

**Situation Analysis**

Syniverse's IPX network connects the networks of the world's mobile operators, so consumers can use their mobile devices anywhere they go. The IPX network is vital to enabling high-speed and high-quality services, especially 4G-LTE. However, the pace of change in the telecommunications ecosystem caused attention on technologies like 4G-LTE and its underlying IPX network to shift toward new, advanced technologies like 5G, which distracted Syniverse's target audience of mobile operators from delivering 4G-LTE services that rely on Syniverse's IPX network. As a result, the Syniverse PR team was challenged to ensure that mobile operators were aware of the importance of the IPX network and to position Syniverse as the expert.

**Research**

The Syniverse PR team conducted boundary scanning (secondary research) by interviewing internal experts and analyzing trade media stories to determine the hot issues affecting its target public of executives within mobile operators in order to determine how to raise awareness of its IPX network. The boundary scanning revealed that the industry was overlooking the pressing issues within 4G-LTE (and therefore IPX) and was instead focused on how to rollout 5G technology, which doesn't yet exist and isn't projected by industry analysts to come to fruition until 2020. Having enabled multiple generations of mobile network architectures, Syniverse's product marketing experts hypothesized there was still much work to be done globally to make international 4G-LTE roaming a reality. The Syniverse PR team analyzed the LTE and non-LTE roaming traffic trends traversing this IPX network to evaluate the hypothesis and determine how far off the maturity of 4G-LTE roaming truly was. In providing IPX network connectivity for nearly operators in every region of the world, Syniverse had a unique vantage point into the mobile industry's data traffic patterns – or "trade winds." Syniverse analyzed the traffic of more than 800 operators and divided the data into the key regions of North America; Latin America; Middle East and Africa; India; Europe; and Asia Pacific. The research findings revealed the following:

- Only 42 percent of the world's roaming traffic is LTE
- Of all LTE roaming – 81 percent – takes place only between North America and Latin America.
- The most advanced mobile market, Asia Pacific, makes up just six percent of all LTE roaming globally

Syniverse's primary research of its own network traffic patterns confirmed that while the industry hypes 5G, the underlying technology to enable it – global LTE – is a distant reality. These data points show that the majority of roaming taking place is on subpar networks, like 3G, that are not reliable for today's mobile users who are accustomed to LTE experiences to manage their day-to-day activities, such as making payments, using GPS, watching video, and using social media and email. This data was critical in showing that 4G-LTE roaming around the globe needs some serious attention in order for operators to deliver 4G-LTE quality of experiences their subscribers expect wherever they go. With 4G-LTE roaming being a prerequisite for enabling 5G, the research also pointed to the IPX network as being the central key to accelerating the maturity of 4G-LTE globally and, therefore, bringing the 5G hype one step closer to reality.

**Planning**

Syniverse used the insights from its 4G-LTE trade winds analysis to build the framework of a global public relations campaign to show the influential top-tier telecoms trade media and, by extension, its target public of senior decision-making executives (C-level, board or VP level within strategy, marketing, etc.) of mobile operators that before becoming distracted 5G hype, it's critical to first focus on the lack of 4G-LTE roaming and the necessity of a secure IPX network. For the campaign, Syniverse set the following goals and objectives:

- **Goal 1:** Educate operators on the need for a global, secure IPX network backbone to deliver the 4G-LTE roaming experiences their subscribers expect.
  - Objective 1.1: Present trade winds research findings to an audience of 200 senior leaders from mobile operators in 2017.
  - Objective 1.2: Gain 1,500 views from operators and media on web resources (trade winds landing page, news releases and blog posts) by Q3 2017.
- **Goal 2:** Demonstrate Syniverse's 4G-LTE expertise to its target public via earned, paid, earned, social and owned media channels.
  - Objective 2.1: Secure at least 20 editorial stories in top-tier telecom trade publications by Q3 2017 that illustrate Syniverse's expertise as the solution to enabling 4G-LTE roaming.
  - Objective 2.2: Leverage trade winds data to increase year-over-year social media engagement scores (ie; likes, shares, comments, and other interactions with the Syniverse brand on social media) by 50% by Q3 2017.

Syniverse developed the campaign to coincide with the telecoms industry's largest tradeshow series – Mobile World Congress (MWC), which takes place in Europe (February), Asia (June) and the Americas (upcoming in September). The series of tradeshows has an attendance of over 100,000 individuals, and nearly 60 percent of the attendees hold C-level, board or VP positions that make purchasing decisions based on interactions and

relationships from the event - directly aligned with Syniverse's target public for this campaign. Syniverse tailored its trade winds story to meet the unique needs of each regional audience at the events by focusing on the different intra-regional roaming routes per region and translating materials per local dialect. The actives included news releases, a landing page with infographic images and pull quotes for easy media access, blog posts, on-stage speaking engagements, and media/analyst briefings. The campaign remained within its budget of \$69,000, including PR agency fees to provide onsite support in Barcelona and Shanghai.

### Execution

Syniverse's research provided quantifiable 4G-LTE and non-4G-LTE traffic data showing that the very inter-regional LTE roaming that's a precursor to 5G is lagging. Therefore, forming the basis of the argument for operators to implement an IPX network to enable the global 4G-LTE roaming, and then 5G. Syniverse followed an integrated marketing strategy consisting of paid, earned, owned and social tactics to create a range of influence across operator target audience.

- **Paid:** Built two-story branded pavilion to host meetings with key customers, media and analysts at MWC in Barcelona, and will host meeting spaces at MWC Americas in September.
- **Earned:** Prearranged 20 media and analyst briefings at MWC events and gained news coverage via embargoed media releases; organized an informal media dinner in Barcelona and media conference in Shanghai with those pre-registered for MWC to further build relationships with pre-selected influencers. To further elevate the company's thought leadership at the MWC events, Syniverse secured speaking slots that placed its executives onstage to lead sessions on "Affordable Network Evolution," "The Fourth Industrial Revolution" and "Women4Tech." Onstage speaking engagements have already been secured for MWC Americas, including "IoT Platforms and Services" and "Women Empowering Technology," and a similar media relations effort will occur as well.
- **Social:** Amplified trade winds research and MWC speaking engagements via Syniverse's social media channels and blog to target tech and B2B audiences with supporting infographics.
- **Owned:** Created a unique press release, downloadable infographic images, and blog series to further help customers understand the significance of the trade winds for each event.

### Evaluation

**Objective 1.1:** Present trade winds research findings to an audience of 200 senior leaders from mobile operators in 2017

**RESULT** Syniverse conducted **215 senior leader meetings** at its onsite exhibit at MWC in Barcelona and Shanghai.

**Objective 1.2:** Gain 1,500 views from operators and media on web resources (trade winds landing page, news releases and blog posts) by Q3 2017.

**RESULT:** Syniverse gained nearly **2,293 total unique views** across all of its content designed to elevate its thought leadership and to educate the industry. This includes 1,568 visits to the trade winds research landing page that housed the report findings and images; 4 blog posts published, with a combined total of 358 page views; and two news releases, including 100 visits to "Syniverse Study Shows Asia Pacific LTE Data Roaming Lags Behind Other Regions" and 267 visits to "Syniverse Study Reveals Only 42 percent of World's Data Roaming is LTE." Syniverse will issue a release with data for Americas during MWC Americas in September.

**Objective 2.1:** Secure at least 20 editorial stories in top-tier telecom trade publications by Q3 2017 that illustrate Syniverse's expertise as the solution to enabling 4G-LTE roaming.

