



2015 GSMA Mobile 360 Series Press and Industry Analyst Accreditation Requirements

Thank you for your interest in applying for accreditation for the 2015 GSMA Mobile 360 Series of events.

Below are the accreditation requirements for press and industry analysts for the 2015 Mobile 360 Series of events. To apply for accreditation, please specify which Mobile 360 event(s) you wish to attend and provide the relevant information as requested below to the GSMA PR team at mobile360pressoffice@gsma.com. Emails from your editor to support your application, if required, should also be sent to mobile360pressoffice@gsma.com.

The accreditation criteria assume that applicants are either full-time journalists or industry analysts, or that journalism and/or industry research is the applicant's main job.

PRINT AND NEWSWIRE REPORTERS

- **Required:** A copy of the masthead from a current issue of your publication or a link to your publication's website that shows your name listed as part of the reporting team.
- **Required:** Bylined articles relating to the wireless industry (published within the last three months) or an email from your editor, from the company email address, stating that you will be covering Mobile 360 for the publication/outlet.
- Publishers and copy/content editors do not qualify for a Press/Analyst pass.

Note: A Press card alone will not be accepted as press credentials.

ONLINE MEDIA

- **Required:** A link to a current page of your online publication or blog with your name and title appearing in an editorial capacity.
- **Required:** Bylined articles relating to the wireless industry (published within the last three months) or an email from your editor, from the company email address, stating that you will be covering Mobile 360 for the publication/outlet.
- **Required:** Blogs must demonstrate evidence of regular (at least 2-3 entries per week), current writing related to the mobile industry.
- **Required:** Online media must also provide a recent monthly traffic report from an external demographic tool, like Google Analytics, verifying the online publication or blog gets 1,000 or more unique monthly visitors. The site must be previously established, independent and regularly updated with original and current mobile industry news.

Please note:

- Websites must post original, dated, industry-related news at least once per week. The website content must extend beyond links, forums, personal diaries, opinion or personal analysis.
- Price comparison sites do not qualify as media unless there is significant (at least 75 per cent) editorial content on the home page.
- Personal website writers, fan sites, designers, editors and creators do not qualify for media accreditation.
- YouTube, Facebook or Twitter pages/accounts, personal blogs, communities, forums and user groups do not qualify for media accreditation.

- Writing/blogging must be your main professional activity.
- Company or sponsored blogs do not qualify as media.

Note: A Press card alone will not be accepted as press credentials.

BROADCAST JOURNALISTS AND PHOTOGRAPHERS

Each member of a broadcast crew must register separately and provide the following material:

- **Required:** A copy of your business card with name, editorial title and media outlet logo or the link to your broadcast outlet website with your name listed as a member of the editorial team.
- **Required:** An email from a producer/editor, from the company email address, stating that you will be covering Mobile 360 for the publication/outlet.

Note:

- A Press card alone will not be accepted as press credentials.
- Production crews hired to film a speaker or sponsor for Mobile 360 will not be considered for media accreditation and must register as general attendees.

FREELANCE REPORTERS AND PHOTOGRAPHERS

- **Required:** An email from the editor or senior member of the editorial team, from the company email address, stating you are covering Mobile 360 on assignment for their outlet/publication.
- **Required:** Proof of regular and ongoing freelance journalism activity (published within the last three months).
- We cannot accredit individuals whose main role is not freelance journalism.

Note: A Press card alone will not be accepted as press credentials.

INDUSTRY ANALYSTS

- **Required:** A copy of a mobile industry market research report from the past four months listing you as a contributor with your name, title and company name. Reports must be made independently and not commissioned by exhibiting companies.
- **Required:** Copy of or URL for an industry-related article published within the past three months with your byline.
- **Required:** Copy of or URL for an industry-related article published within the past three months quoting you as an industry analyst.

Note: Financial analysts do not qualify as industry analysts.

ADDITIONAL INFORMATION

Please note we may ask for additional documentation in order to confirm your press/industry analyst accreditation. In cases where an editor is providing endorsement for an applicant who may be covering Mobile 360 on assignment:

- The signatory must serve in an editorial capacity (we will not accept assignment letters from publishers or executives in marketing, sales, PR, etc.).
- The assignment letter must be sent directly by the signatory, using his/her company email address.
- Knowingly providing a letter of assignment for or endorsing a non-qualified applicant can result in your entire organisation losing accreditation for Mobile 360.

ACCREDITATION APPROVAL

Accreditation is reserved for working members of the media and industry analysts only. This includes editors, reporters, producers, camera crews, still photographers and industry analysts. The GSMA reserves the right to deny an applicant a press/industry analyst pass if sufficient credentials are not provided.

The GSMA reserves the right to modify this policy without public notice and to revoke previously issued Mobile 360 accreditation/registration at any time.

A history of being registered at previous Mobile 360 events or other GSMA events does not guarantee approval or waive the accreditation requirement.

Misconduct or misrepresentation of your position, outlet/publication or staff could prevent you and your entire organisation from attending future GSMA events.

Accreditation will not be granted to:

- Publishers, general managers, account representatives, sales executives, marketing executives, engineers, public relations representatives, etc.
- Price comparison sites, personal website writers, fan sites, designers, editors and creators
- YouTube, Facebook or Twitter pages/accounts, personal blogs, communities, forums and user groups
- Editorial or business representatives associated with industry trade groups
- Anyone whose principal purpose for attending Mobile 360 is, in our judgment, for reasons other than covering the event as working news media.

If you do not qualify as accredited press or an industry analyst in any of the above categories, then you should not apply using the Press/Analyst application process and instead will need to register as a Conference Attendee at the registration page for the specific Mobile 360 Series event that you would like to attend.

Please email the Mobile 360 press registration team with any questions at **mobile360pressoffice@gsma.com**.

General PR enquiries should be sent to **mobile360pressoffice@gsma.com**.