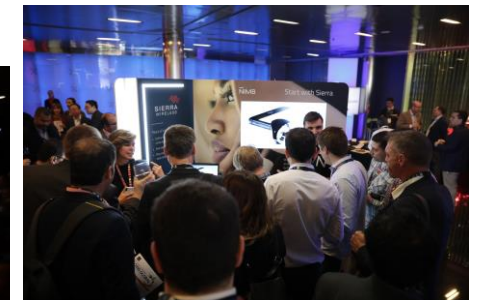
Keynote: Cameron Coursey, AT&T



Networking Reception



Customer Presentation: Orange & SNCF



[Event Agenda](#)

[Presentation Video](#)

[Post-Event Blog](#)



DEMO INTERVIEWS

<https://www.gsma.com/iot/iot-resources/>





GSMA™

**Innovation
City** 2019

- Approximately **one-third (about 37,000)** of all MWC19 delegates visited the Innovation City
- **61** Innovation City original press articles from on-site GSMA spokesperson interviews with press & media including:
- **Al Jazeera, BBC, Bloomberg, CNBC, CNN, Fierce Telecom, Financial Times, Forbes, Economic Times, Light Reading, Mail on Sunday, PC Mag, Reuters, Tech Radar, Wall Street Journal** and many more
- Opportunities to see - coverage reach to a potential audience of more than **3.8 billion globally**
- **78** quality media and analyst interviews with GSMA spokespeople as well as many more ad-hoc press & media partner interviews and City tours
- VIP & royal visits including: King of Spain, MEPs & European Commissioners, VIP government and industry delegations



Al Jazeera



THE EDGE on CNBC by Karen Tso



Mariya Gabriel @GabrielMariya
Follow

New technologies to the service of the protection of environment and promotion of bee live 🐝 It is inspiring to see how #TheLiveHive mobilises #digitalinnovation to bring answers to our environmental priorities

11:04 AM - 25 Feb 2019 **European Commission**





DEMO INTERVIEWS

<https://www.gsma.com/iot/iot-resources/>



- Major activities:

Expert Zone	
Training Zone	
Demo Zone	
Mobile IoT Innovators Zone	

- Number of Visitors: over **1,500**



LTE-M Nerf Gun Shooting Range



Mobile IoT Training Zone



NB-IoT Smart Beer



Greeting the Mayor of Barcelona

- Post-Event Blog: <https://www.gsma.com/iot/news/making-mobile-iot-easy/>
- Demo Video: <https://www.gsma.com/iot/resources/learning-building-testing-with-lte-m-and-nb-iot/>



The Internet of Skies - Connecting Drones



Future Proofing the Internet of Things – IoT Security Today and Tomorrow



Operator Capability Beyond Connectivity – The Next Opportunity in IoT



Operator Capability – Unlocking the Value of IoT



Key topics:

- The support of safe BVLOS (Beyond Visual Line Of Sight) and autonomous operation of unmanned aircraft (UA)
- The use of mobile connectivity to enhance the efficiency and effectiveness of UA, by enabling BVLOS operation, supporting real-time data transmissions from on-board cameras and sensors
- Mobile connectivity requirements for registration and identification, flight planning and approval, the transmission of meteorological information, geo-fencing, geo-gaging and tracking

Attendance: **198**

Post-Event Blog: [here](#)

Key topics:

- IoT Security Today
 - A live hack highlighting current vulnerabilities
 - Industry code of conducts, standards, guidelines and assessment processes
- IoT Security Tomorrow
 - Future certification developments within Europe
 - SIM-based IoT security solutions

Attendance: **167**

Presentation Decks: [here](#)

Key topics:

- Emerging capabilities and trends which enable revenue growth in the IoT industry
- The use of technology enablers such as Distributed Ledgers Technology (DLT), Machine Learning and Edge Computing

Attendance: **146**

Post-Event Blog: [here](#)

Key topics:

- Successful roll out of the OneNET cloud services platform in Greater China
- Cutting platform deployment and network experience from China Mobile
- Live customer experience implementing NB-IoT solutions using the OneNET platform
- Latest Edge Computing IoT applications delivering high performance localised solutions