**RESULT:** The English and Chinese news releases and interviews garnered 643 mentions of Syniverse's privacy story online, with **15 editorial articles**, including industry top tiers, such as: *Vanilla Plus* "Syniverse analysis reveals global LTE still a distant reality;" *Total Telecom* "Syniverse laments lack of inter-regional LTE roaming;" *Telecoms.com* "Majority of global roaming still not 4G;" *Shanghai Science And Technology* "Syniverse study shows Asia Pacific LTE data roaming lags behind other regions." Contributing to this success, Syniverse's executives conducted 18 interviews during the MWC events, with media and analysts, including *The Mobile Network*, *Telecoms.com*, *Hot Telecom*, *451 Research*. More are planned for MWC Americas.

**Objective 2.2:** Leverage trade winds data to increase year-over-year social media engagement scores (ie; likes, shares, comments, and other interactions with the Syniverse brand on social media) by 50% by Q3 2017.

**RESULT:** The intriguing stats, prominent media stories, and images led to high rates of social media users sharing, and liking Syniverse's content, which led to more than **237% total engagement growth** across Twitter, Facebook and LinkedIn.

# Research

## Secondary Research: Boundary Scanning Data

### What a world with 5G will look like - Feb. 9, 2016 - CNN Money

[money.cnn.com/2016/02/09/technology/5g/index.html](http://money.cnn.com/2016/02/09/technology/5g/index.html) ▼

Feb 9, 2016 - **5G** is coming soon, and Nokia believes it will usher in a new era for faster speeds, instant replay and robotic surgeries.

### AT&T will start testing 5G this year - Feb. 15, 2016 - CNN Money

[money.cnn.com/2016/02/15/technology/att-5g/index.html](http://money.cnn.com/2016/02/15/technology/att-5g/index.html) ▼

Feb 15, 2016 - AT&T says its **5G** network will be field-tested in Austin by the end of **2016**.

### Here comes 5G – but first, a reality check - Recode

<https://www.recode.net/2016/.../5g-wireless-broadband-spectrum-reality-check-fcc-int...> ▼

Jul 25, 2016 - With last week's **5G**-related announcements, the U.S. is again poised to ... **5G** "Spectrum Frontiers" at the National Press Club on July 16, **2016**.

### AT&T Unveils 5G Roadmap Including Trials In 2016 | AT&T

[about.att.com/story/unveils\\_5g\\_roadmap\\_including\\_trials.html](http://about.att.com/story/unveils_5g_roadmap_including_trials.html) ▼

Feb 12, 2016 - AT&T is unveiling its **5G** roadmap to bring customers the next-generation of super-fast flexible wireless connectivity.

### 2016 Predictions: Preparing the way for 5G in 2016 - RCR Wireless ...

[www.rcrwireless.com](http://www.rcrwireless.com) > **5G** ▼

Jan 19, 2016 - Although **5G** has been mostly a buzzword up to now, **2016** will likely see the mobile industry take the first steps toward making this technology a ...

### FANTASTIC-5G 2016 achievements < 5G-PPP

<https://5g-ppp.eu/fantastic-5g-2016-achievements/> ▼

Jan 16, 2017 - FANTASTIC-**5G** is wrapping up with a snapshot on **2016** achievements over the last 12 months in its newsletter. It has been a fantastic year for ...

### 5G North America - KNect365 TMT

<https://tmt.knect365.com/5g-north-america/> ▼

**5G** North America brought together leading carriers, content providers, solution providers and the enterprise IoT market to determine and define requirements, ...

May 14, 2018 - May 16, 2018    Austin Convention Center, Austin, TX



### UK government pledges £16 million investment in **5G** test network

The Internet of Business (blog) - Jul 10, 2017

In the **2016** Autumn Statement, it announced a £1 billion package to boost ... Should the test network prove a **success**, the investment is also ...



### New Technologies Give US Telecom More Reasons to Grow

Zacks.com - 5 hours ago

Further, **5G** technology is designed to be more power efficient than any ... In Jul 2016, in a landmark voting, the FCC unanimously decided to ...



### 5G Progress, Realities Set in at Brooklyn 5G Summit

IEEE Spectrum - Apr 21, 2017

They've made steady progress on defining future **5G** networks, and .... to achieve great leaps of **success** only in even-numbered generations.

### South Korean 5G services to be trialed during the 2018 ...

WhaTech - 5 hours ago

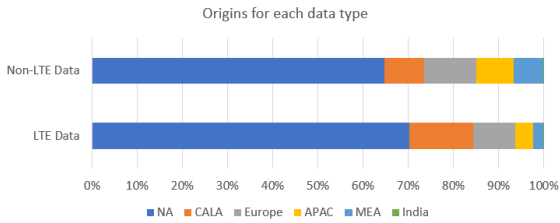
"South Korea: Operator Investments in **5G** and Fiber to Support ... Korea is estimated to decline at a CAGR of -0.5% during 2016-2021, due to a ...

### Devices are LTE-ready, but limited global network buildout delays uptake

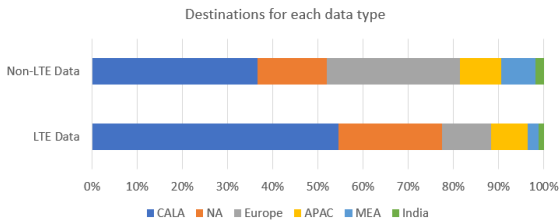
- LTE roaming is well-established within intra-regional roaming patterns (roaming between different countries and operators within a single region), with the majority of all LTE roaming taking place within Europe (36 percent) and the majority of inbound LTE traffic in Asia Pacific coming from other Asia Pacific countries (62 percent).
- There are approximately 4,500 LTE smartphone models globally (GSA January 2017).
- 2,200 LTE devices, including a mix of smartphones and other devices, such as tablets, are globally enabled to support the most prevalent frequencies (800, 1800, and 2600 MHz).
- Over 600 VoLTE-enabled smartphone models support different regions and frequencies (GSA October 2016).

# Primary Research: IPX Network LTE and non-LTE Tradewinds

## Destinations & Origins for each type of data

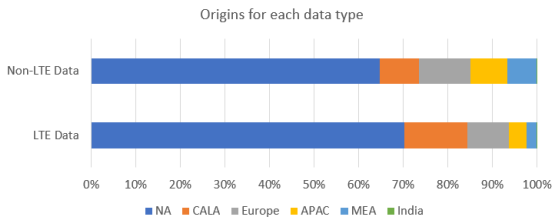


For each type of data, globally, here is where it comes from (originates, home networks)

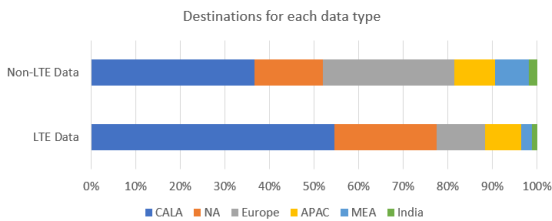


For each type of data, globally, this is where it goes to (terminates, visited networks)

## Destinations & Origins for each type of data

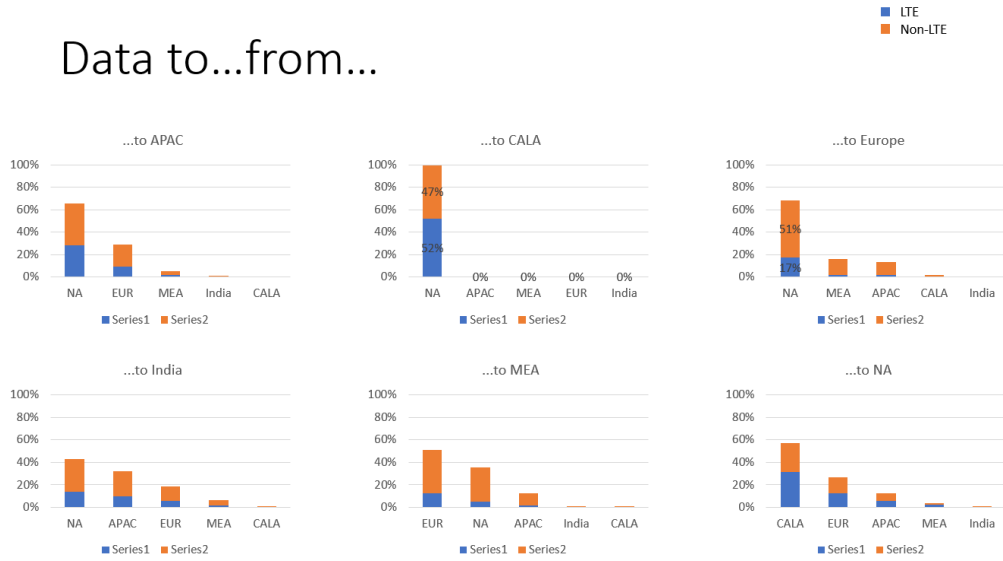


For each type of data, globally, here is where it comes from (originates, home networks)

