



Mobile IoT Marketing Update

12 April 2018



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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

GSMA INTERNET OF THINGS PROGRAMME 3



Agenda

1. GSMA IoT in 2017/18
2. LPWA Media Coverage
3. Mobile IoT Commercial Launches
4. Mobile IoT Messages
5. 2018/19 Planned Events & Activities
6. Activity Update
 - MWC18
 - Mobile IoT Webinar Series 2017/18
 - Hannover Messe
 - MWC Shanghai 18
7. IoT Marketing Update



17/18 The Record Breaking Year of Mobile IoT

5

42

Events

4x

Mobile IoT
Innovators ^{Vs} 16/17

LinkedIn
Followers 

↑ 1400+

17/18: 1725→3200

Record Attendance
Mobile IoT Summit in MWC18

467

Web Traffic

↑ 67%

17/18 - 499,798
16/17 - 299,640

Events

33

Webinar

9



200→858

Press Release (MWC18)

Total Coverage Original Articles Syndications

641

6

635

New Stories



£250k+

2017/18 Sponsorship

Social Post

450

2017/18

New Technology Logos

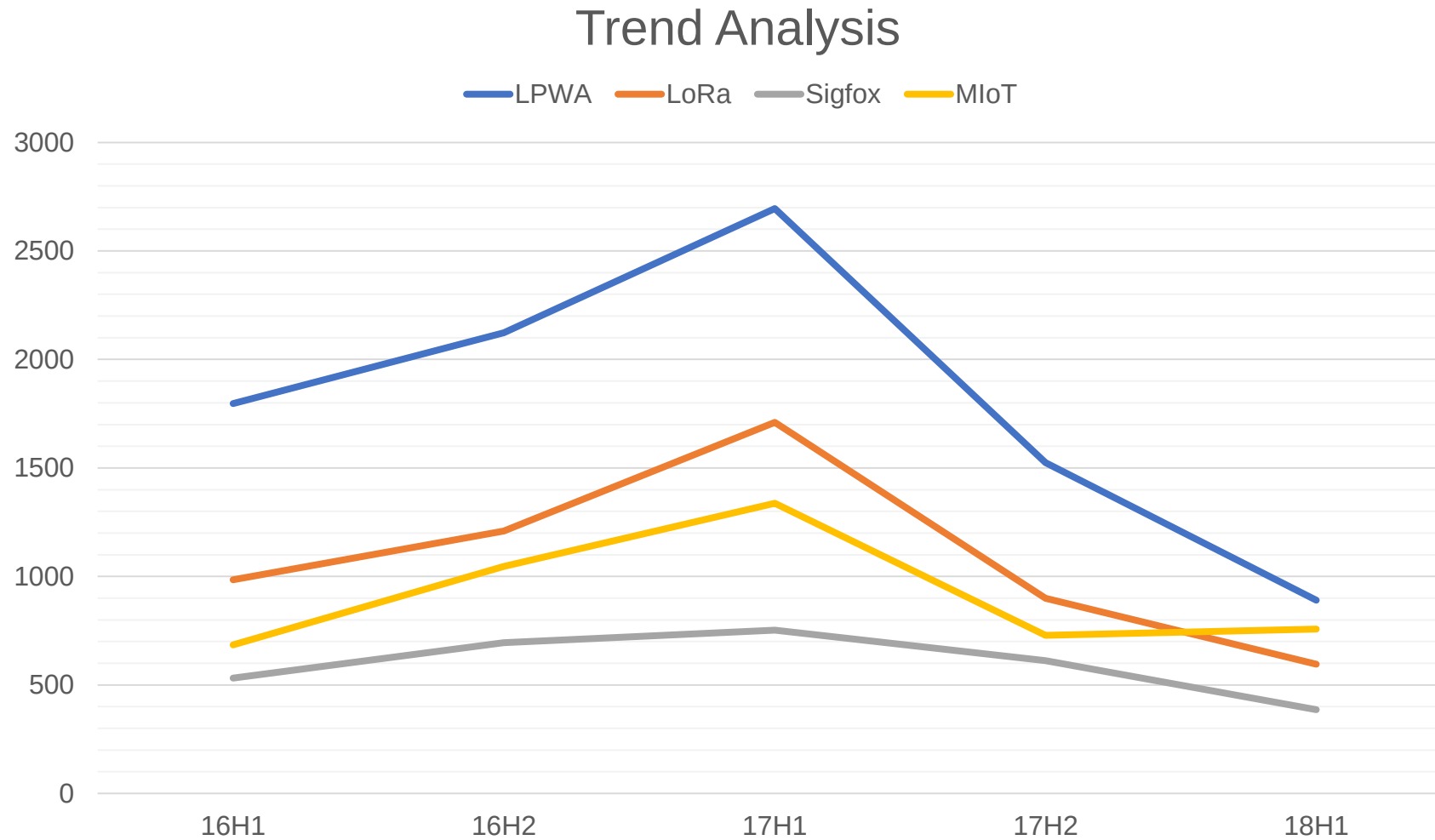


Mobile IoT Share of Voice

36%+

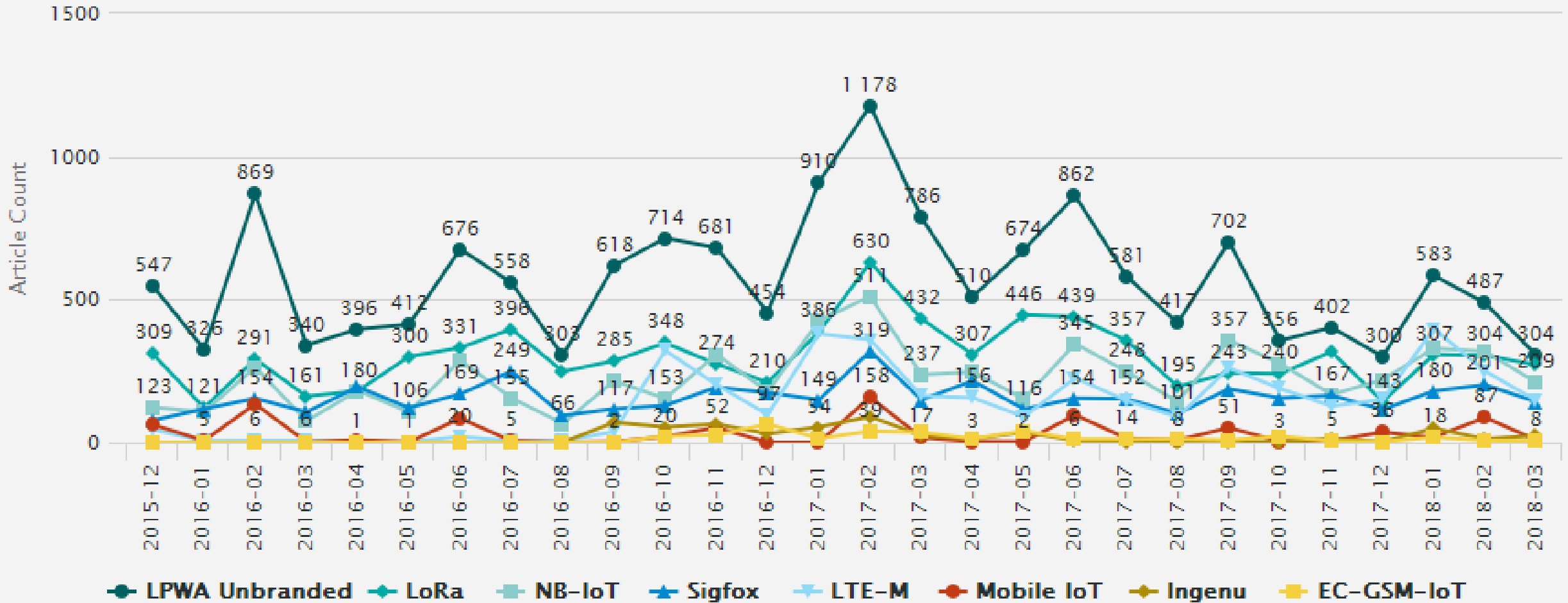
Blog Post

65+



Based on independent media monitoring of 18,331 articles on LPWA

TREND ANALYSIS



Remark: on this graph, articles on LTE-M, NB-IoT and Mobile IoT are counted separately.

