



Internet
of Things

Mobile IoT Marketing Update

12 October 2017



Andrew Parker, 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

Agenda

1. Mobile World Congress Americas Recap
2. Mobile World Congress 18 Planning
3. Events & Activities
4. Market Updates
5. Collaborative Marketing
6. NB-IoT & LTE-M Logo Update



THE
TECH
ELEMENT

Mobile World Congress Americas

9 – 14 September 2017

San Francisco, California, US



IoT at Mobile World Congress
Americas 2017



- 165 Developers using latest LTE-M kit
- 15 teams finished
- Mobile Innovator Award Winner
 - Revolution 11
 - Smart Manhole – Utility conduit management
- Sponsored by AT&T at WeWork Embarcadero



- Target 50; final attendees 73
- Hands on introduction to AT&T LTE-M IoT Starter Kits
- Lead by AT&T LTE-M experts
- Sponsored by AT&T

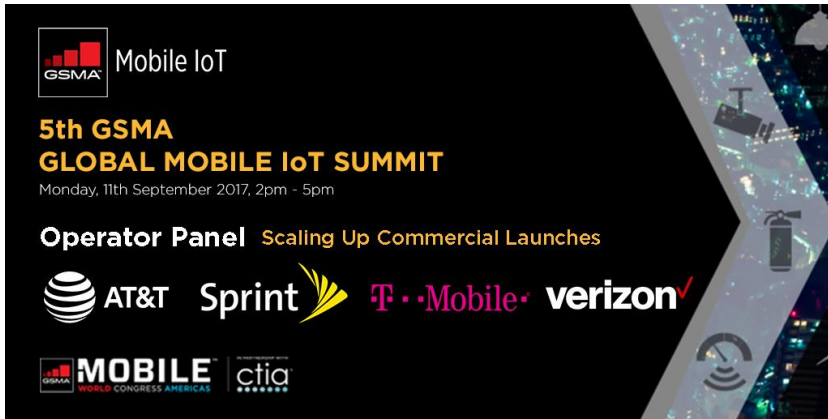




Agenda

- Target 200
- Registrations Pre-Event - 463
- **Capacity attendance** 406 inc. 194 walk ups
- Sponsored by Nokia & Sequans Communications
- Meet the IoT Pioneers: Nokia, Sequans Communications, AT&T, Verizon, T-Mobile & Sprint
- View all presentations and videos [here](#)





- Operator Panel
 - Cameron Coursey, AT&T
 - Daniel Herb, T-Mobile
 - Mohammad Nasser, Sprint
 - Mark Bartolomeo, Verizon
 - Moderator – Svetlana Grant, GSMA



Dr Shane Rooney - GSMA

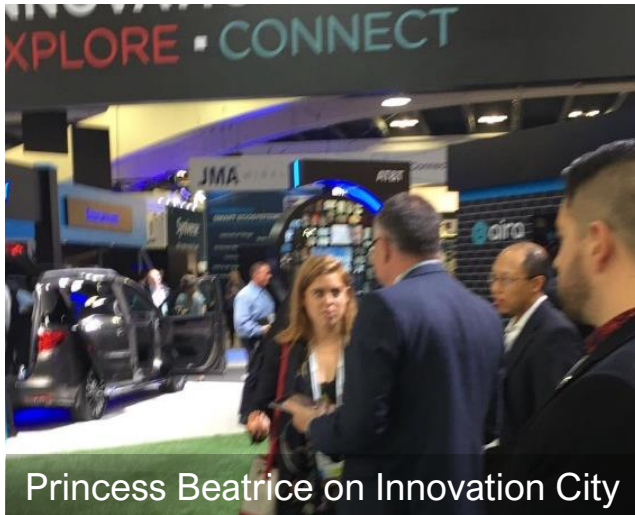


Ankur Bhan
Nokia WING Global Head



- Target 80; Final attendance 200+
- Set up an overflow room as networking room reached capacity
- Sponsored by Huawei





- Overall attendance: 21,000
- 330 journalists
- Demos:
 - Internet of the Skies
 - Smart London IoT Big Data Demo
 - AbleNet - IoT Security
 - Verizon – LTE-M smart traffic & Thingspace

[Press Release](#) - US\$1.8 Trillion IoT Revenue Opportunity for Mobile Network Operators

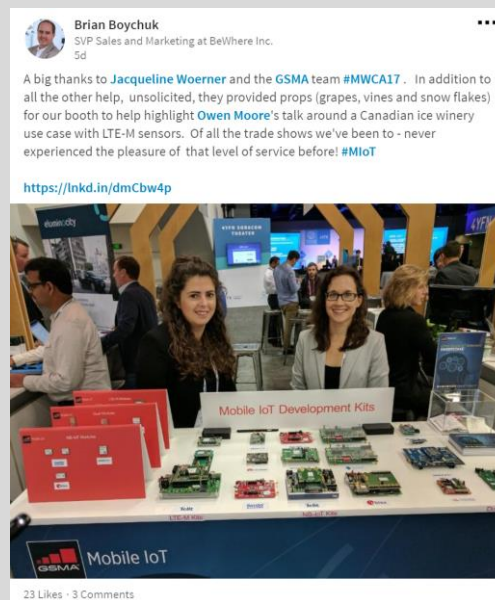
Total Coverage: **707** [Original Articles](#): **14** Syndications: **693**



12-14 Sep
(Tue-Thu)

