



**WBA VISION IS TO DRIVE SEAMLESS, INTEROPERABLE
SERVICE EXPERIENCES VIA WI-FI WITHIN THE
GLOBAL WIRELESS ECOSYSTEM**

WBA MEMBERSHIP
wballiance.com

AT A GLANCE

What will be the role of Wi-Fi and unlicensed technologies in a 5G world? The Wireless Broadband Alliance and its membership believe that unlicensed and Wi-Fi technologies in particular, will be critical as the industry focuses on the next generation of wireless technology.

WBA is leading the Wi-Fi evolution and integration into 5G. We are addressing the business problems, challenges and opportunities that exist for wireless services for service providers, enterprise and cities. Over the next year we will see the realization and benefits of Next Gen Wi-Fi 802.11ax and we will be working across the membership and with Industry Standards bodies to ensure that the role of unlicensed technologies is optimized to enable the true convergence that consumers, businesses and industry stakeholders need in the 5G Era. Our work will enable our members and partners to avoid duplication of efforts at a standardization level and provide multiple options for unlicensed technologies to integrate into 5G architectures and generate business opportunities by showcasing carrier grade capabilities.

Our Carrier Wireless Services Certification (CWSC) program will continue to grow throughout 2018. CWSC is the output of the WBA's multi-operator Next-Generation Hotspot (NGH) trial program, which has been running since 2011 in collaboration with the WBA and its Members. By creating a platform that enables companies to test equipment based on Operator defined use cases, we address the existing industry gaps or issues prior to commercial release.

Our membership also want to enable the continued improvement of the customer experience, coverage, security and architectures on Wi-Fi and connect you in more ways than ever, at different cities around the World, at works, at home and on the go! In 2018 we will give greater focus to enabling different vertical enterprises to take full advantage of the evolving capabilities on Next Gen Wi-Fi (HS2.0/Passpoint™) as we work with our members to create closer engagement with hospitality, transportation and

high-density venues such as stadia, conference venues and many more. We will be developing guidelines that facilitate a new level of efficiency, performance and reduced time to market for Wi-Fi deployments. Finally, we will rekindle the drive for excellence for the in-home Wi-Fi experience and the future of the 'smart home'.

The WBA continues its commitment to helping cities bridge the digital divide through initiatives like World Wi-Fi Day, which is designed to accelerate the deployment of affordable connectivity globally and our Connected City Advisory Board (CCAB), which encourages cities and government bodies, as well as operators, service providers, technology vendors and internet giants, to come together to deliver connectivity to everyone, everywhere.

The WBA welcomes collaboration across the wireless ecosystem, so please come and talk to us and find out how we can add value to your business.

“WBA’s Vision is to drive seamless, interoperable service experiences via Wi-Fi within the global wireless ecosystem”



Shrikant Shenwai
Chief Executive Officer
Wireless Broadband Alliance

We enable the collaborations between service providers, technology companies and organizations

Who we are:

Founded in 2003, the vision of the Wireless Broadband Alliance (WBA) is to drive seamless, interoperable service experiences via Wi-Fi within the global wireless ecosystem. WBA's mission is to enable collaboration between service providers, technology companies and organizations to achieve that vision. WBA undertakes programs and activities to address business and technical issues, as well as opportunities, for member companies.

WBA work areas include advocacy, industry guidelines, trials and certification. Its key programs include NextGen Wi-Fi, 5G, IoT, Testing & Interoperability and Roaming, with member-led Work Groups dedicated to resolving standards and technical issues to promote end-to-end services and accelerate business opportunities. WBA's membership is comprised of major operators and leading technology companies, including Broadcom, BSNL, Orange, Facebook, Google, HPE Aruba, Huawei, Microsoft, NTT DOCOMO Ruckus, Shaw, SK Telecom and T-Mobile US.



**Established
in 2003**



**100+
MEMBERS**

WBA'S LEADING ROLE ACROSS SEGMENTS AND VERTICALS -

MAKE SURE YOU ARE WITH US!



