

Editor: Mobile Media Company

**COMUNICATII**  
Revista afacerilor Telecom, Media & Tehnologie

www.comunic.ro

**mobile**

**20 years**

**GALA**

**15 years**

GALA C@M

Telecom ROMANIA TV

**10 years**

TELECOM TV

**GALA ANNIVERSARY**



**15th Annual Edition of Telecoms Gala**  
**5 December 2018 - Radisson Blu Hotel, Bucharest**

[www.comunic.ro/gala2018](http://www.comunic.ro/gala2018)



**MOBILE COMMUNICATIONS” Magazine invites you to  
A PREMIUM ANNIVERSARY EVENT celebrating  
20 years of BUSINESS TELECOM MEDIA & 15 years of GALA AWARDS IN ROMANIA**

**THE GOLDEN DAY  
OF TELECOMS 2018**

**THE NIGHT OF  
CELEBRATION & REPUTATION**

**The industry debate** will be run around **the latest concepts and trends of national and global ICT industries.**

The Summit will attract over 500 elite business people, influential thinkers, decision makers and executives of ICT industry from Romania and our region.

Join the best specialists to **„Mobile Communications Gala Awards”** for 2018 activities on the Romanian market, accompanied by an ex-clusivist **artistical Show and Dinner Party** - a great opportunity to network with the most important ICT leaders and executives.





# AGENDA TELECOM GALA 2017



13:30 – 14:00 **WELCOME COFFEE & PARTICIPANTS REGISTRATION**

14.00 - 15.30 **Plenary Session - GOVERNMENTAL & ADMINISTRATION & OPERATORS CHALLENGES IN 2018**

## HOW TO START THE DIGITAL TRANSFORMATION WAVE TO 5G

- 01. Romanian Telecom & IT Industry Status - 2017 figures & 2018 perspectives
- 02. The Transformation of Mobile Wireless Networks to 5G: Market Update
- 03. How will cities benefit from 5G? How can municipalities contribute to the rollout of 5G?
- 04. Coverage, Connectivity Strategies, and Visions for 5G Rollout
- 05. 5G's expanded capabilities, lower latency and higher connectivity speeds will certainly change the way consumers interact
- 06. Evolution of Applications, Ecosystem, Vertical Markets and Big Data Analysis in the 5G World: From Enhanced Mobile Broadband to Virtual Reality
- 07. How Standards and Sound Spectrum Policy Will Shape the Future 5G-Connected Economy. The "three S's" – Spectrum, Security and Standards
- 08. What we learned from the rollout of 4G? What rules and conditions have changed for 5G since the dawn of 4G?

## MOBILE DATA TRAFFIC FUELLED BY MOBILE BROADBAND & CLOUD

What is the Best Strategy for telco to adopt?  
A New Revenue stream for telcos?  
Investments, Developments, Expansion  
Looking for mobile relevant content and the best apps  
Addicted to Smartphones & Tablets

## INDUSTRIAL INTERNET: NETWORKS & VIRTUALIZED SERVICES

- 01. The Spectrum & Networks Capacity
- 02. Internet of Things Business Enablers&Future IoT Netw
- 03. M2M & connected devices
- 04. Enterprise mobility and productivity
- 05. 4G is just the beginning of the superfast highway
- 06. Data consumption: greedy consumers never stop
- 07. The broadband infrastructure
- 08. Mobile security

15:30 – 15:45 **COFFEE BREAK & NETWORKING**

15.45 - 18.00 **Plenary Session – INFRASTRUCTURES FOR A SMART CITY**

## STRATEGY FOR SMART CITIES, INNOVATIVE DIGITAL SOCIETY & ECONOMY

- 01. Smart Devices for Smart Home in a Smart City
- 02. M2M and IoT transcend our lives
- 03. Using emerging Technology to get closer to the customer
- 04. The right balance for your Content between Apps, Multi-platforms and Devices
- 05. Creating a better life for the eCitizens
- 06. How to connect Romania to the Digital Single Market for the Connected Society?
- 07. Romania in EU context
- 08. European Funds for ICT in the Digital Single Market

17:00 - 18:45 **GALA AWARDS CEREMONY**

## TOP RECOGNITION FOR TELECOM, MEDIA & TECHNOLOGY INDUSTRIES

- 18.15 - 18.45 Welcome drink & participants registration
- 18.45 - 19.30 GALA DINNER & VIP NETWORKING
- 19.30 - 21.30 GALA AWARDS CEREMONY & ARTISTIC SHOW

### MODERATOR

**Ion VACIU** - Director, Revista COMUNIC@ȚII Mobile & TelecomTV

## Mobile Communications Magazine

Mobile Communications Magazine is widely recognized as the most trusted publication and also organizer of national industry event of its kind in the communications industry.

**Over 500 influencers and decision-makers, CEOs and senior executives** will gather in a one day telecoms & media event with a spectacular evening ceremony and gala dinner to witness key industry players being awarded for their contribution to the industry during the preceding year. The communications industry is marked out by continual change and our event provides a well-established, regional platform for companies from every ICT sector to promote their achievements and advancements this year. Sponsorship of Romanian Telecoms Golden Day, organized by **Mobile Communications Magazine** ensures association and full promotional synergy with one of the most high-profile Events of the communications industry calendar.