Attendance: **120**



<https://www.gsma.com/iot/event/connected-skies-gutma-annual-conference/>

June 18-20, 2019
Portland (OR)
Intel Jones Farm
Conference Center

CONNECTED SKIES Forum
GUTMA Annual Conference
Supported by the GSMA IoT Programme & Hosted by Intel



Apply promo code **CONNSKIES19GSMA** by 30 April to enjoy 50% discount on ticket price:
https://gutma.org/portland-2019/#tile_registration_anchor



26-28 June 2019 • 2019年6月26-28日



#MWC19



GSMA IoT AT MWCS19 OVERVIEW

	Tuesday 25 th	Wednesday 26 th	Thursday 27 th	Friday 28 th
		GSMA Innovation City – IoT/Intelligent Connectivity Demo 09:00-17:00 Hall N5, SNIEC		
		Connected China – Mobile IoT Startup Demo 09:00-17:00 Hall W5, SNIEC		
AM 上午	Mobile IoT Forum Meeting		Smart City Summit, Smart Industry Summit	Future Mobility Summit
PM 下午		The Future of IoT Convention 12:00 – 18:00 Kerry Hotel		Edge Computing Summit

The Future of IoT Convention

<https://www.gsma.com/iot/event/gsma-future-iot-convention/>

- Sponsorship opportunity is open
- Indicative Agenda
 - Mobile IoT (LTE-M & NB-IoT) in the 5G Era
 - IoT Big Data
 - Mobile IoT Market Deployment
 - IoT Security

GSMA Innovation City

<https://www.gsma.com/iot/events/iot-at-gsma-innovation-city-mwc19-shanghai-mwc19/>

- Focusing on IoT solutions demonstrating values of trusted, end-to-end operator solutions
- Impactful, experienced-led Greater China & APAC IoT tech demos

IoT Conference Sessions

<https://www.mwcshanghai.com/conference-programmes/conference-overview/>

Thu, 27 Jun

- Smart City, Smart Industry Summit (whole day)

Fri, 28 Jun

- Future Mobility Summit (am)
- Edge Computing Summit (pm)

Connected China

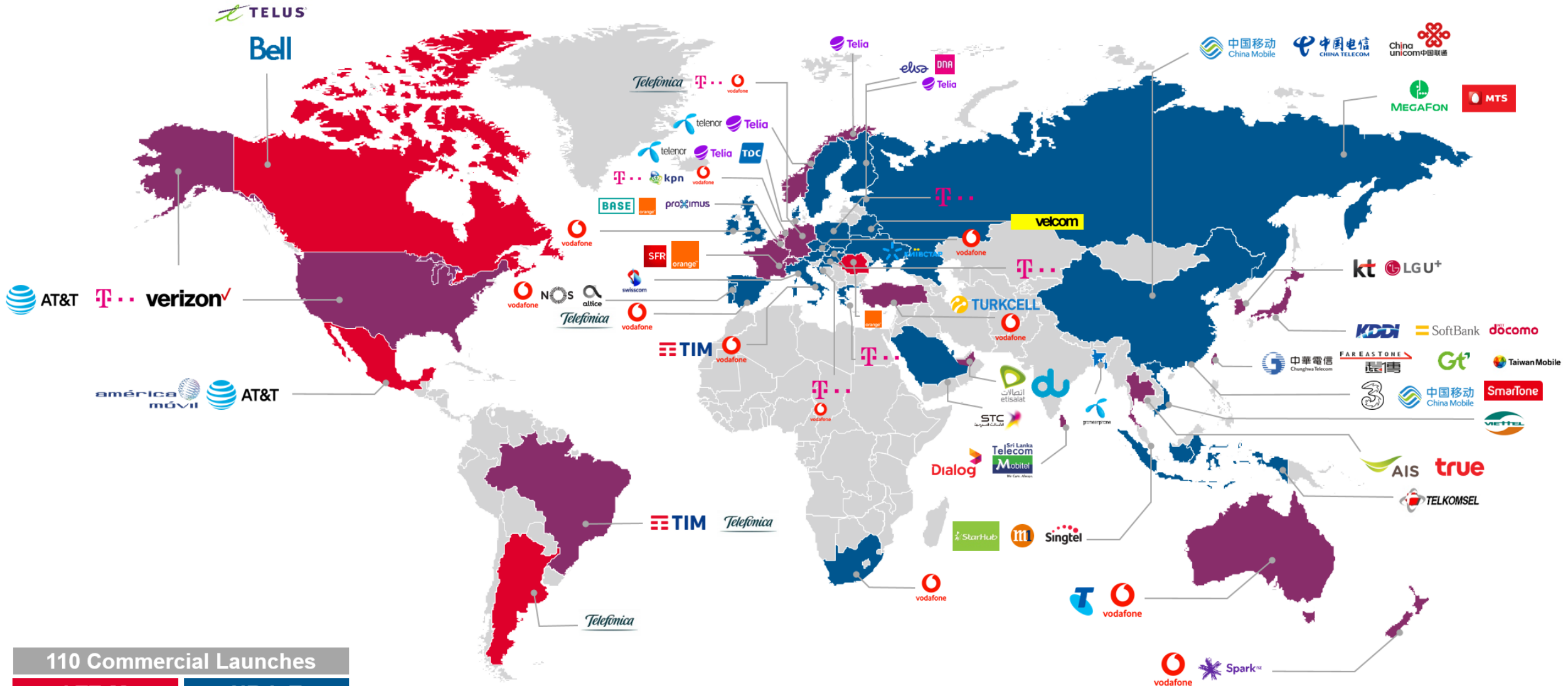
<https://www.gsma.com/iot/events/connected-china-mwc19-shanghai/>