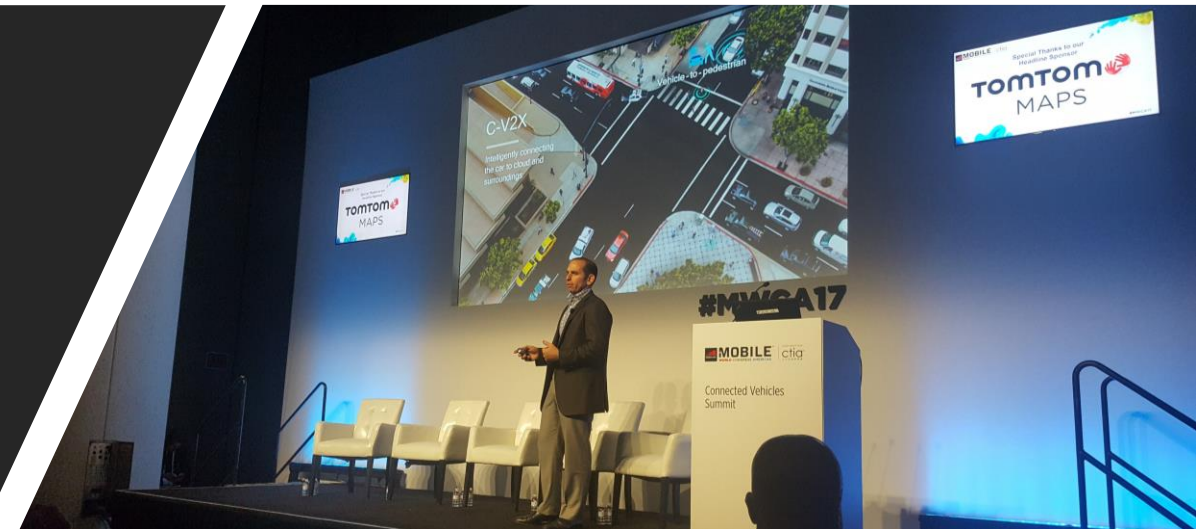
[Demo Details](#)

- Mobile IoT Innovators - Development process start to finish
- BeWhere – Environmental monitoring
- Brambles – Logistics
- Eluminocity – Street lighting
- Link Labs – Asset Tracking
- Nokia – Flood abatement
- Paper Transit Parking
- u-blox – Development Kits
- Veolia – Waste management



Connected Vehicles Summit (14 Sep)

- Attendees about 300
- Expert speakers from ARM, AT&T, Cisco, Delphi, Ford, Microsoft, Sierra Wireless, TomTom, Volvo
- Topic focused on Cellular-V2X



MWC Americas – Coverage



GSMA Highlights US\$1.8 Trillion IoT Revenue Opportunity for Mobile Network Operators ([link](#))



AT&T Hackathon Yields Solutions in IoT from Infrastructure to Bicycles ([link](#))



Simplicity the key to Growth in Mobile IoT say Operators ([link](#))



4YFN: a Glimpse into the Near Future of Mobile IoT ([link](#))



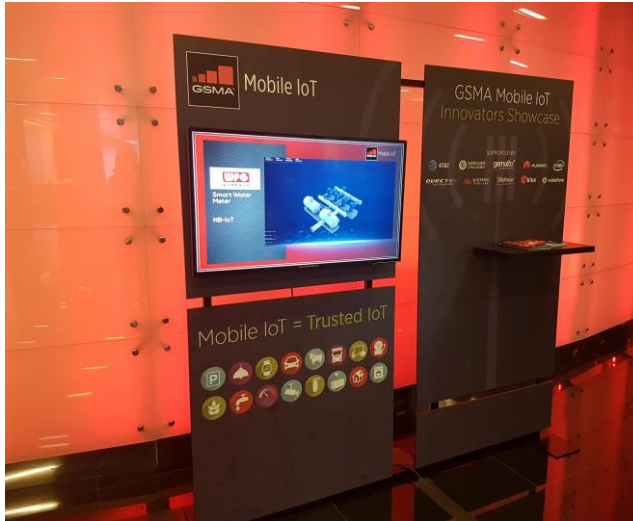
Mobile and Auto Industries in Harmony over IoT Technology ([link](#))

Creating a
**Better
Future**

#MWC18

Mobile World Congress 18

26 Feb – 1 Mar 2018
Barcelona, Spain



Planned Activities

- Mobile IoT Summit
 - Platinum Sponsor: Huawei
 - 1 Silver Sponsorship with speaker slot is open
 - Date: 25 February 2018 (Sunday) afternoon
 - 500-seat Theatre Hall
 - 6 to 8 demonstrations
- IoT in GSMA Innovation City
 - Date: 26 February – 1 March 2018 (Monday – Thursday)
 - 3 to 4 demos: IoT Big Data, IoT Security, Developer, Mobile IoT Live Demonstrations
 - IoT Seminars:
 - IoT Big Data, Beyond Connection (27 Feb, 09:00-11:00)
 - IoT Security & Connecting Drones (28 Feb, 12:00-14:00)
- Guided/Self-guided Tours of Key IoT Demonstrations

Events & Activities

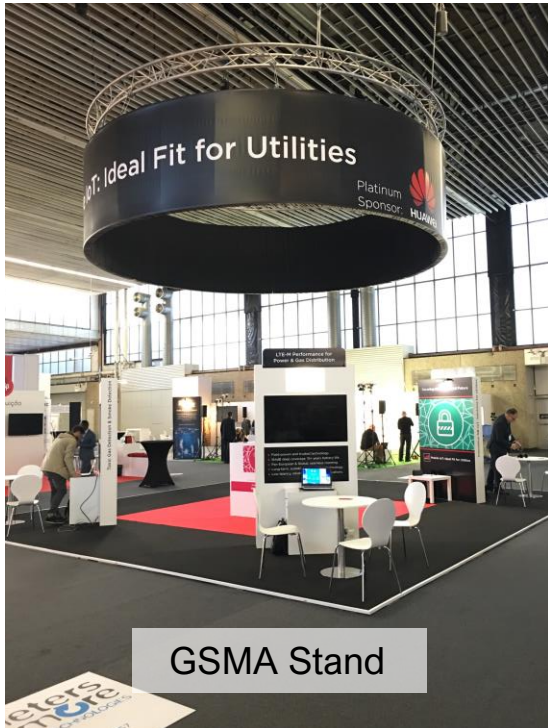
Mobile IoT – Up-scaled Events

Date	Event
25 Oct 2017	Webinar - Mobile IoT for Smart Cities
14 – 16 Nov 2017	Smart City Expo World Congress – Barcelona
6 Dec 2017	Webinar - Status of deployments & reports from customers
23 Jan 2018	Webinar - Mobile IoT for Developers
25 Feb – 1 March 2018	Mobile IoT Summit, Innovators developer event and showcase - Barcelona
21 March 2018	Webinar - Vertical Focused (Topic TBC potentially Asset Tracking / Industrial IoT / Agriculture)
23 – 27 April 2018	Hannover Messe (to be confirmed)

