



VELOCITY

UNLEASHING TOMORROW'S TECHNOLOGY-TODAY

2023 Report

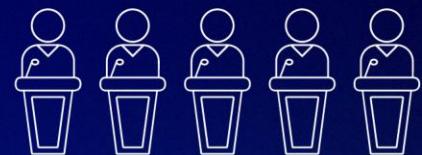
27 February - 2 March

MWC Barcelona 2023 in numbers

MWC
GSMA
BARCELONA

56%
ATTENDEES
FROM SECTORS ADJACENT TO
THE MOBILE ECOSYSTEM

40
COUNTRY PAVILIONS



1,000+
SPEAKERS AND
THOUGHT LEADERS
IN PERSON ATTENDEES FROM

OVER

88,500

**TOTAL
ATTENDEES**

TO MWC AND
4YFN 2023



MORE THAN 40%
FEMALE CONFERENCE
SPEAKERS ACROSS 17 STAGES



OVER

50%

DIRECTOR
LEVEL
AND
ABOVE

73%

INTERNATIONAL
ATTENDANCE

REPRESENTATIONS FROM OVER

28,000
ORGANISATIONS

OVER

2,400
EXHIBITORS

196

DELEGATIONS TO
THE MINISTERIAL
PROGRAMMES

REPRESENTING
151 COUNTRIES

AND 45
INTERNATIONAL
ORGANISATIONS

MWC Barcelona 2023 in numbers

MWC
GSMA
BARCELONA

8.5M
PAGE VIEWS OF
MWCBARCELONA.COM

OVER THE EVENT CAMPAIGN

**ON AVERAGE
-10k-**

NETWORKING MEETINGS
SET UP DAILY THROUGH
THE MWC 2023 APP

4YFN Connecting Startups

800 EXHIBITORS

375+ SPEAKERS

250+ STARTUP PITCHES

NEARLY 1,000 INVESTORS ATTENDING
FROM 39 COUNTRIES AND €41B OF
FUNDS REPRESENTED AT 4YFN

8 4YFN PROGRAMMES
INCLUDING DIGITAL HEALTH, TECH & PLANET, FRONTIER
TECH, FINTECH, INVESTORS, DIGITAL HEALTH, EDTECH,
FEATURED PROGRAMMES AND PARTNER PROGRAMME

