



IoT Marketing Update

25 July 2019

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
 - ✗ **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



IoT MARKETING GROUP



Agenda

1. Post-event Sharing: MWC19 Shanghai
2. Upcoming Events:
 - M360 Digital Societies
 - MWC19 Los Angeles
 - European Utility Week
 - CES20
 - Mobile IoT Summit @ MWC20
3. Paid Media Campaign – Mobile IoT
4. LTE-M and NB-IoT Logo Updates
5. GSMA IoT Resources
6. AOB



IoT AT MWC19 SHANGHAI



Details: <https://www.gsma.com/iot/iot-at-mwcs19/>

75,000 unique visitors from **over 100** countries and territories attended ([Press Release](#))

- **9,321** coverage hits worldwide to date
- **991** original pieces of broadcast, print and online coverage
- **6,213** syndications of original coverage
- **2,117** syndications of press release
- [Press Release](#): Mass Deployments of IoT Solutions Transforming China
Original articles: **28** | Syndicated articles: **651**
- Key reflections on coverage:
 - Compared to previous years, the GSMA had unprecedented coverage and engagement from the most influential outlets that reach the business audiences. This is partly explained by heightened interest from major outlets in the rollout of 5G in China and other Asian countries such as Korea, as well as the ongoing economic and political environment’s impact on the global supply chain.
 - A total of more than **40** pieces of coverage have been generated to-date – almost doubled the volume from 2018. One of the main reasons is that more resources were spent this year to create customised programmes that meet the attendees’ editorial needs.
 - Most of the coverage was neutral, reporting on key research findings and interview content from GSMA spokespeople.



FUTURE IoT CONVENTION
未来物联网大会

MWC Shanghai | Wednesday, 26 June 2019 | 13:00-18:00
MWC上海 | 2019年6月26日 周三 | 13:00-18:00

Platinum Sponsor: HUAWEI

Supporting Sponsors: NOKIA 上海贝尔, SUSEA IOT 日海智能

Associate Sponsor: inspur 浪潮

Networking Break Sponsor: KAZAKHTELECOM



701 Attendees
17 Speakers from 14 Companies

[Event Agenda](#)



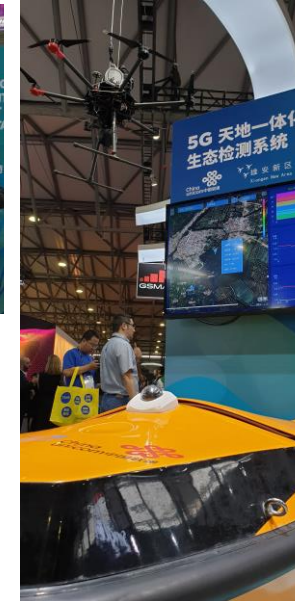
[Presentation Videos](#)

[Presentation Decks](#)

- 9 MNOs/industry partners



- Approximately **18,000** delegates visited the GSMA Innovation City (Hall N5)
- VIPs & ministers visits including: Beijing Winter Olympics 2020, GSMA APAC IoT Partnership Programmes, IoT Topics Tours, etc.