European Utility Week – 3 to 5 Oct

- Sponsored by Huawei
- Key message: utility industry should partner with MNOs now to deliver IoT solutions on licensed spectrum
- Collected more than 400 customer leads
- GSMA Exhibition Stand
 - Augmented Reality (AR) demo as an attractor to tell 4 IoT stories: Mobile IoT, Drones, IoT Big Data & IoT Security
 - 4 partner demos: ABARO, Huawei/Hothink, Huawei/NWM/Sanchuan/Huizhong, Sierra Wireless/KPN
- Panel Discussion (Day 1) in the Summit
 - “Road for the Utilities within Smart Cities”
 - Svetlana Grant, IoT Programme Director, GSMA participated as panellist
- Seminar Session (Day 2)
 - “The Future of Smart Utility with Mobile IoT”
 - Deutsche Telekom (Dominik Schnieders), Huawei (Julien Grivolos), Sierra Wireless (Nicolas Damour) & GSMA (Svetlana Grant) presented

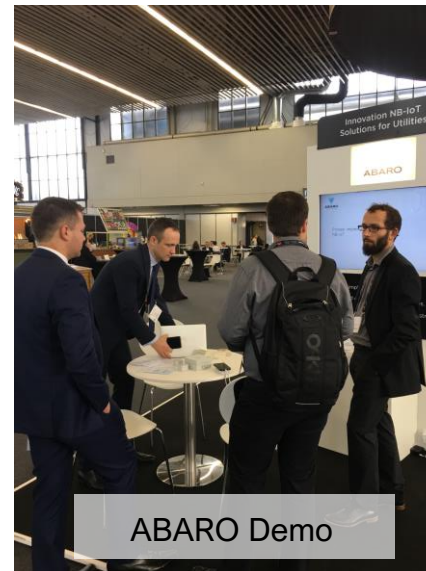




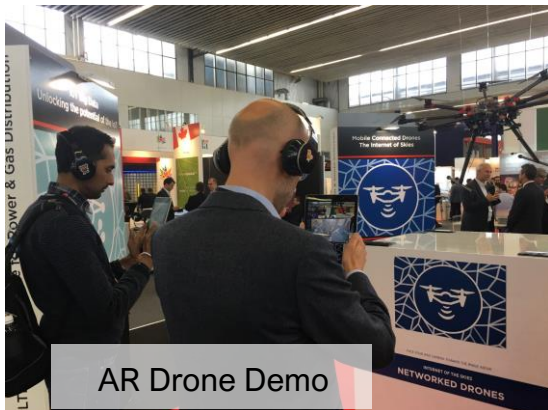
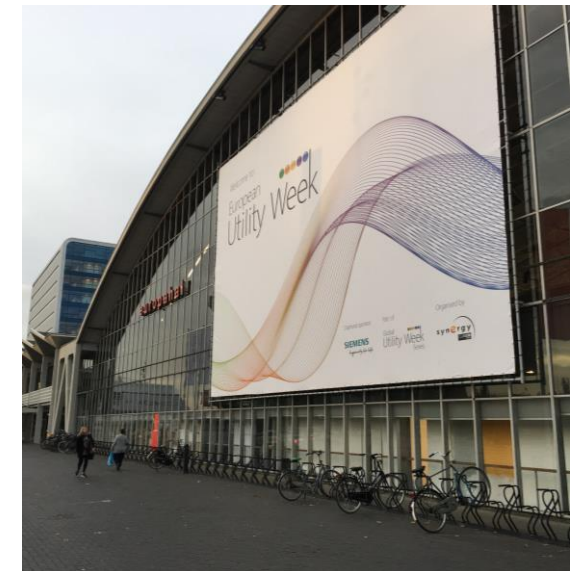
GSMA Stand



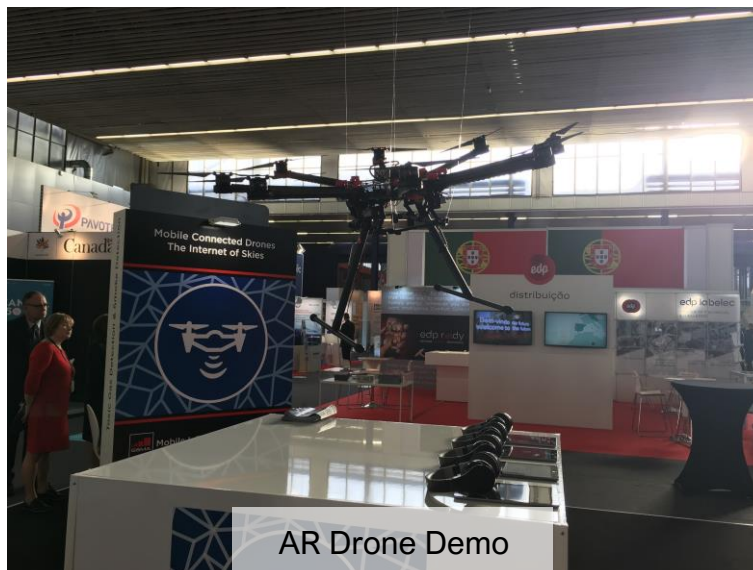
Huawei/Hothink Toxic Gas Detection Demo



ABARO Demo



AR Drone Demo



AR Drone Demo



Sierra Wireless Demo on Mobile IoT Modules & Prototypes

Seminar Session: The Future of Smart Utility with Mobile IoT

Contents

- Mobile IoT for Utilities: Partnering for Success – Svetlana Grant, **GSMA**
- NB-IoT: A Key Enabler for Smart Utilities – Julien Grivolas, **Huawei**
- Mobile IoT for Utilities – Nicolas Damour, **Sierra Wireless**
- Rolling Out NB-IoT for the Industry – Dominik Schnieders, **Deutsche Telekom**



