

IEEE 802 LMSC Public Visibility Campaign Wrap-up

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Introduction

- ▶ The following presentation provides an overview of the results of the IEEE 802 Public Visibility Campaign undertaken in conjunction with its 40th Anniversary
- ▶ Also included
 - Appendix A - IEEE / Finn Partners Summary
 - Appendix B – Summary of Coverage
 - Appendix C – IEEE SA Summary

Strategy Overview

- ★ Create a broad and global awareness campaign of IEEE 802 LAN/MAN Standards Committee and how the Standards developed by thousands of IEEE 802 technical experts over the past 40 years has enabled the industry to connect the world, which continuously evolves for the future.
- ★ Focus on the general technology audience (Tech standards, developers, and industry implementers) with the goal of reaching a broader global audience.
- ★ Emphasize key applications enabled by the IEEE 802 standards / technologies portfolio.
- ★ Leverage a combination of 802 technical experts and broader technology industry experts who have media training and can focus on specific topics that resonate with the media based on current trends
- ★ Mult-pronged effort with co-ordination between messaging plans
 - IEEE PR / Finn Marketing - IEEE 802 40th Anniversary Campaign
 - IEEE-SA New Identity Roll-out

Investment Summary

| | | |
|----------|--|---|
| IEEE 802 | \$100,000 Budget (\$88,000 Total Cost) | Public Visibility Program |
| IEEE SA | Development Costs (unknown total actual cost) | IEEE SA 802 Mktg Webpage |
| IEEE TV | Editing Costs (unknown total actual cost) | “Man on the Street” Videos |
| IEEE TAB | \$10,000 | Increased International Marketing Outreach |

Summary of Program's Social Media Channels

| | Channel | Detail |
|---|--|---|
| IEEE Marketing (Finn Partners) | IEEE Transmitter Page Twitter Linkedin Facebook Instagram Google Display | https://transmitter.ieee.org/802-standards/ @ieeeeorg IEEE IEEE IEEE https://transmitter.ieee.org/802-standards/ |
| IEEE SA | 802 Mktg Webpage Twitter Facebook Linkedin | https://standards.ieee.org/featured/802/index.html @ieeesa IEEE SA IEEE SA |
| IEEE 802 | Twitter Linkedin (JD) | @ieeee802 |
| Other IEEE Groups, Societies, Industry Organizations, Analysts | Communications Society, Photonics Society, TAB, Power & Energy, Strategy & Entrepreneurship, Engineers in Medicine & Biology, Ethernet Alliance, Wi-Fi Alliance, WI SUN Alliance, MEF, AVNU, EPIC, LightCounting, Dell'Oro | |

802 Content

The campaign was bolstered with a variety of content including six long form videos, five short form videos for social media, Man on the Street videos, one audio clip and four IEEE Transmitter blogs

Transmitter Article Snapshot

1. 3 Ways the World Would Be a Different Place Without IEEE's Family of 802 Standard
2. How Ethernet Has Enabled Today's Hyper-Connected World
3. Why the Development of Wireless Networks Is Important for Global IoT Growth
4. How the Future of Wi-Fi Will Impact Our Workplaces and Lifestyles Worldwide

Video Snapshot

1. The IEEE 802 Standard That Changed The World
2. Standards that Connect
3. Worldwide Connectivity Enabled by 802
4. The Future of IoT, Connected Cars and Wi-Fi
5. Global Impact On Our Everyday Lives
6. The Future of IEEE's 802 Standards

Referenced Standards: 802.1, 802.3, 802.11, 802.15



George Zimmerman



Tim Godfrey



John D'Ambrosia



Jim Lansford



Lei Wang



Steve Carlson



Paul Nikolich



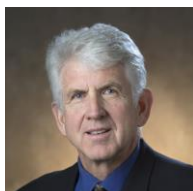
Andrew Myles



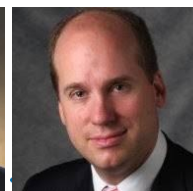
Shoichi Kitazawa



Dorothy Stanley



Bob Metcalfe



Glenn Parsons

Campaign Coverage Overview

Total Secured Coverage (amount of media coverage mentioning IEEE 802): 161 (6 pending)

Total Global Unique Visitors Per Month (the total audience reached via coverage): 5,731,239,313

Secured Coverage by Region:

- ▶ US: 19 (1 pending)
- ▶ UK: 2 (1 pending)
- ▶ Brazil: 11
- ▶ India: 8
- ▶ China: 30
- ▶ Japan: 54
- ▶ Korea: 25
- ▶ Germany: 4 (pending)
- ▶ Netherlands: 1 (syndication from US coverage)
- ▶ Spain: 2 (syndication from US coverage)
- ▶ France: 3 (syndication from US coverage)
- ▶ Indonesia: 1 (syndication from US coverage)
- ▶ Italy: 3 (syndication from US coverage)
- ▶ Vietnam: 1 (syndication from US coverage)

For the 40th anniversary of the creation of IEEE's 802 standards, Finn Partners conducted targeted outreach to effectively engage media contacts at technology, business, network-focused and trade outlets. We showcased experts that work on a variety of standards within the 802 family.

