

IoT Marketing Update

31 October 2019

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

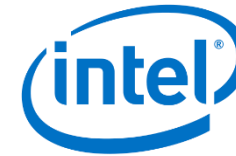
GSMA Antitrust Policy

- 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

GSMA INTERNET OF THINGS PROGRAMME 3



AGENDA



STRATEGIC IoT PROGRAMME MARKETING 2020/21



1

Understand the customer

- Help operators to understand customers' needs and how to create value by successfully addressing these needs

2

Educate the market

- Be the best & trusted source of how IoT has been, and can be used to address customers' needs

3

Nurture the ecosystem

- Provide the platform for operators to build relationships amongst themselves and with the ecosystem (incl. policymakers, partners, suppliers etc)

4

Develop capabilities

- Facilitate the development of horizontal capabilities (technical, commercial, operational) that can only be done by a global neutral player

Customer Understanding

- Focus marketing resources on IoT in the 5G Era for target vertical markets:
- Proposed TBC - Smart Manufacturing, Connected Vehicles and Smart Homes/Buildings

Educate the Market & Nurture the Ecosystem

- Transformational IoT in the 5G Era - Extend Beyond Connectivity campaign & focus on commercialization of vertical opportunities
- Demonstrate value of Mobile IoT to wider ecosystem and target verticals
- Segment and educate most impactful IoT developers for target verticals
- Educate vertical ecosystems with value of IoT Security Guidelines



Kuala Lumpur 24-26 Sept 2019



#MOBILE360

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



- 35 industry expert speakers from 29 companies in 12 countries
- 271 attendees (more than doubled from [IoT/AI/Blockchain Summit](#) in 2018)
- Full-day contents covered in 9 industry verticals: agriculture, aviation, healthcare, logistics, manufacturing, smart home, smart city and utility
- Key topics: 5G, AI, Big Data, Blockchain, C-V2X, Edge & NB-IoT
- Launched [Beyond Connectivity](#) campaign, aiming to demonstrate the value-added services and the substantial benefits delivered by mobile operators to partners and customers
- Live streamed on YouTube with Mobile World Live



Networking Dinner with Speakers from APAC IoT Summit

[Detailed Agenda](#)

[Presentation Deck](#)

[Watch On-Demand](#)

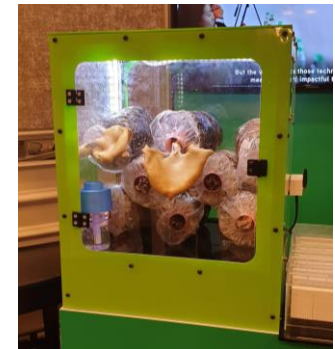
[Summary Blog](#)

[Post-event Summary](#)

[Event Pictures](#)



- 12 demonstrations from 6 countries facilitated by 8 mobile operators
- Live **LTE** and **NB-IoT** connectivity sponsored by **maxis**
- **8 NB-IoT** and **9 Beyond Connectivity** demos
- Covered contents in 8 industry verticals: Agriculture, Aviation, Smart Health, Smart Home, Logistics, Smart City, Manufacturing and Utility
- Other IoT demos: **Quectel** (5G, LTE, LTE-M & NB-IoT modules), **Eachmile Technologies** (Fishcoin) & **Prodigy Electronics** (Smart Parking)
- Demo Details: <https://www.gsma.com/iot/events/m360-apac-iot-summit/#expo>
- Event Pictures: <https://photos.app.goo.gl/fRKB52KktVnTxBHv6>
- Demo Interviews to be uploaded to IoT Resource Library



- Prior to the APAC IoT Innovation Summit, we announced the largest community in the Asia-Pacific in a **Press Release: [GSMA Partnership Programme Expands to Create the Largest IoT Community in Asia Pacific](#)**.
 - The Largest IoT Community: **32 operator members** from **16 countries** joined the [APAC IoT Partnership Programme](#) (**14** pioneer members when [launched in October 2018](#)), to bring together mobile operators and their partners in the wider ecosystem for the sharing of ideas, progress updates and common challenges.
 - Up-to-date **37** of 123 Mobile IoT (LTE-M & NB-IoT) networks launched in Asia-Pacific
 - **9 new IoT Labs** are inaugurated
 - **More than 150 new Mobile IoT Innovators** are engaged
 - Asia-Pacific accounts for nearly **97% of all NB-IoT in 2018**
 - Here is the coverage report:
 - Overall coverage: 570
 - Syndications: 560
 - Original coverage: 10
- **Media Tour:** signed up by 10+ local media scheduled on Day 1 of Mobile 360 event
- **TV Interview with Julian Gorman**, Head of Asia-Pacific, GSMA by Ibrahim Sani from Astro Awani (mentioned APAC IoT Partnership Programme at 25:13): <https://youtu.be/b7Ww8Ly2SWc?t=1513>