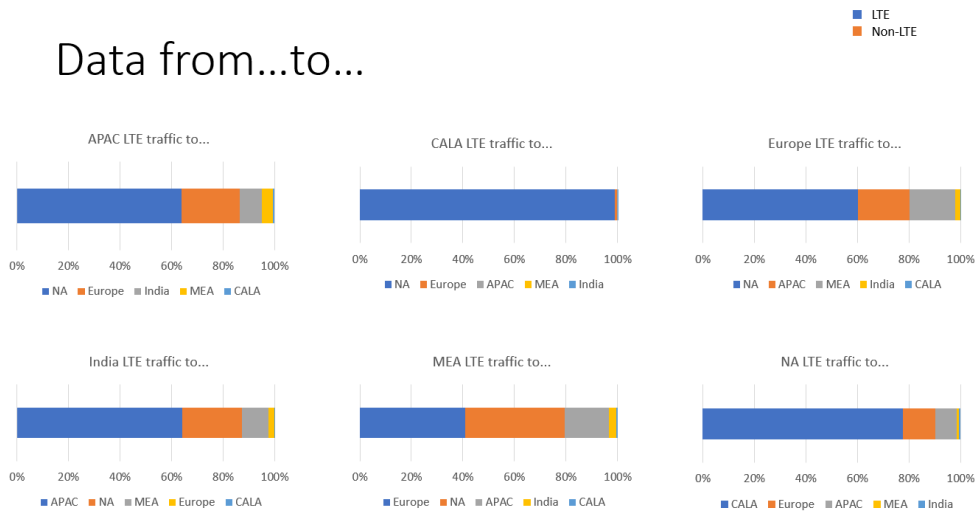


For each type of data, globally, this is where it goes to (terminates, visited networks)

Data to...from...



Data from...to...



**Key Proof points:**

- Only 42 percent of the world’s roaming traffic is LTE
- Of all LTE roaming – 81 percent – takes place only between North America and Latin America.
- The most advanced mobile market, Asia Pacific, makes up just six percent of all LTE roaming globally

# Planning



# Planning

## Story outline

### Mobile World Congress 2017

Draft 1.1 – 13<sup>th</sup> February

### *LTE Trade Winds*

#### Top line

What can observations of LTE and non-LTE roaming data traffic tell us about the progress of LTE? What does the “state of LTE” tell us about the future of global telecoms networks, particularly as we progress to 5G over the next three to four years?

Syniverse’s global roaming data records reveal much about the use of LTE on a global basis. It is apparent that the spread of LTE is not yet global. Ambitions for 5G as they apply to globalisation of services for consumers and IoT must be underpinned with true, pervasive, international connectivity. Two fundamental data points:

- Non-LTE traffic still outstrips LTE traffic, 58% to 42%
- LTE roaming is more or less confined, proportionately, to the Americas

While an increase in the deployment of domestic LTE networks take care of home subscribers, a truly global, secure IPX backbone is now critical to accelerating the maturity of LTE networks and bringing 5G one step closer.

#### ‘Warmer’ (Scene set)

Through multiple generations – the “Gs” of network architectures - we arrive in 2017 with the most highly evolved, high speed wireless network architecture yet: LTE. Like all mobile network developments, it has taken some time to reach maturity, but nearly 600 commercial LTE networks are now in place, serving around 1.3bn subscribers globally.

As global transport networks are rolled out, operators’ attention now turns deploying to the many and varied revenue generating services that LTE enables. Chief amongst these is roaming, which has been a bedrock of most operators’ revenues for many years. The years of success with 2G and 3G mean that consumers have high expectations for LTE-enabled 4G services such as VoLTE – both at home and abroad. Global LTE data roaming agreements let consumers access and use high-speed 4G services and content, even when travelling.

#### ‘Reframe’ (we’re not there yet)

Unfortunately, it’s not quite as easy as all that. While great effort has been put into deploying domestic LTE networks, there is still more non-LTE roaming traffic than LTE roaming traffic – 58% versus 42% respectively. There are of course plenty of legacy networks left running alongside (or incumbent to) new LTE networks, but operators’ dreams of gaining a slice of luxurious LTE roaming pie are yet to be realised.

Experience in 2G and 3G has shown though that the roaming market cannot be ignored, and appetite for roaming is not likely to diminish, even in the face of so-called OTT voice and messaging service providers. (Global standards have driven success for telecoms operators so far, something that OTTs have not been able to match, and their corner of the industry remains mostly fragmented).

*Balancing “home versus roam” priorities*

Roaming is important, but so too are an operators' home subscribers: while inbound roaming has delivered significant revenue down the years, operators must also keep their own subscribers happy as ensuring their positive experience ensures they're not lost (churned) to rivals. Striking the right balance of prioritisation between maximising inbound roaming but ensuring home user experience is extremely sensitive.

For both sides of this paradigm to succeed in a meaningful way means providing the underlying networks to enable it. In-market LTE deployments support home users with the best possible experience (until 5G comes along), and a secure, global IPX - the "international mobile interstate" - is necessary to support global LTE roaming. But how far have we come?

### **'Rational drowning' (in fact, we're barely out of the Americas)**

Enabling seamless global LTE data in the short term will provide the foundation down the line for global 5G data roaming and the necessary support and infrastructure for global IoT networks. But the stark truth is that LTE is not yet a truly global technology. Ericsson's regular mobility reports forecast that LTE subscribers will go from 1.1bn in 2015 to 4.3bn in 2020 (just under half the total predicted world's subscriptions at 9bn). That's a scaling of nearly 4x where we are today, and will require some substantial infrastructure deployment yet. These deployments will support domestic subscriber bases, but where does that leave roaming?

While international roaming routes do exist and carry live traffic, the overwhelming majority of LTE roaming traffic takes place within the Americas, to and from North America and Central and Latin America. In fact, as much as 70% of the world's LTE data originates (is outbound) from North America, and as much as 55% of the world's LTE data terminates (is inbound) in Central and Latin America. What's more, very nearly 100% of CALA's inbound traffic comes from North America, and 61% of North America's traffic comes from CALA.

It's a similar story with outbound traffic: 99% of CALA's outbound traffic goes to North America, and 78% of North America's outbound traffic goes to CALA. The majority of outbound LTE traffic from APAC, CALA and Europe all terminates in North America. The majority of inbound traffic in APAC, CALA, Europe and MEA comes from North America.

It would be easy to suggest that these huge disparities are down to availability of handsets, but analysis from the GSA shows as of January 2017, there will be approximately 4,500 LTE smartphone models in the market. Furthermore, around 2,200 LTE devices (a mix of handsets and other devices, e.g. tablets) are tri-band (800, 1800, and 2600 MHz). LTE handsets have been shipping since 2011, so you have to go back seven years to reach a pre-LTE device era. In fact, the device side of things is positively healthy; the GSA also reports that in October 2016 there were more than 600 VoLTE-enabled smartphone models, supporting different regions and frequencies.