GSMA Mobile IoT

GSMA Seminar
The Future of Smart Utility with Mobile IoT
 4 October 2017 (Wed) | 12:45 - 13:45
 Room G104 & 105, RAI Amsterdam

Speakers:

- Dominik Schnieders, NB-IoT Program Manager, **Deutsche Telekom**
- Julien Grivolas, EU Director, Wireless Network Strategy Planning & Industry Development, **Huawei**
- Nicolas Damour, Senior Manager, Business & Innovation, **Sierra Wireless**
- Svetlana Grant, IoT Programme Director, **GSMA**

Free Registration! Join us in the Summit area.

Details: <https://www.gsma.com/iot/events/european-utility-week/>



Other Mobile IoT Demos at European Utility Week



GoldCard



Huizhong



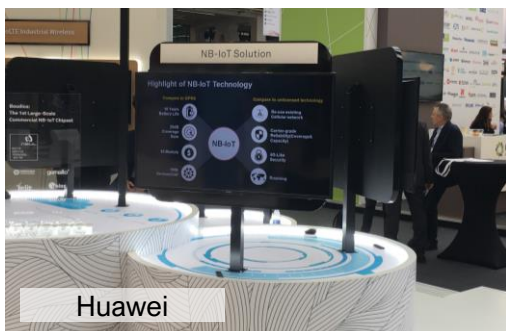
Neoway



Pietro Fiorentini



SIMCom



Huawei



ZTEWelink



Quectel



U-blox



Janz



Sierra Wireless



Mobile IoT

A vertical bar with four colored segments: green, yellow, light blue, and dark blue.

smart city expo WORLD CONGRESS

14-16 NOVEMBER 2017
BARCELONA
GRAN VIA VENUE



Event Details: <https://www.gsma.com/iot/event/smart-city-expo-world-congress/>

Smart City Expo World Congress – 14 to 16 Nov

- GSMA sponsored 4YFN Village for 8 exhibition booths and networking reception
- Key focus:
 - Promote Mobile IoT solutions developed by startups
 - Drive ecosystem engagement through Mobile IoT Innovators
- Participating startups/companies:
 1. Smart London IoT Air Quality Demo – GSMA
 2. IoT Big Data Monitoring - Urban Clouds
 3. Smart Parking (NB-IoT) – Urbiotica
 4. Smart Manhole Cover (LTE-M) – Revolution11 – Mobile IoT Innovators Award Winner at AT&T Hackathon, MWCA17
 5. Telemetry for Smart Metering (NB-IoT) – ABARO
 6. Smart Waste Management (NB-IoT) – EcoBins (nominated by DT Accelerator)
 7. Smart Concrete/Buildings (NB-IoT) – BS2 Sicherheitssysteme GmbH (nominated by DT Accelerator)
 8. Startup nominated by u-blox
- Networking Reception: tentatively scheduled on 14 Nov (Tue) – 16:00-17:00
- **HELP REQUIRED:** If any IoT experts in your companies are joining, please help forward the networking reception invitation to them. Eric will share more details soon.





Website: <https://www.gsma.com/iot/gsma-webinar-series-2017-2018/>

Email Promotion: [here](#)

Mobile IoT Webinar Schedule

Webinar	Registration	On-Demand Recording	Date & Time	GSMA Lead
Mobile IoT (1) – Mobile IoT for Utilities	Here	Here	27 Sep 2017 3pm BST	Nicola Gordon
Mobile IoT (2) – Mobile IoT for Smart Cities	Here		25 Oct 2017 3pm GMT	Eric Yu
Mobile IoT (3) – Moving to Global Deployment			6 Dec 2017 3pm GMT	Emma Kane
Mobile IoT (4) – Mobile IoT for Developers			23 Jan 2018 3pm GMT	Jacqueline Woerner
Mobile IoT (5) – Vertical Focus (TBC – Potentially Asset Tracking / Agriculture)			21 Mar 2018 3pm GMT	Emma Kane

Mobile IoT for Utilities Webinar – 27 Sep



- Registrations: 729
- Live Attendees: 188
- Sponsored by Huawei and Telit
- Speakers
 - Svetlana Grant, IoT Programme Director, **GSMA**
 - Emmanuel Maçon-Dauxerre, Vice President, Global Accounts & Projects, **Telit**
 - Jan Forslow, Sr. Product Line Manager, **Itron**
 - Gianfranco De Feo, Senior Manager, **Pietro Fiorentini Ltd**
- On-Demand Recording: <https://www.gsma.com/iot/on-demand-webinar-mobile-iot-for-utilities/>

Mobile IoT for Smart Cities Webinar



- Registration (as of 9 October 2017): 270
- Sponsored by Huawei and Cisco
- Speakers
 - Xiaojiang Pi, IoT Marketing Director, **Huawei**
 - Ron Malenfant, Global SP IoT & Mobility Architectures and Business Development, **Cisco**
 - Martin Vesely, Senior Head of Sales Partnership, **Deutsche Telekom**
 - Neill Young, Smart Cities Lead, **GSMA**
- Registration: <https://www.gsma.com/iot/event/webinar-mobile-iot-lpwa-smart-cities/>

