<table>
<thead>
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<th>Section</th>
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Introduction

Like painting the Forth Bridge, the preparation for Mobile World Congress never stops, and so we turn our attention to submissions for next year’s MWC 2017. The Call for Papers will open on the 2nd June and run through until September. We will also run the direct summer briefings over the same period.

As video content consumption and creation continues to grow online, the GSMA Content Team are increasingly aware of the need for visually stimulating content that will bring the topic to life. So, we will be looking for imaginative submissions with this in mind, from demos to illustrations and animations.

We will also be taking a more structured approach with our content research process, by identifying broad conference themes in mid-July and then taking the next two months to research those themes and develop the MWC 2017 Conference agenda. These themes are not intended to restrict the creativity of the submissions, some space will be left for unusual and topical content that fits outside these themes.

You will notice that a number of new faces have joined the team in the past few months, as we continue to grow our portfolio of events and conference programs. For example, Mobile 360 Privacy & Security in May and Mobile 360 India in October 2016.

It is a great honour to be the custodian of such a large global and impactful event, and we look forward to working with you on next year’s series of events.

Kind regards,

Nick Spencer
Conference Director
GSMA
Meet the Content Team

Keren Bowman
Research Manager
Twitter: @keren_bow

Mark Callender
Research Manager
Twitter: @callender_mark

Roisin Hartshorn
Programme & Research Manager
Twitter: @rosie_hart1

Alex Lawrence
Research Manager
Twitter: @animallawrence

Samina Malik
Research Manager
@Samina_M

Rudolph Moncrieff
Keynote & Digital Content Manager
Twitter: @Rudolph_14

Georgia Mould
Content Coordinator
Twitter: @georgiamould

Alejandro Pinero
Research Manager
Twitter: @Telecom_Ale

Helen Ponsford
Research Manager
(On Maternity Leave until May 2017)

Nick Spencer
Director, Conference Research
Twitter: @tobaldlygo

Contact us at contentresearch@gsma.com

Don’t forget to check out our blog “Conference Confidential” for tips, videos from speakers, event dates and much more.
Mobile World Congress

2016 Highlights

- Over 100,000 attendees from 205 countries.
- 3,600 press and media attendees.
- 374 conference speakers, including Showcase Stage participants.
- 4 day conference programme with over 60 hours of content.
- 12 keynote sessions streamed live to a global audience and 48 breakout sessions.

2016 Conference Attendee Statistics

![Job Level Pie Chart]

![Company Activity Pie Chart]

2017 Key Dates

- Mobile World Congress 2017 will take place from the 27th February to 2nd March, 2017 at the Fira Gran Via, Barcelona, Spain.
- The Call for Papers will open 2nd June and close on the 8th September, you will be able to submit your proposal to speak through the Call for Papers which will be on the Mobile World Congress [website].
Mobile World Congress Shanghai

2015 Highlights

- Mobile World Congress Shanghai 2015 was the GSMA’s largest and most successful event in Asia to date, with nearly 40,000 attendees.
- 13 conference session with over 70 speakers.
- Speakers included representatives from BSH Home Appliances, China Mobile, China Telecom, G&D, Huawei, Idea Cellular, KDDI, LG Uplus, Nokia, NTT DOCOMO, Telenor, Telstra and many more.
- More information can be found in the Post Event Report.
HIGHLIGHTS FROM OUR 2015 EVENT

**NEARLY 40,000 ATTENDEES**

+54% VS 2014

**660 MEDIA AND ANALYSTS**

**12,000 ATTENDEES TO THE GSMA INNOVATION CITY**

+22% VS 2014

**350 EXHIBITORS AND SPONSORS**

**14 COUNTRY AND REGIONAL PAVILIONS**

**3,400 CONFERENCE ATTENDEES**

55% C-LEVELS

PLATINUM PARTNERS

OFFICIAL MEDIA PARTNERS
Mobile 360 Series

2015 Highlights

The GSMA Mobile 360 Series are one-to-three-day conferences held around the globe, with a specific focus on regional issues and current industry topics. Senior executives in mobile and adjacent industries, as well as members in regulatory and government agencies have the opportunity to learn and discuss industry developments, as well as network with peers specifically from their region of the world. The Mobile 360 Series saw brilliant success in 2015, with more than 1,800 attendees across four events, over 60% senior-level participation and strong support from Mobile Network Operators, the below information is taken from our Post Event Report.