NEXT GEN WORK GROUP



ROAMING WORK GROUP



5G WORK GROUP



IOT WORK GROUP



**TESTING & INTEROPERABILITY
WORK GROUP**

Wireless Carrier Stakeholders

Integrated Operator Stakeholders

ECOSYSTEMS SERVED BY WBA

Enterprise Wireless Stakeholders

Connected Cities Stakeholders

BENEFITS OF WBA MEMBERSHIP



The membership of the WBA empowers you and your organisation to be on top of the wireless industry and to connect with other members whose aims are to have new growth of their business.

Our members are at the centre of the WBA initiatives that are shaping the wireless ecosystem which is full of challenges and opportunities!

BE PART OF THE WBA, YOU CAN REACH NEW LEVELS OF SUCCESSES TO YOUR BUSINESS AND INDUSTRY.

WBA members are encouraged to participate in the WBA's Work Groups, which allow the members to work and collaborate with other members actively and addressing many opportunities and challenges!



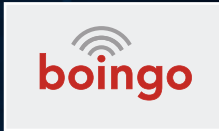
Visit the WBA Membership website at:
wballiance.com/membership

Or contact us:
membership@wballiance.com



“The WBA is really important in driving innovation and driving the standards that are truly going to make the Internet of Things a reality.”

“Because fellow members – who are among the world’s leading hotspot operators – are committed to global Wi-Fi roaming, our WBA membership helps us keep growing the Boingo Roaming Network and sustaining it as the world’s largest of its kind.”



“The WBA and the Wireless Global Congress gives members the opportunity to contribute to the organization’s ongoing projects and initiatives, including the concept of ‘Connecting the Unconnected’ in challenging environments.”

“WBA brings 4G-like experience to Wi-Fi as an integral part of a service provider’s radio access network on par with 2G, 3G, and LTE. Members are on equal footing and working together to make Wi-Fi roaming seamless, secure, and interoperable.”



“Intel aims to shape a better Wi-Fi user experience with the community of leading Wi-Fi operator in WBA. We joined WBA to help develop the business and value-chain for hotspots by leveraging the common roaming specifications developed by WBA.”

“WBA is a unique ecosystem to facilitate wireless solutions enabled services through improvements in user experience, interoperability and service delivery across technologies, devices and networks.”



OUR VISION



WBA VISION & MISSION

Our vision is to drive seamless, interoperable service experiences via Wi-Fi within the global wireless ecosystem.

WBA’s mission is to enable collaboration between service providers, technology companies and organizations to achieve that vision.

We undertake programs and activities to address business and technical issues, as well as opportunities, for member companies.






WBA INITIATIVES



THE RIGHT PARTNERS

We foster ecosystem engagement through joint initiatives with key industry forums.



 NEXTGEN WORK GROUP	WI-FI 6 – 802.11AX	IN-FLIGHT CONNECTIVITY	IN-HOME WI-FI	WI-FI SENSING
	WI-FI CALLING	QUALITY OF SERVICE ON CARRIER WI-FI	WI-FI DEPLOYMENT GUIDELINES	WI-FI LOCATION BASED SERVICES & ADVERTISING
	WBA Key Role: Fast-tracking Wi-Fi deployments for operators			
 ROAMING WORK GROUP	WBA ROAMING STANDARDS & COMPLIANCE	SECURITY & PRIVACY OVER WIRELESS NETWORKS	NGH LIVE INITIATIVES	ROAMING EVOLUTION – FEDERATIONS AND INTERCONNECTION
	WBA Key Role: Leading convergence of Wi-Fi with 5G			
 5G WORK GROUP	RAN CONVERGENCE	MULTI-ACCESS EDGE COMPUTING	FIXED WIRELESS ACCESS	UNLICENSED INTEGRATION WITH 5G NETWORKS
	UNLICENSED SPECTRUM LTE	CONVERGENCE OF CELLULAR AND NGH NETWORKS		
	WBA Key Role: Augmenting Wi-Fi role in IOT			
 IOT WORK GROUP	WI-FI & LORAWAN DEPLOYMENT SYNERGIES	CONNECTED VEHICLE	IOT INTEROPERABILITY AND ROAMING	
	WBA Key Role: Incubating new business opportunities			
 TESTING & INTEROPERABILITY WORK GROUP	CAPTIVE NETWORK PORTAL STANDARDS FOR WI-FI	NGH PROVISIONING STANDARDIZATION & TRIAL	NGH TRIALS & TESTING	
	WBA Key Role: Achieving interoperable Wi-Fi Services			
Carrier Wireless Services Certification				
Connected City Advisory Board				
WBA CTO Group				
Policy & Spectrum				

WIRELESS GLOBAL CONGRESS

Join WBA in 2019 for our European edition of the Wireless Global Congress

The road to 2030 begins in Germany this fall as the WBA brings our Wireless Global Congress, to the great city of Frankfurt for our inaugural visit!