Outreach over the course of the campaign focused on a variety of topics including the 40th Anniversary of 802 and its effects on the world, the technological and societal challenges of a world without 802, pushing the limits of future technology through 802 standards, vertical applications of 802 (education, manufacturing, automotive, etc.), 802's effect on the Internet of Things, among others.

Our global efforts effectively drove significant and widespread media coverage in 14 countries in outlets such as The Next Web, BGR, SearchNetworking, IndustryWeek, Networks Europe, TechTudo, Baidu, Express Computers, ZDNet Korea, Elektronikpraxis and many more.



Campaign Metrics At A Glance

Awareness - How many people saw our campaign

KPI: Organic social + ALL paid ads impressions

33,575,461 views

Engagement - How many people interacted with our campaign on social

KPI: Comments, reactions, shares, clicks, video views:

1,434,884
Engagements

Website Traffic

KPI: Transmitter landing page views, Transmitter articles, 802 YouTube page:

47,397 Views

Audience

Unique visitors per month for all secured global media coverage/readership

5,731,239,313 visitors



Program Goals Versus Actuals

| METRIC | GOAL | ACTUAL | PERCENTAGE TO GOAL |
|---|----------|---|--------------------|
| Social Engagement (likes, comments, shares, clicks, video views) | 75,000 | 1,434,884 | 1913% |
| Video Views (Man on the Street, Landing page Videos, Social media videos) | 100,000 | 785,413 | 785% |
| Transmitter Articles | 4 | 4 | 100% |
| IEEE 802 Transmitter Landing Page Views | 35,000 | 45,543 | 130% |
| Global Secured Coverage | 40-50 | 161 (6 pending) | 322% |
| 802 Marketing Page traffic (how many people clicked to see the 802 marketing page from our ads) | 500-2500 | 13,234 clicks, resulted in 3,274 views of page **Click through rate is typically 11.45%, this was a 24.7% click through rate **Total ad spend was \$200 - that is a \$.06 cost per click where industry average is \$.90 **UX factors such as page load speeds and content can impact click through rate | 529% |

Organic Social Performance

| Channel | Facebook | LinkedIn | Instagram | Twitter |
|-------------|-----------|----------|-----------|---------|
| Impressions | 2,653,799 | 856,746 | 633,619 | 253,310 |
| Engagements | 67,351 | 56,231 | 66,979 | 13,747 |

Throughout the 802 Standards campaign, organic social media garnered **4.3 million impressions, 13,000+ clicks**, nearly **150,000 video views** and over **200,000 engagements**.

Engagement was high across all social channels:

- **Facebook** garnered the most impressions at 2,653,799
- **Instagram** garnered the most video views at 53,597
- **LinkedIn** garnered the most clicks at 7,954

Corona Virus drove industry desire for content

| | |
|-----------------------|-----------|
| Total number of posts | 110 |
| Impressions | 4,397,474 |
| Likes / Reactions | 36,968 |
| Comments / Replies | 514 |
| Shares | 3,934 |
| Link clicks | 13,688 |
| Video views | 149,134 |

Reaching Students and Young Professionals

~90% of IEEE's social media audience are within the 18-44 age range. Many are students and academics.

Key Learnings + Highlights

- **Google Display Network paid advertising (aka GDN)** performed extremely well. GDN banners across the web and apps drove 46.29% of all traffic to the Transmitter 802 Standards page at an average Cost Per Click of just \$0.14 per click.
- **802 video content** garnered high engagement and gathered a following throughout the campaign. We saw an increase of views over time with over 450K views alone in the final two week period of the campaign (4/1-4/15) with a total of 750,294 views overall.
- Our **audience engaged** the most with content that immediately asked a provoking question, such as what a world without Wi-Fi would look like, or content that established a link from 802 to popular industries and/or everyday life.
- **Media coverage** resonated most when talking about the future applications of 802 and when discussing the various technologies 802 enables like Wi-Fi and Ethernet rather than the technical nuances of the standards. Examples included Wi-Fi sensing, Ethernet for autonomous vehicles, applications to the IoT, etc.
- **COVID-19** was at its peak during the majority of our campaign (April + March) yet we out performed all of our metrics. This was due to the fact that our existing content included topics like remote work and that we quickly made a shift in our campaign to highlight further relevance. This included changing the language of our organic, paid and website copy and our media pitching.