- Supporting Sponsorship opportunity is open
- Mobile IoT Innovators Showcase demonstrating commercial deployments and business models for Mobile IoT
- Three major industry verticals
 - Smart Industry
 - Smart Home
 - Smart Cities

MOBILE IoT COMMERCIAL LAUNCHES



MOBILE IoT GLOBAL COVERAGE



110 Commercial Launches	
LTE-M	NB-IoT
Both LTE-M and NB-IoT	

Full details: <https://www.gsma.com/iot/mobile-iot-commercial-launches/>

NEW GSMA IoT RESOURCES

Title	Programme Area	Asset Type	Link
The Internet of the Skies: Establishing Public Trust in the Future of Cellular Drones (Apr 19)	Drones	Blog	Here
8 th Mobile IoT Summit – Presentation Video	Mobile IoT	Video	Here
The GSMA Innovation City at MWC19 – Andrew Parker, GSMA	Intelligent Connectivity	Video	Here
Connected Honeybees on Mobile IoT for the Sustainable World – NimbeLink (Mar 19)	Intelligent Connectivity	Video	Here
Network-First IoT and Artificial Intelligence Platform – Singtel (Mar 19)	Intelligent Connectivity	Video	Here
Mobile IoT Enables Water Pipeline Management & Monitoring – BeWhere Inc. (Mar 19)	Intelligent Connectivity	Video	Here
Artificial Intelligence in the 5G Era and the Future of IoT – Sophia, Hanson Robotics (Mar 19)	Intelligent Connectivity	Video	Here
MWC Presentations: IoT Security (Mar 19)	IoT Security	Brochure	Here
Learning, Building, Testing with LTE-M and NB-IoT (Mar 19)	Mobile IoT Innovators	Video	Here
Making Mobile IoT Easy (Mar 19)	Mobile IoT Innovators	Blog	Here
The GSMA 8 th Mobile IoT Summit at MWC19 – Andrew Parker, GSMA (Mar 19)	Mobile IoT	Video	Here
Connecting More and Securing All on Mobile IoT Networks – Gemalto (Mar 19)	Mobile IoT	Video	Here
Deploying Low-Cost, Low-Power IoT Sensors – BeWhere Inc. (Mar 19)	Mobile IoT	Video	Here
How SIM-based Mobile IoT Solutions Are Enabling Better Security – G+D Mobile Security (Mar 19)	Mobile IoT / IoT Security	Video	Here
Deploying Compact-Size IoT Ring on Mobile IoT Networks – Sierra Wireless & Nimb (Mar 19)	Mobile IoT	Video	Here
Atlas Copco Harnessing Connectivity for Industrial IoT (Mar 19)	Mobile IoT	Case Study	Here
Operators Optimistic of Bright Future as New IoT Revenue (Feb 19)	IoT Capability	Blog	Here
Mobile IoT Summit: Collaboration Deepens as Global Use Cases Multiply (Feb 19)	Mobile IoT	Blog	Here
Intelligent Connectivity: How the Combination of 5G, AI, Big Data and IoT is Set to Change Everything (Feb 19)	Intelligent Connectivity	Report	Here
Growing IoT in China (Feb 19)	IoT Capability	Report	Here
How Cellular Technology Enables Anti-Fire Drones (Feb 19)	Drones	Case Study	Here
NB-IoT Commercialisation Case Study: How China Mobile, China Telecom & China Unicom Enable Million More IoT Devices (Feb 19)	Mobile IoT	Case Study	Here
Development Guide: NB-IoT for Industrial Applications (Feb 19)	Mobile IoT	Technical Document	Here
Protecting Privacy and Data in the Internet of Things Report (Feb 19)	Big Data	Report	Here
IoT Security Champions: Building Trust into the IoT (Feb 19)	IoT Security	Report	Here