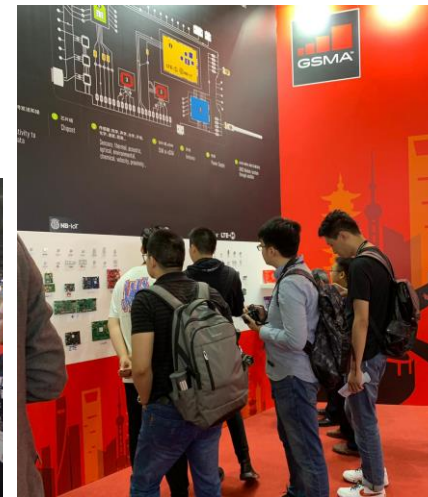
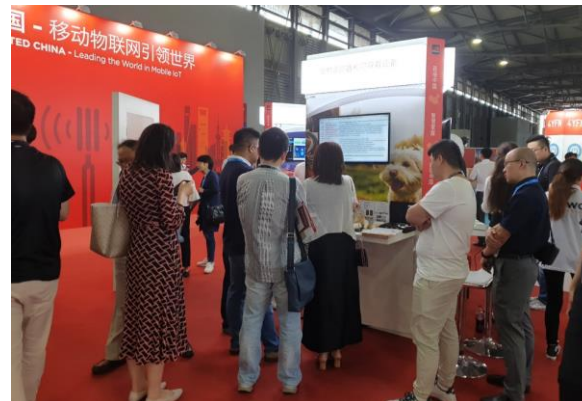
- 9x Mobile IoT demos in 3 key verticals:
 - Smart Home
Connected Faces, Home Security, Trackers
 - Smart Industry
Workflow monitoring, Lean Production & Gas sensors
 - Smart Cities
Smart meters, Fire alarms



- **222** new contacts
- Number of Visitors: over **7,000**



Panda “Tai Chi” - Ericsson Nanjing
Panda Smart Factory (Industrial)



Mobile IoT Modules and
Development Kits Display



Connected Faces – Nbeauty 5G
Skin robot

- Practical hands-on workshop around NB-IoT and IoT Security
- Supported by Arm, China Unicom and Tencent Cloud
- 25 keen and engaged attendees



**WORKSHOP:
FAST & SECURE TO
MARKET WITH NB-IoT**

研讨会: 迅速而安全地进入窄带物联网市场

GSMA MOBILE IoT DEVELOPER DAYS
GSMA 移动互联网开发者大会

Thursday, 27 June 2019 | Pudong, Shanghai
上海浦东 2019年6月27日, 星期四

HOSTED BY 由主办
DFROBOT 德飞勒机器人

SUPPORTED BY 赞助商
arm China Unicom 中国联通 Tencent Cloud





Mobile360

Digital Societies

Kuala Lumpur 24-26 Sep 2019

#MOBILE360



Theme: Platforms for a Digital Society: How to Make an Inclusive Transition

(Day 1 & 2) 1.5-day keynote sessions: Digital Identity, Digital Commerce, Connectivity, Digital Lifestyle

(Day 2) GSMA and Sponsor Activities: Digital ID Summit, eSIM Summit, Mobile Money

(Day 3) **APAC IoT Innovation and Partnership Summit**

- Supported by members of APAC IoT Partnership Programme:
- Key topics: **Mobile IoT Development, IoT 5G Use Cases, IoT Capability Beyond Connectivity, IoT Ecosystem Collaboration and IoT Security**

(Day 1 to 3) **Connected APAC - IoT Expo** showcasing the best IoT solutions in Asia Pacific

- Innovative Mobile IoT use cases – Mobile IoT Innovators or winners from IoT Challenge, Hackathon or workshop run by the APAC MNOs
- Beyond Connectivity solutions – IoT Big Data, Blockchain, Edge Computing, etc.

PR & Marketing: blogs, press release, demo filming, case studies

Contacts: Terence Wong (APAC – twong@gsma.com) & Eric Yu (IoT Marketing – eyu@gsma.com)

Kuala Lumpur 24-26 Sep 2019

APAC IoT Innovation Summit - Agenda

Topic	Description
08:30 – 08:55	Networking Cafe
08:55 – 09:00	Opening Keynote
09:00 – 10:00	Session 1: Mobile IoT Latest Deployment and Future Development in Asia Pacific
10:00 – 10:30	Session 2: Panel on Supply Chain for Mobile Industry in IoT
10:30 – 10:55	Refreshment Break & IoT Expo (Connected APAC)
10:55 – 12:15	Session 3: IoT Capability Beyond Connectivity
12:15 – 13:30	Networking Lunch & IoT Expo (Connected APAC)
13:30 – 14:30	Session 4: IoT Innovation and ecosystem collaboration
14:30 – 15:00	Session 5: Panel on Fostering IoT Ecosystem
15:00 – 15:30	Refreshment Break & IoT Expo (Connected APAC)
15:30 – 16:10	Session 6: IoT Use case in 5G
16:10 – 16:15	Closing Remark
16:15 – 17:15	Networking & IoT Expo (Connected APAC)

