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GSMA

2023 Report

MOBILE WORLD CONGRESS

Report timeframe: Feb 27 – Mar 2, 2023

Report dated: March 8th, 2023

MWC 2023 Coverage Summary



Global media attention increases, social media interactions skyrocket

MWC 2023 triggers high media interest (+74%) from global markets as visitor and exhibitor numbers are making another step towards a pre-pandemic level. Cutting-edge phone novelties are met with massive social media engagement numbers (+202%) as tech influencers and private users share their on-site experiences from Barcelona.



Discussion on 5G leads media impact ahead of latest product innovations

From 5G-ready devices, innovative infrastructure concepts or keynotes on the question of who will pay for the broadband network, 5G networks continue to occupy media headlines and highlight a political angle at the event. On the other side of the spectrum, Foldables, Rollables and AR Glasses are the key product innovations, with various commentators noting the absence of more classic phone features. As only a few brands make notable AI announcements, media point to a certain cautiousness of phone brands to integrate this tech into physical devices.



Focus shifting towards China and India as impact of European countries decreases

Not least due to the omnipresence of Chinese brands at the event and their strategy to target Asian growth markets like India, the global discussion on mobile trends shifts towards Asia. Social media influencers from the Middle East playing a key role in the engagement ranking indicate a similar trend. Due to the absence of many European brands, the coverage share of European countries decreases, led by Spain and Germany. However, while the home market buzz on new tech trends somewhat decreases, the event is used as a platform on social media to highlight local issues and interests in the region.



LOCATION

BARCELONA, CATALONIA



VENUE(S)

FIRA DE BARCELONA



CATEGORY

MOBILE COMMUNICATIONS



TIMING

FEB 27 – MAR 2, 2023



WEBSITE

MWCBARCELONA.COM

2023 (VS. 2022)



ATTENDEES

+45%



EXHIBITORS

+26%

MWC 2023 Key Learnings



Out of the box product novelties win fight for media attention

Focusing on new cutting-edge tech devices is a must to claim the top visibility spots at MWC. This is demonstrated by the presence of various product concepts and new rollable devices as more classic phone features aren't enough to steal headlines. However, communicators need to make sure they tie their new tech to a purpose and help journalists answer the question "who really needs that?" before they ask it.



MWC sets the tone in a crucial digitalization infrastructure debate

The 2023 event proved that stakeholders in the 5G infrastructure debate found a global platform to discuss the framework of the mobile future, situated between innovative tech approaches and political as well as social realities. Companies with a claim to leadership in this debate are well advised to use this stage to deliver their messages as they will make themselves an easy target for media criticism otherwise.



Event messaging must consider global shifts in media attention

Tailoring your message to a global audience requires ever more localization efforts. MWC's shift towards Asian growth markets indicates a broader trend that compels communicators to take a closer look at their target groups and consequently the events they want to engage in. There is no one-size-fits-all approach.