- 2017/18 KPI – 35 commercial launched Mobile IoT networks by April 2018
- RESULT - 43** networks launched (Summary: <https://www.gsma.com/iot/mobile-iot-commercial-launches/>)

Operator	Location	Technology	Operator	Location	Technology	Operator	Location	Technology
3	Hong Kong	NB-IoT	LGU+	South Korea	NB-IoT	Telstra	Australia	LTE-M
AT&T	North America	LTE-M	M1	Singapore	NB-IoT	Telstra	Australia	NB-IoT
AT&T	Mexico	LTE-M	Mobitel	Sri Lanka	NB-IoT	Turkcell	Turkey	NB-IoT
China Mobile	China	NB-IoT	Orange	Belgium	LTE-M	Turkcell	Turkey	LTE-M
China Mobile	Hong Kong	NB-IoT	Orange	Belgium	NB-IoT	Velcom	Belarus	NB-IoT
China Telecom	China	NB-IoT	TDC	Denmark	NB-IoT	Verizon	North America	LTE-M
China Unicom	China	NB-IoT	T-Mobile	Austria	NB-IoT	Vodafone	Australia	NB-IoT
Chunghwa Telecom	Taiwan	NB-IoT	T-Mobile	Germany	NB-IoT	Vodafone	Czech Republic	NB-IoT
Dialog Ataxia	Sri Lanka	LTE-M	T-Mobile	Greece	NB-IoT	Vodafone	Germany	NB-IoT
Dialog Ataxia	Sri Lanka	NB-IoT	T-Mobile	Poland	NB-IoT	Vodafone	Ireland	NB-IoT
Etisalat	UAE	NB-IoT	T-Mobile	Slovakia	NB-IoT	Vodafone	Italy	NB-IoT
Etisalat	UAE	LTE-M	T-Mobile	The Netherlands	NB-IoT	Vodafone	Turkey	NB-IoT
KDDI Corporation	Japan	LTE-M	Telia	Finland	NB-IoT	Vodafone	Spain	NB-IoT
Korea Telecom	South Korea	NB-IoT	Telia	Norway	NB-IoT	Vodafone	The Netherlands	NB-IoT
KPN	The Netherlands	LTE-M	Telecom Italia	Italy	NB-IoT			

- 2018/19 Target: scale Mobile IoT by driving global availability in 80% of the top 50 IoT countries

Africa	Asia	China	Europe	LatAm	MENA	USA
1	9	1	21	3	3	2

Key Industry Messages – Mobile IoT = Trusted IoT

- The mobile industry is **scaling up** commercial NB-IoT and LTE-M networks in 2018 to realise the LPWA mass market IoT opportunity.
- 3GPP standard technologies NB-IoT and LTE-M are being **deployed quickly** by adapting existing mobile networks to **securely and sustainably** scale the market.
- Mobile IoT operators will support **roaming and interoperability** to provide high quality, cost effective global coverage for IoT solutions.
- NEW** • Mobile IoT is the **long term solution for LPWA** as both NB-IoT and LTE-M have been confirmed as **key parts of 5G**.
- Mobile networks using these technologies deliver **extended coverage** & support low power devices with **long battery lives**, up to 10 years, to support **mass market industrial & agricultural applications**.
- Focusing on standardised Mobile IoT technologies will allow **cost effective delivery of service** and, with scale, supply mobile modules for devices for a few dollars.
- Mobile operators and their ecosystem partners are experienced, **trusted providers** of managed M2M solutions with existing mobile networks, so are best placed to extend their reach to serve the full range of IoT applications.
Mobile IoT = Trusted IoT.