Mobile IoT Webinar: Moving to Global Deployment



- Sponsored by Huawei
- Confirmed Speakers
 - Huawei/Huawei nominated speaker
 - AT&T
 - Orange
- Registration: to be shared

Market Updates

Mobile IoT Commercial Launches

- KPI – 35 commercial launched Mobile IoT networks by April 2018
- 21 commercial launches YTD
 - Read all the interviews: <https://www.gsma.com/iot/mobile-iot-commercial-launches/>

Operator	Technology	Location
3	NB-IoT	Hong Kong
AT&T	LTE-M	US
China Mobile	NB-IoT	China
China Telecom	NB-IoT	China
China Unicom	NB-IoT	China
DT	NB-IoT	Germany
DT	NB-IoT	The Netherlands
Etisalat	NB-IoT	UAE
Etisalat	LTE-M	UAE
KT	NB-IoT	South Korea

Operator	Technology	Location
LGU+	NB-IoT	South Korea
M1	NB-IoT	Singapore
Telstra	LTE-M	Australia
Turkcell	NB-IoT	Turkey
Turkcell	LTE-M	Turkey
Verizon	LTE-M	US
Vodafone	NB-IoT	Czech Republic
Vodafone	NB-IoT	Turkey
Vodafone	NB-IoT	Spain
Vodafone	NB-IoT	The Netherlands
Vodafone	NB-IoT	Ireland

THE INTERNET OF THINGS BY 2026

TOTAL CONNECTED DEVICES			
2016: 6.6bn		2026: 30bn	
CELLULAR CONNECTIONS			
2016: 0.43bn		2026: 6bn	
2G, 3G, 4G	LPWA	2G, 3G, 4G	LPWA
2016: 0.04bn	2016: 0.4bn	2026: 2.2bn	2026: 3.8bn
			56% in licensed spectrum by 2022