You can meet the thought leaders who are driving the convergence of Licensed and Unlicensed wireless.

Make sure you are part of it to Create the Future of Wi-Fi.

For more information visit: www.wirelessglobalcongress.com

To get involved as a speaker, sponsor or to register your place, email: events@wballiance.com



Wireless Global Congress Frankfurt
30 Sep – 03 Oct 2019
The Westin Grand Frankfurt,
Frankfurt, Germany



FRANKFURT'S HOT TOPICS WILL INCLUDE:

- Enterprise wireless: innovation, operation and disruptive growth
- Wi-Fi evolution and monetization: creating the next generation user experience for carriers, cities, enterprise and consumers
- In-Flight Wi-Fi – opportunities and monetization strategies
- IoT – powering the next generation revenue opportunities
- Wi-Fi 6 for enterprise verticals
- Powering the In-Home Wi-Fi experience
- IoT and connected vehicles
- Spectrum, spectrum, and more spectrum



400+
ATTENDEES

60%
ATTENDEES CxO AND
EXECUTIVE LEVEL



160+
UNIQUE
ORGANISATIONS






30%
ATTENDEES FROM
OPERATORS



25+
COUNTRIES

50%
ATTENDEES FROM
TECHNOLOGY
PROVIDERS

THE NETWORKING

-  Exhibition Floor
-  Networking Lunch and Breaks
-  Event app
-  Networking & Drinks Reception
-  Coffee lounge

THE EVENT

-  2-day open conference with plenary keynotes
-  Unique conference tracks, workshops, industry forums and more
-  2 days of WBA members-only working sessions

NEXT GENERATION WI-FI

WHAT IS THE NEXT GEN WI-FI INITIATIVE?

Wi-Fi has experienced a phenomenal growth in recent years. Not just a huge growth in the number of hotspots being deployed by several operators, but also new players emerging in the ecosystem (cities, venue owners, retail brands and specific vertical market service providers) and new value-added services being deployed (Wi-Fi Calling, Location Based Services).

Carrier grade Wi-Fi platforms, Wi-Fi roaming and Passpoint have enabled the Wi-Fi ecosystem to develop new services for consumers and enterprises and to develop new monetization strategies and business models (e.g. Wi-Fi First operators, advertising, location based services).

Get to know all the capacities of Next Generation Hotspot to Offload and Roaming

Get a better understanding of the network implications of developing NGH

Understand all the procedures needed to implement and manage a Wi-Fi roaming service

Understand the NGH security and network discovery and selection capabilities

OBJECTIVES OF NEXT GEN WI-FI LIVE EXPERIENCE:

- Promote the adoption and awareness around Next Gen Wi-Fi for Carriers and End Users
- Showcase seamless and automatic roaming between Wi-Fi and cellular networks (3G, 4G) with an outstanding user experience
- Mobilize a large number of Carriers to participate on the NGH Live Experience at major events including Mobile World Congress and Wireless Global Congress
- Attendees and citizens benefit from the seamless and secure Wi-Fi experience
- Engage the local community around Next Gen Wi-Fi benefits and foster live deployments

COMPANIES PARTICIPATING IN NEXT GEN WI-FI



Participate in the next stage of Next Gen Wi-Fi Network and Device testing for WBA Members and WBA projects with leading wireless broadband operators and technology players from around the world.

Take advantage of the unique ecosystem initiative to validate and implement the Next Gen Wi-Fi capabilities in real-world end-to-end operators' environment.



Do you want to provide the Next Gen Wi-Fi to your customers?
contact nghlive@wballiance.com to join the initiative now!

CONNECTED CITY ADVISORY BOARD

WHAT IS THE CONNECTED CITY ADVISORY BOARD?

The Connected City Advisory Board (CCAB) develops, shares and promotes thought-leadership and practical framework for the social and economic development and sustainable operation of the Connected City ecosystem.

