

A grayscale background image showing a person's hands holding and interacting with a smartphone. The person's face is partially visible in the upper right, looking down at the device. The overall tone is professional and tech-oriented.

MOBILE

WORLD LIVE

Mobile World Live Overview 2023

GSMA™

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Mobile World Live gives you a powerful channel to reach your target audience. We partner with you to work on how best to articulate your proposition, delivering effective and impactful messaging which makes the most of your marketing budget.

Our team is made up of some of the most experienced editorial professionals in the mobile tech industry who will work with you on making sure your communications strategy is executed successfully.

Mobile World Live is the official media channel of the GSMA. By working with us you will receive the global resources of the association working on behalf of the global mobile industry.



Audience Breakdown

Mobile World Live is the leading source of news, insights and trends for the global mobile industry and currently has over **2.1 million unique visitors each year**.

A Look Back

MWC
GSMA

BARCELONA
27 FEBRUARY - 2 MARCH 2023

MOBILE
WORLD LIVE

Mobile World Live 2021 - 2022

2.1m

Total visitors to
MWL.com



5.5m

Total page views



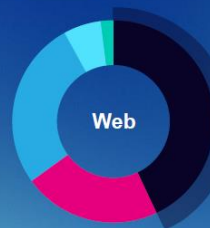
177K+

Subscribers to MWL Daily



51%

Business decision
makers, made up of
C-level, VP's and
senior management



Global Reach

Europe	43%
Asia	22%
Americas	27%
Africa	6%
ROW	2%



Global Reach

Europe	34%
Asia	36%
Americas	16%
Africa	4%
ROW	10%

Social Media
Followers



30K+
Facebook



6K
Youtube



50K+
Twitter



3K+
LinkedIn

Lead Generation



Content Creation

Mobile World Live offers fully managed content creation, ranging from webinars and whitepapers, through to case studies and surveys. Mobile World Live will provide a platform for thought leadership & strategic vision and enable your company to engage directly with our senior level audience.

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Whitepapers

Our whitepapers provide a platform for thought leadership & strategic vision, written by an experienced MWL editor in conjunction with you and your team. Our whitepapers offer an authoritative, in-depth report on your chosen topic. Presenting the problem and educating our audience on your solutions. We design the whitepaper and any graphics required to support the messages.

On average a whitepaper will give your organisation 325 leads

Marketing Promotion:

1 x Co-Branded email to our database (177,000 subscribers)

2 x weeks promotion on MWL Daily newsletter (177,000 subscribers)

4 x weeks banner promotion on MobileWorldLive.com (Leader board, MPU & Half Page Unit)

Standard = £15,000

GSMA Intelligence Add-On = £4,000 (One to two pages on market view including analyst bio)



Webinars

Mobile World Live offers fully managed live and pre-recorded video and audio webinars on the topic of your choice. Webinars give life to your companies products and solutions, they also allow for interaction with prospects. We can hold both video or audio webinars, both allowing live questions and even polls on issues raised during the webinar session.

- Our webinars allow for 3 guests (including any partners you wish to invite) plus a Mobile World Live moderator & GSMA Intelligence analyst (surcharge for analyst)
- Typical format is 30-40 minute presentation/discussion followed by a 10-15 minute Q&A
- 400-450 leads on average
- 4 week marketing campaign included

Webinar = £16,000

GSMA Intelligence Analyst = £4,000



Infographics

Infographics can be a great way of expressing your market and proposition in one view. They are hugely popular because the information can be quickly consumed and offer an excellent way of positioning your organisation.

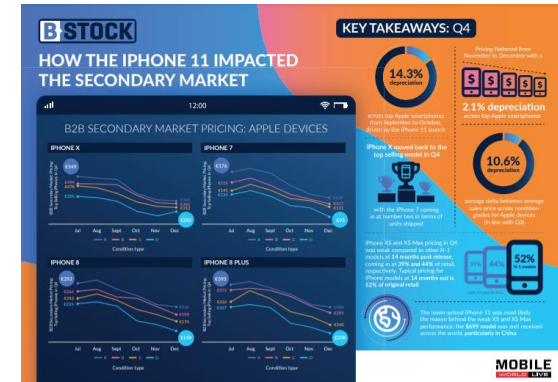
You provide us with the data and context for your infographic and we design it and co-brand. The finished infographic is published on the Mobile World Live website and we also provide you with an EPS file version for your own use.

On average an Infographic will give your company 200 leads.

Marketing Promotion:

- 1 Co-Branded emails to our database (177,000 subscribers)
- 1 week promotion on MWL Daily newsletter (177,000 subscribers)

Infographic = £8,000



Survey & Report

Mobile World Live provides the opportunity to create new content in the market and survey our audience. We will generate clear insight and understanding in the area of most importance to your organisation.

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- Survey consists of 8-12 questions shaped by your company and our editorial team
- The Mobile World Live branded survey is distributed to our entire audience
- Results and findings turned into a full report with graphs and charts
- Report is co-branded with Mobile World Live logo and your company logo
- Distributed via a full marketing campaign including branded emails, newsletters & display ads
- Provision of all data generated from downloads of your report
- Average of 200 leads from report downloads.