#MWC19

IoT AT MWC **LOS ANGELES**

Oct 22-24 2019



- Nearly **22,000 attendees** from more than **100 countries** attended: **60%** held senior-level positions including nearly **2,000 CEOs** and over **225 media and industry analysts**
- Keynote sessions featured CEOs and senior executives from the U.S. Federal Communications Commission, HP, Intel, the Los Angeles Mayor, Los Angeles Sports and Entertainment Commission, National Renewable Energy Laboratory, Nokia, OpenTable, Refinery29, Sprint, Verizon, Viacom and Warner Bros (Press Release: [GSMA 2019 “MWC Los Angeles, in Partnership with CTIA” Reinforces its Position as the Leading Industry Destination](#))
- GSMA Innovation City ([map](#))
 - Presented an immersive showcase of the latest innovations in mobile with a particular focus on Intelligent Connectivity, solutions which benefit from a combination of the 5G era family of mobile networks, smart platforms with artificial intelligence and data from multiple IoT devices. Discover how these technologies will impact almost every aspect of our lives including entertainment, transportation, public services, industry, environmental sustainability and, of course, web and cloud connectivity.
 - Supported by the City of Los Angeles Mayor’s Office:
 - Sponsored by industry partners:



AT&T

BEWHERE

SECURE IOT
ACCELERATOR

LIVEPERSON



Sprint



SUMMIT

T-Mobile

Telit

verizon

ZENKEY



- **5 IoT Tours:** <https://www.gsma.com/iot/events/iot-tours-mwc19la/>
- **Over 46 hours of IoT Conferences & Programmes:** <https://www.gsma.com/iot/events/iot-conferences-mwc19la/>

MOBILE IoT LEADERS NETWORKING RECEPTION

at the Luxe City Hotel, Los Angeles

Meet leading Mobile IoT operators and solution providers to discuss the future of licensed low power IoT networks over drinks and hors d'oeuvres

Mobile IoT = **Trusted IoT**

Wednesday 23rd October 2019 | 5.30pm to 7.30pm

Luxe City Hotel, Patio Lounge, 1020 South Figueroa Street, Los Angeles <https://luxecitycenter.com/>

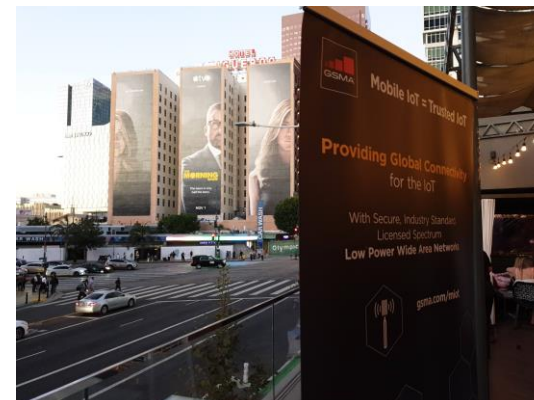
By invitation only, RSVP to Andrew Parker aparker@gsma.com

Supported by GSMA Mobile IoT and BeWhere **BEWHERE**

www.gsma.com/iot | <http://bewhere.com>

LTE-M

NB-IoT



- Joined by 73 industry experts



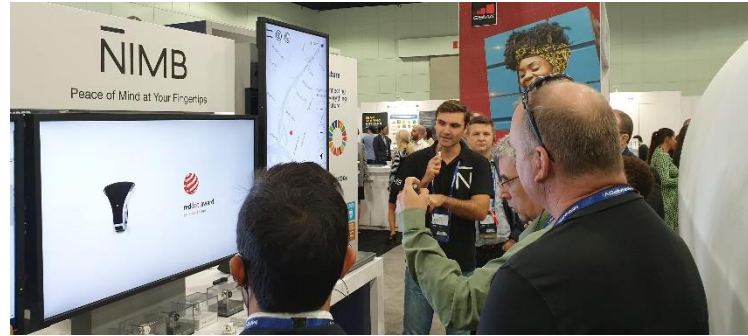
Sponsored by Leading IoT Solution Provider: **BEWHERE**