While the "trade winds" blowing around the Americas might seem obvious because of their geographic proximity and because North America led the charge in LTE deployment, it also suggests that routes across the rest of the globe need some serious attention. Enabling LTE data roaming (let alone VoLTE roaming) still requires ongoing effort by operators everywhere, and there is much work still to do.

### **'Emotional impact'**

The strength of LTE roaming outside of the Americas is poor indeed. Combining inbound and outbound data volumes shows that the Americas (= NA + CALA) account for more than four times as much global LTE roaming traffic than the rest of the world – Europe, MEA, APAC and India combined. The paucity of roaming is thrown into sharp relief when looking at some regions more closely. For example:

- Just 26% of APAC's total outbound data roaming volume is LTE traffic, and this is in a region that includes some of the world's most advanced wireless networks. It's even worse in MEA (20%) and India (16%).

- Just 7% of APAC's total data roaming volume is LTE traffic that goes anywhere other than North America.
- As little as 21% of Europe's total inbound data roaming volume is LTE traffic. It's worse still in MEA where 19% of its inbound data roaming volume is LTE traffic.
  - Stripping North America out as the exception reveals that a tiny 4% of Europe's total inbound data volume is LTE.

Roaming is an indication of the maturity of networks. It's accepted that generations of networks take around 20 years to fully mature from inception, with roaming becoming established approximately half way through. Given that LTE's inception occurred around 2010, it is perhaps reasonable to assume that roaming would not be as pervasive as we might like at this stage. The data points we've gathered therefore serve to underline how far we have – or haven't – come and what work is still needed to ensure 4G reaches full maturity. But it is therefore also a marker for what we can expect with 5G.

### *Nobody is "5G-ready", despite the claims*

While 4G has begun to deliver the promise of mobile broadband, it is simply not so well equipped to build the new world of Smart Cities, Driverless Cars, Mission critical services, Internet of Things, and Virtual Reality that are touted as use cases in 5G. These services will be based on the four key tenets for 5G, namely capacity, reliability, responsiveness, and ubiquity, but without the secure, global IPX networks to support them, they remain a very long way off.

### **'Value proposition – a new way'**

What can the industry do to accelerate network maturity and bring the promise of 5G closer? As previously discussed, operators have continually had to work out how best to balance priorities between serving home customers and visiting roamers. Ericsson forecasts that VoLTE uptake is projected to accelerate and reach 3.3 billion by the end of 2022, making up more than 60 percent of all LTE subscriptions globally, and seemingly with no hold-up in the handset department, VoLTE roaming is set to become far more ubiquitous. But as domestic LTE deployments are now accelerating and take care of home subscribers, attention must turn to the secure, global IPX networks that serve to enable true LTE consistency across the world – including roaming. Both can now be achieved.

### **'Solution'**

#### IPX

- The Syniverse IPX provides truly international reach for operators with a global footprint that connects directly to over 140 LTE operators and indirectly to a further 200 operators, spread across 105 countries.
- More than 500 operators and service providers connect to our global IPX backbone to enable seamless voice and data services for their customers internationally, including LTE data and voice (VoLTE) roaming.
- The Syniverse IPX also incorporates a range of features and services for operators, to comprehensively test, optimise and perfect their services before commercial launch.
- Syniverse launched the industry's first international, inter-standard roaming solution, and introduced international SMS interoperability.
- Today, more than 1000 mobile operators worldwide use Syniverse solutions for their messaging, policy management, settlement, and national and international roaming needs.

## **MWC Barcelona Schedule**

### **Briefing Schedule**

**Monday, February 27**

10 – 10:30 a.m. Isabelle Paradis, *Hot Telecoms* – John Wick  
12 – 12:30 p.m. Nick Wood, *Total Telecom* – Mary Clark

**Tuesday, February 28**

10 – 10:30 a.m. Karthik Sundaram, Frost & Sullivan – Mary Clark  
10:30 – 11:30 a.m. Keith Dyer, *The Mobile Network (Video Panel)* – John Wick  
3 – 3:20 p.m. Scott Bicheno, *Telecoms.com* – Mary Clark

**Wednesday, March 1**

9 – 9:30 a.m. Raul Castañon-Martinez, 451 Research – Dave Ratner  
10:30 – 11 a.m. George Malim, *Vanilla Plus* – John Wick

**Speaker Session Schedule**

**Tuesday, February 28**

4 – 4:30 p.m. IAB: Creating an All-Star Mobile Strategy to Engage Fans

**Wednesday, March 1**

9 – 10:30 a.m. The Fourth Industrial Revolution

**Thursday, March 2**

11:25 – 12:35 p.m. Women4Tech Summit: Women Encouraging Technology:  
Mentorship, Coaching, Education and Youth

2:20 – 3:05 p.m. Women Innovating in Technology: Entrepreneurship, Business  
Development and Start-ups

**MWC Shanghai Schedule**

**Schedule**

*All times are local.*

**Wednesday, June 28**

Time	Activity	Venue	Participant
11:10 – 12:00	Pre-session briefing with Affordable Network Evolution moderator	Kerry Hotel Lobby	Guang Yang, Senior Analyst, Strategy Analytics.
12:30 – 1:30	Review media conference run down	Kerry Hotel Lobby	Betty Wang, Instinctif

**Thursday, June 29**

Time	Activity	Venue	Participants
13:30 – 14:00	Speaker Meeting: Affordable Network Evolution Session	Speaker Preparation Room	Guang Yang, Senior Analyst, Strategy Analytics; Marcus Weldon, Corporate CTO and President Bell Labs, Nokia; Leland Lai, Executive Director, Telecom Infrastructure Project; Eric Watko, Senior Vice President, Product Line Management, SES Networks; Masashi Usami, Executive Director, Technology Planning & IEEE Fellow, KDDI; Mary Clark, Chief Corporate Relations Officer and Chief of Staff, Syniverse; Giorgio Migliarina, APAC Communications and Media Industry Lead, Accenture.
14:00 – 15:40	Affordable Network Evolution	Hall W3	Guang Yang, Senior Analyst, Strategy Analytics; Marcus Weldon, Corporate CTO and President Bell Labs, Nokia; Leland Lai, Executive Director, Telecom Infrastructure Project; Eric Watko, Senior Vice President, Product Line Management, SES Networks; Masashi Usami, Executive Director, Technology Planning & IEEE Fellow, KDDI; Mary Clark, Chief Corporate Relations Officer and Chief of Staff, Syniverse; Giorgio Migliarina, APAC Communications and Media Industry Lead, Accenture.
16:00 – 18:00	Media conference Presentation	Kerry Hotel - Level 3; Tower Function Room 11	Media, and local PR team Instinctif

**Media Briefing Rundown**

16:00 – 16:30

Media sign-in (with refreshment table serving)

- 16:30 The media briefing begins (Instinctif to introduce Syniverse company background and Mary )
- 16:30 – 17:00 Mary to deliver the presentation (at the podium)
- 17:00 Instinctif announces to start the media Q&A session
- 17:00 – 17:45 Q&A session: Mary answers questions as spokesperson
- 17:45 Instinctif announces the end of the media briefing
- 17:45 – 18:00 Mary stays in the room to continue conversations and exchange business cards with the interested journalists
- 18:00 Instinctif distributes press release to media via email

# Execution

**Paid:**

Onsight exhibit space for customer meetings.





## **Earned:**

Syniverse authored speaking submissions that placed its executives onstage to lead sessions on “Affordable Network Evolution,” “The Fourth Industrial Revolution” and “Women in Tech.” Media interviews for MWC Americas are being planned with onstage speaking engagements for “IoT Platforms and Services” and “Women Empowering Technology.”