IEEE SA 802 MKTG WEBPAGE: BY THE NUMBERS

| | As of 3/4 | As of 3/11 | As of 3/18 | As of 3/25 | As of 4/1 | As of 4/8 | As of 4/15 |
|--------------------|-----------|------------|------------|------------|-----------|-----------|------------|
| Page Views | 906 | 1,602 | 2,378 | 3,073 | 3,671 | 3,809 | 3,951 |
| Avg Time on page | 2:27 | 2:23 | 02:14 | 02:15 | 02:24 | 02:26 | 02:31 |
| Form Submissions | 5 | 8 | 11 | 14 | 21 | 21 | 23 |
| Total Clicks | 374 | 671 | 1024 | 1,398 | 1,582 | 1,654 | 1,758 |
| Click-Through rate | 41.28% | 41.89% | 43.06% | 45.49% | 43.09% | 43.42% | 44.50% |



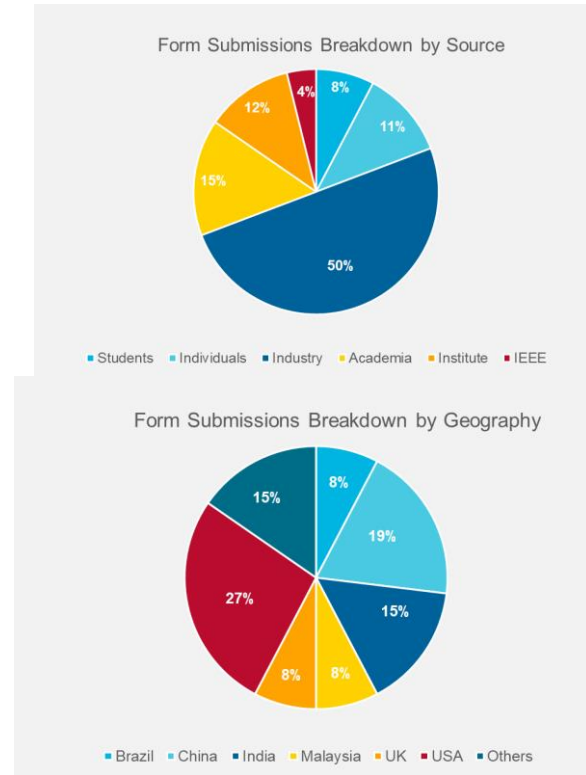
IEEE SA SOCIAL MEDIA

| <u>as of 4/15</u> | Facebook | Twitter | LinkedIn | Totals |
|---|--------------------------------------|--------------------------------------|--|--------|
| Number of posts | 4 | 11 | 4 | 19 |
| Engagement (Likes/Shares/ Comments) | 55 | 338 | 56 | 449 |
| Engagement Rate | .03% (Industry Benchmark .09%) | .66% (Industry Benchmark .07%) | 2.03% (Industry Benchmark .204%) | N/A |
| Reach/ Impressions | 6,582 | 30,542 | 778 | 37,902 |



INTEREST FORM SUBMISSIONS AS OF 05/04-2020

| | |
|--|---|
| Total Working Group Interest Form Submissions as of 05/04 | 26 |
| Number of Interest Form Submissions by Working Group | <p>3 802.1</p> <p>5 802.3</p> <p>6 802.11</p> <p>7 802.15</p> <p>1 802.18</p> <p>3 802.19</p> <p>1 802.24</p> |



IEEE 802 Social Media Stats

▶ Through April 15

| | | |
|-----------------------------------|----------------------|--------|
| Twitter | # Users (as of 5/15) | 137 |
| | Tweets | 22 |
| | Impressions | 32,115 |
| | Engagements | 393 |
| | | |
| Linkedin (JD Personal account) | # Followers | 5,666 |
| | # Posts | 32 |
| | # Views | 27,590 |
| | # Likes | 230 |

#1 Tweet (14,972) –

Today marks the 40th Anniversary of IEEE 802. Congratulations to the 802 community & thanks to all our volunteers who helped develop the family of networking standards that shaped today's connected world