GSMA™

Innovation City 2019

Los Angeles

Lead Partner	Operator/Ecosystem Partner	Demonstration	Technology
	   	<u>Sensor-as-a-Service platform easily adapts to the array of rapidly emerging use cases</u> Live	 
 BY IGLOOHOMIE	 	<u>Smart Access Management of Facilities, Infrastructure and Assets</u> Live	 
  SECURE IOT ACCELERATOR		<u>First-of-its-Kind Secure IoT Solution that Meets GSMA's IoT Security Guidelines</u> Live	
		<u>Peace of Mind at Your Fingertips</u>	 
		<u>Transforming Public-space trash collection operations</u>	



Event Pictures: <https://photos.app.goo.gl/ormAMYikQV8fteWD9>

Wrap-Up Video: https://www.linkedin.com/posts/gsma---connected-living_mwc19-iot-lpwa-activity-6593251687006294016-7UIQ



GSMA Internet of Things at European Utility Week



- Demonstrate the advanced mobile technology innovations in areas such as **Beyond Connectivity** and **Mobile IoT** that enable energy efficient and environmental solutions across multiple sectors, including building, energy and utility
- Promote the new GSMA-led initiative and mobile industry **climate action roadmap** in line with the Paris Agreement to energy and utility sector
- Share how the **decarbonisation pathway** for the mobile industry, aligned with the Science Based Targets initiative (SBTi), will be developed and put in place by February 2020

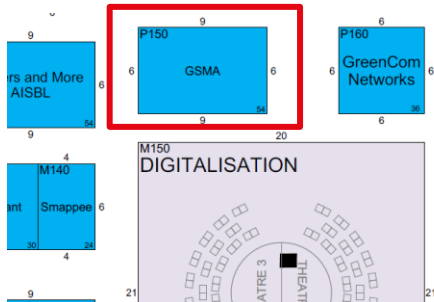


IoT Demo Exhibition

GSMA INTERNET OF THINGS PROGRAMME 20



Stand P150



[Event Floor Plan](#)

Partner	Demonstration	Operator
  	NB-IoT Smart Gas Metering NB-IoT is getting gas system connected	 BUSINESS
 	Predict-Adapt Predict Adapt is a complete predictive maintenance solution designed for the critical assets of electric and water utilities.	 BUSINESS



Date: Wednesday, 13 November 2019 (Event Day 2)

Time: 17:00 – 18:30

Venue: Stand P150, GSMA Exhibition Stand

Complimentary. No prior registration required.



GSMA IoT at CES2020

7 – 10 January 2020
Las Vegas Convention Centre



CES – IoT Programme Activity Summary



CES® Breakfast Briefing: Mobile IoT in the 5G Era



Wednesday, Jan 8, 2020

7:30AM – 9:00AM MGM GRAND, LAS VEGAS

3799 S Las Vegas Blvd

<https://www.gsma.com/iot/events/ces-breakfast-briefing-mobile-iot-in-the-5g-era/>

Speakers  **AT&T**  **Sprint**  **verizon**

Analyst Briefing – IoT in the 5G Era

Wednesday Jan 8, 2020
10.00AM - 11.30 AM

GSMA™
Intelligence

Exhibition Partner:



To be confirmed



<https://www.gsma.com/iot/events/developing-secure-low-cost-low-power-solutions-with-cellular-iot/>