- Speakers included representatives from AT&T, Claro, Ericsson, Google, Microsoft, Oi, Telefonica and TIM.
- More than 360 senior executives, regulatory officials, industry leaders and press attended.
- Representatives from 25 countries, including 15 countries in the Latin American region.

<table>
<thead>
<tr>
<th>Job Level</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative</td>
<td>2%</td>
</tr>
<tr>
<td>Analyst</td>
<td>3%</td>
</tr>
<tr>
<td>Attorney/Counsel</td>
<td>2%</td>
</tr>
<tr>
<td>C-Level/Owner</td>
<td>7%</td>
</tr>
<tr>
<td>Consultant</td>
<td>11%</td>
</tr>
<tr>
<td>Director/Head</td>
<td>26%</td>
</tr>
<tr>
<td>Manager</td>
<td>32%</td>
</tr>
<tr>
<td>Specialist</td>
<td>13%</td>
</tr>
<tr>
<td>Vice President</td>
<td>4%</td>
</tr>
</tbody>
</table>

Mobile 360 - Latin America had high representation of senior level support, with more than 35% senior-level attendees, including more than 20 CEOs and Chairmen.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Network Operator</td>
<td>41%</td>
</tr>
<tr>
<td>Network Infrastructure Vendor</td>
<td>11%</td>
</tr>
<tr>
<td>Finance/Banking/Insurance</td>
<td>6%</td>
</tr>
<tr>
<td>Consultancy</td>
<td>6%</td>
</tr>
<tr>
<td>Integrated Solution Vendor (Software Only)</td>
<td>5%</td>
</tr>
<tr>
<td>App &amp; Software Development</td>
<td>5%</td>
</tr>
<tr>
<td>Government/Regulatory</td>
<td>4%</td>
</tr>
<tr>
<td>Systems Integrator</td>
<td>3%</td>
</tr>
<tr>
<td>Component Manufacturer</td>
<td>2%</td>
</tr>
<tr>
<td>Mobile Content/Creation Provider</td>
<td>2%</td>
</tr>
<tr>
<td>Other Industries</td>
<td>15%</td>
</tr>
</tbody>
</table>

A vast array of mobile leaders across multiple industry platforms ranging from operators, app developers and device manufacturers to government, finance and banking.
# of Attendees

365

25 Countries

63% BRAZIL
5% ARGENTINA
3% CHILE
3% MEXICO
2% COLOMBIA
2% PERU

Great Networking &
Technical Sessions”

90% of attendees rated Mobile 360 – Latin America positively for overall value

79% indicated they identified new business opportunities at Mobile 360 – Latin America

77% responded they would like to attend Mobile 360 – Latin America again in 2016

MOBILE 360 SERIES

LATIN AMERICA

38% Senior
11% Consultants
14% Presidents/CEOs
19% Press

“Espetacular!”

“Excellent Experience”

44% MNOs
10% Mobile Network Infrastructure
5% Finance Banking Insurance

Sponsors & Partners
Attendees from over 50 countries, including more than 20 African countries.
Over 550 senior executives, NGOs, industry leaders and press/analysts.
Speakers included representatives from Airtel, Ericsson, the Internet Society, Jumo, MTN, Orange, Safaricom, Telenor, Vodacom and many others.

Job Function

Senior executives led attendance at Mobile 360 – Africa with more than 55% senior-level attendees, including 77 CEOs and Chairmen.

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative</td>
<td>14%</td>
</tr>
<tr>
<td>Analyst</td>
<td>1%</td>
</tr>
<tr>
<td>C-Level/Owner</td>
<td>18%</td>
</tr>
<tr>
<td>Consultant</td>
<td>5%</td>
</tr>
<tr>
<td>Director</td>
<td>32%</td>
</tr>
<tr>
<td>Manager</td>
<td>19%</td>
</tr>
<tr>
<td>Specialist</td>
<td>3%</td>
</tr>
<tr>
<td>Vice President</td>
<td>7%</td>
</tr>
</tbody>
</table>