2,400+
INTERNATIONAL
JOURNALISTS
AND INDUSTRY
ANALYSTS

AROUND 1M

UNIQUE VIEWERS OF
THE KEYNOTE SESSIONS
ON MWC BARCELONA,
MOBILE WORLD LIVE
AND PARTNER PLATFORMS



5 THEMES

5G ACCELERATION
REALITY+
OPENNET
FINTECH
DIGITAL EVERYTHING

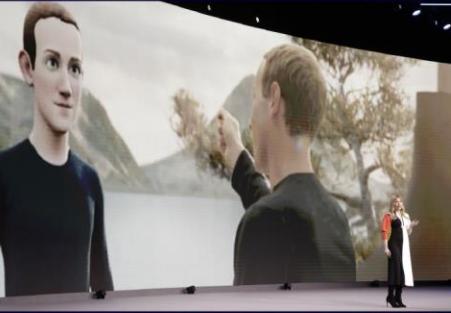
**SOCIAL IMPRESSIONS
ACROSS LINKEDIN
GOOGLE AND FACEBOOK**

35,000,000+

88,466
LINKEDIN CONNECTIONS
GENERATED VIA
MY MWC

MWC23 Full Highlights





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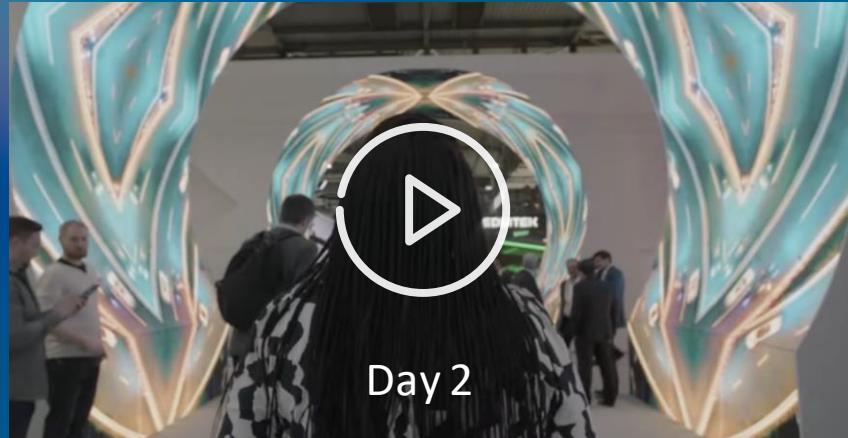


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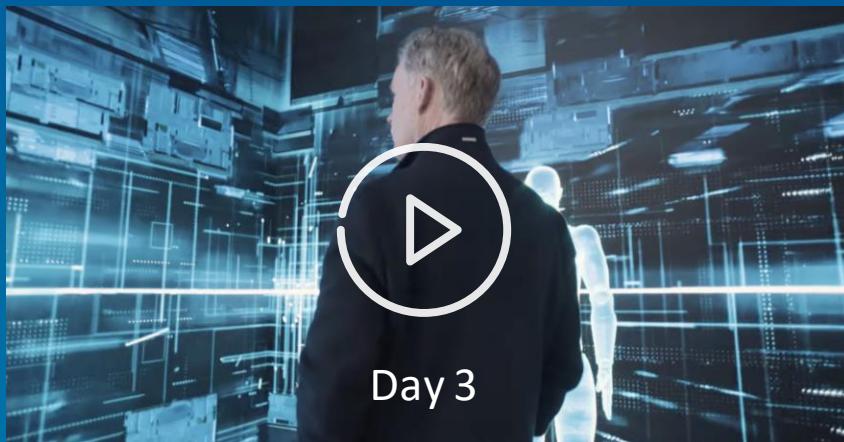
MWC23 and 4YFN Daily Highlights



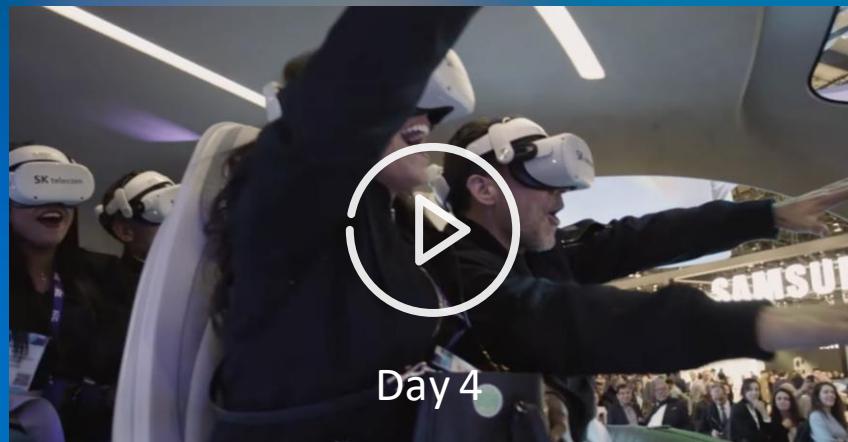
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Day 2



Day 3



Day 4

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MWC Barcelona and 4YFN 2024

Mobile has been at the forefront of innovation for over three decades. From the Nokia 3210, to the Tesla Model S, we continue to build upon our revolutionary successes – evolving technology and looking forward to a future that early tech pioneers could never have dreamed of.

As well as innovation in technology, the connectivity industry offers the world new opportunities, new revenue streams, new landscapes and even new vocabulary. Welcome to the hyperconnected and hyperreality world!

Every generation has a mission. Ours is digital everything. And it is going to take all of us, every industry – and every community to get there.

Be a part of the technological shift at MWC Barcelona 2024.

26-29 February, 2024

A big
Thank you!



For enquires contact:
sales@mwcbarcelona.com



sales4yfn@gsma.com

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