WORKSHOP

Developing Secure, Low Cost, Low Power Solutions with Cellular IoT

Wednesday, Jan 8, 2020 | Las Vegas, US

2.00PM - 6.00 PM

Supported by

 **arm**  



Limitless

INTELLIGENT CONNECTIVITY

#MWC20



**Artificial
Intelligence**



**Connectivity:
The 5G Era**

Sponsored by **Deloitte.**



**Customer
Engagement**



**Industry X:
IoT**

Sponsored by **citi**



**Media &
Entertainment**



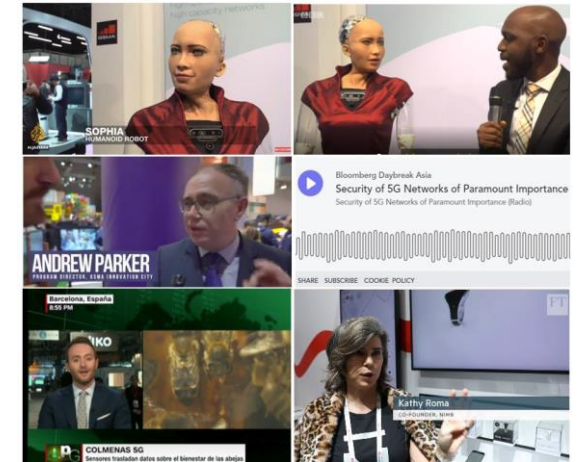
**Our
Planet**



**Privacy &
Security**

Sunday 23 Feb – Thursday 27 Feb 2020

- **10th Mobile IoT Summit** – Hesperia Tower Hotel (Sun 23 Feb)
- **GSMA Innovation City** – IoT Technology Showcase Hall 4 (24 to 27 Feb)
- **Connected Skies** (TBC)
 - **Ministerial Session** (Tue 25 Feb) – By Invitation Only
 - **Connected Skies Summit** with GUTMA – Hall 8 (Wed 26 Feb)
- **Manufacturing Summit** with Tech Mahindra – Hall 8 (TBC)
- **Mobile IoT Innovators Summit** – Fira de Montjuic 4YFN (TBC)
- **IoT Seminars**
 - **Transformative IoT – Beyond Connectivity** – Hall 1 (TBC)
 - **IoT Security – SIM Route of Trust** – Hall 1 (TBC)



- Date: Sunday, 23 February 2020 (MWC20 Day 0)
- Venue: [Hotel NH Collection Barcelona Tower](#)
- 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:
 - **Silver Sponsors**
 - **Supporting Sponsors**
 - **Demo Sponsors**

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



<https://www.gsma.com/iot/events/10th-mobile-iot-summit/>

Platinum Sponsor:



Silver Sponsors:



Call for Demo Proposals in the GSMA Innovation City

- Smart, **Immersive**, **Innovative** Solutions around some of the hottest industry topics, such as Artificial Intelligence, Aviation (Drones), Big Data Analytics, Blockchain, Smart Industry/Manufacturing, etc.
- **Highly visible** and **photogenic** demonstration with great media values
- Preferably on live network including, but not limited to, 5G connectivity and Mobile IoT (LTE-M & NB-IoT) connectivity
- Full support with on-site experts from your organisation

Please complete the [Demo Template](#) and submit to Eric (eyu@gsma.com). Internal discussions will be conducted for qualifying the demonstration based on the theme and overall contents of the GSMA Innovation City. We plan to finalise the demonstrations by the end of November.



Global
Mobile
Awards

Limitless
INTELLIGENT CONNECTIVITY

GLOBAL MOBILE AWARDS 2020

Eligibility

The GLOMO Awards 2020 are open to all eligible mobile industry and supporting industry companies (including GSMA members and non-members) in the broad eco-system, as defined in the individual eligibility sections for each category.

Closing Date

The official closing date for entries to the GLOMO Awards is **Wednesday 20th November at 5pm GMT**. Entry fees must be received, together with the completed entry form, prior to, or by the final deadline.

Entry Form Submission

Entries must be submitted online [here](#).

Enquiries

Please contact awards@mobileworldcongress.com

Categories:

Mobile Tech	Connected Consumer	Industry X
Device	Tech4Good	Government Leadership
Outstanding Achievement	4YFN Startup	YoMo Award

Details: <https://www.mwcbarcelona.com/conference-programmes/global-mobile-awards/>

MOBILE IoT PAID MEDIA CAMPAIGN



[Download Campaign Proposal](#)

Objectives:

- Promote the overall values and benefits of Mobile IoT (LTE-M and NB-IoT) technologies to the audience in the United Kingdom (1st Phase)
- 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

Launch Date: 8 October 2019 | End Date: 3 December 2019 (until budget runs out)