## Why should you sponsor?

### Why should you sponsor?

Recognise industry excellence.

Enjoy the best networking opportunity in the telecoms calendar.

Demonstrate your leadership in the industry.

Benefit from a cost effective outstanding marketing campaign: print, online, television, in person. Leverage the Mobile Communications Magazine brand in your own marketing activity.



## ONE DAY GOLDEN TELECOM ROMANIAN TELECOM REPORT 2018

### CATEGORIES OF INVITED INSTITUTIONS AND COMPANIES

- Public institutions and authorities
- Telecom Operators
- Telecom equipment vendors
- Telecom software vendors
- Mobile devices vendors
- Infrastructure suppliers
- Wholesale carriers
- Content companies
- Finance and banks
- Billing companies
- Consultants and integrators
- Law firms and accountants

### TRENDS & STRATEGIES 2018

- Smart Services for a Smart Government
- Good governance for digital societies
- Mobile, key driver of economic growth & digital inclusion
- Broadband Solutions. Lets' Gigafy Romania!
- Mobile Money & Digital Payments
- 4G is here to stay
- How Big Data Empowers the Business in Cloud?
- Internet between Things and Everything
- M2M Extends the Human Being
- Content & Apps - Smart Destinations
- Social Media - The New Context
- Lets' Play Mobile TV
- Digital Terrestrial TV
- Rich Communications • Telepresence
- Small Cells - The Next Wave
- Green ICT

### AWARDS CATEGORIES TO COMPETE

- The Innovation Award
- The Excellence Award
- The Government Leadership Award
- Best Romanian ICT Ambassador
- Best CEO
- Best Telecom Operator
- Best Mobile Network
- Best Internet Service Provider
- Best Mobile Service
- Best Mobile Terminal
- Best Mobile App
- Best Mobile Money Service
- Best European Project
- Best Public Service
- Best Cloud Service



- Best Enterprise Service
- Best Green Project

**Nominate a new category if you have a special proposal!**

## MOBILE COMMUNICATIONS GALA AWARDS A SPECIAL NIGHT OF CELEBRATION & REPUTATION



**We invite you to send us via email your entry form!**

**To do this you will need one page form:**

- A 250 words abstract about the product or service being entered.
- A summary of how this product/service meets category Awards.
- A credit card for payment details or the company's invoice data.

### ENTRY REQUIREMENTS AND REGULATIONS

- The entry must be in Romanian or English.
- A single campaign can be entered into any number of categories but the judges reserve the right to reallocate any entry, which in their view, has been incorrectly categorised.
- Entries will be accepted only until 01 November 2016.
- Please email any supporting material, such as independently produced data, industry surveys, extracts from analysts' reports, testimonials, press articles to [roxana.onea@comunic.ro](mailto:roxana.onea@comunic.ro). No further hard copy information is required.
- Best Brand is the only exception to this. One video/audio tape or a CD may be submitted per entry. This must be sent to Mobile Communications Magazine, OP 22,CP 124, Sect. 1, Bucharest, cod 010323
- The CEO of the Year and the Excellence Awards will be decided on by an industry voting poll.
- Each company can enter as many categories as it wants, but each applicant can only submit one nomination per category. We also accept nominations from third parties, and we encourage companies and individuals to send in nominations for players they consider that have great performances and accomplishments.
- We are only accepting electronic copies for your entries.

### COST PER ENTRY (ONE CATEGORY):

**500 euro (+VAT)**

### COST FOR MULTIPLE ENTRIES:

**500 euro (+VAT)** for the first entry  
**350 euro (+VAT)** for subsequent entries

### EXCLUSIONS

All entries should relate to the commercial use of communications. Military use services or individuals are excluded.

### PAYMENT OPTIONS

Credit card - On completing your entry(s), you will be taken to an online payments page. Please have your credit card ready.  
Invoice- on completing your entry(s), you will have an option to request an invoice.

### QUERIES

If you have any queries or problems please email the Mobile Communications Awards 2016 on [roxana.onea@comunic.ro](mailto:roxana.onea@comunic.ro)



- 15 minutes presentation (speech);
- Presence at the filmed debating section (10 min. per company in the final movie);
- Posting of the event video on the website [www.comunic.ro](http://www.comunic.ro) & on the TelecomTV.ro video channel on YouTube (the first telecom VOD channel in Romania, the biggest video data base dedicated exclusively to ICT <http://www.telecomtv.ro> - over 2,200 movies, own production);
- Possibility to take over the filmed materials for internal activities & upload on the company's website;
- Insert of the video in our daily ICT Monitoring Newsletter distributed to a data base of over 15,000 decision makers contacts;
- Mentioning the sponsor name in the pre & post event press releases;
- Presence in COMUNIC@ȚII Mobile Magazine (print version): full editorial page from the company speech within the post event edition;
- Presence in COMUNIC@ȚII Mobile Magazine (eMagazine version) – full editorial page from the company speech within the post event edition with link to the company's movie;
- Presence of the sponsor logo on the event banner (GOLD Sponsor);
- Presence of the sponsor logo on our website [www.comunic.ro](http://www.comunic.ro) (GOLD Sponsor);
- Presence of the sponsor logo on the entire documentation of the event (GOLD Sponsor);
- Presence of two roll-ups in the event hall;
- Mentioning the sponsor name in our pre & post event press releases;
- Advertising coupon voucher on the web: [www.comunic.ro](http://www.comunic.ro) - 30 days
- Advert. coupon voucher on the newsletter ICT Daily News - 30 days
- 5 personal invitations „successful partners” at the debates sessions for the partners of your company;
- 5 personal invitations at the “Mobile Communications Gala Awards 2018”
- Free inclusion of a proposal for Mobile Communications Awards