SHOW VISIBILITY TREND OVER TIME

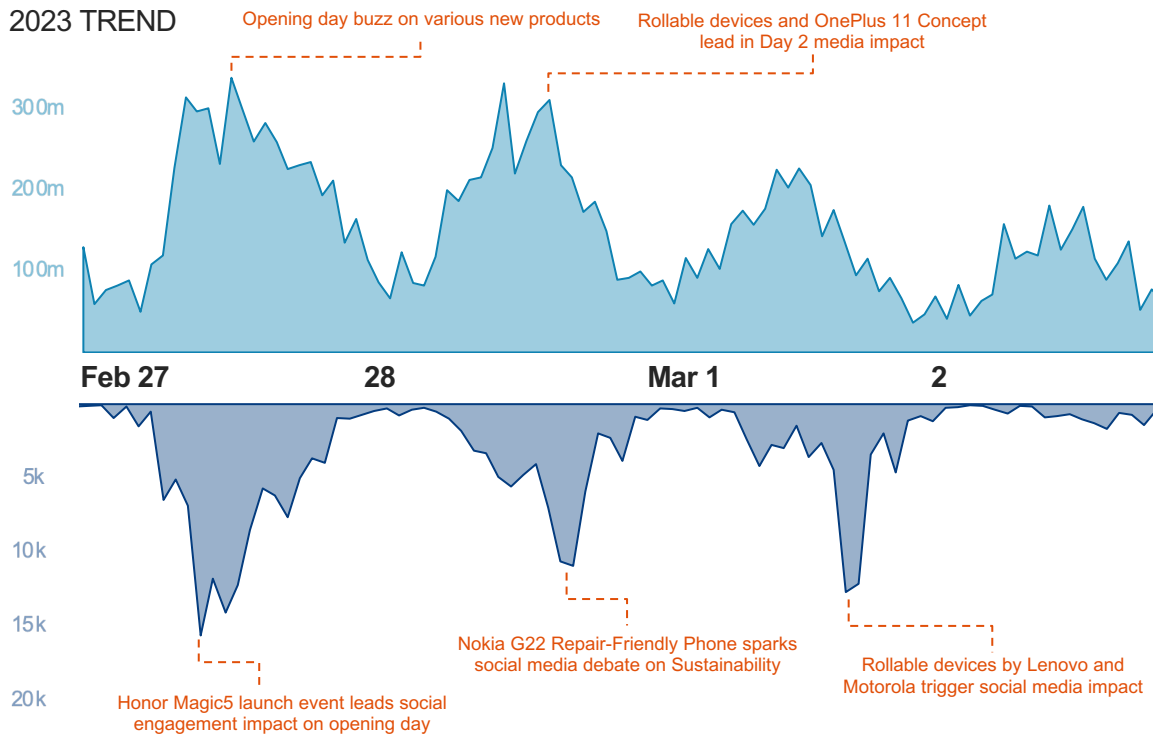
Impact Grows, Social Buzz Skyrockets

Visibility and social interactions both increase compared to MWC 2022 as new devices in particular trigger significant social buzz.

MEDIA VISIBILITY

[GROSS REACH | TRADITIONAL & SOCIAL]

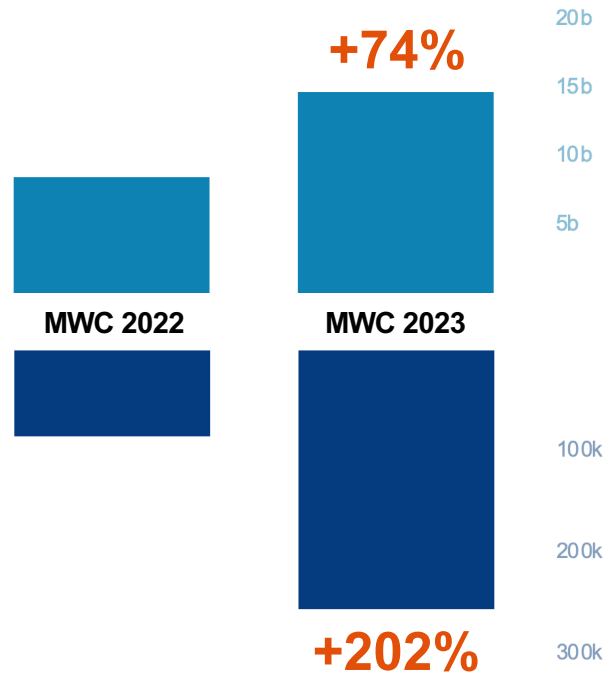
2023 TREND



INTERACTIONS

[SOCIAL MEDIA]

YEAR ON YEAR TREND



Markets

Global

Period

Feb 27 – Mar 02, 2023

Feb 28 – Mar 03, 2022

Data

Gross Reach
Interactions (Retweets, Shares, Likes, Replies, Reddit Score)