TOTAL IoT MARKET APPLICATION SERVICE REVENUE OPPORTUNITY BY 2026

\$1.8 Trillion

IN SELECTED VERTICAL SECTORS PER REGION

Smart Cities: **\$78bn**

Connected Industry: **\$164bn**

Connected Vehicles: **\$273bn**

Consumer Electronics: **\$376bn**

Smart Home: **\$441bn**

North America:
\$419bn

Europe:
\$453bn

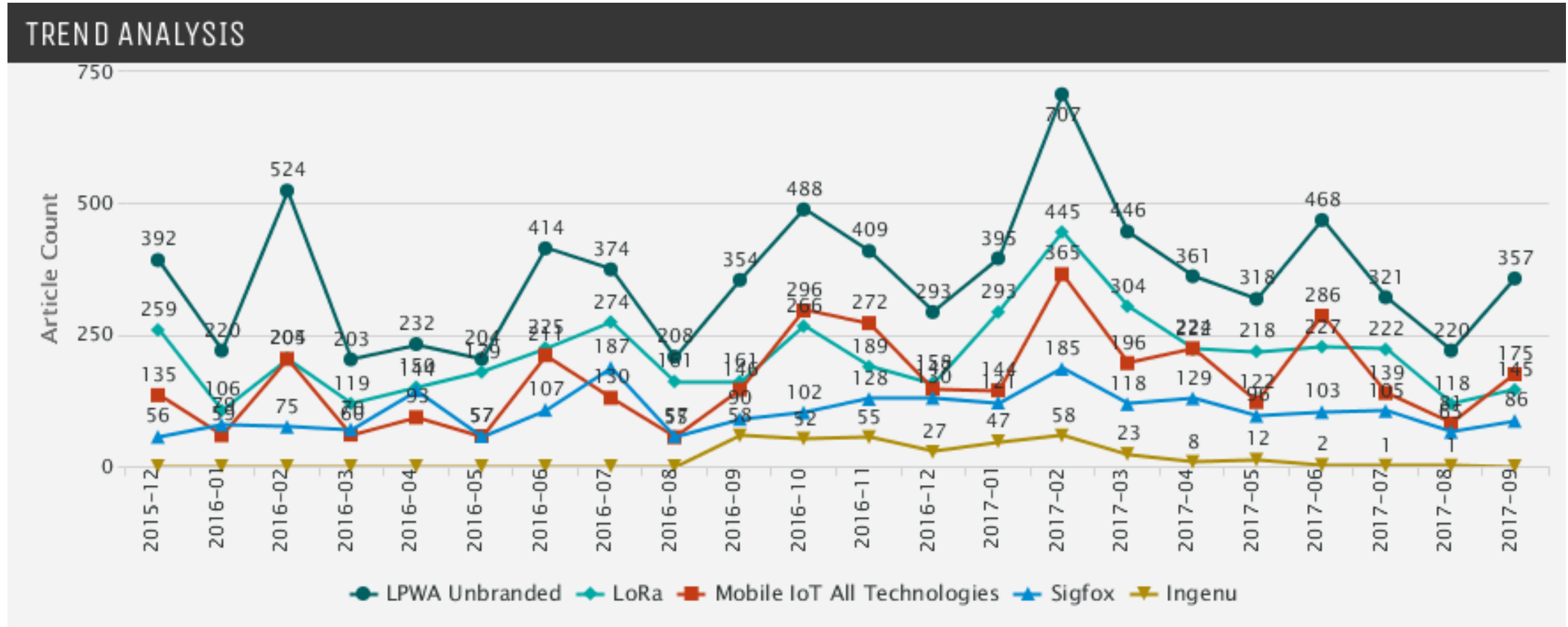
Middle East/Africa:
\$86bn

Latin America:
\$115bn

Asia-Pacific:
\$707bn

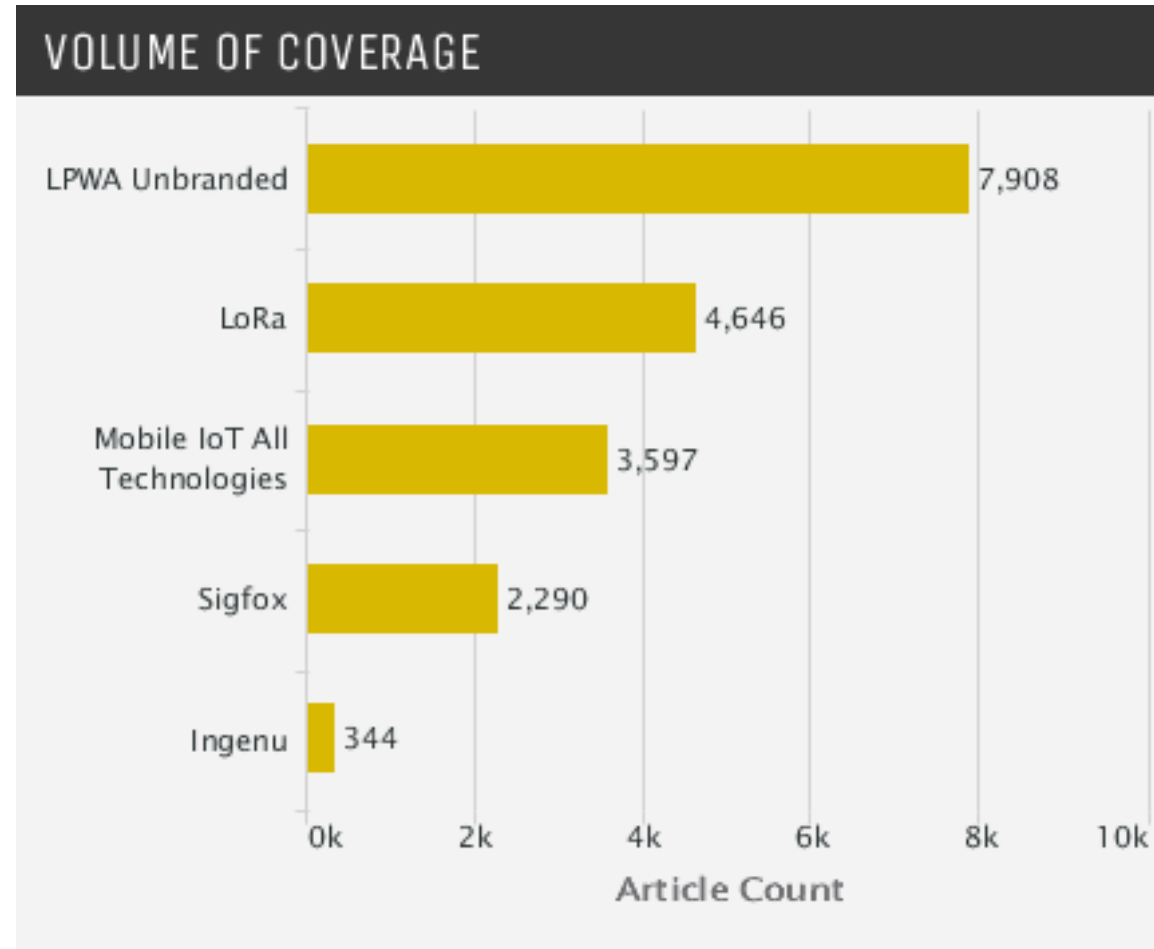
Licensed technologies outpacing unlicensed in the worlds media

14,643 articles on LPWA analysed by Commetric (from Dec 2015 to Sep 2017)