Industry

Mobile 360 – Africa, with its varied programs, hosted a vast array of mobile leaders across multiple industry platforms ranging from operators; government and regulatory bodies; finance, banking and healthcare; education; app developers; and device manufacturers. Mobile Network Operators represented 25% of all attendees.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Network Operator</td>
<td>25%</td>
</tr>
<tr>
<td>Mobile Content/Creation Provider</td>
<td>20%</td>
</tr>
<tr>
<td>Government/Regulatory</td>
<td>9%</td>
</tr>
<tr>
<td>Consultancy</td>
<td>7%</td>
</tr>
<tr>
<td>Finance/Banking/Insurance</td>
<td>7%</td>
</tr>
<tr>
<td>Association/Foundations/NGO</td>
<td>5%</td>
</tr>
<tr>
<td>App &amp; Software Development</td>
<td>5%</td>
</tr>
<tr>
<td>Service Provider</td>
<td>5%</td>
</tr>
<tr>
<td>Education/Training</td>
<td>4%</td>
</tr>
<tr>
<td>Network Infrastructure Vendor</td>
<td>2%</td>
</tr>
<tr>
<td>Other Industries</td>
<td>11%</td>
</tr>
</tbody>
</table>
I found Mobile 360 – Africa to be impactful with a brilliant line up of speakers addressing highly relevant topics for our market.”

62% Senior-level attendees

93% of attendees rated networking opportunities at Mobile 360 – Africa positively

90% of attendees rated Mobile 360 – Africa positively for overall value

92% of attendees plan to attend Mobile 360 – Africa next year

95% of attendees would recommend Mobile 360 – Africa to a colleague

Sponsors & Partners
Nearly 400 senior executives, regulatory officials, industry leaders, and press/industry analysts in attendance.


Attendees from 39 countries, including nearly every country in the Middle East and North Africa region, as well as Europe, North America and Asia.

Mobile 360 - Middle East had unparalleled senior level support with 75% senior-level attendees, including 45 CEOs and Chairmen. Nearly 40% of attendees held Vice President or C-Level executive positions.

A vast array of mobile leaders across multiple industry platforms ranging from led by the Mobile Network Operators attended Mobile 360 - Middle East. Other represented industries included Manufacturers, Consultancies, Government and Regulatory Officials, as well as Finance and Banking.
It is a good chance to meet the top level senior staff in regulators and operators”

Fantastic and insightful”

Excellent opportunity to learn about the industry innovations”

86% of attendees rated Mobile 360 – Middle East positively for overall value

86% of attendees plan to attend Mobile 360 – Middle East next year

90% of attendees would recommend Mobile 360 – Middle East to a colleague

Conference Attendee Breakdown

23% Presidents/CEOs
15% Vice Presidents
37% Directors

27% MNOs
14% Government & Regulatory
10% IT
6% Network Infrastructure Vendor

Sponsors & Partners
• Over 250 senior executives, regulator officials, industry leaders and press in attendance.
• Companies speaking included AT&T, CNN, Dell, Deloitte, Ericsson, IBM, Jasper, NBA, Syniverse and many others.
• Attendees from 11 countries across 4 continents.
• The event was once again co-located with Mobility LIVE!

**Job Function**
Mobile 360 – North America included attendance from 60% senior-level attendees, including 21 CEOs and Chairmen.

<table>
<thead>
<tr>
<th>Job Level</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative</td>
<td>1%</td>
</tr>
<tr>
<td>Analyst</td>
<td>1%</td>
</tr>
<tr>
<td>C-Level/Owner</td>
<td>16%</td>
</tr>
<tr>
<td>Consultant</td>
<td>5%</td>
</tr>
<tr>
<td>Director</td>
<td>28%</td>
</tr>
<tr>
<td>Manager</td>
<td>26%</td>
</tr>
<tr>
<td>Specialist</td>
<td>7%</td>
</tr>
<tr>
<td>Vice President</td>
<td>16%</td>
</tr>
</tbody>
</table>

**Industry**
The entire spectrum of industries within the mobile ecosystem were represented, led by Mobile Network Operators with 30% of attendees. Other key industries represented were App & Software Development, Service Providers and Consultancies.