### Speaking engagements



## Media Conference Attendees

### Digital Communication World - Telecom Publication

Journalist: Mr. Zhao Fabing

#### **Media Profile:**

Digital Communication World is a comprehensive monthly magazine providing authorized, original and practical news on telecommunication, satellite, broadcasting and television fields. It also provides latest domestically and overseas technology and products updates, marketing, industry news and managing experiences to managers, marketers, R&D supporters and so forth. The circulation of Digital Communication World is 50,000.

#### **Journalist Background:**

Zhao Fabing is an editor of Digital Communication World, and publishes news articles related to telecommunication, technology, internet, etc.

### cctime.com - Telecom Publication

Journalist: Ms. Ji Yuqing

#### **Media Profile:**

CCTIME.com is a website providing information of communication, technology, information management services across China.

#### **Journalist Background:**

Ji Yuqing is the chief editor of cctime.com. She pays attention to business / technology news about telecom and cloud-related news.

### C114 - Telecom Publication

Journalist: Mr. Li Ming

#### **Media Profile:**

C114 is an online news platform focused on providing information on the communications technology industry. Content includes: industry news, new information and communication technology, forums and features like opinion piece regarding hot industry trend, etc.

#### **Journalist Background:**

Li Ming has been the editor of C114 for more than seven years. He pays attention to hot topics about mobile communication, telecom, internet and business news of big telecom companies.

### ChinaByte - Tech / IT Publication

Journalist: Ms. Wang Tingting

**Media Profile:**

ChinaByte provides comprehensive in-depth original reports, industry reviews and authoritative and practical enterprise informatization service to the decision-makers and professionals in the industry.

**Journalist Background:**

Wang Tingting is a senior reporter from ChinaByte, covering topics on technology, computing, data and Internet. Before joining the ChinaByte, she worked at China Information World for three years.

**IT168 - Tech / IT Publication**

Journalist: Mr. Zeng Shi

**Media Profile:**

IT168 is an comprehensive online portal providing most update information about electronic gadgets and devices to end customers as we as technology support services to business, the website also holds online e-commerce platform selling electronic devices.

**Journalist Background:**

Zeng Shi is an editor for enterprise section in IT168. He pays attention to news from well-known technology and IT enterprises.

**CCID - Tech / IT Publication**

Journalist: Ms. Sun Shanshan

**Media Profile:**

China Market CCID is an online report platform, which is committed to providing customers with the professional comprehensive reports, accurate market data, competitive intelligence, custom research and relevant value-added services. It is also known to provide most update news in the market.

**Journalist Background:**

Sun Shanshan is the assistant to editor-in-chief of CCID since 2012. She focuses on business and technology, especially internet, computing and software.

**D1Net - Tech / IT Publication**

Journalist: Ms. Huang Xinyi

**Media Profile:**

DiNet.com is considered to be the number 1 portal of corporate IT and internet telecommunication, providing IT managers with latest industry news, business information, product comments and procurement guide. It has approximately 500 corporate members, and 650,000 individual members.

**Journalist Background:**

Huang Xinyi is an industrial editor-in-chief for D1Net Shanghai. She pays attention to the news on internet, data center, smart city and cloud-related topics.

**Techweb - Tech / IT Publication**  
Journalist: Mr. Li Peng

**Media Profile:**

TechWeb is an online technology news portal, covering news, market updates, latest trends on the technology world, ranging from internet, gaming, mobile phones, tablets and computers.

**Journalist Background:**

Li Peng is the editor of Techweb. He is focusing on internet, mobile solutions, mobile hardware and software related news.

**Shanghai Science & Technology - Tech / IT Publication**  
Journalist: Mr. Yang Pudong

**Media Profile:**

Shanghai Science and Technology publishes every Wednesday and Friday. It mainly focuses on technology and science industry.

**Journalist Background:**

Yang Pudong is the editor of Shanghai Science & Technology newspaper. He is focusing on telecom and technology related information.

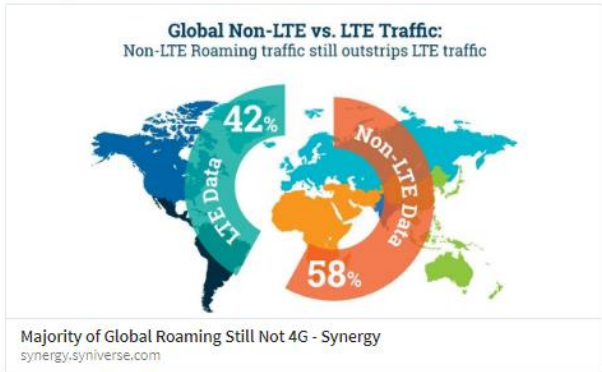


## Social:

Amplified “trade winds” research and MWC speaking engagements via Syniverse’s social media channels to target the tech and B2B audience, while using infographics to support the data and themes.

Syniverse  
4mo

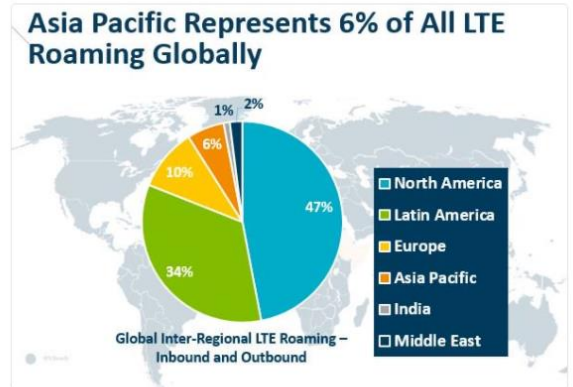
IPX will be crucial to accelerating the maturity of LTE and bringing 5G closer, Syniverse’s new global LTE roaming study finds. [Telecoms.com](#) spotlights the major findings.



19 Likes

Syniverse  
@Syniverse

Syniverse study shows Asia Pacific #LTE data roaming lags behind other regions #4G #IPX #MWCS17 [ow.ly/JaYK30d47wZ](#)



6:05 AM - 29 Jun 2017

While 5G might grab all the headlines, there’s still lots of reasons to get excited about 4G.



Syniverse  
4mo

What does 5G look like today? Some say it’s a battle of 5G ‘marketing’ vs. 5G ‘reality.’ What’s your take?



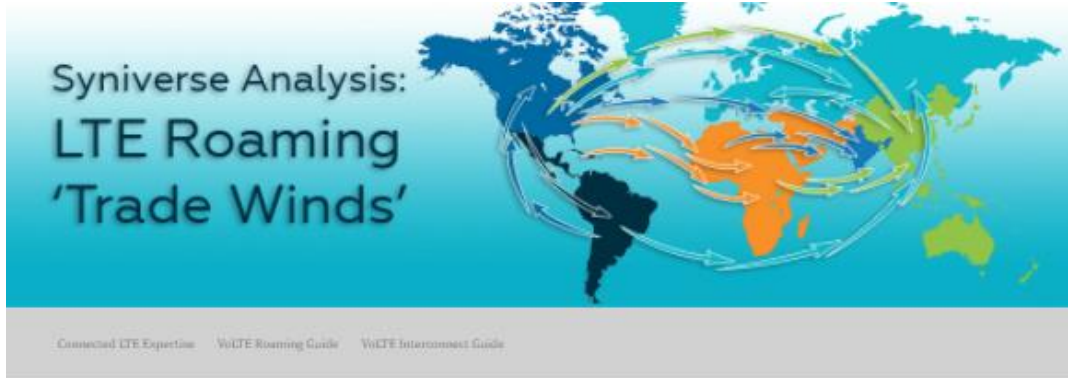
Industry Voices—Lowenstein’s View: 5G ‘marketing’ vs. 5G ‘reality’ | [F...](#)  
[fiercewireless.com](#)

5 Likes

## Owned:

Created a press release, downloadable infographic images, and blog series to further help customers understand the significance of the trade winds.