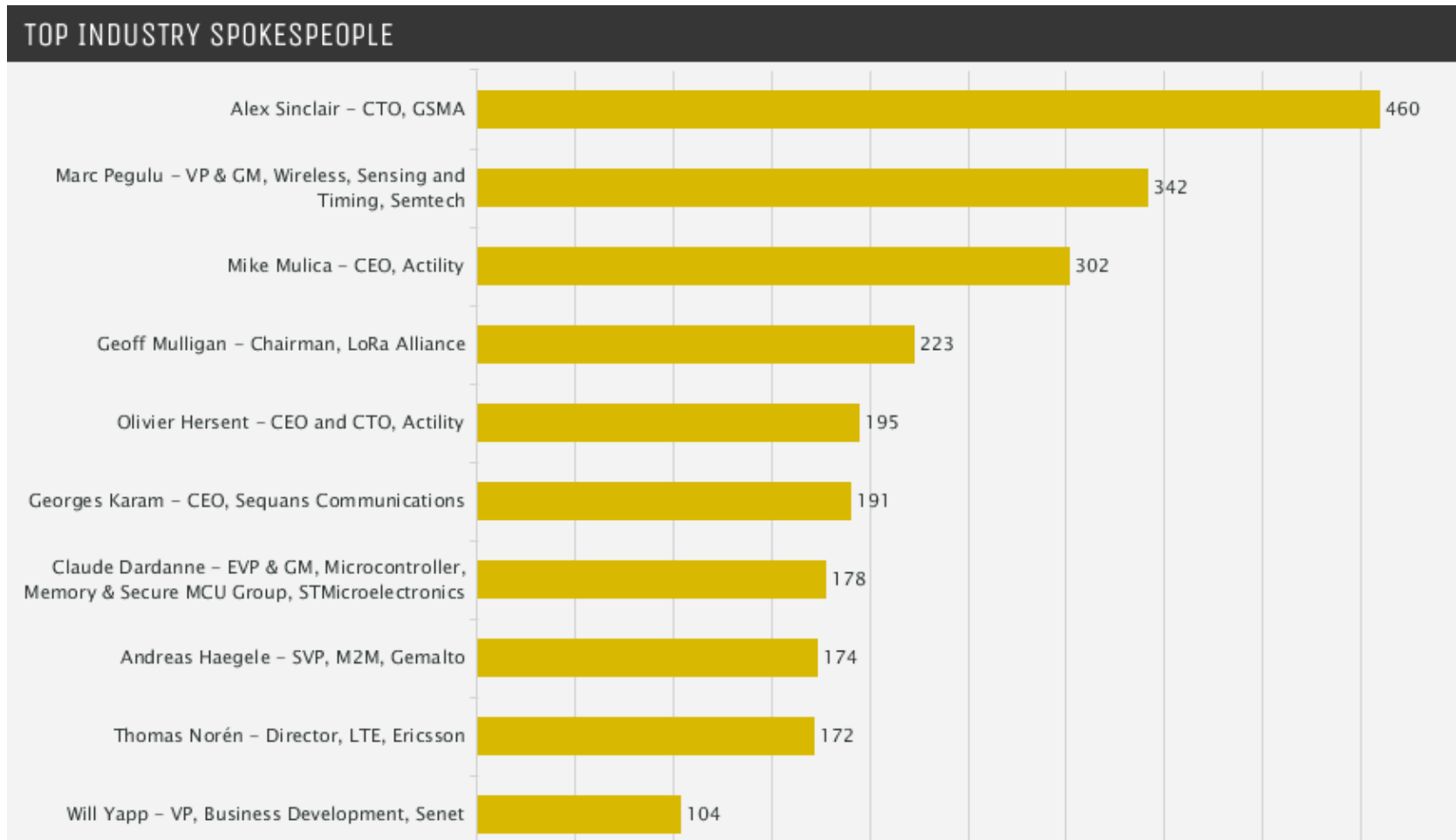


Source: Commetric – September 2017

Volume of Coverage by LPWA Technologies

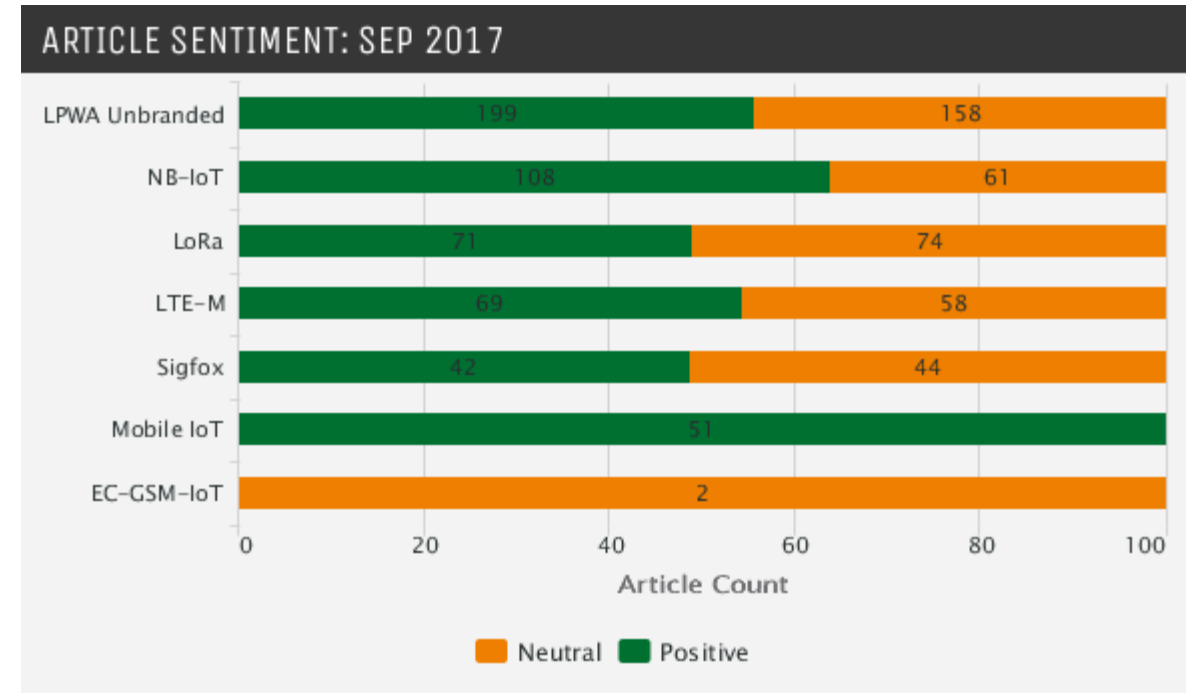
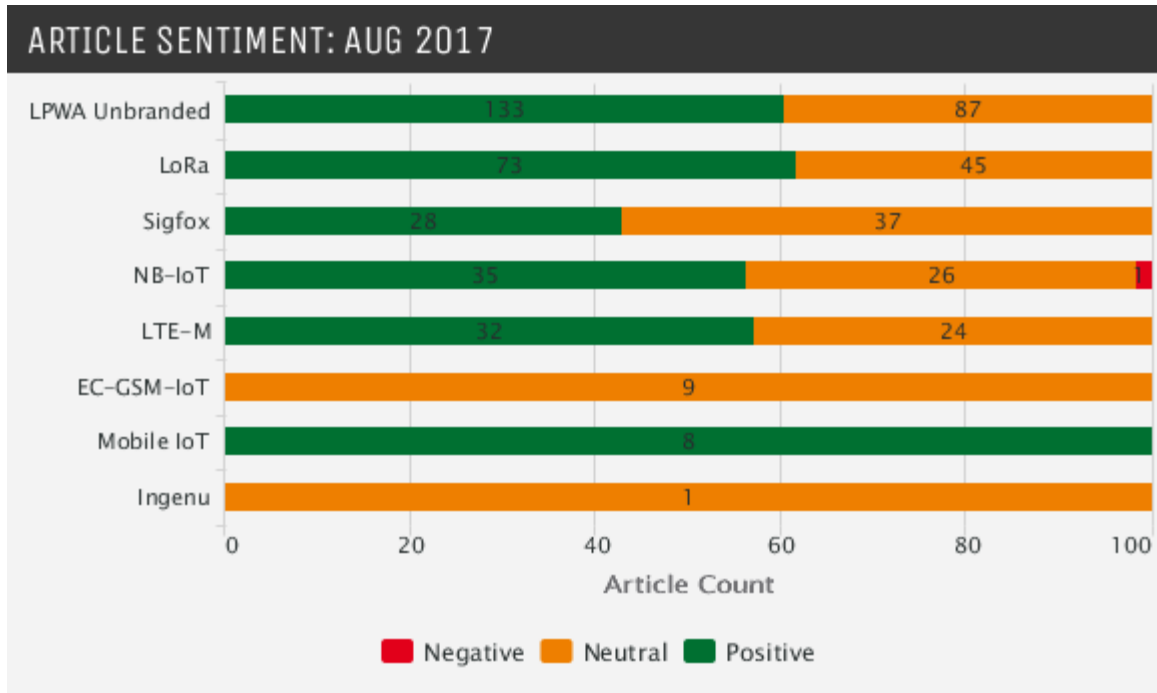