Traditional

Online, Blogs, Print, TV, Radio

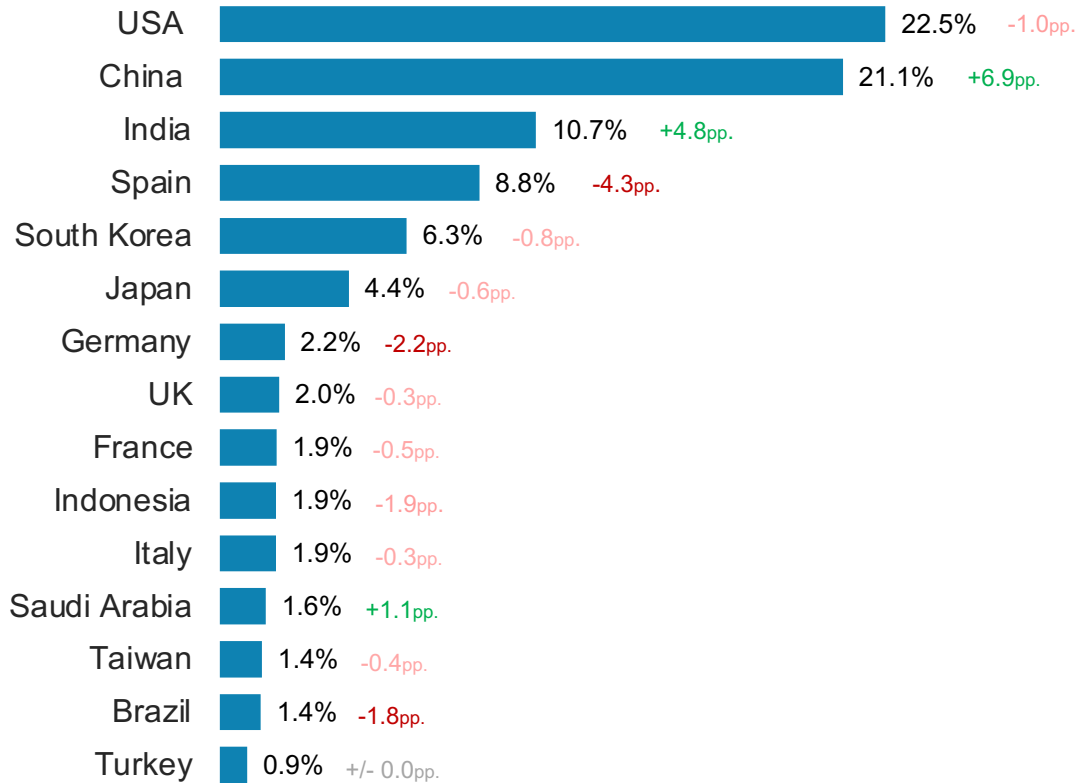
Social

Twitter, YouTube, Instagram, Reddit, Tumblr, Weibo, WeChat

Focus Shifting Towards China and India

Share of European coverage on MWC decreases while Asian growth markets gain relevance across traditional and social media channels.

TOP 15 COUNTRIES



Led by China and India, **interest by Asian markets in MWC increases**. The dominance of Chinese phone and tech brands as well as companies aiming launch activities at India and Pakistan plays a key role. Japan and South Korea see slight visibility decrease.



European markets' interest in the event decreases, led by home market Spain as European brands play only small a minor role at the event. However, the discussion on 5G infrastructure captures European headlines.



Countries from the **Middle East are gaining relevance** in the MWC impact, as specifically **social media** users from the region play an important role in the buzz generated on various platforms.

Markets

Global

Period

Feb 27 – Mar 02, 2023

Feb 28 – Mar 03, 2022

Data

Gross Reach

Traditional

Feature Mentions (headline or frequent mentions) of topic in MWC coverage

Social

Reach based on number of followers

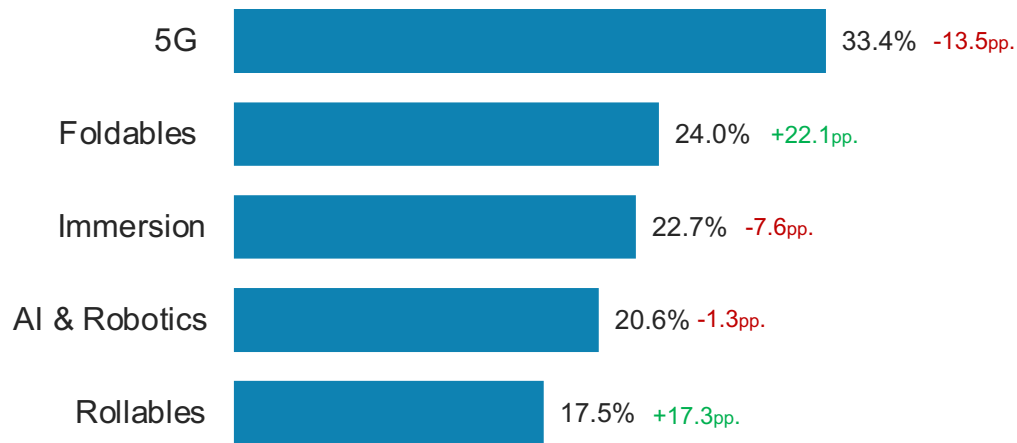
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Compared to MWC 2022

5G and New Devices Dominate Headlines

Phone functionalities like foldable and rollable screens gain significant traction while the debate on 5G continues to dominate the discussion, with a more political debate on infrastructure taking center stage in keynotes.

