



# Working Group “Marketing”

February 07<sup>th</sup> 2023

07.02.2023

# Agenda

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**01** MWC planning

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**02** License for marketing documents

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**03** Update marketing documents

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**04** Ask for logo commitment?

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# 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 ?”

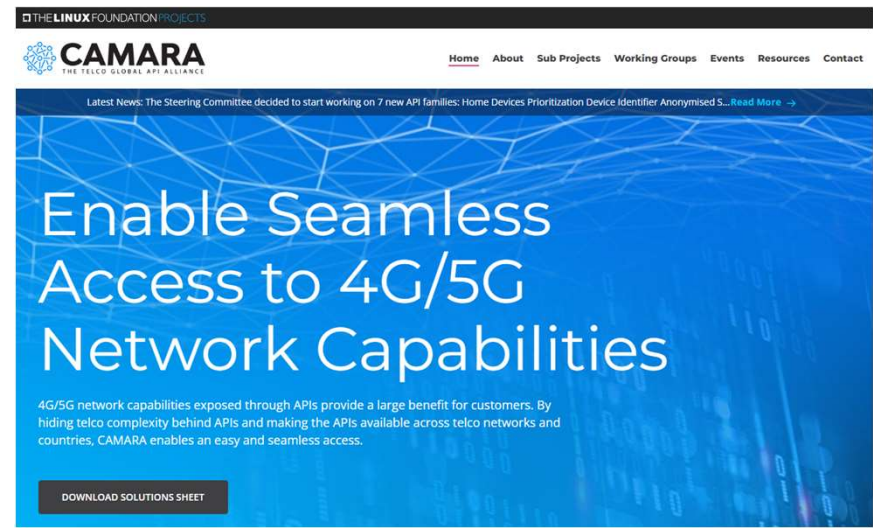
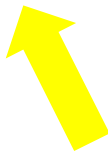
→ Decision proposal for next committee is prepared

Clearly capture what CC by 4.0 is not going to cover and call out exclusions specifically rather than leave it open  
Lyle Bertz



# Working Group “Marketing” Update marketing documents

– “APIs enabling seamless access to 4G/5G network capabilities”



→ Changes from our last meeting are included

→ Anything on top?

→ See recommendation on the new title

→ Use new PPT template designed by LinuxFoundation?

→ No concerns except the size of the blue box on top left



# Working Group “Marketing”

## Update marketing documents – rfc from group, already considered

Slide 2./3. Focus also on fixed line (requested by TIM already in 2022)	Change „4G/5G“ to „Telco“
Slide 2. “...by hiding telco complexity...” does not sound good. Sounds like the complexity is still there and hidden away / fixed by CAMARA?	“simplifying telco network complexity with”; remove “an”
Slide 3. 4G vs 5G description not clear	Change „5G“ to „Telco“
Slide 4. “To fulfil data privacy and regulatory requirements” sounds, incorrectly, like industry may not already be meeting requirements?	Use „satisfy“
Slide 7. This would be a great first slide	Keep but add notice to allow changes in sequence
Slide 7. Old GSMA logo	Replace with current logo
Slide 8. East / West “considered” is not very assertive	Use „in scope“
Slide 9. No need to use the word “limited” re scope – sounds a little negative and does not add anything	Remove rest of sentence from the „limited“ until the end
No path / contacts for further information at CAMARA	Add slide
New slide with status of Sub Projects and Working Groups (see GitHub pull request #133)	Add slide incl. QR code; send QR code to GSMA
New PPT template created by LF following CI of website (LF in progress to check if possible)	Get proposal from LF then decide
404 on Website main page when clicking at „Download solution sheet“	Fix bug

# Working Group “Marketing”

## Ask for logo commitment?

A couple of partners already contribute to CAMARA but are not visible in the logo list

- Ask them (again) to join the list?
- Ask them again (Markus can share list with Henry @ GSMA and can reach out as well)





**CAMARA**  
THE TELCO GLOBAL API ALLIANCE

A0B