Survey & Report = £20,000



Case Studies

Showcase the services and products your organisation offers with a case study by highlighting how your business was able to address your client's challenges and how you were able to implement successful solutions.

On average 200 leads per case study.

Promotion of case study

- 1 x co-branded email campaign
- 1 x week of promotion in Mobile World Live Daily
- 2 x weeks MPU banner
- Case Study hosted on MobileWorldLive.com

All contact details from opted-in readers who download the case study will be provided.

Case Studies = £9,950



Remote Video & Written Opportunities



Written Feature / Executive Interview

Let us help you articulate your message or vision to our audience. Our editorial team will work with your brief to write an 800-1,000 word feature that will be hosted on Mobile World Live. Alternatively we can conduct an interview (via email) with one of your executives.

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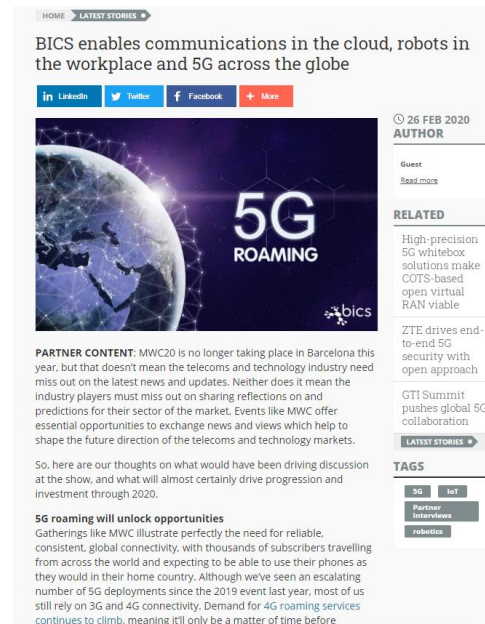
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- Our editorial team has extensive specialist knowledge of the mobile industry and can work with you to express your message effectively to meet your brief.
- We can either write a feature or conduct an interview via email.
- The content is also available for you once published on Mobile World Live.
- Promoted in five editions of the Mobile World Live Daily Newsletter.

Written Feature = £6,000



Remote Video Interview

Your executives can deliver key messages on video to be showcased on MobileWorldLive.com and when it's not possible to visit our London offices or attend an event we can conduct an interview remotely. Our video production team will work with you to ensure you are shown in optimum quality over Skype, Zoom or similar

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- The 3-4 minute interview will be conducted by our experienced team and then recorded and edited.
We can even enhance the sound and video quality in post-production to make sure the interview is delivered clearly to our viewers
- Promoted in five editions of the Mobile World Live Daily Newsletter after the event
- Note that only one person can be shown during the interview
- Final MP4 version for your own use (Final version 3-4 minutes)

Remote Video Interview = £6,500

Partner Interview: Intel



Remote Programme

Remote programmes give you a platform to include up to eight people in a discussion with speaker support slides and graphics. Using state of-the-art professional streaming software we make sure that your team and content are given a polished delivery. A great platform to deliver a keynote speech!

- The 12-15 minute programme will be conducted alongside our experienced team and then recorded and edited
- Up to 8 speakers
- Includes b-roll and speaker slide support
- Promoted in five editions of the Mobile World Live Daily Newsletter
- Final MP4 version for your own use



Remote Programme = £10,000

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Digital Newsletters and Display



Mobile World Live Daily Newsletter

The Mobile World Live Daily reaches 177,000 daily subscribers. Bringing all the latest tech and telco industry news, analysis and trends straight to their inbox. We offer banner advertising and advertorial slots to drive traffic to your own content.

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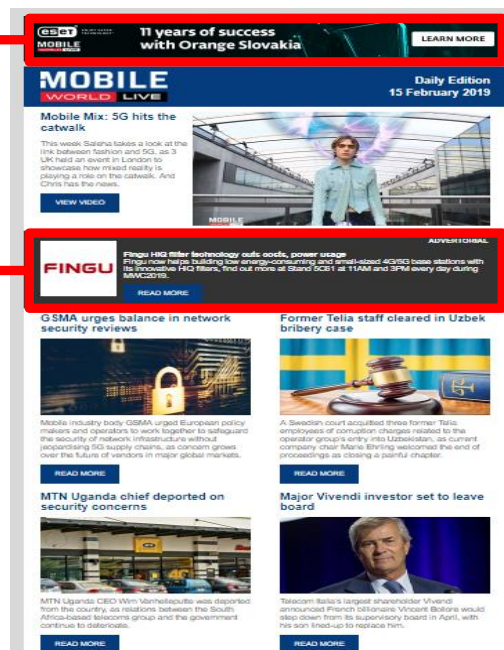
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Banner (700 x 90)
10 day pack £7,500