### Landing page



### Global LTE Still a Distant Reality

Syniverse analyzed global roaming traffic records using its unique vantage point in providing connectivity for over 1000 operators in over 200 countries. Here's what we found: Global LTE is still a distant reality and a global, secure IPX backbone is now critical to accelerating LTE services on a global scale. The study reveals that a major obstacle to consistent global LTE connectivity is the lack of a secure network backbone, rather than a lack of 4G-capable devices. This is supported by the roaming patterns in the study and the following market trends. See the data points for yourself.

**Syniverse Study Shows Asia Pacific LTE Data Roaming Lags Behind Other Regions**

[View News Release](#)

#### Study Background

Analysis of inter-regional traffic was divided into the key regions of North America (which for the purposes of this study includes the U.S. and Canada); Latin America; the Middle East and Africa; India; Europe; and Asia Pacific (including Australia). Syniverse has a unique vantage point into the data through its global IPX network backbone that boasts the industry's largest global footprint for enabling seamless voice and data services, including direct connectivity to over 230 operators and further reach to more than 820 operators.

#### Scarcity of inter-regional LTE roaming outside of the Americas

- Combining inbound and outbound data volumes, the Americas account for more than four times as much global LTE roaming traffic than the rest of the world's regions combined.
- Nearly 100 percent of Latin America's outbound traffic goes to North America; and 78 percent of North America's outbound traffic goes to Latin America.
- Up to 70 percent of the world's total inter-regional LTE roaming data originates from North America; and as much as 55 percent of the world's LTE data terminates in Latin America.
- In Asia Pacific, a region that includes some of the world's most advanced wireless networks, just 26 percent of its total outbound data roaming volume is LTE traffic. MEA (20 percent) and India (16 percent) lag even further behind.
- Just 7 percent of Asia Pacific's total data roaming volume is LTE traffic that goes anywhere other than North America.
- As little as 21 percent of Europe's total inbound data roaming volume is LTE traffic. In MEA, 19 percent of its inbound data roaming volume is LTE traffic.
- Latin America is the only region where LTE roaming traffic (54 percent) outweighs non-LTE roaming traffic (46 percent).

**Global Non-LTE vs. LTE Traffic:**  
Non-LTE Roaming traffic still outstrips LTE traffic



**Destination of All Inter-Regional LTE Traffic Globally**



**Inter-Regional Destinations of Outbound LTE Traffic From Central and Latin America**



"Our study shows that even as major operators in Asia invest in 5G, there is still much to do to expand LTE across Asia and connect the region with the rest of the world. Mobile users worldwide expect the same range of service experiences overseas as they do at home - everything from basic voice calling and messaging to high-speed video streaming and social media access. Consequently, our data suggests that routes across the globe need to deploy the secure IPX backbone that's central to accelerating the maturity of LTE networks."

Mary Clark

Chief Growth Relations Officer and Chief of Sales Operations

Images

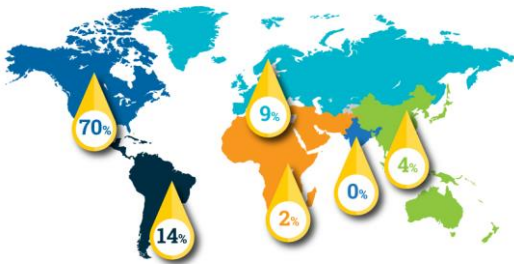
**Global Non-LTE vs. LTE Traffic:**  
Non-LTE Roaming traffic still outstrips LTE traffic



**North America and Central and Latin America Together Account for 81% of the World's Total LTE Roaming Traffic Movement (Inbound and Outbound)**



**Origin of All Inter-Regional LTE Traffic Globally**



**Destination of All Inter-Regional LTE Traffic Globally**



**Inter-Regional Destinations of Outbound LTE Traffic From North America**



**Inter-Regional Destinations of Outbound LTE Traffic From Central and Latin America**



Blog

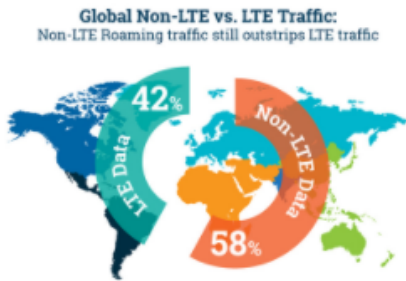


**VIEW THE REPORT:** "Understanding the Global Threat of Mobile Fraud, Part 2" 

[Home](#) [About Synergy](#) [www.syniverse.com](http://www.syniverse.com)

## Majority of Global Roaming Still Not 4G

Filed in [LTE](#), [Mobile World Congress](#), [Roaming](#) by [John Wick](#) on March 22, 2017 • [1 Comment](#)



An article in Telecoms.com highlights Syniverse's new global LTE roaming study.

[Continue Reading »](#)

## Putting LTE Roaming in Focus at Mobile World Congress Shanghai

Filed in [China](#), [LTE](#), [Mobile World Congress](#), [Roaming](#) by [Mary Clark](#) on July 20, 2017 • [0 Comments](#)



Syniverse's Chief Corporate Relations Officer reports from one of the biggest mobile trade shows in Asia.

[Continue Reading »](#)



**News Releases:**

## Syniverse Study Reveals Only 42 percent of World's Data Roaming is LTE

*Enabling LTE roaming is essential for operators to capture revenue from 4G, and later 5G*

BARCELONA, Spain – Feb. 27, 2017 – Syniverse today released a [study of LTE roaming patterns](#), revealing that only 42 percent of inter-regional data roaming taking place around the globe is LTE while non-LTE roaming traffic represents 58 percent. The study analyzed global roaming traffic from across Syniverse's customer base of more than 1,000 mobile operators in six regions.

“By measuring global LTE roaming, we can see that the tipping point hasn't occurred yet. In the harsh reality of competition today, providing LTE roaming can be a differentiator, and Syniverse is uniquely positioned to enable the truly global experience,” said [Mary Clark](#), Chief Marketing Officer and Chief of Staff, Syniverse. “Because of our unrivaled scale as a platform at the center of mobile, Syniverse is the only company capable of delivering this insight to assess the global state of LTE, and our data shows that, despite early 5G momentum, 4G still has a long way to go.”

Analysis of inter-regional traffic was divided into the key regions of North America (U.S. and Canada for the purposes of this study); Latin America; the Middle East and Africa; India; Europe; and Asia Pacific (including Australia).

The Americas account for more than four times as much global LTE roaming traffic than the rest of the world's regions combined. In fact, the overwhelming majority of inter-regional LTE roaming – 81 percent – takes place between North America and Latin America.

The scarcity of inter-regional roaming outside of the Americas is put in sharp contrast when looking at some regions more closely like Asia Pacific, a region that includes some of the world's most advanced wireless networks, where just 26 percent of its total outbound data roaming volume is LTE traffic.

“Enabling LTE roaming is essential for operators to capture revenue from 4G, and later 5G,” said Clark. “Our data suggests that routes across the globe need to deploy the secure IPX backbone that is central to accelerating the maturity of LTE networks and bringing 5G one step closer. As mobile users demand more rich video experiences, operators need to prioritize LTE roaming, directly linking the value that the operator plays in that experience.”

**More Information**

Further details about the findings of Syniverse’s inter-regional LTE roaming study, including additional data and supporting visuals can be found at <http://info.syniverse.com/LP-LTE-Tradewinds>.

**Syniverse IPX Solution**

The **Syniverse IPX** provides the industry’s largest global footprint that connects to more than 820 operators, including over 230 direct connections, to enable seamless voice and data services for their customers internationally, including LTE data and voice (VoLTE) roaming.

In addition to unmatched global reach, reliability and security, the Syniverse IPX also incorporates a range of features and services for operators to comprehensively test, optimize and perfect their services before commercial launch.