#1 Post (7,537) – Excerpt

I am a 20 year veteran of IEEE 802. We are seeing the standards developed by this organization used in ways many of us never imagined. My cousin passed from COVID-19 - in writing about this personal moment - it struck me how much networking is impacting our lives: #ieee802 #802standards #ethernet #ieee



Next Steps

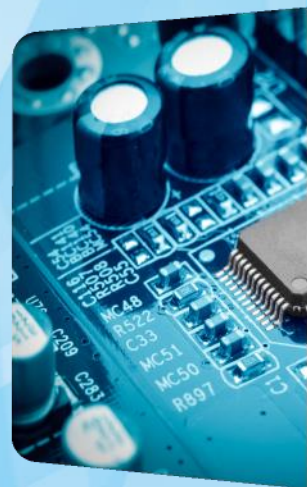
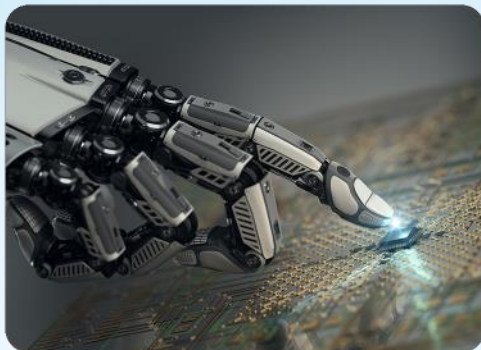
- ▶ Continue IEEE 802 Public Visibility Efforts
 - Formation – IEEE 802 Public Visibility Standing Committee
 - Focus on creation non-technical content IEEE 802 (applications / future with emphasis on video)
- ▶ Continue relationship building with IEEE organizations and societies
- ▶ Engage in participation in IEEE Public Visibility Efforts
- ▶ Request 802 EC authorize use of remaining PV funds (\$12k) for continued PV activities
- ▶ We are actively seeking additional funding & sponsorship to continue public visibility activities on behalf of IEEE 802





**Appendix A –
IEEE / Finn Partners
Summary**





IEEE 802 40th Anniversary Campaign Wrap Up Report

April 22, 2020



802 Content

The campaign was bolstered with a variety of content including six long form videos, five short form videos for social media, Man on the Street videos, one audio clip and four IEEE Transmitter blogs

Transmitter Article Snapshot

1. 3 Ways the World Would Be a Different Place Without IEEE's Family of 802 Standard
2. How Ethernet Has Enabled Today's Hyper-Connected World
3. Why the Development of Wireless Networks Is Important for Global IoT Growth
4. How the Future of Wi-Fi Will Impact Our Workplaces and Lifestyles Worldwide



Glenn Parsons (video)



Paul Nikolich (video, audio, article)



John D'Ambrosia (article, video)



Lei Wang (article)



Tim Godfrey (article)

Video Snapshot

1. The IEEE 802 Standard That Changed The World
2. Standards that Connect
3. Worldwide Connectivity Enabled by 802
4. The Future of IoT, Connected Cars and Wi-Fi
5. Global Impact On Our Everyday Lives
6. 19 The Future of IEEE's 802 Standards



Dorothy Stanley (video, article)



Bob Metcalfe (video)



802 Thought Leaders

Through video, social and traditional media, we utilized a wide range of IEEE members to demonstrate thought leadership around the family of 802 standards



George Zimmerman



Lei Wang



Shoichi Kitazawa

20



Tim Godfrey



Steve Carlson



Dorothy Stanley



John D'Ambrosia



Paul Nikolich



Bob Metcalfe



Jim Lansford



Andrew Myles



Glenn Parsons

IEEE 802 Standards Referenced

- 802.11 Wireless LAN
- 802.1 Higher LAN
- 802.3 Ethernet
- 802.15 Wireless Specialty Networks



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MEDIA RELATIONS PERFORMANCE



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Our global efforts effectively drove significant and widespread media coverage in 14 countries in outlets such as The Next Web, BGR, SearchNetworking, IndustryWeek, Networks Europe, TechTudo, Baidu, Express Computers, ZDNet Korea, Elektronikpraxis and many more.



Campaign Coverage Highlights



EXPRESS COMPUTER

3 Ways the World Would Be a Different Place Today Without IEEE's Family of 802 Standards

You're probably reading this article on your mobile phone, a tablet or a laptop computer. You might share this article to your social media channels using your favorite emoji in the caption, and then later you'll interact with your brother on Facebook to get his opinion on the topic. Did you know that none of these activities would be possible today, and that none of these technologies would be able to work together or low cost enough, without the IEEE family of 802 standards?