It's a unique platform for City Managers and CIOs to knowledge-share challenges and opportunities in the development and execution of Smart Cities, establish best practice and determine a strategy to leverage public-private partnerships.

WHO SHOULD PARTICIPATE?

The membership of the Connected City Advisory Board (CCAB) consists of a select group of City CIOs and senior city and government officials along with invited industry experts and members of the WBA Board of directors.

Current participants of the CCAB include leading cities which includes New York, San Francisco, Barcelona, London, San Jose, Dublin, Delhi, Mexico City, Calgary, Singapore and many more.

WHAT'S COMING UP? GET INVOLVED NOW!

The NEW edition for Connected City Blueprint AVAILABLE NOW!

This year's paper is testament to the progression in the smart technology capability and the commitment of cities to use this technology to deliver benefits for their local communities. It highlights developments in smart capabilities and identifies lessons to be learnt from the most successful early adopters. Find out more about the CCAB & World Wi-Fi Day's City Wi-Fi Roaming Project on worldwifiday.com.



Download the latest Connected City Blueprint now:

wballiance.com/ccab

HAVE A VOICE IN THE FUTURE OF CONNECTED CITIES

Cities and associations that are interested in participating are invited to contact us at:

contactus@wballiance.com

For more information about the CCAB please visit:

wballiance.com

**Join us
NOW!**

WHAT IS WORLD WI-FI DAY?

World Wi-Fi Day is a unique worldwide initiative organized by Wireless Broadband Alliance under the leadership of Connected City Advisory Board (CCAB).

It is a platform to recognize and celebrate the significant role Wi-Fi is playing in cities and communities around the world by driving exciting and innovative projects to 'connect the unconnected' throughout the year.

Key activities include Unconnected research, City Wi-Fi roaming, Funding for projects, case studies and showcasing initiatives to broaden awareness to recognise the social impacts of Wi-Fi.



For more information or to pledge support please visit: www.worldwifiday.com

WI-FI DAY RESEARCH

LONDON
IS THE **MOST** CONNECTED
MAJOR GLOBAL CITY

ONLY 7% UNCONNECTED

DELHI & SAO PAULO
ARE THE **LEAST** CONNECTED CITIES

29% AND 36% UNCONNECTED

10% MOSCOW
are unconnected
(1,231 MILLION)
PEOPLE

19% NYC
are unconnected
(1,600 MILLION)
PEOPLE



1.75 BILLION

CITIZENS IN THE WORLD'S
8 RICHEST COUNTRIES
REMAIN UNCONNECTED

CONNECTIVITY IS AN
ESSENTIAL
COMMODITY

THE **DIGITAL DIVIDE** REMAINS
A GLOBAL PROBLEM

DRIVING UNIVERSAL CONNECTIVITY
IS A **COMMON PRIORITY**
FOR ALL COUNTRIES

* ANALYSIS BASED ON THE FIVE SELECTED CITIES NEW YORK; DELHI; MOSCOW; SAO PAULO AND LONDON

To view the City Wi-Fi Roaming Report go to:
wballiance.com/city-wi-fi-roaming-report-2019

MARK YOUR CALENDAR: 20TH JUNE EVERY YEAR

World Wi-Fi Day will be the foundation for driving and promoting connectivity worldwide. The Wireless Broadband Alliance urges and invites you to participate in World Wi-Fi Day. If you would like to get involved, or support and fund projects to connect the unconnected, please email: contactus@wballiance.com.

**Join us
NOW!**

The Wireless Broadband Alliance Industry Awards is a unique award championed by the WBA with an aim to recognize and encourage excellence as well as to promote successful practices and strategies in different aspects of wireless broadband industry performance.

Benchmark – for outstanding performance and impactful innovation ideas throughout the Wireless Broadband Industry;

Recognize – the contribution of individuals, projects, organisations and technologies that have excelled in the use, development and deployment of Wireless Broadband in the past 12 months.

Provide – a platform to network, mobilize investment and create new business opportunities for Wireless Broadband solutions.

Winning – one of these prestigious awards from WBA can be a major boost for your company's profile and business opportunities.

WHY ENTER THE AWARDS?