Top 10 Industry Spokespeople



Source: Commetric – September 2017

Mobile IoT Sentimental Analysis



Source: Commetric – September 2017

Mobile IoT Web Content & Analytics Update: 1 Apr – 30 Sep

Summary: with almost **229,551** page views (136,000 from last update in August) over the last 6 months, the GSMA's IoT site has become the de facto leading resource for updates, information and guidance on the deployment of the Mobile IoT.



Content

- New [interactive navigation menu](#)
- 20 Mobile IoT news articles have features on GSMA website over the last 3 months
- Continuous update of Interactive '[Open Mobile IoT Labs Map](#)' & '[Mobile IoT Deployment Map](#)' and '[Mobile IoT Rollout Report](#)',
- Continuous update of [supporting developer kits](#), [module manufactures](#) and the mechanism for more to join
- Updated [GSMA IoT Programme Guide](#)



Upcoming updates

- Mobile IoT Innovators Directory – Interactive Revamp
- Infographics
- Ecosystem Adoption Tool
- Update NB-IoT page & create LTE-M page on Wikipedia



Analytics

- NB-IoT remains the most viewed page on the site with **16,169** page views
- Mobile IoT Initiative becomes 2nd most viewed page on site with **12,364** page views, LTE-M at the 5th with **7,027**



GSMA IoT Marketing Resources

Title	Type	Link
GSMA IoT Programme Guide	Brochure	Here
Smarter and Safer Driving: The Rollout of Cellular V2X Services in Europe	Brochure	Here
Interview with Craig Miller, VP of Marketing, Sequans Communications	Interview	Here
LTE-M Deployment Guide	Technical Document	Here
Smart London – Air Quality Monitoring with IoT Big Data	Video / Case Study	Here
GSMA Regulatory Position on Drones	Report	Here
NB-IoT Deployment Guide	Technical Document	Here
The City of Patras: IoT Case Study	Case Study	Here
Smart Parking: A Guide to Ensuring a Successful Mobile IoT Deployment	Report	Here
The Connected Bicycle Solution That's Making our Cities Smarter	Blog Post	Here

Collaborative Marketing

Submit your marketing resources to GSMA

Collaborate with GSMA IoT Marketing

- Objectives:
 - Build stronger forces and drive Mobile IoT messaging collaboratively in the market
 - Expand promotion channels through GSMA
- Please submit your marketing resources to Eric using the [submission form](#)
- The cut-off date is set as every quarter end (i.e. 29 Dec 2017, 30 Mar 2018, etc.) but you may submit your contents anytime before cut-off. Eric will discuss with content strategist after cut-off dates. The marketing resources used will be subject to the content plan and schedule.

NB-IoT & LTE-M Logo Update

NB-IoT & LTE-M Logo Progress Update

NB-IoT Logo

- Meeting on 26 Sep with Marketing Group: marketing feedback collected; generally supportive for tactical usage within product descriptions and device labelling
- Meeting on 2 Oct & 4 Oct with NB-IoT Forum: new designs well received and unanimous agreement on preferred design; preference by IoT programme, IoT marketing and steering group to search the availability of this logo, explore colours and deliver usage & design guidelines by end of October



LTE-M Logo

- Meeting on 13 Sep with LTE-M Task Force: LTE-M extension logo well received and unanimous agreement on design. Preference by IoT programme and IoT marketing to check availability of this logo with 3GPP and deliver usage & design guidelines by end of October (subject to 3GPP progress & decision)
- Meeting on 28 Sep with 3GPP: Dave Hutton presented logo proposal to 3GPP PCG working meeting. The proposal was well received and the outcome will be subject to a check on usage by the 3GPP marketing team. The general feedback was positive and good to see logo being used.
- Meeting on 10 Oct with LTE-M Task Force: summary of details provided



Next steps

- Approach Andrew and Eric for opportunities in Mobile IoT Summit at Mobile World Congress 2018
 - 1 Silver Sponsorship (1 speaker slot on the agenda)
 - Your proposal for exhibition stands (total 6 to 8)
- Please update Eric your plan in Mobile World Congress 2018. He will explore the feasibility to include your demonstration into IoT tours and potentially invite your speakers to present in IoT seminars.
- Start submitting your marketing resources to Eric (eyu@gsma.com) for collaboration. The first cut-off date is 29 Dec 2017 (Friday).
- Quarterly conference calls to review and update progress:
 - Next call: **11th January 2018**
 - April 2018

THANK YOU!

GSMA IoT

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

GSMA IoT on LinkedIn

<http://gsma.at/iot>

GSMA IoT Newsletter

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