It wasn't that long ago when Wi-Fi and Ethernet speeds weren't as fast and inexpensive enough for every-day consumers. The rate of growth this industry has seen is exponential, and the thousands of engineers in IEEE's numerous 802 working groups have made sure their technical standards have enabled consistent improvements, ensuring consistency and accessibility in the market.

Let's imagine how the world would be a different place if these standards were not on our side today.



OLHAR DIGITAL

Próxima versão do Wi-Fi quer detectar os movimentos dos usuários

Sem sensores nos dispositivos ou corpos dos usuários, a tecnologia detectará os movimentos por meio da alteração da radiofrequência presente nos ambientes

O protocolo IEEE 802, que padroniza a conectividade sem fio, está explorando novas possibilidades para o próximo padrão do Wi-Fi.



ZDNet Korea

IEEE 802 표준, 제정 40주년 맞아

전기전자기술개발회(IEEE)는 IEEE 802 표준 제정 40주년을 맞이하고 16일 밝혔다.

IEEE 802 학회그룹이 주요한 IEEE 802 표준은 이더넷, 와이파이, 블루투스 등의 통신 기술들 포함한다. IEEE 802 표준은 주로 유선 네트워크를 통해 전달되. 가, 인간을 위한 환경을 제공한다.

한국에 IEEE 802 학회그룹 회원은 다양한 802 표준을 성공시키는 중요 학회가 크게 공헌한다. IEEE 802 프로젝트는 제조사(기타)



BGR

The Wi-Fi of the future might be able to detect your physical presence

Wi-Fi 6 (802.11ax) is one of the hottest buzzwords in tech right now. Combine that with 5G, and you've got the perfect setup, and many of the new 2023 phones do feature both Wi-Fi 6 and 5G support. Of course, to actually take advantage of faster Wi-Fi data speeds, you also need a home router that supports Wi-Fi 6 and a great internet plan.

The same goes for 5G—you need coverage and proper infrastructure that can deliver high-speed internet. But wireless networks might be used in the future for more than fast data transmission if the organization that governs the development and evolution of Wi-Fi has its way.



IndustryWeek

Staying Connected

IEEE 802 working group responsible for Ethernet standards turns 40.

Connectivity is the enabler enabling today's manufacturers to fully capitalize on the growing array of emerging technologies. Of course, standards are crucial for connectivity to work across an array of disparate products.

The IEEE 802 standards that provide consistency for connectivity just turned 40. To learn more about how these standards apply to today's manufacturers,



Baidu 百度


IEEE 802标准40周年：从以太网到Wi-Fi6，为万物互联铺平道路

今年是电气电子工程师协会IEEE 802标准正式诞生40周年。在数以千计的科学家共同努力下，IEEE 802标准委员会建立了一系列与有线和无线通信标准。截止目前，IEEE 802标准家族包括71个已发布的标准和54个正在开发中的标准，如以太网、无线局域网(WLAN)及蓝牙等，为万物互联铺平了道路。

从高速、智能化的Wi-Fi 6，到互联互通的智慧城市，IEEE 802标准的身影无处不在。正如IEEE 802标准委员会主席Paul Nikolich所言：“从当地的咖啡馆到国际空间站，IEEE 802系列标准正在且深刻地影响着我们的日常生活。如果没有IEEE 802系列标准，电子邮件等许多我们日常生活早已离不开的事物，也许不会像现在这样被广泛应用。”



Paul Nikolich
IEEE Fellow



TNW

THE NEXT WEB


How the IEEE 802 group helped shape the modern internet with Ethernet and Wi-Fi protocols

Our life is surrounded by internet services and it's hard to imagine not being connected to the web one way or another. It's also worth thinking about technologies such as Wi-Fi and Ethernet, which are responsible for all the heavy lifting involved in providing that dumb meme to our friends around the world in a split second.

These standards are defined by an organization known as the IEEE (Institute of Electrical and Electronics Engineers) 802 group. It was formed 40 years ago in February 1980 to standardize network protocols and provide device makers a clear path to create peripherals that are compatible with each other across the industry.

History and formation of IEEE 802

Before 802 existed, in the 1970s, equipment suppliers began to manufacture networking hardware to connect computers more widely. However, a lot of these networking standards were proprietary, which meant that it was hard to connect systems that weren't using the same gear. So, a bunch of executives from different companies thought it would be beneficial for the industry to standardize certain protocols and have more devices play well with each other.




TechTarget IoT Agenda

Ethernet in IoT still serves a purpose in the wireless age

When it comes to the internet and the cloud, Ethernet is the dominant wired network technology with expanding capabilities for IoT deployments.


