

## MWC Shanghai 2022 Press and Industry Analyst Accreditation Requirements

Thank you for your interest in applying for accreditation for the MWC Shanghai 2022 taking place on 29 June – 1 July 2022.

Below are the accreditation requirements for press and industry analysts for MWC Shanghai. You will need to complete the online accreditation application and provide or upload supporting materials as indicated in the form. Emails from your editor to support your application, if required, should also be sent to [pressregistration@mwcsanghai.com](mailto:pressregistration@mwcsanghai.com).

Please review these accreditation requirements carefully before completing the application.

**The accreditation criteria assume that applicants are full-time in-house journalists, freelancers under specific assignment or industry analysts, and that journalism and/or industry research is the applicant's main job.**

Accreditation will not be granted to:

- Academics, account representatives, engineers, financial analysts, general managers, marketing executives, public relations representatives, publishers, sales executives, students etc.;
- Price comparison sites, personal website writers, fan sites, designers, editors and creators;
- Facebook or Twitter pages/accounts, personal blogs, communities, forums and user groups;
- Industry consultants and consultancy firms;
- Expert contributors to media outlets whose main role day-to-day role is not journalism;
- Editorial or business representatives associated with industry trade groups, associations or company-partnered/sponsored websites; and
- Anyone whose principal purpose for attending MWC Shanghai is, in our judgment, for reasons other than covering the event as working news media or an industry analyst.

**Please note that we do not discuss an application status with third parties, only with the applicant themselves.**

### Accreditation Requirements

#### 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:** 4-5 bylined articles relating to the wireless industry (published within the last three months).

- **Required:** We may also require an email from your editor, from the company email address, stating that you will be covering MWC Shanghai for the publication/outlet, should we not be able to clearly establish your accreditation status.

Please note:

- A press card alone will not be accepted as press credentials;
- Copy/content editors, publishers and non-editorial executives or owners do not qualify for a media pass; and
- Company publications or newsletters do not qualify as media.

## 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:** 4-5 bylined articles relating to the mobile industry (published within the last three months).
- **Required:** We may also require an email from your editor, from the company email address, stating that you will be covering MWC Shanghai for the publication/outlet, should we not be able to clearly establish your accreditation status.
- **Required:** Bloggers 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 5,000 or more unique monthly visitors. The site must be previously established, independent and regularly updated with original and current mobile industry news.

Please note:

- A press card alone will not be accepted as press credentials;
- Copy/content editors, publishers and non-editorial executives or owners do not qualify for a press/industry analyst pass;
- Websites must post original, dated, industry-related news (at least 2-3 times 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 press/analyst accreditation;
- Facebook or Twitter pages/accounts, personal blogs, communities, forums and user groups do not qualify for press/analyst accreditation;
- Writing/blogging must be your main professional activity;
- A maximum of five bloggers may be accredited per website; and

- Company or sponsored blogs do not qualify as media.

## **SOCIAL MEDIA CREATORS**

Only YouTube channels that meet the below criteria will be considered for accreditation to receive a press / industry analyst pass for Mobile World Congress.

- **Required:** A link to your YouTube channel with your name appearing in a content creation capacity.
- **Required:** At least 4-5 videos relating to the wireless industry (posted within the last three months).
- **Required:** Content creators must demonstrate regular posting of content (at least 2-3 videos per week).
- **Required:** Content creators must also provide channel metrics, verifying the channel has 100,000 or more subscribers and videos receive on average 2,500 views.

Please note:

- Video editors or owners of YouTube channels do not qualify for a press/analyst pass.
- Content must extend beyond personal video diaries, opinion or personal analysis.
- Corporate videos, sponsored videos and contest/giveaway videos do not qualify as relevant supporting content

## **BROADCAST JOURNALISTS AND FILM CREWS**

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

### **Broadcast journalists**

- **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:** Evidence of regular presenting/reporting (links to broadcast coverage with date/time stamp).
- **Required:** We may also require an email from a producer/editor from the broadcast media, from the company email address, stating that you will be covering MWC Shanghai for the outlet, should we not be able to clearly establish your accreditation status.

### **Film crews**

- **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.

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- **Required:** An email from a producer/editor from the broadcast media, from the company email address, stating that you will be covering MWC Shanghai for the outlet.
- **Required:** Applications from production companies must be supported by an email from the broadcast media for which they are working. The email must be from a senior editor/producer from the broadcast media, from the broadcast media company email address. The email should be sent to [pressregistration@mwcsanghai.com](mailto:pressregistration@mwcsanghai.com).

Please note:

- A press card alone will not be accepted as press credentials;
- Production crews hired by exhibitors, sponsors or speakers to film at MWC Shanghai will not be considered for media accreditation and must register as general attendees; and
- The GSMA reserves the right to limit the number of broadcast crew per outlet.

#### **FREELANCE REPORTERS AND PHOTOGRAPHERS**

- **Required:** An email from the editor or senior member of the editorial team of a recognised media outlet, from the company email address, stating you are covering Mobile World Congress on assignment for their outlet/publication.
- **Required:** Proof of regular and ongoing freelance journalism activity (published within the last three months).
- **Required:** Proof of regular and ongoing photography activity (published within the last three months).

Please note:

- Freelance journalists / photographers will not be accredited without a valid assignment letter/email;
- We cannot accredit individuals whose main role is not freelance journalism; and
- A press card alone will not be accepted as press credentials.

## INDUSTRY ANALYSTS AND MARKET RESEARCH

- **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.

Please note:

- Financial analysts and industry consultants do not qualify as industry analysts.

## ADDITIONAL INFORMATION

Please note we may ask/look 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 MWC Shanghai on assignment:

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

## 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 MWC Shanghai accreditation/registration at any time.

A history of being registered at other GSMA events or other industry 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.

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/Industry Analyst accreditation process. You will instead need to register as either a Conference Attendee or Exhibition Visitor through the MWC Shanghai registration page.



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Please email the MWC Shanghai press registration team with any questions at [pressregistration@mwcsanghai.com](mailto:pressregistration@mwcsanghai.com).

General PR enquiries should be sent to [pressoffice@gsma.com](mailto:pressoffice@gsma.com).