

The Mobile World Congress 2023 Offered a Glimpse Into the Future of Telco PR. Here's What You Should Know

Media Analysis Summary



5G emerged as the main topic in the MWC 2023 media debate, as GSMA, the industry body that represents mobile network operators, used the show as a launchpad for the 'second wave of 5G', which will be spurred by upcoming infrastructure deployments.

Riding that 'second wave of 5G', several companies like Ericsson and Nokia gained media exposure by showcasing innovations that enable service providers and enterprises to expand 5G capabilities beyond smartphones.

Topics in the Mobile World Congress 2023 by share of voice



33%

5G



29%

AI



27%

Metaverse/VR



7%

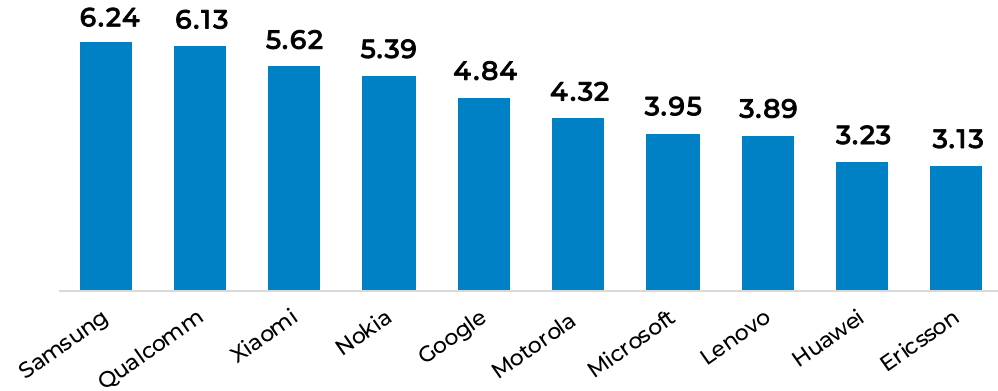
Cybersecurity



4%

Sustainability

Top 10 organisations in the Mobile World Congress 2023 debate by media impact score



With the global deployment of 5G, immersive technology is expected to take the centre stage. Samsung's announcement that it's working out a roadmap for so-called mixed reality products - technologies that blend the virtual and physical worlds - made it the most influential company at MWC 2023.

5 takeaways from The Mobile World Congress 2023:

- Expect a second wave of 5G
- Mobile companies hop onto the AR/VR bandwagon
- The metaverse is still in the spotlight despite the industry's doubts
- Telco makes a strong shift towards B2B
- ChatGPT helps reposition chip companies as AI brands

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