IoT products may connect through either wired or wireless technologies, but many wireless products, including IoT, still depend on wired infrastructure.

The IEEE 802.3 Ethernet standard, and other standards within the 802 family, provide a low-cost option that organizations can purchase from multiple vendors and count on to work when they plug it in. The standard's popularity over the past four decades can be attributed to the adaptation of Ethernet to the needs of targeted application spaces. With the plethora of wired ethernet standards, many IT experts know the networking architecture by the application spaces that they target, such as automotive Ethernet, industrial Ethernet, data center Ethernet or Power over Ethernet (PoE).



Yellowfin named a Visionary

Forbes 2020 Magic Quadrant for Analytics and Dashboards



DZone

A DEVADA MEDIA PROPERTY

IEEE Celebrates the 40th Anniversary of the 802 Standards

An interview with Paul Nikolich, IEEE Fellow and 802 Chair — read to find out more about IEEE and their family of standards.

Last week marked the 40th anniversary of the creation of the IEEE's family of 802 standards that have related wired (Ethernet) and wireless (Wi-Fi) connectivity for the past 40 years. The IEEE 802 family of LAN standards has enabled computers, systems and service providers to develop robust, interoperable, low-cost networking, enabling explosive growth in connectivity and effectively connecting the world. I spoke to Paul Nikolich, IEEE Fellow and 802 Chair to find out more.

The Genesis of IEEE 802

Paul explained that the IEEE 802 family of technical standards began development in 1979 when technical executives at a group of companies developing proprietary Local Area Networking (LAN) interfaces to connect mini-computers and peripherals, such as printers and terminals, realized that it would be better for the industry to have a single interoperable LAN protocol than a diverse set of proprietary technologies.

"The vision was that a single LAN protocol would enable the market through lower cost as a result of the economy of scale."

Within a year or so, the vision of a single grand unified interoperable LAN protocol faded and the IEEE 802 LMSC executive committee decided to split into four "working groups". Two survive today: 802.3 Bridging and 802.3 Ethernet - both eventually dominating the Local Area Networking field for wireless LANs.

Paul noted:

"The 802.11 Wireless LAN working group didn't come to life until 1990, but it too offered the same opportunity and benefits of standardization and to offer a single standardized technology to the market that would benefit from interoperability and scale. A single standard was developed, the 802.11 Wireless LAN, the basis for the wireless products commonly known as Wi-Fi."

What Would Life Be Like Without the IEEE 802 Standards?

PAID CHANNEL PERFORMANCE

Paid Advertising Performance

| Channel | Budget Spend | Impressions | Link Clicks |
|----------|--------------|-------------|-------------|
| Facebook | \$1,949.97 | 24,580,610 | 136,005 |
| Twitter | \$1,500.00 | 676,943 | 24,474 |
| Google | \$3,550.03 | 3,920,434 | 23,893 |

** Benchmarks from STATISTA
 **Variability based on channe
 **Includes 802 marketing page ads

| KPI | 802 Performance | **Industry Benchmark |
|----------------------------|-----------------|----------------------|
| Total Spend to Date | \$7,000.00 | N/A |
| Average Cost per Click | \$0.04 | \$.09-\$2.04 |
| Average Click-through Rate | 0.63% | .1-.5% |



Highest Performing Ads

| | |
|---------------------|------------|
| Number of total Ads | 11 |
| Impressions | 10,910,006 |
| Likes / Reactions | 4,873 |
| Comments / Replies | 63 |
| Shares | 88 |
| Link clicks | 80,230 |

Why this worked

The ad was connecting a personal use case for technology to a much larger application of WiFi and Ethernet and crafted a strong connection between the two technology applications. Our audience is attracted to that narrative technique.



The image shows a social media post from IEEE, dated March 23 at 5:17 PM, written by Austin Schuld. The post text reads: "The same technologies that allow us to make video calls or send an email can be leveraged by people to enable the future of medicine and factory automation. Learn more about the standards that gave way to Wi-Fi and Ethernet." Below the post is a screenshot of an advertisement for IEEE Transmitter. The ad features the IEEE logo and the headline "Learn about the Wi-Fi and Ethernet technologies enabling your IoT devices." The ad visual includes a cityscape background with several circular callouts: one showing a person in a lab, another showing a person in a factory, and a large one showing two people looking at a screen. At the bottom of the ad, it says "TRANSMITTER.IEEE.ORG" and "The Tech That Connects Us" with a "Learn More" button.

