



GSMA IoT Marketing Group

Group Coordinator:
Eric Yu, Senior Marketing Manager IoT, GSMA
eyu@gsma.com



IoT Marketing Group

GSMA INTERNET OF THINGS 2



- GSMA IoT Marketing Group gathers the Business, Marketing and Strategy Leads from GSMA Mobile Operator Members and Ecosystem Members for driving collaborative marketing opportunities
- Marketing Updates are held quarterly for GSMA IoT Marketing to share updates on activities, market intelligence & new resources, and for all members to discuss new ideas and explore co-marketing opportunities
- The main objectives are to:
 - Grow the IoT ecosystem,
 - Accelerate the technology adoption,
 - Drive market awareness, and
 - Create customer demands through marketing collaborations

- View and download previous meeting decks:

FY17/18		FY18/19		FY19/20	
3 August 2017	Here	12 April 2018	Here	18 April 2019	Here
12 October 2017	Here	19 July 2018	Here	25 July 2019	Here
11 January 2018	Here	25 October 2018	Here	31 October 2019	Here
		31 January 2019	Here	30 January 2020	Here

FY20		FY21		FY22	
7 May 2020	Here	11 March 2021	Here	27 Jan 2022	Here
10 Sept 2020	Here	10 June 2021	Here	7 Apr 2022	Here
10 Dec 2020	Here	23 Sept 2021	Here		

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://gsma.at/iotplaylist>

GSMA IoT Newsletter

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