



Working Group “Marketing”

February 21st 2023

21.02.2023

Agenda

01 MWC planning

02 License for marketing documents

03 Update marketing documents

04 CAMARA statistics

05 Meeting schedule

Working Group “Marketing” MWC planning



Mobile World Congress 27 FEBRUARY – 02 MARCH 2023, BARCELONA

CAMARA Keynote on 5G Futures Summit

Wednesday 1st March 09:35 – 09:45

Fira Gran Via, Barcelona Hall 6, Via Av. Joan Carles I, 64 08908 L'Hospitalet de Llobregat Barcelona

CAMARA Meet & greet event

Thursday 2nd March 11:00 – 12:30

Fira Gran Via, Barcelona Room CC71.1A, Via Av. Joan Carles I, 64 08908 L'Hospitalet de Llobregat Barcelona

Working Group “Marketing”

License for marketing documents

Nokia proposal: “Per discussion with our legals, the Apache 2.0 license is not appropriate for marketing material which includes logos, etc.

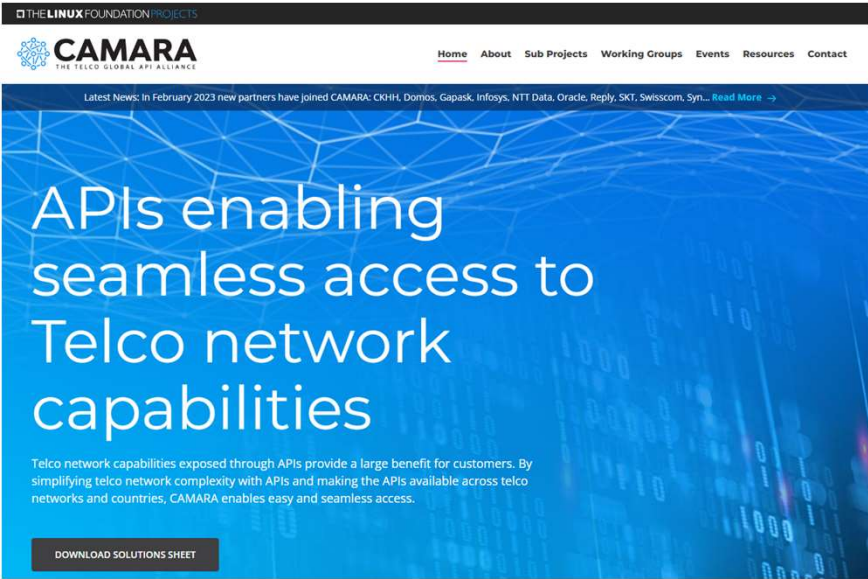
Is it possible to change the license of the Marketing project to the CC BY 4.0 license ?”

→ Decision proposal for one of the next steering committees is prepared

state in the project charter that API definitions / API documentation / API code are not allowed in that subdirectory

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Update marketing documents



→ All changes are included

→ New PPT template designed by LinuxFoundation in progress

Working Group “Marketing”

CAMARA statistics

- 03/2021 First talks started
- 07/2021 Internal kick off, work on governance
- 02/2022 Launch at MWC 2022 with 22 partners

- 12 API families / Sub Projects
- 3 Working Groups
- 59 Companies in the CAMARA logo list
- 94 Companies participating in CAMARA
- 329 People participating in CAMARA

Working Group “Marketing” Meeting schedule

→ Change to a montly sequence from now until end of 2023



CAMARA
THE TELCO GLOBAL API ALLIANCE

A0B