**About Syniverse**

Syniverse is the leading global transaction processor that connects more than 1,500 mobile service providers, enterprises, ISPs and OTTs in nearly 200 countries and territories, enabling seamless mobile communications across disparate and rapidly evolving networks, devices and applications. We deliver innovative cloud-based solutions that facilitate superior end-user experiences through always-on services and real-time engagement. For more than 30 years, Syniverse has been simplifying complexity to deliver the promise of mobility – a simple, interoperable experience, anytime, anywhere. For more information, visit [www.syniverse.com](http://www.syniverse.com), follow [Syniverse on Twitter](#) or connect with [Syniverse on Facebook](#).

# # #

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[Download PDF](#)

## Syniverse Study Shows Asia Pacific LTE Data Roaming Lags Behind Other Regions

*Asia Pacific accounts for only six percent of global LTE data roaming*

SHANGHAI, China – June 29, 2017 – LTE from Asia Pacific makes up just six percent of all data roaming traffic globally, according to a study released today by [Syniverse](#) that analyzed inter- and intra-regional traffic across over 1,000 mobile operators in six key geographic regions.

“Our study shows that even as major operators in Asia invest in 5G, there is still much to do to expand LTE across Asia and connect the region with the rest of the world,” said [Mary Clark](#), Chief Corporate Relations Officer and Chief of Staff at Syniverse. “Mobile users worldwide expect the same range of service experience overseas as they do at home – everything from basic voice calling and messaging to high-speed video streaming and social media access. Consequently, our data suggests that routes across the globe need to deploy the secure IPX backbone that’s central to accelerating the maturity of LTE networks.”

Asia Pacific represents a diverse region that is home to 2.7 billion mobile users and includes some of the world’s most advanced mobile operators and markets. However, just over a quarter (26 percent) of Asia Pacific’s total outbound data roaming traffic to the rest of the world is LTE. The analysis shows that the Asia Pacific region (including Australia and excluding India), lags behind other regions globally in LTE roaming traffic.

Asia Pacific also imports just 8 percent of the world’s total LTE data roaming traffic. In comparison, Latin America imports 55 percent, North America 23 percent, and Europe 11 percent. Of the incoming LTE traffic to Asia Pacific, 62 percent is intra-regional, meaning that it originates from other Asia Pacific countries.

“Enabling high-quality, reliable LTE roaming across Asia and the world is essential for mobile operators to drive revenue, growth and innovation,” Clark said. “Time is of the essence, as LTE roaming will be expected by visitors from around the world that travel to Asia for major events, including next year’s Winter Olympics in South Korea, the 2019 Rugby Union World Cup in Japan, and the 2020 Summer Olympics in Tokyo.”

Further details about the findings of Syniverse’s LTE roaming study, including additional data and supporting visuals, can be found at <http://info.syniverse.com/LP-LTE-Tradewinds>.

**Syniverse IPX solution**

The Syniverse IPX provides the industry's largest global footprint that connects over 820 operators, including over 230 direct connections, to enable seamless voice and data services for their customers internationally, including LTE data and voice (VoLTE) roaming. In addition to unmatched global reach, reliability and security, the Syniverse IPX also incorporates a range of features for operators to test, optimize and perfect services before commercial launch.

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# Evaluation

## Editorial

### Coverage Highlights – ‘Trade Winds’ release:

[Majority of global roaming still not 4G](#)

Telecoms.com – Day 2, Tuesday, February 28 2017



### Majority of global roaming still not 4G – Syniverse



Written by [Scott Bicheno](#) | 2 days ago



Mobile transaction processor [Syniverse](#) has tapped its own data reserves to uncover the fact that, even now, only 42% of inter-regional data roaming is LTE.

Mary Clark, CMO of [Syniverse](#), told us in a briefing at [MWC 2017](#) that she thinks operators are missing a major trick here because inbound roaming is just easy cash straight onto the bottom line without having to do much to earn it. What's not to like?

When you put it like that it's remarkable that operators are still dragging their feet on this stuff, when all they need to do is make a decision to prioritise roaming: it seems that operators simply aren't aware what a good opportunity this is, which is why [Syniverse](#) conducted this analysis of global roaming traffic from across its customer base of over 1,000 mobile operators.

"By measuring global LTE roaming, we can see that the tipping point hasn't occurred yet," said Clark, "In the harsh reality of competition today, providing LTE roaming can be a differentiator, and [Syniverse](#) is uniquely positioned to enable the truly global experience."

The analysis revealed the vast majority of inter-regional LTE roaming occurs between North and Latin America, which makes you wonder what Europe, Africa and Asia are up to. Having said that your correspondent is roaming from EE in the UK to [Orange](#) in Spain and it's been 4G nearly all the way.

This looks like a license to print money and, while [Syniverse](#) doubtless has a commercial interest in helping to improve LTE roaming, there doesn't seem to be much potential downside for operators. The majority of roaming consumers are still paying a premium to be disappointed – that doesn't sound like good business to us.



## MWC 2017: Syniverse laments lack of inter-regional LTE roaming



By **Nick Wood**, Total Telecom In Barcelona  
Tuesday 28 February 17

**Telcos are missing an opportunity to differentiate by offering enterprise users, high-value consumers a premium roaming experience.**

Syniverse is using this year's Mobile World Congress to draw attention the fact that LTE accounts for only 42% of inter-regional data roaming worldwide, and therefore operators are missing out on a golden opportunity to differentiate.

The IPX provider analysed global roaming traffic gathered from its 1,000-strong operator customer base, and found that 81% of inter-regional LTE roaming takes place between North America and Latin America, which highlights a distinct lack of inter-regional LTE roaming elsewhere in the world. For instance, in Asia-Pacific, which is home to some of the world's most advanced mobile networks, LTE accounts for just 26% of outbound data roaming traffic. That drops to 20% in the Middle East and Africa, and to 16% in India.



"This is telling a story that there is still more opportunity out there for operators to monetise with LTE roaming and to prioritise the consumer's experience onto LTE roaming," said Syniverse CMO and chief of staff, Mary Clark. "It could be one of the key ways to simply differentiate."

She explained to *Total Telecom* that operators can position themselves as the inbound LTE roaming partner of choice in their home market. Operators are "looking for that inbound partner that's going to prioritise the LTE experience."

High-value customers and enterprise users in particular "should be having that premium experience regardless of where they are," she continued, suggesting that operators that offer guaranteed LTE roaming can expect to retain existing high-value customers, and potentially obtain new ones.

Clark acknowledged that the home operator needs to prioritise its home subscribers, but as LTE becomes more pervasive, there emerges an opportunity to share some of that LTE capacity with roamers.



## T-Mobile CTO sets goal of all-LTE switch on by 2020



27 February 2017 | James Pearce

US mobile operator T-Mobile has announced plans to ditch its 2G and 3G networks when the all-LTE infrastructure goes live in 2020.

This was the goal set out for T-Mobile by chief technology officer Neville Ray, speaking to journalists at an Ericsson press event at Mobile World Congress.

Ray told journalists that the US subsidiary of Deutsche Telekom wants to drive all of its network over 4G and 5G networks by switching off 2G and 3G, freeing up additional spectrum.

"When we move to 5G, I don't want to have a 2G or 3G network behind me," Ray said. "LTE is not dead yet. It is where we build the foundation."

Ray admitted there were challenges to this, however, most notably around legacy voice technology and handsets. In order for T-Mobile to switch off its legacy infrastructure, it would need all customers to have access to either voice over LTE (VoLTE) or voice over IP (VoIP) services.

VoLTE requires more modern handsets, meaning customers would need to abandon their older devices for newer models.

Ray added: "There is a big problem around legacy handsets. We all understand US handset refresh cycles, right? We've already got two million customers using VoLTE – we think that's one of the highest numbers around – but we'd need more to go all LTE."