- ✓ WBA Industry Award is a **unique honour** of industry excellence and innovation
- ✓ Opportunity to celebrate your company successes and achievements
- ✓ Winners will be interviewed by WBA or appointed online TV partner for additional exposure
- ✓ All awards are judged by a panel of independent industry experts without commercial influence
- ✓ Gain industry-wide recognize for the contribution of your company, outstanding projects & services
- ✓ Companies shortlisted will receive **2 complimentary passes** to the event
- ✓ Companies shortlisted for the Awards will be featured by WBA in the Industry Case Study series with full marketing coverage
- ✓ Winning the prestigious awards can be a major boost for your company's profile and business opportunities with WBA marketing campaign



THIS YEAR'S AWARDS CATEGORIES:

1 – BEST WI-FI NETWORK OPERATOR

2 – BEST WI-FI NETWORK TECHNOLOGY

3 – BEST IN-HOME WI-FI NETWORK

4 – BEST ENTERPRISE WI-FI NETWORK

5 – BEST WI-FI FOR SOCIAL IMPACT

6 – BEST WI-FI INNOVATION

Visit the website to find out more:
awards.wirelessglobalcongress.com

INTEGRATED MARKETING



MARKET PROGRAMS

Membership & Mkt. Engagement

- WBA Ambassadors Program
- Marketing benefits to WBA Members
- WBA media and PR channels for members whitepapers, releases, interviews

Executive Engagement

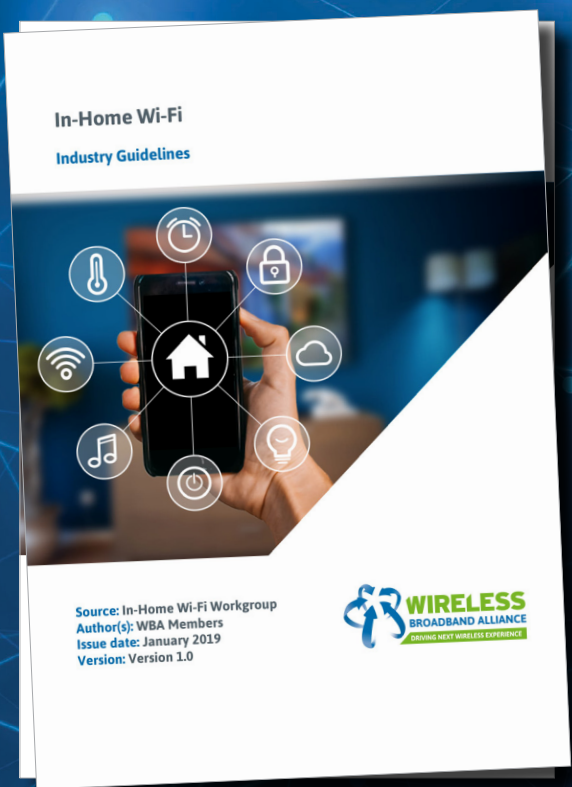
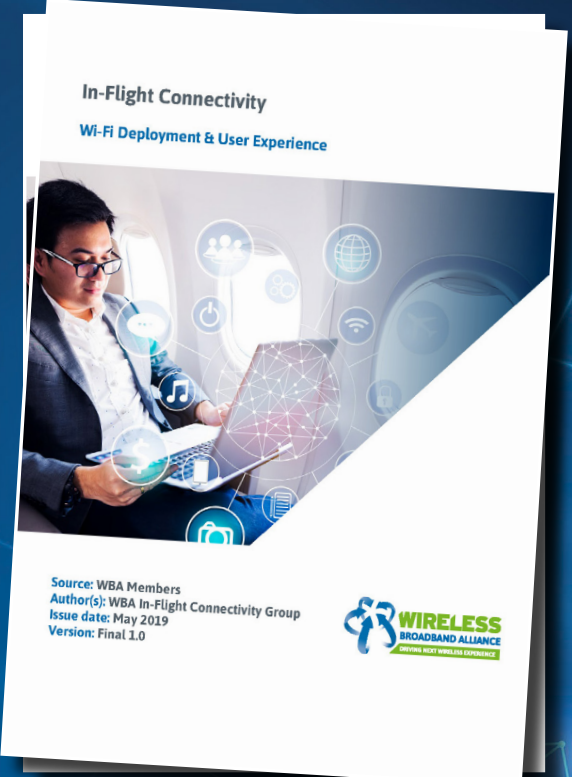
- Board member guest blogs
- Executive roundtables
- Executive webinars
- Strategic engagements and speaking opportunities

