

Connect,  
engage, and  
influence

## Marketing Opportunities for MWC Barcelona

# TMN'S VIDEO PANEL DEBATES

## The opportunity...

For the past 8 years, TMN has been hosting in-person Video Panel Debates at MWC, providing the ideal platform to showcase your expertise on critical industry topics to a targeted, influential audience.

## Why this format works

With years of experience covering the most pressing topics in telecom, TMN offers more than just a typical video series. Our expertly chaired panel debates are hosted by **TMN EDITOR KEITH DYER**, a trusted voice in the industry, ensuring a lively, informed, and insightful discussion.

Alongside Keith, a panel featuring subject matter experts, operators, and relevant thought leaders tackles issues that matter to your business and the industry as a whole.

- **TIGHTLY EDITED, HIGH-IMPACT CONTENT:**  
Each 20-30 minute filming slot is professionally edited into a concise, 10-15 minute video that cuts straight to the heart of the matter.
- **SPONSOR-DRIVEN VALUE:**  
You'll have the opportunity to shape the conversation with one of your experts on the panel and suggest clients or case studies to further highlight your expertise.

## What you'll gain

- **UNPARALLELED EXPOSURE:**  
Your brand will be at the center of the conversation on the TMN website, through our email campaigns, newsletters, and social media platforms.
- **AUTHORITY AND INFLUENCE:**  
By engaging in a TMN debate, you position yourself as a thought leader on industry trends, building credibility and trust.
- **A DYNAMIC, SHAREABLE ASSET:**  
We don't just hand over a raw video file. TMN creates a polished, interactive webpage embedding the video, key excerpts, and links to relevant resources, maximising visibility.

## Why?

The panel debate will form a **GREAT WAY TO GIVE PRIORITY AND PUBLICITY TO A KEY TOPIC OF INTEREST** to the industry. Establish subject matter authority in an accessible, entertaining debate format. The advantage of the panel is that you can extend your video content with a designed, managed, independently-chaired debate.

 **CONTACT TMN TO SECURE YOUR PLACE**

## SHOWCASING YOUR EXPERTISE

### Topics available...

TMN will help refine a topic of importance to you. But the following topic areas are currently being planned and are available for sponsorship:

- **THE AI RAN**
- **AI, GEN AI AND NETWORK AUTOMATION**
- **OPEN RAN AND THE RIC**
- **THE TELCO CLOUD PLATFORM**
- **6G DEVELOPMENT (ISAC, SUB THZ, AI-NATIVE)**
- **NETWORK APIS AND NETWORK MONETISATION**
- **GREEN AND SUSTAINABLE NETWORKS**
- **NETWORK BENCHMARKING AND PERFORMANCE MEASUREMENT**

 click **HERE** to view recent debate



## EXCLUSIVE SPONSOR BENEFITS

Sponsorship offers a fully branded experience, speaker presence on the panel, and full access to the video for your own channels. Additionally, we provide space for supporting collateral like white papers, case studies, and product showcases to further emphasise your thought leadership.

- **CUSTOM LANDING PAGE** on the TMN website, designed to capture the essence of the debate with engaging visuals and text.
- **WEEKLY NEWSLETTERS** featuring your content and targeted social media promotions across TMN's platforms.
- **DEDICATED MAILERS** sent to our highly engaged database, ensuring the video gets in front of the right people.

**BOOK NOW: STANDARD RATE £12,500**

The video will receive a full promotion for a minimum 6-week campaign

For fuller information on **DEMOGRAPHICS, DISTRIBUTION** and **SPONSORSHIP & ADVERTISING** options and rates please get in touch Email [shahid@the-mobile-network.com](mailto:shahid@the-mobile-network.com) or call directly on **+44 (0) 798 6546 740**