A further challenge T-Mobile will face is LTE roaming. According to newly-released figures from Syniverse, a business services provider, just 42% of the world's data roaming is done on 4G.

Some US operators have already begun switching off 2G services. AT&T turned off its legacy network in January, while Verizon is also planning to shut off its 2G network.

The Americas do lead the way, according to the figures, accounting for four times as much global LTE roaming traffic than the rest of the world's regions combined.

"By measuring global LTE roaming, we can see that the tipping point hasn't occurred yet. In the harsh reality of competition today, providing LTE roaming can be a differentiator, and Syniverse is uniquely positioned to enable the truly global experience," said Mary Clark, Syniverse CMO and chief of staff.

"Because of our unrivalled scale as a platform at the centre of mobile, Syniverse is the only company capable of delivering this insight to assess the global state of LTE, and our data shows that, despite early 5G momentum, 4G still has a long way to go."

Ray said T-Mobile hasn't begun switching off services because a number of machine-to-machine connections still rely on the older technology. He said T-Mobile had gained customers due to rival's plans to switch off their services.

"When one of our rivals began to switch off 2G, some of those M2M connections that still use 2G SIMs came over to us. So we have found a good, low cost use for our existing 2G network and spectrum. But 70% of our spectrum has now been prioritised for LTE services."



[Syniverse analysis reveals global LTE still a distant reality](#)

Vanilla Plus, Day 1, Monday, February 27 2017



Syniverse analysis reveals global LTE still a distant reality

27 February, 2017 at 12:06 PM Posted by: George Malin



Syniverse has released new insights into the maturity of LTE as a global technology through a study of inter-regional LTE roaming patterns worldwide. The study analysed the regular course of global roaming traffic from more than 140 mobile operators in six regions, and the analysis revealed that, in spite of industry ambitions, inter-regional non-LTE roaming traffic still outstrips LTE roaming traffic by 58% to 42%. Furthermore, the overwhelming majority of inter-regional LTE roaming traffic – 81% – takes place between North America and Latin America.



“Our unique scale of connectivity as a platform at the centre of 1,000 mobile operators gives Syniverse a matchless vantage point from which to assess the global state of LTE. The stark truth our data shows is that, while the industry hypes the advent of 5G, the reality is that 4G – specifically LTE – is not yet a truly global technology,” said Mary Clark, the chief marketing officer and chief of staff at Syniverse. “While great effort has been put into deploying domestic LTE networks, which ably support intra-regional roaming, a secure, global IPX backbone is now critical to accelerating LTE services on a global scale. Enabling seamless global LTE data in the short term will provide the foundation for global 5G networks, including the capacity, reliability, responsiveness and ubiquity that 5G aims to deliver.”

Syniverse analysed global roaming traffic records in late 2016 using its unique vantage point in providing connectivity for over 140 LTE operators. Analysis of inter-regional traffic was divided into the key regions of North America, Latin America, the Middle East and Africa, India, Europe, and Asia Pacific (including Australia).

The study showed that while international roaming routes carry some traffic, a major part of the trade winds of inter-regional traffic exchange takes place within the Americas, to and from North America and Latin America. Specific findings for inter-regional LTE roaming include these breakdowns:

- Practically all (99%) of Latin America’s outbound traffic goes to North America; and 78% of North America’s outbound traffic goes to Latin America.
- As much as 70% of the world’s total inter-regional LTE roaming data originates from North America; and as much as 55% of the world’s LTE data terminates in Latin America.

“Roaming has been a bedrock of most operators’ revenues, and enabling LTE data roaming on a global basis is essential if they are to capture this important revenue stream from 4G, and later 5G,” said Clark. “While the roaming trade winds blowing around the Americas might seem obvious because of their geographic proximity and because North America has led the charge in LTE deployment, our data suggests that routes across the rest of the globe need some serious attention. There is still much more work required to deploy the secure IPX backbone that is central to accelerating the maturity of LTE networks and bringing 5G one step closer.”

**Media Coverage Summary – Barcelona****[Syniverse Study Reveals Only 42 percent of World's Data Roaming is LTE](#)  
Coverage as of March 9, 2017****Press Release Pickup**

The press release was distributed via Business Wire on February 27 at 12 a.m. CET. It was picked up **643** times by online and mobile outlets, some of which include:

- February 27, 2017 – [Yahoo! Finance France](#)
- February 27, 2017 – [MarketWatch](#)
- February 27, 2017 – [Miami Herald](#)
- February 27, 2017 – [Pittsburgh Post-Gazette](#)
- February 27, 2017 – [Investor Place](#)

Total Business Wire Impressions: **2,579,957,773**

The news also garnered editorial coverage including:

**Editorial Coverage**

- February 27, 2017 – *Bobs Guide*
  - [Syniverse Study Reveals Only 42 percent of World's Data Roaming is LTE](#)
- February 27, 2017 – *Vanilla Plus*
  - [Syniverse analysis reveals global LTE still a distant reality](#)
- February 27, 2017 – *Mobile Europe*
  - [Vodafone leads roll-out as LTE data roaming fails to hit 'tipping point'](#)
- February 27, 2017 – *Capacity Media*
  - [T-Mobile CTO sets goal of all-LTE switch on by 2020](#)
- February 27, 2017 – *Global Telecoms Business*
  - [MWC: T-Mobile CTO wants to go all-LTE by 2020](#)
- February 28, 2017 – *Total Telecom*
  - [MWC 2017: Syniverse laments lack of inter-regional LTE roaming](#)
- February 28, 2017 – *Telecoms.com*
  - [Majority of global roaming still not 4G - Syniverse](#)

Total Editorial Impressions: **384,714**

**Media Coverage Summary – Shanghai**

- **8 pcs** of media coverage have been monitored on June 30, including 1 briefing media among 8 online coverage
- Total ad value of original media coverage reaches up to **USD 48,700**;
- All content are from press release
- Clipping details as follows:

**Key Messages**

Message 1	According to a study released by Syniverse that analyzed inter-and-intra-regional traffic across over 1,000 mobile operators in six key geographic regions, LTE from Asia Pacific makes up just 6% of all data roaming traffic globally.
Message 2	Asia Pacific represents a diverse region that is home to more than 2.7 billion mobile users and includes some of the world’s most advanced mobile operators and markets. However, just over a quarter (26%) of Asia Pacific’s total outbound data roaming traffic to the rest of the world is LTE. The analysis shows that the Asia Pacific region (including Australia and excluding India), lags behind other regions globally in LTE roaming traffic.
Message 3	Asia Pacific also imports just 8% of the world’s total LTE data roaming traffic. In comparison, Latin America imports 55%, North America 23%, and Europe 11%. Of the incoming LTE traffic to Asia Pacific, 62% is intra-regional, meaning that it originates from other Asia Pacific countries.
Mary’s Quote 1	“Our study shows that even as major operators in Asia invest in 5G, there is still much to do to expand LTE across Asia and connect the region with the rest of the world.”
Mary’s Quote 2	“Mobile users worldwide expect the same range of service experience overseas as they do at home – everything from basic voice calling and messaging to high-speed video streaming and social media access. Consequently, our data suggests that routes across the globe need to deploy the secure IPX backbone that’s central to accelerating the maturity of LTE networks.”
Mary’s Quote 3	“Enabling high-quality, reliable LTE roaming across Asia and the world is essential for mobile operators to drive revenue, growth and innovation. LTE roaming will be expected by visitors from around the world that travel to Asia for major events, including next year’s Winter Olympics in South Korea, the 2019 Rugby Union World Cup in Japan, and the 2020 Summer Olympics in Tokyo.”
About Syniverse IPX solution	The Syniverse IPX provides the industry’s largest global footprint that connects over 820 operators, including over 230 direct connections, to enable seamless voice and data services for their customers internationally, including LTE data and voice (VoLTE) roaming.