<https://www.gsma.com/iot/event/m360-apac-iot-summit/>



NEW

IoT Expo – Connected APAC

Confirmed Partners



#MOBILE360

GSMA™

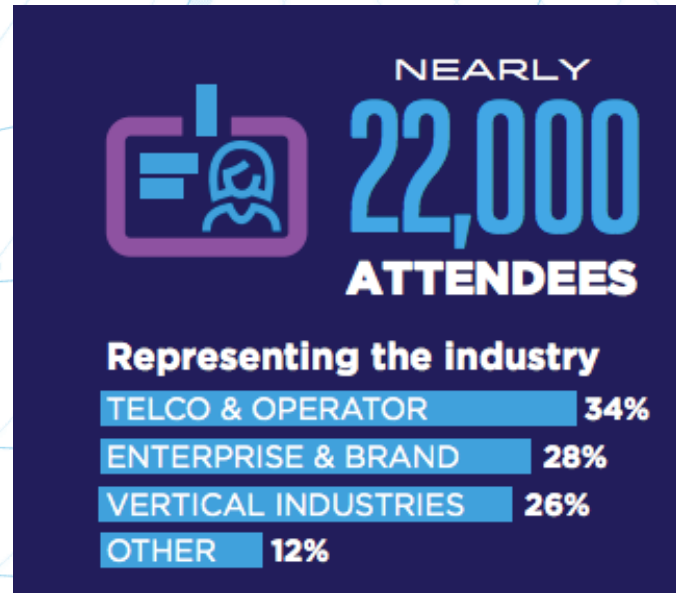
Innovation City 2019



SUSTAINABILITY

<https://www.mwclosangeles.com/>

Snapshot of MWC Americas 2018



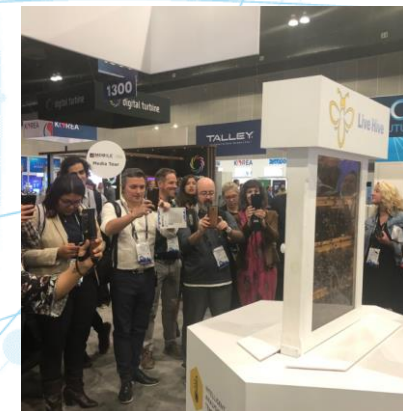
Creating America's Smartest, most Intelligent City...

Smart City Showcase 2019

- In partnership with the City of LA
- Prominent, high visibility location in South Hall
- GSMA, City of LA and key industry partners together creating this immersive centerpiece of MWC Los Angeles 2019
- Turnkey or bespoke exhibition & experience design & build for partners
- Key destination of press & media, MWC Tours and VIP delegation visits....



Connecting Everyone and Everything to a Better Future
GSMA Innovation City is a digital hub for the smartest minds in mobile, IoT and business.





IoT AT MOBILE WORLD CONGRESS AMERICAS

Los Angeles 22-24th October 2019



- Multiple IoT demos in the GSMA Innovation City
- IoT Tours - every day
- Connected Vehicle Summit - Tuesday
- IoT networking event (TBC)

IoT Conference Sessions

Tuesday

- IoT Mobility, Connectivity Resilience Through Prediction
- Scaling the Internet of Intelligent Things conference session
- Edge Computing: Creating New IoT Applications
- The promise of IoT connectivity

Wednesday

- IoT in Retail: The Shopping and Purchase Experience
- IoT in Healthcare: Changing Treatments and Changing Lives
- IoT in Manufacturing: Automation, Optimization and Robots