TOP 5 TOPICS



While mostly discussing **5G**-ready products in 2022, this year's debate focuses on **infrastructure projects**, the question of taxing **big tech** and brands offering innovative product solutions.

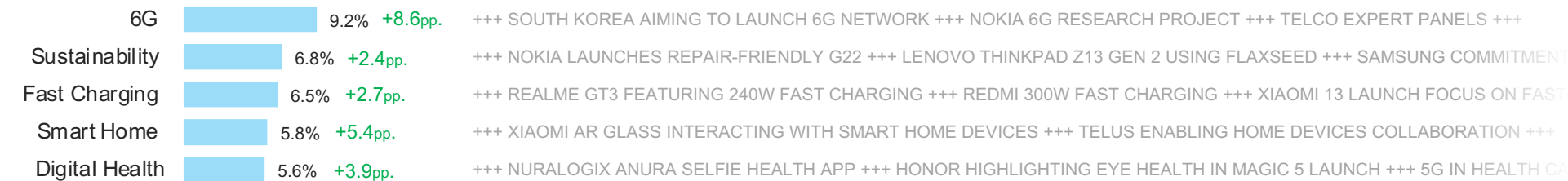


Latest tech devices are presented as **foldables** are highlighted again and **rollables** gain significant traction for the first time. **AR glasses** by brands like Xiaomi and Nubia dominate XR headlines.



Although being discussed and mentioned in many products and talks, **only a few brands made notable announcements regarding AI**, as journalists report on a lack of confidence by manufacturers to put this tech into physical consumer products.

OTHER TRENDING TOPICS



+++ SOUTH KOREA AIMING TO LAUNCH 6G NETWORK +++ NOKIA 6G RESEARCH PROJECT +++ TELCO EXPERT PANELS +++
 +++ NOKIA LAUNCHES REPAIR-FRIENDLY G22 +++ LENOVO THINKPAD Z13 GEN 2 USING FLAXSEED +++ SAMSUNG COMMITMENT
 +++ REALME GT3 FEATURING 240W FAST CHARGING +++ REDMI 300W FAST CHARGING +++ XIAOMI 13 LAUNCH FOCUS ON FAST
 +++ XIAOMI AR GLASS INTERACTING WITH SMART HOME DEVICES +++ TELUS ENABLING HOME DEVICES COLLABORATION +++
 +++ NURALOGIX ANURA SELFIE HEALTH APP +++ HONOR HIGHLIGHTING EYE HEALTH IN MAGIC 5 LAUNCH +++ 5G IN HEALTH CA

Markets

Global

Period

Feb 27 – Mar 02, 2023

Feb 28 – Mar 03, 2022

Data

Share of Voice (SoV) weighted by Gross Reach; English Language

Traditional

Feature Mentions (headline or frequent mentions) of topic in MWC coverage

Social

Reach based on number of followers

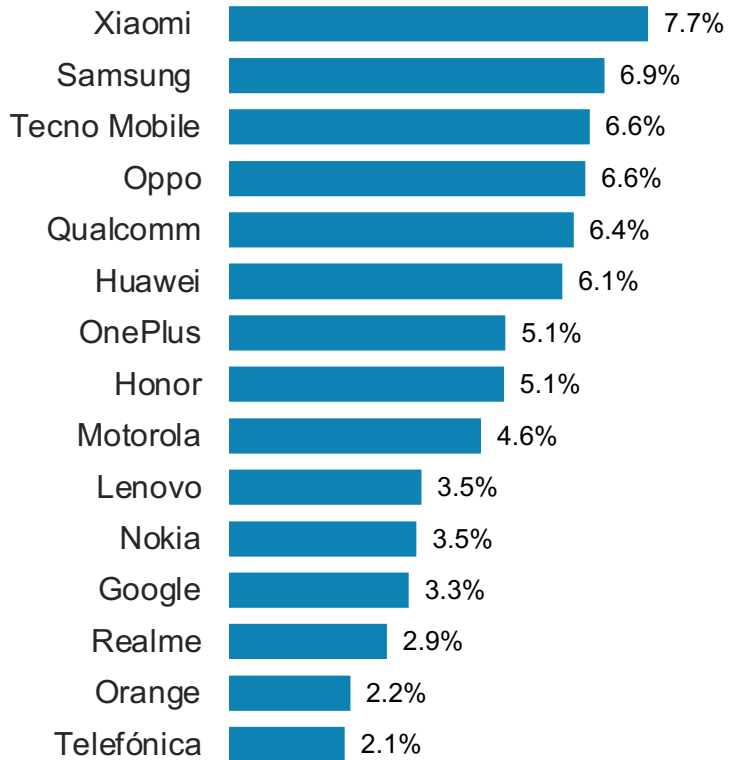
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Compared to MWC 2022