Up-scaled Mobile IoT Summits

IoT Summit – MWC Shanghai	28 Jun 2018	1 Platinum, 2 Silver, 2 Branding sponsors available
IoT Summit – MWC Americas – Los Angeles	12-14 Sep 2018	Silver & Branding sponsors available
Mobile IoT Summit – MWC19	24 Feb 2019	1 Platinum, 3 Silver, 1 networking sponsors available



Industrial Sector Development - Raising priority market awareness

Hannover Messe – Exhibition	23-27 April	Huawei sponsored
Hannover Messe – Seminar	25 April	Deutsche Telekom sponsored
Industrial IoT Europe – Exhibition & Seminar <i>TBC</i>	6-7 Nov	
Mobile IoT Industrial Summit, Asia – Seminar & Tech Showcase <i>TBC</i>	Date TBC (Nov/Dec 2018)	



Platinum, Silver and Networking Sponsorships available for industrial sector events

Mobile IoT Webinar Series – Focused on accelerating deployment & generating demand

4 webinars (topics TBC: Industrial IoT, 5G and more...)	Jun 2018 – Jan 2019 TBC	Series Platinum & Individual Webinar sponsorship available
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Activity Update

MWC18

Mobile IoT Webinar Series 2017/18

Hannover Messe

MWC Shanghai 18



Creating a
**Better
Future**

#MWC18

Mobile World Congress 18

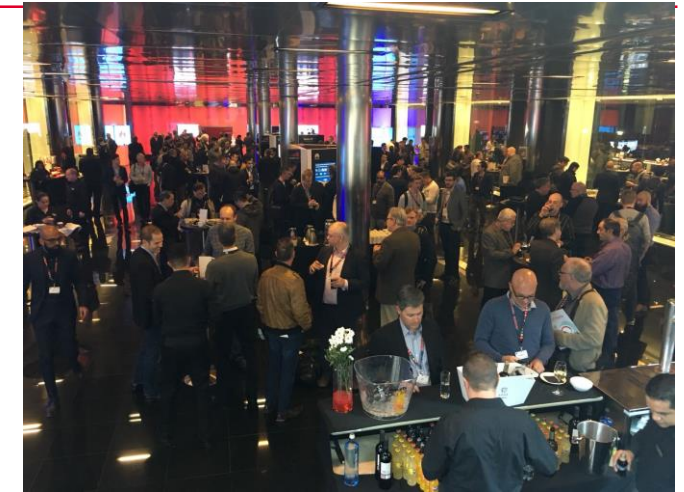
26 Feb – 1 Mar 2018
Barcelona, Spain

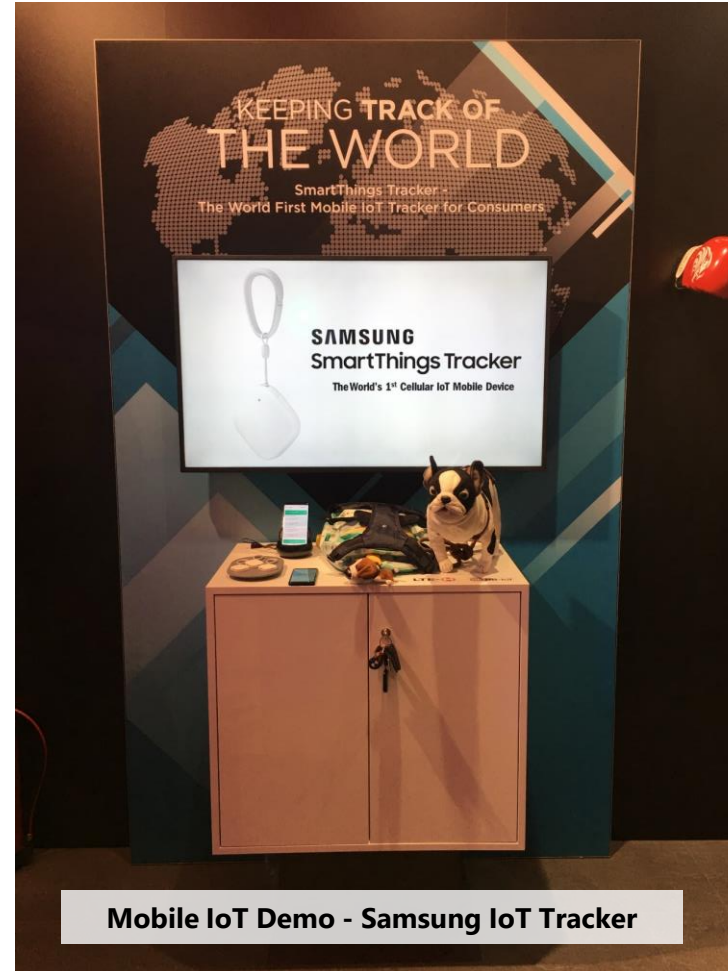
	25 Feb (Sun)	26 Feb (Mon)	27 Feb (Tue)	28 Feb (Wed)	1 Mar (Thu)
		Mobile World Congress 2018 IoT in GSMA Innovation City - Hall 4 (26-28 Feb 08:00-19:00; 1 Mar 08:00-16:00)			
AM		Drones Journey – Hall 3 3D30 (10:00)	<u>IoT Seminar: Generating Value through IoT and Big Data</u> – Seminar Theatre 1, CC1.5 (09:00 - 11:00)	Drones Journey – Hall 3 3D30 (10:00)	NB-IoT Forum Meeting – Hall 3, 3.14C (09:00 – 12:30)