## PLATINUM PACKAGE

To be discussed directly with the Honourable Company



- 10 minutes presentation (speech);
- Presence at the filmed debating section (7 minutes per company in the final movie);
- Posting of the event video on the website [www.comunic.ro](http://www.comunic.ro) & on the TelecomTV.ro video channel on YouTube & on Gala website [www.comunic.ro/gala2017](http://www.comunic.ro/gala2017);
- Possibility to take over the filmed materials for internal activities & upload on the company's website;
- Insert of the video in our daily ICT Monitor Newsletter distributed to a data base of over 15,000 decision makers contacts;
- Mentioning the sponsor name in the pre & post event press releases;
- Presence in COMUNIC@ȚII Mobile Magazine (print version): 1/2 editorial page from the company speech in post event edition;
- Presence in COMUNIC@ȚII Mobile Magazine (eMagazine version) – 1/2 editorial page from the company speech in post event edition with link to the company's movie;
- Presence of the sponsor logo on the event banner (SILVER Sponsor);
- Presence of the sponsor logo on our website [www.comunic.ro](http://www.comunic.ro) (SILVER Sponsor);
- Presence of the sponsor logo on the entire documentation of the event (SILVER Sponsor);
- Presence of one roll-up in the event hall;
- Mentioning the sponsor name in our pre & post event press releases;
- 3 personal invitations “partners for success” at the debates sessions for the partners of your company;
- 3 personal invitations at the “Mobile Communications Gala Awards 2018”



- 5 minutes presentation (speech);
- Presence at the filmed debating section (3 minutes per company in the final movie);
- Posting of the event video on the website [www.comunic.ro](http://www.comunic.ro) & on TelecomTV.ro video channel on YouTube & on Gala website [www.comunic.ro/gala2017](http://www.comunic.ro/gala2017);
- Possibility to take over the filmed materials for internal activities & upload on the company's website;
- Insert of the video in our daily ICT Monitor Newsletter;
- Presence in COMUNIC@ȚII Mobile Mag.(print version): 1/4 editorial page from the company speech in post event edition;
- Presence in COMUNIC@ȚII Mobile Mag.(eMagazine version): 1/4 editorial page with link to the company's movie;
- Presence of the sponsor logo on the event banner (BRONZE);
- Presence of the sponsor logo on our website [www.comunic.ro](http://www.comunic.ro);
- Presence of the sponsor logo on the entire documentation of the event (special position BRONZE Sponsor);
- Presence of one roll-up in the event hall;
- Mentioning the sponsor name in our pre & post event press releases;
- 2 invitations at the “Mobile Communications Gala Awards 2018”

# GALA AWARDS PARTNERS 2004 - 2018


**GALA ARTISTIC STARS**

- 2018: DJ DEEA
- 2017: Cvintet vocal Anatoly
- 2016: Concert Andra Vaciu - Goldies, Goodies, Groovies
- 2016: Concert Jazz Appella
- 2015: Concert Andra Vaciu - Goldies, Goodies, Groovies
- 2015: Spectacol dans irlandez Irish Way
- 2014: Spectacol dans irlandez Irish Way
- 2014: Razvan Mazilu și Monica Petrică
- 2013: Teatrul Masca - spectacol Fior d'amor în București
- 2013: Concert Anton Pann - muzică veche
- 2013: Orchestra de BAROCKeri a Univ. Naționale de Muzică București - Ansamblul "Collegio Strategetico"
- 2012: Gala Premiilor COMUNICĂȚII Mobile
- 2011: Gala Premiilor COMUNICĂȚII Mobile
- 2011: Cvartet Arpeggione
- 2010: Concert chitară Trio Zamfirescu
- 2010: Tango Milonga
- 2009: Gala Premiilor COMUNICĂȚII Mobile
- 2009: Concert jazz Teodora Enache
- 2008: Gala Premiilor COMUNICĂȚII Mobile
- 2007: Gala Premiilor COMUNICĂȚII Mobile
- 2006: Ansamblul artistic de copii al Cercului Militar Național
- 2006: Concert jazz Teodora Enache
- 2004: Ansamblul artistic de copii al Cercului Militar Național
- 2004: Concert jazz Teodora Enache

# GALA

# COMUNICĂȚII mobile

Revista afacerilor Telecom, Media & Tehnologie



**GALA  
AWARDS WINNERS  
2004-2017**