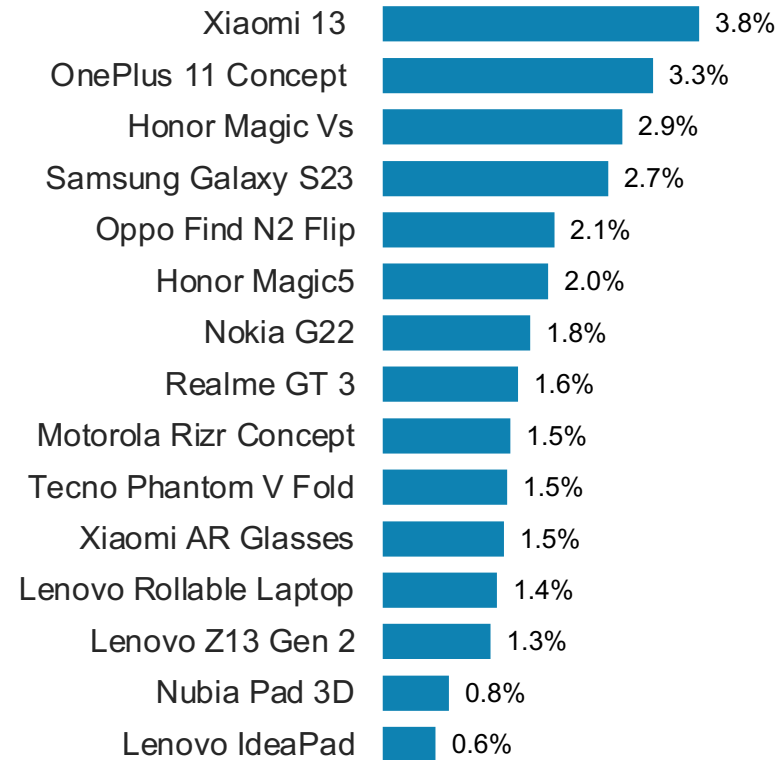
Chinese Brands Top Visibility Ranking

Chinese phone brands continue to be the protagonists at MWC with presentations of new products including rollable devices and AR glasses. Telecommunications companies gain visibility through the 5G discussion and partnerships.