			LTE-M Task Force Meeting – Hall 3, 3.14C (09:00 – 12:30)		IDE Drone Summit - Hall 8.0 NEXTech Theatre C (09:40 – 14:00)
			Drones Journey – Hall 3 3D30 (10:00)		
PM	6th Mobile IoT Summit – Hotel NH Collection Barcelona Tower [formerly known as Hesperia Tower Hotel] (13:00 - 18:30)	PSG Meeting – Seminar Theatre 1, CC1.4 (13:00 – 15:30)	IoT Security Meeting – Hall 3, 3.14C (13:30 – 16:00)	<u>IoT Seminar</u> IoT Security and Drones - Creating a Connected and Secure Future – Seminar Theatre 1, CC1.5 (12:00 – 14:00)	
				Mobile IoT Innovators Workshop – GSMA Seminar Theatre 1, CC1.3 (15:00 – 17:00)	
				Mobile IoT Innovators Networking Reception – GSMA Seminar Theatre 1, CC1 Networking Area (17:00-18:30)	

The 6th Mobile IoT Summit

Theme: Scaling Global Deployment

- Proudly sponsored by Huawei, Sequans, Deutsche Telekom & Nokia
- Record high registration (650) and attendance (467)
- 7 demo partners ([details](#)): Arm & Vodafone, Deutsche Telekom, Huawei, Sequans, Sercomm, Sierra Wireless & u-blox
- On-demand video presentation: <https://www.gsma.com/iot/event/6th-gsma-global-mobile-iot-summit/>







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

Mobile IoT Webinar 2017/18

Webinar	Date & Time	On-Demand Recording	Registration / Attended (%)
Mobile IoT (1) – Mobile IoT for Utilities	27 Sep 2017 3pm BST	Here	729 / 188 (25.79%)
Mobile IoT (2) – Mobile IoT for Smart Cities	25 Oct 2017 3pm GMT	Here	709 / 163 (22.99%)
Mobile IoT (3) – Moving to Global Deployment	6 Dec 2017 3pm GMT	Here	521 / 147 (28.21%)
Mobile IoT (4) – Building a Connected Product with Mobile IoT (LPWA) – A Guide for Developers	23 Jan 2018 3pm GMT	Here	495 / 127 (25.86%)
Mobile IoT (5) – Customer Experiences of Live Mobile IoT (LPWA) Networks	21 Mar 2018 3pm GMT	Here	284 / 78 (27.46%)