Platform	Impressions	Clicks/Views
Google Display Network	338,013	1,615
YouTube Ad Placement	48,621	48,621
Programmatic (StackAdapt)	483,635	1,064
Total	870,269	19,617
Target	3.24m – 6m	7,824 – 20,872
% To Target	26.86%	98.77%

From 8 to 29 Oct 2019

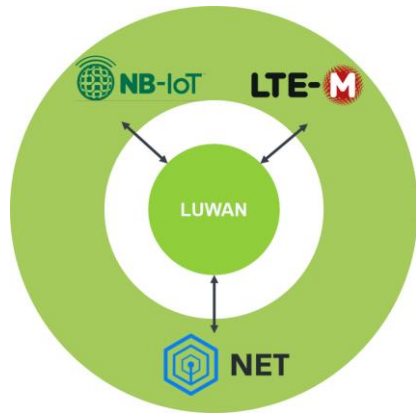


Engagement Rate: 8.21%



LTE-M & NB-IoT LOGO UPDATE

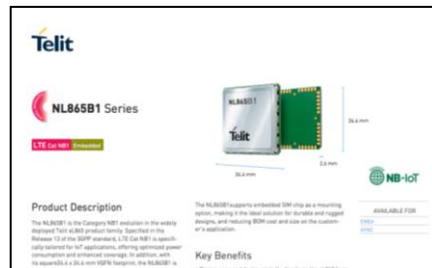
- Please promote the LTE-M and NB-IoT logos to your strategic partners
- View the Terms of Use, Logo Guidelines and download the logo sets:
 - LTE-M Logo: <https://www.gsma.com/iot/resources/ltem-logo/>
 - NB-IoT Logo: <https://www.gsma.com/iot/resources/nbiot-logo/>



Source: [Traxens](#)



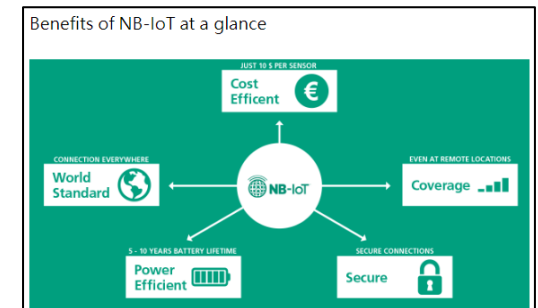
Source: Nordic Semiconductor @ MWC19 Los Angeles



Source: [Telit](#)



Source: Quectel



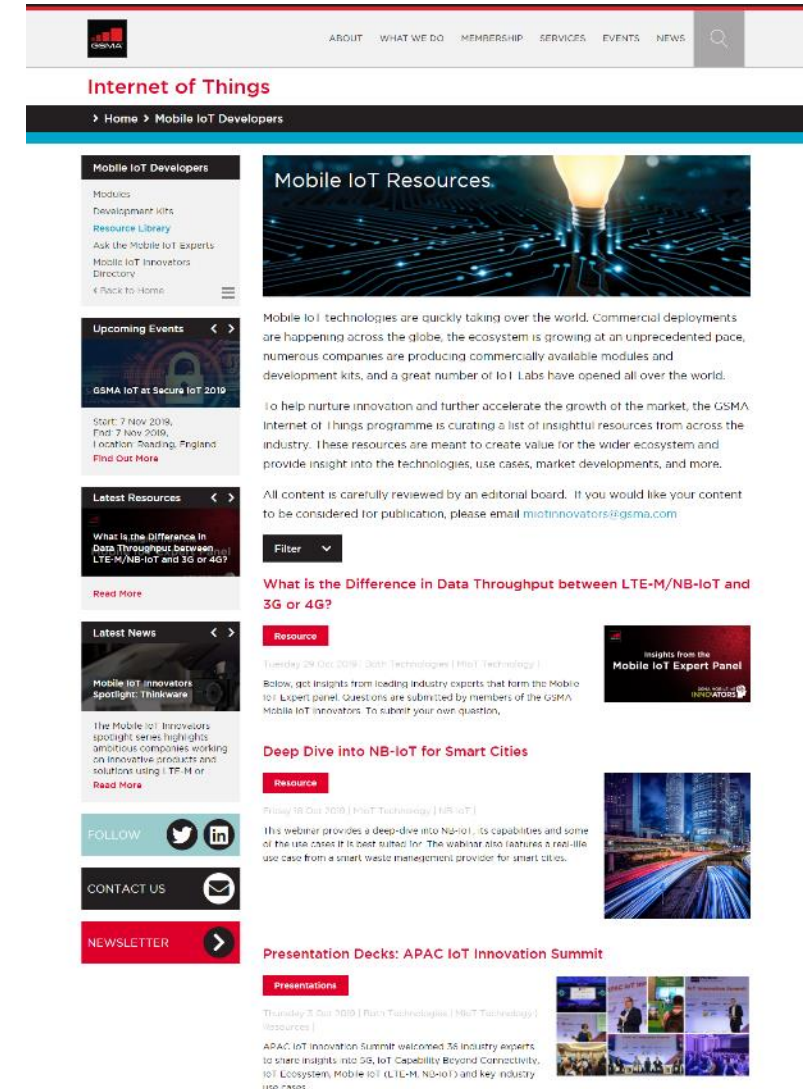
Source: [G+D Mobile Security](#)