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Network Operator</td>
<td>30%</td>
</tr>
<tr>
<td>Service Provider</td>
<td>12%</td>
</tr>
<tr>
<td>Consultancy</td>
<td>11%</td>
</tr>
<tr>
<td>App &amp; Software Development</td>
<td>10%</td>
</tr>
<tr>
<td>Network Infrastructure Vendor</td>
<td>7%</td>
</tr>
<tr>
<td>Advertising/Marketing/PR</td>
<td>6%</td>
</tr>
<tr>
<td>Integrated Solution Vendor (Software Only)</td>
<td>6%</td>
</tr>
<tr>
<td>Other Industries</td>
<td>5%</td>
</tr>
<tr>
<td>Mobile Content/Creation Provider</td>
<td>3%</td>
</tr>
<tr>
<td>Component Manufacturer</td>
<td>2%</td>
</tr>
<tr>
<td>Education/Training</td>
<td>2%</td>
</tr>
<tr>
<td>Finance/Banking/Insurance</td>
<td>2%</td>
</tr>
<tr>
<td>Broadcast/Media</td>
<td>2%</td>
</tr>
<tr>
<td>IT/Hardware Manufacturer</td>
<td>2%</td>
</tr>
</tbody>
</table>
MOBILE 360 SERIES

NORTH AMERICA

30% MNOs
12% Service Providers
10% App Developers
11% Consultants

20 US States & 3 Canadian provinces

59% SOUTHEAST
13% NORTHEAST
4% MIDWEST
9% WEST
4% CANADA

Conference Attendee Breakdown
16% Presidents/CEOs
16% Vice Presidents
28% Directors

Great way to meet peers”

Well-rounded program”

250+ of Attendees

Sponsors & Partners
Mobile 360 Series 2016 Event Calendar

**MOBILE 360 SERIES**

**PRIVACY & SECURITY**
The Hague • 10–11 May 2016

**Date:** 10 – 11 May  
**City:** The Hague  
**Conference:** 2 days  
**Call for Papers:** Closed  
**Website:** www.mobile360series.com/privacy-security

**EUROPE**
Brussels • 14 June 2016

**Date:** 14 June  
**City:** Brussels  
**Conference:** 1 day  
**Call for Papers:** Closed  
**Website:** www.mobile360series.com/europe

**AFRICA**
Dar es Salaam • 26–28 July 2016

**Date:** 26 – 28 July  
**City:** Dar es Salaam  
**Conference:** 2 days  
**Call for Papers:** Closed  
**Website:** www.mobile360series.com/africa

**LATIN AMERICA**
Mexico City • 20–22 Sept 2016

**Date:** 20 – 22 September  
**City:** Mexico City  
**Conference:** 2 days  
**Call for Papers Opens:** Open Now!  
**Call for Papers Closes:** 2 June  
**Website:** www.mobile360series.com/latin-america

**MIDDLE EAST**
Dubai • 18 – 19 October 2016

**Date:** 26 October  
**City:** Delhi  
**Conference:** 1 Day  
**Call for Papers:** Opening Soon

**INDIA**
Delhi • 26 October 2016

**NORTH AMERICA**
Atlanta • 1 – 2 November 2016

**Date:** 1 – 2 November  
**City:** Atlanta  
**Conference:** 2 days  
**Call for Papers Opens:** Open Now!  
**Call for Papers Closes:** 2 September  
**Website:** www.mobile360series.com/north-america
Call for Papers Submissions Tips

- Use fact not theory.
- Deliver thought leadership, not a sales pitch.
- Include relevant research.
- Projections are good, actual data is better.
- Keep it short and to the point.
- Consider maximising the seniority of your speaker.
- Visually stimulating content that will bring the topic to life.
- Joint presentations with clients are favourable.
- Explain why this impacts the wider industry.
2016 Research Briefings

New Structure for 2016!

The summer research briefings are an opportunity to introduce your company to the Content Team. These 1 hour meetings allow us to connect with more companies than before to help influence our research process. It is a chance for us to see what various companies are doing and where they see the industry going. **It is important to note that these meetings will be purely research based and not an opportunity to discuss or review MWC speaker submissions.**

**Key Points**

- Opportunity for companies to meet the GSMA Content Team.
- Opportunity to discuss your top 3 – 4 priorities for the year ahead.
- What could you talk about at our events?
- An opportunity for you to get an insight into our thought process for the events.
- Not an opportunity to review submissions for MWC.
- All discussions will be treated as confidential.
- 2 meetings are held every Tuesday and Thursday 11:00 – 12:00 & 15:00 - 16:00 running from the 2nd June to the 30th August, 2016.

**Register your Interest**

If you are interested in a meeting you can register your interest [here](#). Please note, registering your interest does not guarantee a meeting, we will contact you within a week with an update on your request.