

2023 Unwrapped Diving into 5G

In 2023, Mobile World Live in partnership with GSMA Intelligence will be taking a greater look at 5G within the Unwrapped Event Series. Featuring week-long digital events with live studio broadcasts (including editorial keynotes), partner video interviews and webinars. We'll host top executives from companies leading the way in their fields to discuss, debate and deliberate key trends and topics facing the industry today.

Previous Unwrapped events have resulted in fantastic engagement and global reach.



2023 Unwrapped event schedule



6–9 June 2023 Advancing the 5G Experience

This Unwrapped event will highlight the new services a 5G world is enabling and how demand for these applications is creating new business models and opening new revenue streams. Among the topics we will focus on across the three days of our live studio broadcast are:

- Metaverse & XR
- Mobile Gaming and Cloud Gaming
- Content & Entertainment
- Devices
- Connected Cars
- Security services
- eSIM
- Quantum Resistant SIM
- Private Networks and Slicing
- Digital Twins & AI
- Fixed Wireless Access



14–17 November 2023 Advancing the 5G Network

This Unwrapped event will highlight the new technologies driving the evolution of the 5G network. Among the topics we will focus on across the three days of our live studio broadcast are:

- 5G Advanced
- Standalone 5G
- Non-Terrestrial Networks
- Drones
- Security Infrastructure
- Open Architectures / Open RAN
- Cloud & Edge
- 6G
- Billing and Operations
- Automation
- In-Building 5G Coverage
- mmWave
- Sustainability and Energy Efficiency

Sponsorship opportunities

In partnership with our sponsors, Mobile World Live will produce, publish and promote a specialised Unwrapped series in 2023 of live digital events, custom research and expert analysis including webinars, video interviews, partner promotion and more.

PARTNER PACKAGES

Platinum

- Webinar w/analyst
- Whitepaper
- 10 Minute Keynote Video Interview
- 1 Piece of Hosted Content
- 10 Day Banner Pack
- 1 Written Feature
- 20,000 Leaderboard Banner Impressions
- Company logo featured in all three studio broadcasts

Standard rate

~~£68,800~~

Package Rate

£45,000

Gold

- Webinar w/analyst
- 1 Piece of Hosted Content
- Remote Video Interview
- 10 Day Advertorial Pack
- 1 Written Feature

Standard rate

~~£46,000~~

Package Rate

£35,000

Silver

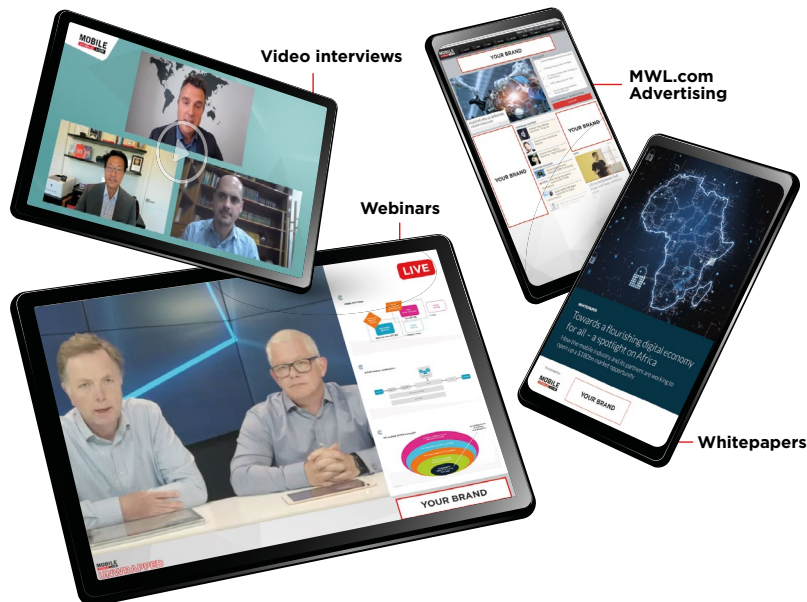
- Webinar w/analyst
- Remote Video Interview
- 20,000 Leaderboard Banner Impressions
- Logo on event site/ marketing material

Standard rate

~~£28,300~~

Package Rate

£25,000



How does each Unwrapped event perform?



3,000

Total leads generated



3,980,000

Total email reach



124

Webinar audience questions average



24,500

Website page views



1315

Total webinar views average



492

Registration per session average

For any sponsorship enquiries, please contact our team at sales@mobileworldlive.com