TOP BRANDS



TOP PRODUCTS



Markets

Global

Period

Feb 27 – Mar 02, 2023

Data

Gross Reach

Traditional

Feature Mentions (headline or frequent mentions) of topic in MWC coverage

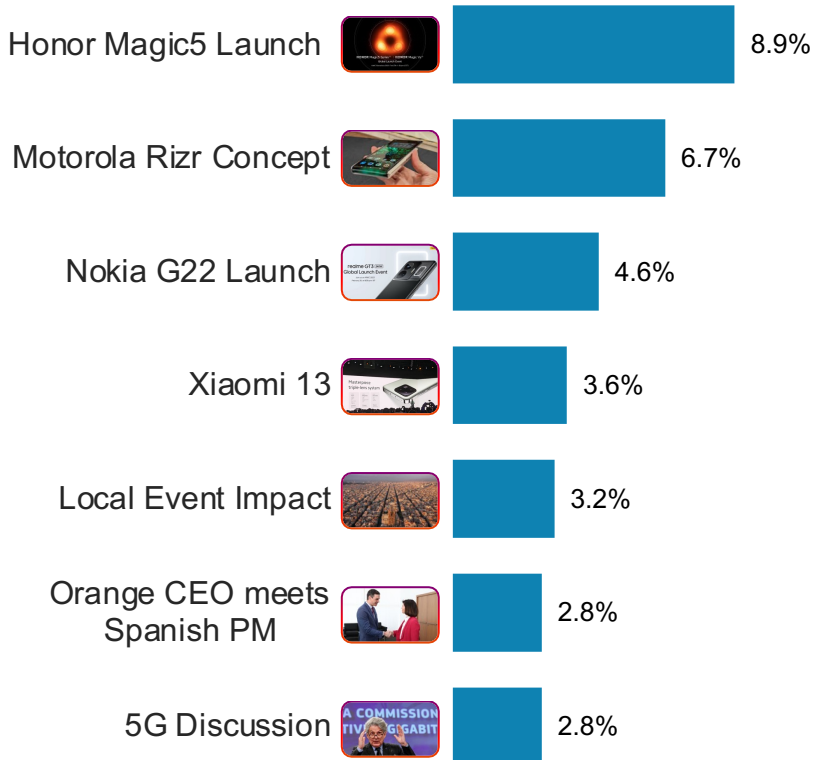
Social

Reach based on number of followers

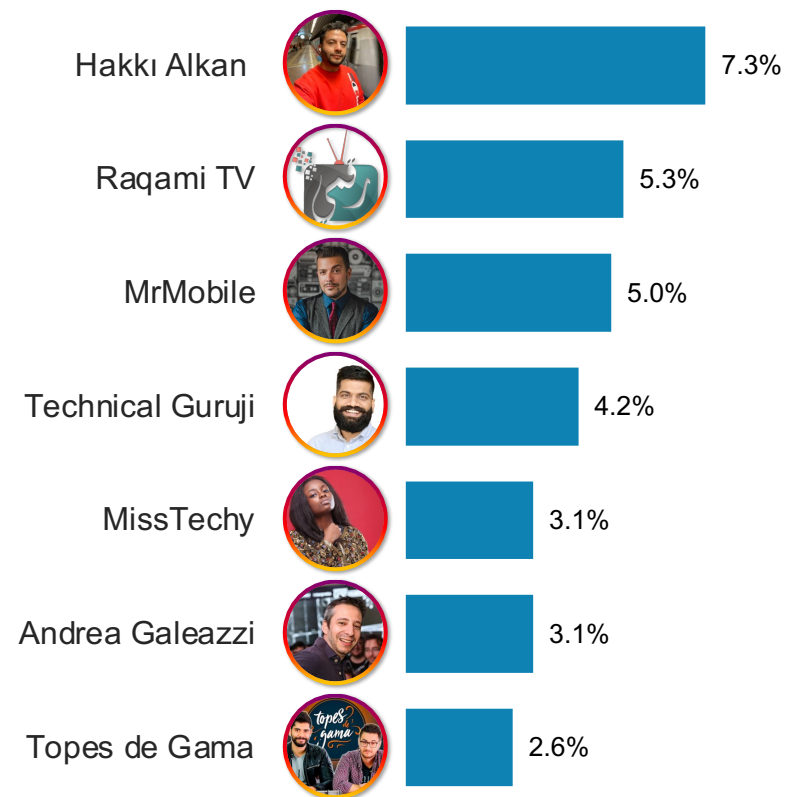
New Products Trigger Social Buzz

Non-English language tech influencers generate a significant impact as new phones and tech devices lead engagement ranking. Social media users also use the event's platform to address local topics of the Barcelona and Catalonia area.