Advertorial slot
10 day pack £5,000



Homepage Takeover on MWL.com

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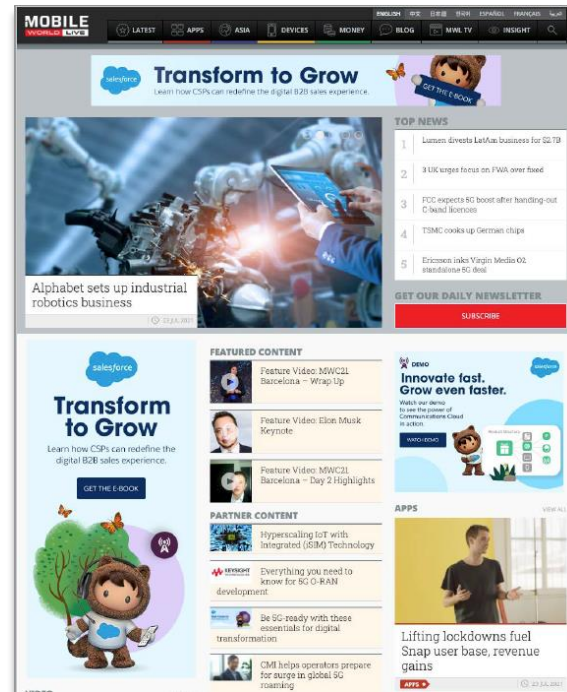
MWC Onsite Activity

Homepage takeovers are available pre and during MWC. Running 8am – midnight.
Great for brand awareness and new product launches.

- £10,000 during MWC23
- £5,000 outside of MWC show

Formats include –

- Half-page, MPU and Half-page.
- On average we would expect 200,000+ ad impressions during each day of MWC23.
- 100,000+ ad impressions served outside of MWC events.



Mobile World Live.com (website)

Showcase your brand across the Mobile World Live website using leaderboard banners, MPU formats and half page MPU.

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Advert type

CPM

MPUs (300 x 250)

£45

Leaderboard (728 x 90)

£90

Half Page advert (300 x 600)

£90

MWC On-site Activity



On-Site Video Interviews

Our range of video interviews give you an ideal platform to express your vision and demonstrate your products in action, again creating interest around your organisation.

Broadcast Interview - £25,000 (MWC B)

- One to one professionally filmed studio interview to be conducted with journalists from the Mobile World Live team on the first day of the event. Shown across venue screens in MWC Barcelona and hotel rooms, promoted in the eShow daily throughout the remaining days and promoted in five editions of the MWL Daily Newsletter.



Premium Interview - £15,000 (MWC B)

- Filming again conducted on the first day of the event, promoted in the eShow daily throughout the remaining days, five editions of the MWL Daily Newsletter and hosted on Mobile World Live for a minimum of three months.



Video Interview - £6,500

- Supplied to client post-event and promoted in five Mobile World Live Daily Newsletters post-event.



eShow Daily Newsletter

The eShow Daily Newsletter reaches over **220,000 subscribers during MWC Barcelona** and is also sent to show attendees during MWC LV and MWC Shanghai.

- Showcase your brand to the MWL audience and show attendees using either a top, second or advertorial banner.
- The eShow Daily offers an excellent opportunity for letting attendees and the wider telco community know what you are exhibiting as well as drive traffic to your stand.

eShowDaily	Advertorial (during MWC)*	£4,000
	Banners (during MWC)	£10,000
	Advertorial (during MWC Shanghai or MWC Americas)*	£1,650
	Banners (during MWC Shanghai or MWC Americas)	£1,650

The screenshot displays the eShow Daily Newsletter interface. At the top, there's a header for HUAWEI and MWC 19 Barcelona, dated 25-28 February 2019. Below this, a main section titled 'MWC 19 Barcelona - Wednesday highlights' features a video player for 'MOBILE WORLD LIVE TV DAILY HIGHLIGHTS WEDNESDAY'. To the right of the video, there's an advertisement for 'Connecting Everyone and Creating Economy' by Huawei. Below the main highlights, there are two smaller sections: 'Arm gives youth a voice to help shape future tech' and 'MWC 19 hosts 5G surgery breakthrough'. At the bottom, there's a section for 'CENTRIC' with the text 'Meet us as we unfold our latest Smartphones at Hall No. 6 Stall No. 6L60' and a 'MWL TV live stream' section with a 'VIEW VIDEO' button.

Mobile World Live TV Advertising

Mobile World Live TV runs TV commercials throughout MWC Barcelona and MWC LV.

If you don't have a TV commercial already then simply supply us with the below spec and a short brief and we will produce an animated TV commercial complete with background music.

The commercial will be broadcast 1 x per hour during daytime broadcast and for MWC Barcelona, a minimum of three times overnight on over 30,000 screens, including Barcelona hotel rooms!

- Logo
- Headline - 10 words or less
- Strapline - 10 words or less (optional)
- Corporate colour (optional)
- Corporate font (optional)

10 Second Commercial with production £3,950

15 Second Commercial £5,950

30 Second Commercial £9,950