Thursday

- Smarter Cities, Smarter World
- IoT Devices: Always Listening, Watching and Learning
- The Internet of Safe Things



GSMA Internet of Things
at
European
Utility Week



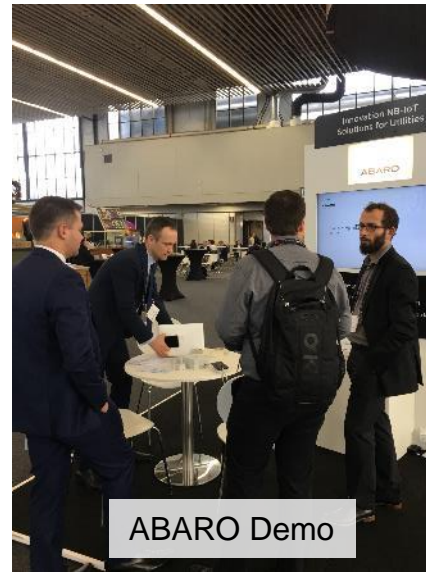
12 – 14 November 2019 | Paris



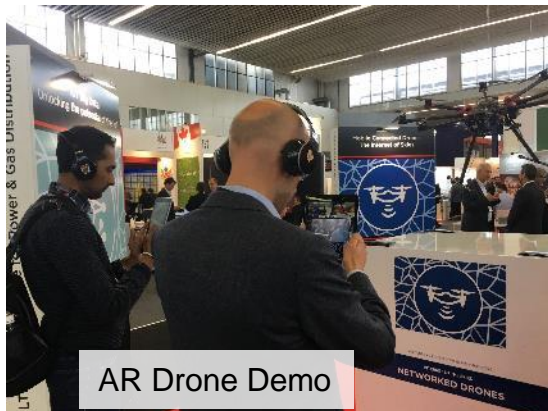
GSMA Stand



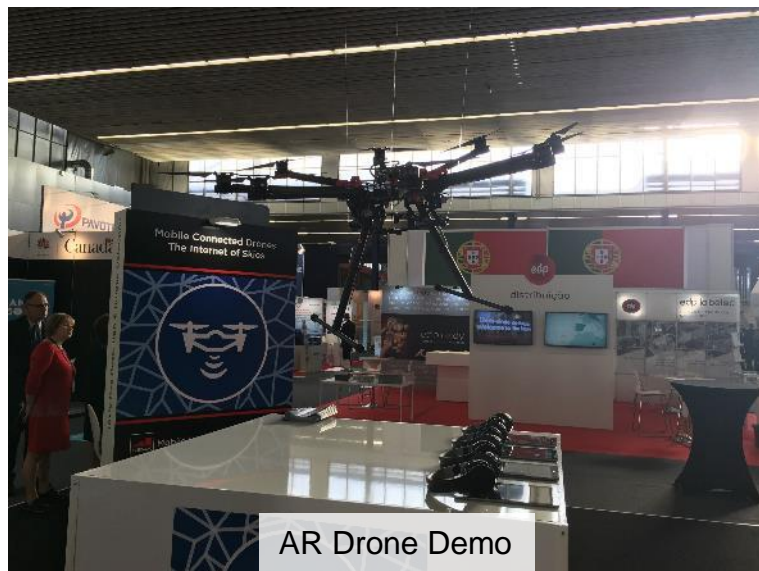
Huawei/Hothink Toxic Gas Detection Demo



ABARO Demo



AR Drone Demo



AR Drone Demo



Sierra Wireless Demo on Mobile IoT Modules & Prototypes

- An exhibition stand of **54 square metres**
 - Two to three leading operators and/or industry partners to showcase Mobile IoT solutions ready to deploy into the utility sector
 - Networking receptions
- Keynote speech on Climate Change: to be confirmed
- Speaker session(s) in Hub Session on Day 1 morning: details to be shared
- Speaker session(s) in [Green Initiative/Programme](#), covering topics about climate change and new energy: details to be shared