MOST ENGAGING STORIES



TOP INFLUENCERS



Markets

Global

Period

Feb 27 – Mar 02, 2023

Data

Gross Reach

Traditional

Feature Mentions (headline or frequent mentions) of topic in MWC coverage

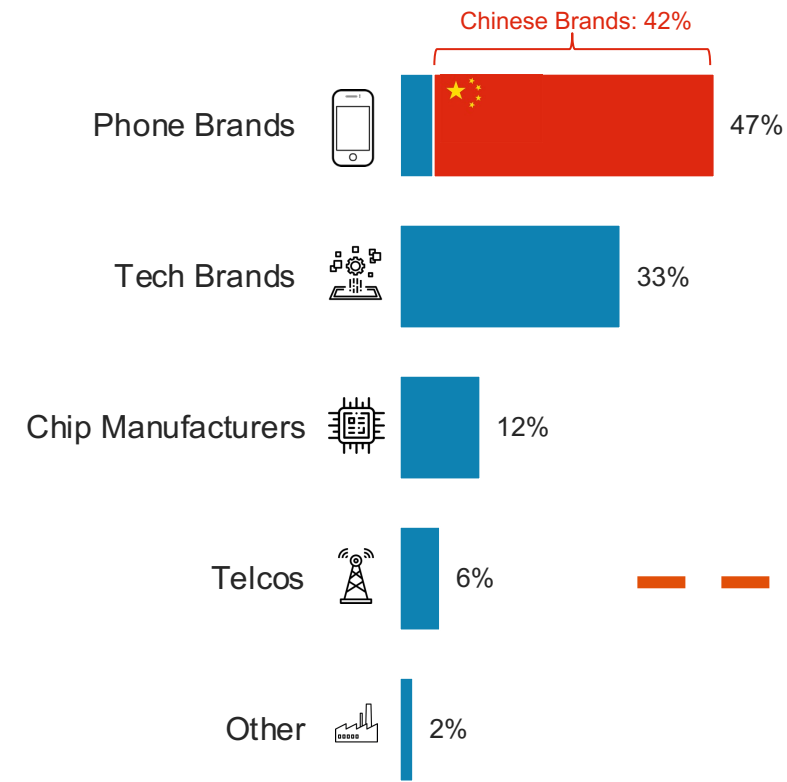
Social

Reach based on number of followers

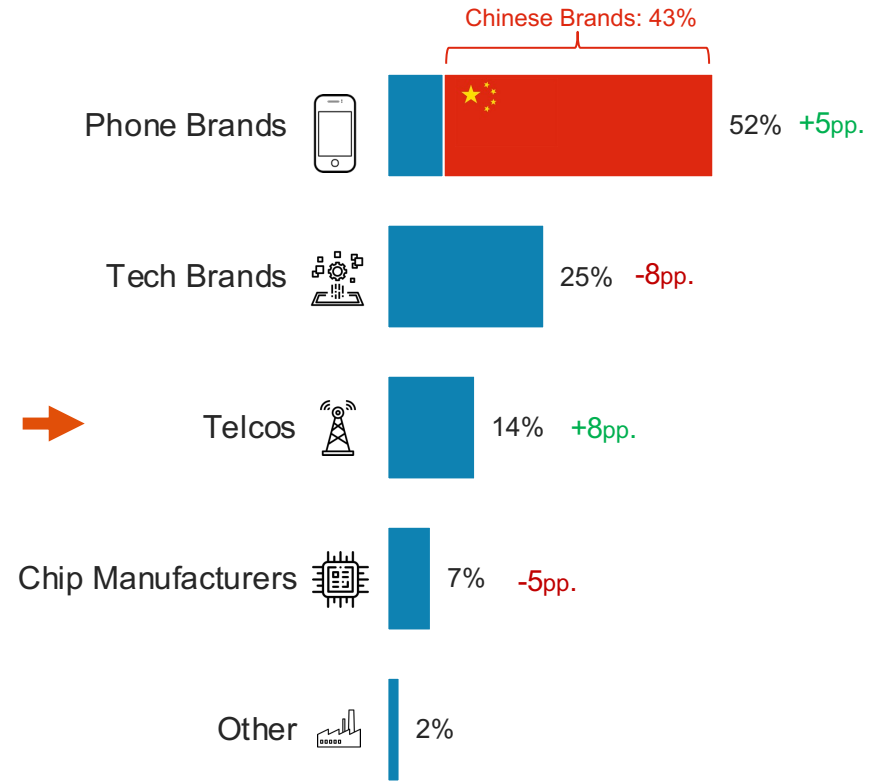
Telcos Gain Visibility Through 5G Debate

New tech devices boost visibility for phone brands while more general tech companies reduce footprint at the event. The role of telecommunications companies gains importance due to their role in the 5G discussion. Chinese phone brands continue to dominate event visibility.