WBA Thought Leadership

- Analyst research papers and monthly blogs ft. WBA activities
- General media and analyst engagements
- Media team to create news alerts, webinar, blogs and Newsletters

Innovation

- Drive innovation with WBA members, Venture Capital and Innovation Labs
- Expand partnerships with local angel investors and Venture Capital – per event basis



FOR THE LATEST WBA WHITE PAPERS GO TO:
wballiance.com/resources/wba-white-papers

MEMBERSHIP - JOIN US

MEMBERSHIP CATEGORIES

GENERAL MEMBER

For network operators or technology companies interested in full participation in WBA Members Meeting and full voting rights.

One-time joining fee:
Annual Membership Fee:

\$14,000 (USD)
\$18,000 (USD)

OBSERVER MEMBER

Open to operators and vendors with an annual revenue below USD 50 million. Restricted participation in WBA projects and no voting rights.

One-time joining fee:
Annual Membership Fee:

\$9,000 (USD)
\$8,000 (USD)

GROUP MEMBER

Open to affiliate companies of existing WBA Board or general members. Participation in WBA projects allowed but voting rights via parent member companies.

One-time joining fee:
Annual Membership Fee:

\$5,000 (USD)
\$5,000 (USD)



LEARN

Learn from the combined expertise and experience of our members. Get insight into global trends in the converged and unlicensed wireless ecosystems in addition to industry best practices.



LEVERAGE

Leverage networking and partnership-building opportunities at our world-class industry events. Join us at the Wireless Global Congress, Vision Forum, or one of our many one-on-one meeting opportunities, attended by the world's largest telecommunications companies.



INFLUENCE

Influence the development of technical specification and Guidelines. Have your say on key WBA initiatives through involvement in our Work Groups and our projects.



ENGAGE

Engage the community of leading operators, global LTE and Wi-Fi convergence partners, business leaders and technical experts that form our membership.



RAISE

Raise your business profile by engaging with senior executives from fixed and wireless operators, service providers, enterprises, cities, Industry partners and regulatory bodies.

MEMBERSHIP BENEFITS

	GENERAL MEMBER	OBSERVER MEMBER	GROUP MEMBER
Participation in WBA Programs and Network Opportunities			
Participation on Member only workgroups, trials and tests	✓	✗	✓
Face to face meetings with senior execs and project calls	✓	✗	✓
Participation in Certification Programs	✓	✗	✓
Development of Certification Programs	✓	✗	✓
Voting right on Programs & Projects	✓	✗	✗
Wi-Fi Roaming Identifier	✓	✓	✓
Collaboration Tools & Extranet access for members only			
WBA Wiki for networking and information sharing	✓	✗	✓
Ongoing Projects Documentation	✓	✗	✓
Extranet for repository, Meetings, Calendar and Information	✓	✓	✓
Contact database and projects mailing list	✓	✓	✓
Presence in Events: Wireless Global Congress and PMO Working Sessions			
Delegate passes for each Wireless Global Congress	4	4	4
Discount on delegate passes, sponsorship, exhibition space	✓	✓	✓
Next-Gen Wi-Fi Showcase participation	✓	✓	✓
Access to Vision Forum and networking activities	✓	✓	✓
Access to the Industry Awards Ceremony	✓	✓	✓
Integrated Marketing & Market Intelligence			
Publication of organization's press releases & white papers	✓	✓	✓
Use of WBA Member Branding	✓	✓	✓
Gain access to membership only Resource Center	✓	✓	✓
Social Media campaigns, webinars and blog posts	✓	✓	✓
Industry reports and members' case studies	✓	✓	✓

MEET OUR MEMBERS

BOARD MEMBERS



OPERATOR MEMBERS



TECHNOLOGY PROVIDER MEMBERS



**JOIN THE WORLD'S MOST
INFLUENTIAL WIRELESS ADVOCATE**

Visit the WBA Membership website at:
www.wballiance.com/membership/join

For further information and to get in contact:

[CLICK HERE](#)

**Join us
NOW!**