ORGANIC SOCIAL PERFORMANCE

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Engagement was high across all social channels:

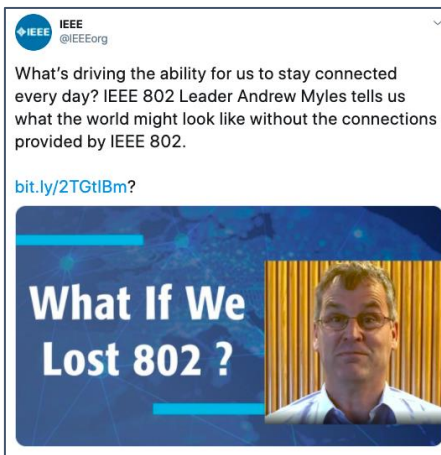
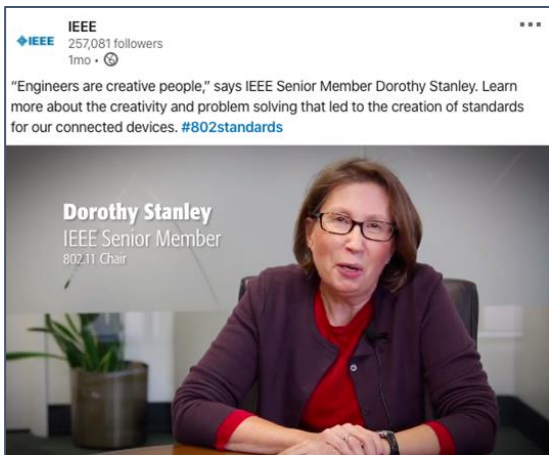
- **Facebook** garnered the most impressions at 2,653,799
- **Instagram** garnered the most video views at 53,597
- **LinkedIn** garnered the most clicks at 7,954

| | |
|-----------------------|-----------|
| Total number of posts | 110 |
| Impressions | 4,397,474 |
| Likes / Reactions | 36,968 |
| Comments / Replies | 514 |
| Shares | 3,934 |
| Link clicks | 13,688 |
| Video views | 149,134 |

Reaching Students and Young Professionals

~90% of IEEE's social media audience are within the 18-44 age range. Many are students and academics.

Highest Performing Social Posts



On LinkedIn and Facebook, video posts performed the highest. On Instagram and Twitter, graphic images were the highest performing. Posts containing videos still received high engagement on all channels.

- Across channels, provoking messages about Wi-Fi and 802 received high engagement, for example, asking “What if we lost 802” and “A world without Wi-Fi?”
- Simple and relatable posts performed well, for example, “Engineers are creative people.”
- Posts that connected 802 to popular topics, such as IoT or smart cities performed well, allowing users to think about how 802 interacts with their daily lives.



China Social Performance

The IEEE China team translated an 802 Transmitter article, “The Global Impact of IEEE’s 802 Standards” and posted it on China social channels (Weibo and WeChat) resulting in a top performer for the region

Reach/Engagement: 1,211 *the average for articles in China is ~1,050*

How does this compare?

- ▶ Out of the 13 articles/videos sent to the IEEE China team for translation from 2018-2020, this article ranks #5
- ▶ Out of just articles (no videos), this ranks #3

Why is this important?

- ▶ This article was posted the first week of March. Given the massive impact that coronavirus had in China, this is a huge success.

How does this align with previous insights?

- ▶ Prior to this article, 5G and IEEE-related content (members, etc.) performed best
- ▶ The data continues to tell us that the IEEE China audience has a heavy interest in IEEE-centric content and the future of networking.



TRANSMITTER PERFORMANCE

Transmitter Article Performance Snapshot

| ARTICLE | IEWS |
|---|------|
| 3 Ways the World Would Be a Different Place Without IEEE's Family of 802 Standard | 693 |
| How Ethernet Has Enabled Today's Hyper-Connected World | 517 |
| Why the Development of Wireless Networks Is Important for Global IoT Growth | 496 |
| How the Future of Wi-Fi Will Impact Our Workplaces and Lifestyles Worldwide | 307 |

**** avg benchmark for Transmitter is 300-400 views for articles only. We know that videos perform best on social media vs on a landing page based on best practices. We shared our videos on both platforms and had the best performance on social.**



Highest Performing Transmitter Content

The highest performing article on Transmitter was *3 Ways the World Would Be a Different Place Without IEEE's Family of 802 Standards*.

One of the three ways was about remote work and how difficult it would be without 802. The data shows there was a large increase in traffic in April, a time when almost the entire world was working remotely. This proves our content was timely and relevant for our audience.