- We welcome third-party LTE-M and NB-IoT resources to be hosted on Mobile IoT Resources Library for IoT developers and solutions as reference materials
- Filtered by *Both Technologies, LTE-M* and *NB-IoT*
- Please submit the following materials to Eric Yu (eyu@gsma.com) for considerations:
 - The document in PDF format, if applicable
 - The source URL of the resources
 - A short blurb of less than 100 words



The screenshot shows the Mobile IoT Resource Library website. At the top, there is a navigation menu with links: Internet of Things, About, Mobile IoT (LPWA), Mobile IoT Innovators, Remote SIM Provisioning for M2M, IoT Security, IoT Big Data, Operator IoT Capability, IoT Knowledgebase for Policy & Regulation, Smart Cities, Connected Vehicles, Drones, Intelligent Connectivity, Industry News, Events, Resource Library, and IoT Newsletter. Below the menu is a large image of a glowing lightbulb on a circuit board. The main heading is "Mobile IoT Resource Library". A paragraph describes the library's purpose: "Mobile IoT technologies are quickly taking over the world. Commercial deployments are happening across the globe, the ecosystem is growing at an unprecedented pace, numerous companies are producing commercially available modules and development kits, and a great number of IoT Labs have opened all over the world. To help nurture innovation and further accelerate the growth of the market, the GSMA Internet of Things programme is curating a list of insightful resources from across the industry. These resources are meant to create value for the wider ecosystem and provide insight into the technologies, use cases, market developments, and more. All content is carefully reviewed by an editorial board. If you would like your content to be considered for publication, please email miotinnovators@gsma.com". Below this is a filter dropdown menu set to "All". There are three featured resource cards: 1. "8th Mobile IoT Summit – Presentation Video" (March 27, 2019) with a video thumbnail. 2. "The GSMA Innovation City at MWC19 – Andrew Parker, GSMA" (March 26, 2019) with a photo of Andrew Parker. 3. "The Internet of the Skies: Establishing Public Trust in the Future of Cellular" with a text thumbnail. On the right side, there are three sections: "LATEST RESOURCES" with a "Read more | See all Resources" link, "INDUSTRY NEWS" with a "Read more | See all Industry News" link, and "UPCOMING EVENTS" with a "Read more | See all Internet of Things Events" link. At the bottom right, there are social media icons for Newsletter, Contact Us, LinkedIn, and Twitter.

THANK YOU!

GSMA IoT

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

GSMA Twitter

<https://twitter.com/GSMA>

GSMA IoT on LinkedIn

<http://gsma.at/iot>

GSMA IoT YouTube Playlist

<https://www.youtube.com/playlist?list=PLj1MyDu3jckroOrl5RAW8gAH5Tg0zYjpC>

GSMA IoT Newsletter

<https://www.gsma.com/iot/newsletter/>