Mobile IoT = **TRUSTED IoT FOR INDUSTRY**

Visit us at Hannover Messe:
Hall 6, B35 | 23 - 27 April 2018

Date	Monday, 23 April to Friday, 27 April 2018
Opening Hours	09:00 to 18:00
Venue	Hannover Exhibition Grounds, Messegelände, 30521 Hannover
GSMA Stand	Hall 6, Stand B35
Event Website	https://www.gsma.com/iot/event/gsma-iot-hannover-messe-2018/
Expected Number of Attendees	225,000
FREE Visitor Pass Exclusive for GSMA Members	https://www.hannovermesse.de/en/applikation/secure/registration/tickets/?code=kvdh6&open=registerTicket



GSMA Mobile IoT Seminars
Registration: [German](#) / [English](#)



No prior registration required. Please invite your partners and customers. Download the invitation template [here](#).

5 Mobile IoT Showcases

Demo	Company	Technology
Smart Infrastructure & Building Monitoring	BS2 Sicherheitssysteme	 NB-IoT
Smart Machine Monitoring	Horus IoT & Vodafone	 NB-IoT
Connected Sheep	Huawei, Shiip & Telia	 NB-IoT
Connected Industry Worker	Intellinium & Sierra Wireless	  NB-IoT
Mobile IoT Dev Kit & Module Showcase	GSMA	  NB-IoT

Details for partner demos: [here](#)



MOBILE[™]

WORLD CONGRESS SHANGHAI

世界移动大会·上海

27-29 JUNE 2018 • 2018年6月27至29日

遇见
美好未来

Discover a
Better Future

Major IoT Activities @ MWCS18

- **'Connected China' 连接中国 – Mobile IoT Innovators on 4YFN**
 - 10 to 12 Mobile IoT developers demonstrating LPWA solutions
 - Event Brief: [here](#) and application Template: [here](#)
 - **ACTION**: please invite your start-up communities for showcase. Deadline: **Monday 20 April 2018**
- **7th Mobile IoT Summit** (<https://www.mwcshanghai.com/conference-overview/>)
 - Aligned with GSMA IoT Summit
- **Innovation City**
 - 3 to 4 IoT technology **live** showcases: one from each of the Chinese operators
- Future Vehicles Summit (hosted by GSMA LTD)
- IoT Security Seminar (hosted by operator) - TBC



IoT Marketing Update

LTE-M & NB-IoT Technology Marks



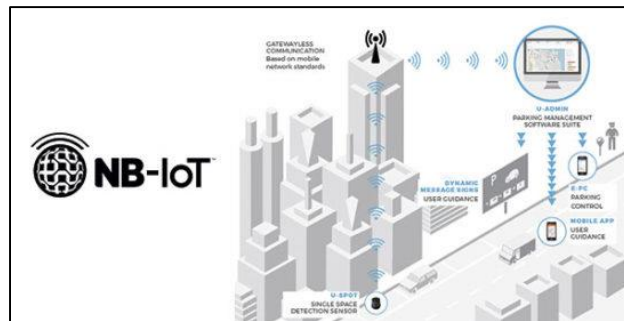
- Please promote the LTE-M and NB-IoT technology marks to your strategic partners
- View the Terms of Use, Logo Guidelines and download the logo sets:
 - LTE-M: <https://www.gsma.com/iot/lte-m-logo/>
 - NB-IoT: <https://www.gsma.com/iot/nb-iot-logo-download-pack/>

Number of Downloads:

- LTE-M: 139
- NB-IoT: 426



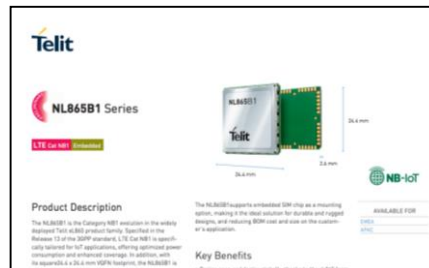
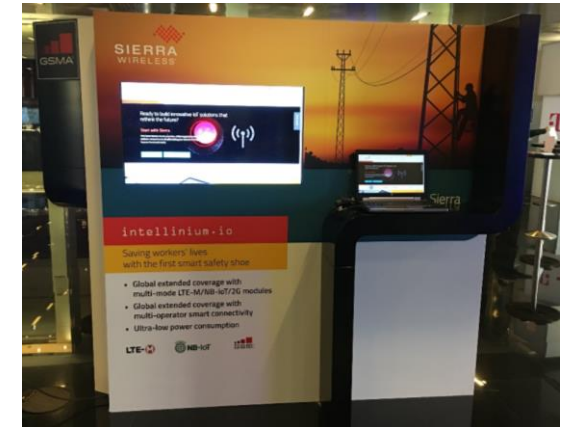
Source: [Orange](#)



Source: [Urbotica](#)



Source: The 6th Mobile IoT Summit



Source: [Telit](#)



GSMA IoT Marketing Resources (Jan – Mar 2018)

24

Title	Type	Link
Multiple mobile operators launch live commercial low power wide area networks in licensed spectrum worldwide	Press Release	Here
New GSMA report highlights development of mobile IoT networks and applications across Greater China regions	Press Release	Here
On-Demand Video & Presentations: 6th Mobile IoT Summit	Video	Here
Asia-Pacific's Ongoing Proliferation of Mobile IoT Deployments Cements its Status as World's Most Connected Region	Blog Post	Here
The GSMA On-Demand Webinar Series 2017-2018	Webinar	Here
On Demand Webinar: Customer Experiences of Live Mobile IoT (LPWA) Networks	Webinar	Here
Mobile IoT Case Study – Greater China	Case Study	Here
Automotive IoT Security: Countering the Most Common Forms of Attack	Report	Here
Industry-Led Security Approach Key to IoT's Commercial Future	Blog Post	Here
IoT Big Data to Drive Operator Revenue and Social Good	Blog Post	Here
Industry Leaders Reflect on a Bright Future for Mobile IoT as Launches Gather Pace	Blog Post	Here
Environmental Monitoring: A Guide to Ensuring a Successful Mobile IoT Deployment	Report	Here
On Demand Webinar: How Mobile, IoT and Big Data are Scaling Smart Agriculture	Webinar	Here
Mobile-Enabled Unmanned Aircraft	Report	Here
LTE-M Logo	Toolkit	Here
AirQ Internet of Things Case Study	Case Study	Here
Shenzhen – Internet of Things Case Study	Case Study	Here
USpace Smart Parking Internet of Things Case Study	Case Study	Here
Ofo Bicycle Internet of Things Case Study	Case Study	Here
The Impact of Open IoT Lab	Brochure	Here
On Demand Webinar: The Invisible Threat – Mitigating Risks to Secure the IoT and Our Connected Future	Webinar	Here
Smart Water: A Guide to Ensuring a Successful Mobile IoT Deployment	Report	Here

Next steps

- Mobile IoT Industry Messages: email Eric (eyu@gsma.com) if there is any additional industry messages to include.
- 2018/19 Mobile IoT Planned Activities: email Eric if you are interested in sponsoring any of the activities. Deadline: **Friday, 27 April 2018**
- Hannover Messe: please invite your partners and customers to join GSMA networking reception and seminar. You may use this [email invitation](#).
- MWC Shanghai: please invite your start-up communities for showcase at Connected China. Deadline: **Monday, 20 April 2018**
- Submit your marketing resources to Eric for collaboration. They will be used for 2018Q2 & Q3 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 open for all but exclusive for only GSMA members.
- Quarterly conference calls to review and update progress:
 - Next call: **Thursday, 19 July 2018**
 - Thursday, 4 October 2018
 - Thursday, 17 January 2019

THANK YOU!

GSMA IoT

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

GSMA IoT in MWC18

<https://www.gsma.com/loTMWC18>

GSMA IoT on LinkedIn

<http://gsma.at/iot>

IoT Guide to MWC18

<http://gsma.at/iot>

GSMA IoT Newsletter

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