

MWC 2023 Trends and Signals

What mattered in Barcelona, and what does it mean for the year ahead?

MWC Barcelona is the largest and most influential event for the mobile ecosystem. As we approach the 2023 edition, and look ahead to the next 12 months, GSMA Intelligence will publish the next report in its quarterly Radar series analysing the strategic impact and implications of the announcements, discussions, and industry chatter across MWC 23's key themes:

- 5G Acceleration
- Reality+
- Open net
- Fintech
- Digital everything

Through partner input and GSMA Intelligence expertise, the thought leadership report will explore two topics from each key theme. The topics in each theme will be selected based on the balance of major announcements and news coming out of the event. At the same time, close attention will be paid to those with the broadest implications for the telecoms sector and the mobile ecosystem overall. In 5G acceleration, for example, potential topics include 5G enterprise monetization, the move to 5G-Advanced, and sustainable network design. The Reality+ topic, in turn, will include the consumer vs enterprise metaverse dynamics. "Open net" topics may consist of open architecture networks, cloud and edge compute, and the growing integration of satellites with terrestrial networks. More detail on content can be provided to interested sponsors.

Sponsoring the GSMA Intelligence and Mobile World Live Radar series allows partners to take advantage of the reach of Mobile World Live and the neutral, authoritative and trusted industry voice of GSMA Intelligence, backed by an on-the-ground view of analysts at MWC23. The partnership provides an additional layer of credibility to your position as a leader, offering branding, marketing and lead generation to meet your marketing objectives, distinguish yourselves from your competition, and extend the shelf life of MWC promotional campaigns.

Publication: Week commencing March 13th 2023

MOBILE
WORLD LIVE

2.1M
VISITORS
PER YEAR

160K+
OPT-IN EMAIL
SUBSCRIBERS

50K+
TWITTER
FOLLOWERS

30K+
FACEBOOK
FOLLOWERS

3,600+
LINKEDIN
FOLLOWERS

GSMA
Intelligence

1M+
ANNUAL
REPORTS
DOWNLOADS

8.5K+
ANNUAL MEDIA
MENTIONS

300+
OPERATORS
SUBSCRIBED

40+
ANALYSTS

240K+
ANNUAL
WEB VISITORS

MWC 2023 Trends and Signals: Sponsorship Opportunities

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