

Rules of Entry:

We honour those who most cherish the concept of the digital community-of-interest and who, in their coming together, have helped to generate value for the whole industry.

Essentially, the award is open to ALL players in the digital eco-system, from mobile operators and manufacturers to industry participants and suppliers from converging industries such as the financial, energy, entertainment, advertising, computing, education, automotive, health, the Internet etc. and all others (private or public) where mobile products and services are used or are being developed. All GSMA Members and Non-members.

Please note, this year, there is no entry fee.

Video submissions are mandatory to help the judges in terms of visualizing the use case and understanding the innovation and user benefits. up to a maximum file size of 5MB.

All products, services, devices, applications, solutions or initiatives submitted for the M360 Awards LATAM must: (1) have been available in at least one Latin American market or territory since or after January 2022, and (2) they must utilise, be supportive of, deployed over, or accessible through mobile (or cellular) connectivity based on open industry standards.

By submitting an entry to the M360 Awards- LATAM, you agree to be bound by the Rules of Entry and the Terms.

The official closing date for entries to the M360 Awards- LATAM is Friday, 2nd May 2025, 5pm.

Entries must be submitted online via the M360 Awards - LATAM Submission Form.

Entries will only be accepted when submitted in the Spanish language only. When uploading supporting URL links and files, to accompany entries (supporting materials) please ensure that they are in Spanish. Videos in other languages are acceptable with Spanish subtitles.

There is no maximum number of entries permitted from a single organisation. You can submit as many different entries to as many initiatives as you would like. However, Joint initiatives must be submitted by the organization that provided the solution with the other partner's consent.

Should more than one submission featuring your company as a named partner be shortlisted for the same award, only the higher-marked submission will be included in the published shortlist. This is to ensure that the M360 Awards- LATAM shortlists celebrate the diversity of excellence in our industry.

Entries will be judged on the basis of the information provided to the independent judging panel on the entry form and additional supporting materials, in accordance with the stated requirements. The decision of the judges is final. Details of the judging panel meetings will not be disclosed, nor will correspondence be entered into by the GSMA regarding validation or qualification of entries or the decision of the judges.

At the time and date of online submitting an entry, entrants hereby confirm that the information supplied is truthful and accurate. If information is subsequently found to be incorrect, the entry or entries will be disqualified and withdrawn from the awards competition. In the event of disqualification of an entrant through the provision of inaccurate information or materials, the entry will be disqualified and entrants may not be notified.

Entries will be treated by the GSMA as confidential. Only details of the award winner and a shortlist of selected commended or nominated entries will be published prior to, or after the presentation. Please note however that entries are judged by external journalists, analysts and many others for which we simply cannot guarantee confidentiality, so please do not submit information or materials within them that you do not wish to have in the public domain.

The nominees will be notified, and announced publicly in April 2025, prior to M360 LATAM (28 - 19 June 2025). The M360 Awards- LATAM presentations will take place during the week of the event, details of the ceremony date and time will be published in advance.

By entering the M360 Awards - LATAM, organisations are expressly authorising the GSMA to use the specific text, video and visual materials submitted for the purposes of promoting the GSM industry in GSMA presentations, reports for publication, website and media activities as well as all other forms of promotional/publicity materials post the awards event.

For general enquiries regarding the M360 Awards- LATAM, please contact:

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