NEW GSMA IoT RESOURCES

Title	Programme Area	Asset Type	Link
Mobile IoT Innovators Spotlight: Thinkware (Oct 2019)	Mobile IoT Innovators	Blog	Here
Presentation Decks: APAC IoT Innovation Summit (Oct 2019)	Programme General	Presentation	Here
APAC IoT Innovation Summit – Watch On-Demand (Sep 2019)	Programme General	Video	Here
Innovative Showcase at Mobile 360 in Asia-Pacific: Partnership Enables Expansion Beyond Connectivity (Oct 2019)	Programme General	Blog	Here
MWC19 Los Angeles: as the IoT Grows, the Mobile Industry's Role Grows with It (Oct 2019)	Programme General	Blog	Here
IoT Device Certification Landscape (Sep 2019)	Mobile IoT	Document	Here
Security Features of LTE-M and NB-IoT Networks (Sep 2019)	IoT Security	Document	Here
How “Secure by Design” Mobile IoT Networks are Protecting the IoT	IoT Security	Blog	Here
Reliable Battery Value Tracking Solution Based on DLT – China Unicom (Sep 2019)	IoT Capability Beyond Connectivity	Video	Here
Smart Greenhouse – China Mobile OneNET (Sep 2019)	Mobile IoT	Video	Here
As the IoT Expands into Warmer Climes, we Need to Rethink Battery Selection (Sep 2019)	Mobile IoT	Blog	Here
Mobile IoT Innovators Spotlight: Pong Yuen Holdings (Sep 2019)	Mobile IoT Innovators	Blog	Here
Connecting Vehicles Today and in the 5G Era with C-V2X (Sep 2019)	Automotive	Document	Here
Connecting Vehicles with C-V2X (Sep 2019)	Automotive	Video	Here
Operators Gather in Kuala Lumpur to Consider Expanding Roles Beyond Connectivity (Sep 2019)	IoT Capability Beyond Connectivity	Blog	Here
Intelligent Blockchain IoT Platform – ASTRI (Aug 2019)	IoT Capability Beyond Connectivity	Video	Here
IoT in the GSMA Innovation City at MWC19 Shanghai – Andrew Parker (Aug 2019)	Programme General	Video	Here
The 4 th Dimension of Space – Diomedes Kastanis, Singtel (Aug 2019)	Mobile IoT	Video	Here
Connected China at MWC19 Shanghai – Amaia White, GSMA (Aug 2019)	Mobile IoT Innovators	Video	Here
Mobile IoT Innovators Spotlight: Montr (Aug 2019)	Mobile IoT Innovators	Blog	Here
Report: IoT Edge Computing Requirements (Aug 2019)	IoT Capability Beyond Connectivity	Document	Here
Mobile and Aviation Industries Meet to Plan the Future of Unmanned Flight (Aug 2019)	Drones	Blog	Here
Videos: Future IoT Convention (Aug 2019)	Programme General	Video	Here
Presentations: Future IoT Convention (Aug 2019)	Programme General	Presentation	Here
Mobile IoT Innovators Spotlight: Hajj Gear (Jul 2019)	Mobile IoT Innovators	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



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/sign-up-for-newsletter/>