BRAND CATEGORIES 2022



BRAND CATEGORIES 2023



Markets

Global

Period

Feb 27 – Mar 02, 2023

Feb 28 – Mar 03, 2022

Data

Gross Reach

Traditional

Feature Mentions (headline or frequent mentions) of topic in all MWC coverage on top 50 brands

Social

Reach based on number of followers

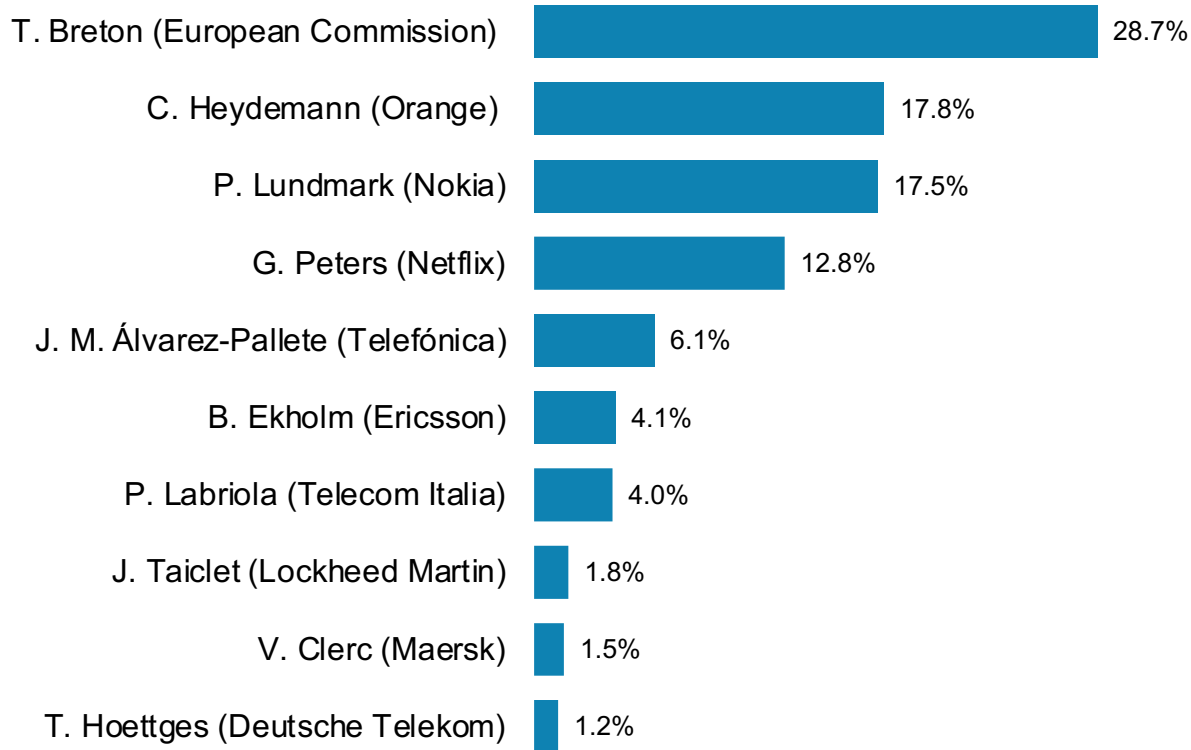
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Compared to MWC 2022

Keynotes Highlight Political Dimension

Debate on 5G infrastructure and plans to charge big tech dominates keynote speeches as CEOs of telecommunications companies see high media visibility.

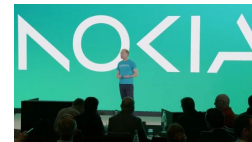
TOP 10 KEYNOTE SPEAKERS



Thierry Breton sparks a discussion on **taxing big tech** for telecom network usage.



Orange CEO Christel Heydemann joins in network discussion and **meets Prime Minister P. Sánchez** to discuss public-private partnerships for 5G infrastructure.



CEO Pekka Lundmark presents Nokia's **new brand identity and logo**.



Netflix Co-CEO Greg Peters **opposes plans for taxing big tech** for broadband use and presents concept for sports offerings on the platform.



Telefónica CEO Álvarez-Pallete talks about the radical change the industry is facing and sees **carriers turning into "decentralized supercomputers"**.

Markets

Global

Period

Feb 27 – Mar 02, 2023

Data

Gross Reach

Traditional

Feature Mentions (headline or frequent mentions) of Speaker in all MWC coverage on Keynotes

Social

Reach based on number of followers



Cision Insight's team provides the tools and expertise to help some of the world's most valuable brands monitor, optimize and exceed their communication objectives. To find out more, speak to one of our consultants today.

Book A Consultation

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