GSMA IoT
at
CES2020



7 – 10 January 2020
Las Vegas Convention Centre



GSMA IoT Day

Date: Wednesday, 8 January 2020 – Day 2

Location: MGM Grand Las Vegas

Activities

1. Scaling IoT in North America – Operator IoT Breakfast Roundtable
 - Focusing on market opportunity offered by Mobile IoT & guide to enabling IoT security best practice
 - Target Audience: IoT solution developers and senior management
 - Target number of audience: 150 – 200
2. Analyst Briefing – led by GSMA Intelligence
3. Mobile IoT Innovators Workshop
 - IoT Security Masterclass & Mobile IoT Innovators developer workshop

We are keen to discuss collaborative activities. Please share any plan or proposal with Andrew (aparker@gsma.com) or Eric (eyu@gsma.com).

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



Keynote: Veni Shone, Huawei



Panel: Mobile IoT Business Opportunity



Operator Panel



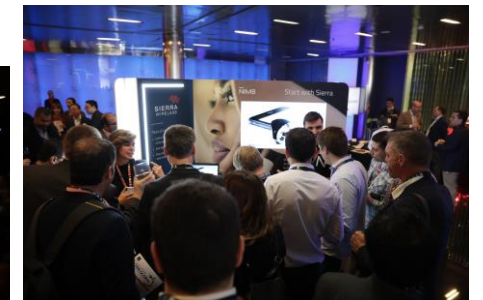
Keynote: Cameron Coursey, AT&T



Networking Reception



Customer Presentation: Orange & SNCF



[Event Agenda](#)

[Presentation Video](#)

[Post-Event Blog](#)

- Date: Sunday, 23 February 2020 (MWC20 Day 0)
- Venue: [Hotel NH Collection Barcelona Tower](#)
- Similar format as last year: half-day conference in the 500-seat auditorium with multiple Mobile IoT demonstrations. Criteria:
 - Vertical related solutions (e.g. industrial, smart city, agricultural, etc.)
 - Live network connected if possible. IoT team can help connect your partners with local operators
- Sponsorship opportunities:
 - Platinum Sponsor (exclusive to ONE partner)
 - Silver Sponsors
 - Supporting Sponsors
 - Demo Sponsors

Please contact Eric (eyu@gsma.com) for sponsorship details



Objectives:

- Promote the overall values and benefits of Mobile IoT (LTE-M and NB-IoT) technologies
- Generate interests and demands on Mobile IoT technologies

Target Audiences and Industries:

- CTOs, CIOs, Innovation Managers, Development Managers, etc. in some key industries (consumer, industrial, utility, smart city) – any companies that go through digital transformations

Geographic Location:

- United Kingdom

Channels:

- Native Programmatic: StackAdapt
- Google Display Network
- YouTube Ad Placement

Launch Date:

- September 2019



Forecast Results:

- Impressions: 3.24 to 6 million
- Clicks: 7,800 to 21,000

- Please promote the LTE-M and NB-IoT logo to your strategic partners
- View the Terms of Use, Logo Guidelines and download the logo sets:
 - LTE-M: <https://www.gsma.com/iot/resources/ltem-logo/>
 - NB-IoT: <https://www.gsma.com/iot/resources/nbiot-logo>

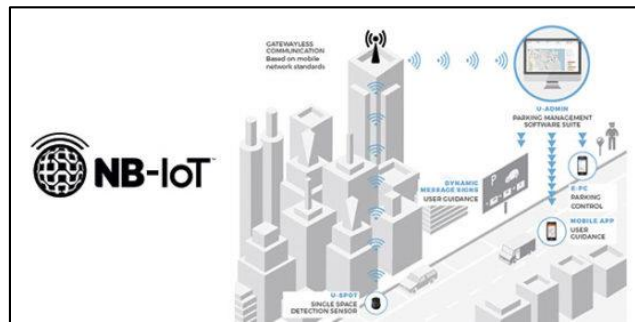


Number of Downloads:

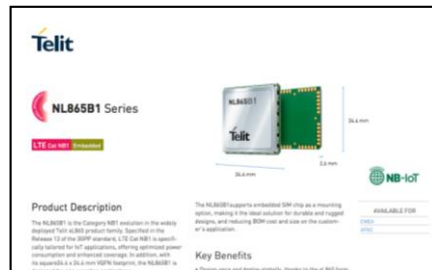
- LTE-M: 483
- NB-IoT: 1,205



Source: [Orange](#)



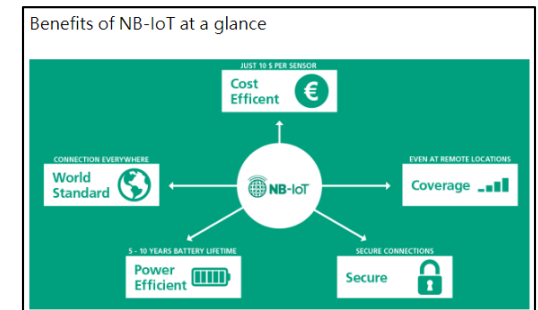
Source: [Urbiotica](#)



Source: [Telit](#)



Source: [Quectel](#)



Source: [G+D Mobile Security](#)

NEW GSMA IoT RESOURCES

Title	Programme Area	Asset Type	Link
Interview with Chamith Hettiarachchi on Mobitel's IoT Strategy (Jul 19)	Programme General	Video	Here
Interview with Gerhard Loots on Telstra's IoT Strategy (Jul 19)	Programme General	Video	Here
LTE-M Deployment Guide – Release 3 (Jul 19)	Mobile IoT	Technical Document	Here
NB-IoT Deployment Guide – Release 3 (Jul 19)	Mobile IoT	Technical Document	Here
The GSMA Guide to the Internet of Things (Jul 19)	Programme General	Brochure	Here
Connected Car Infographics (Jul 19)	Connected Vehicles	Infographic	Here
IoT Takes Centre Stage at MWC19 Shanghai in China: the Most Connected Country on Earth (Jun 19)	Programme General	Blog	Here
NB-IoT Commercialisation Case Study: How China Mobile, China Telecom & China Unicom Enable Million More IoT Devices	Mobile IoT	Case Study	Here
Connected Agriculture: Smart Greenhouses to Help China Meet its Sustainable Development Goals (Jun 19)	IoT Capability	Blog	Here
Beyond Connectivity: Operators Look Beyond Traditional Roles as the IoT Expands (Jun 19)	IoT Capability	Blog	Here
Connected Vehicles are Safest When They are Cellular (May 19)	Connected Vehicles	Blog	Here
A Rapidly Growing Ecosystem Meets: the APAC IoT Partnership Programme comes to Taipei (Apr 19)	Mobile IoT	Blog	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 for '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 navigation 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 the text is a filter section: 'Filter Mobile IoT Resources by Area of Interest' with a dropdown menu set to 'All'. There are three featured resource cards:

- 8th Mobile IoT Summit – Presentation Video** (March 27, 2019): 'The Mobile IoT Summit is the place to hear the latest industry updates from senior IoT experts. Topics explored include extensive global deployments a...' [Read more](#)
- The GSMA Innovation City at MWC19 – Andrew Parker, GSMA** (March 26, 2019): 'In the GSMA Innovation City at #MWC19, Andrew Parker, IoT Programme Marketing Director at GSMA shares with us how Intelligent Connectivity (5G+AI+Big ...' [Read more](#)

On the right side of the page, there are three sections: 'LATEST RESOURCES' with a link to '8th Mobile IoT Summit – Presentation Video', 'INDUSTRY NEWS' with a link to 'The Internet of the Skies: Establishing Public Trust in the Future of Cellu...', and 'UPCOMING EVENTS' with a link to 'GSMA IoT at IEEE World Forum on Internet of Things 2019'. 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/>