The highest source of traffic was direct, meaning readers most likely came directly from the homepage or clicked on this article after reading another one.



3 Ways the World Would Be a Different Place Without IEEE's Family of 802 Standards

WRITTEN BY IEEE | FEBRUARY 25, 2020

You're probably reading this article on your mobile phone, a tablet or a laptop computer. You might share this article to your social media channels using your favorite emoji in the caption, and then later you'll video call with your brother-in-law to get his opinion on the topic. Did you know that none of these activities would be possible today, and that none of these technologies would be able to work together or low cost enough, without the IEEE family of 802 standards?



Key Learnings + Highlights

- **Google Display Network paid advertising (aka GDN)** performed extremely well. GDN banners across the web and apps drove 46.29% of all traffic to the Transmitter 802 Standards page at an average Cost Per Click of just \$0.14 per click.
- **802 video content** garnered high engagement and gathered a following throughout the campaign. We saw an increase of views over time with over 450K views alone in the final two week period of the campaign (4/1-4/15) with a total of 750,294 views overall.
- Our **audience engaged** the most with content that immediately asked a provoking question, such as what a world without Wi-Fi would look like, or content that established a link from 802 to popular industries and/or everyday life.
- **Media coverage** resonated most when talking about the future applications of 802 and when discussing the various technologies 802 enables like Wi-Fi and Ethernet rather than the technical nuances of the standards. Examples included Wi-Fi sensing, Ethernet for autonomous vehicles, applications to the IoT, etc.
- **COVID-19** was at its peak during the majority of our campaign (April + March) yet we out performed all of our metrics. This was due to the fact that our existing content included topics like remote work and that we quickly made a shift in our campaign to highlight further relevance. This included changing the language of our organic, paid and website copy and our media pitching.



Appendix B

Summary of Coverage

| Country | Media Outlet | UVPM | ICs Included | Link to Coverage |
|---------|--|---------------|---------------------------|---|
| Brazil | Diário do Nordeste | 4,077,170 | N/A | https://diarionordeste.verdesmares.com.br/editorias/negocios/youtube-lucra-us-15-1-bilhoes-em-2019-1.2208894 |
| Brazil | Diário do Nordeste | 660,000 | N/A | N/A - Print coverage (PDF provided) |
| Brazil | Folha de Pernambuco | 2,500,000 | N/A | https://folhapa.com.br/economia/economia/tecnologia/2020/02/19/NWS.131273.10.476.ECONOMIA.2373-PROJETO-QUE-PERMITIU-SURGIMENTO-COMPLETA-ANOS.aspx |
| Brazil | Guia do PC | 480,000 | N/A | https://www.guiadopc.com.br/artigos/38809/ieee-discute-como-seria-um-mundo-sem-wi-fi-e-ethernet.html |
| Brazil | Meio Norte | 2,600,000 | N/A | https://www.meionorte.com/noticias/tecnologia/especialistas-discutem-como-o-mundo-seria-sem-wi-fi-confira-382505 |
| Brazil | Mundo Digital | 20,000 | N/A | http://www.mundodigital.net.br/index.php/noticias/112886-como-seria-o-mundo-sem-ethernet-e-wi-fi |
| Brazil | Olhar Digital | 16,000,000 | Paul Nikolich | https://olhardigital.com.br/noticia/proxima-versao-do-wi-fi-quer-detectar-os-movimentos-dos-usuarios/97306 |
| Brazil | Tecmundo | 13,000,000 | N/A | https://www.tecmundo.com.br/internet/150129-projeto-criou-internet-ieee-802-comemorando-40-anos.htm |
| Brazil | Infor Channel | 60 | N/A | https://inforchannel.com.br/ieee-comemora-40-anos-de-projeto/ |
| Brazil | Mirante | 1,500,000 | N/A | https://mirante.com/oestadoma/noticias/2020/02/27/especialistas-discutem-como-o-mundo-seria-sem-ethernet-e-wi-fi/ |
| Brazil | TechTudo | 50,000,000 | N/A | https://www.techtudo.com.br/noticias/2020/03/ieee-802-faz-40-anos-conheca-o-projeto-que-padroneizou-wi-fi-e-bluetooth.ghtml |
| China | CNbeta | 1,778,641 | Paul Nikolich | https://www.cnbeta.com/articles/tech/948787.htm |
| China | HX News | 753,667 | Paul Nikolich | http://www.hxnews.com/news/tk/jkqy/202002/27/1865450.shtml |
| China | Baidu | 1,102,176,000 | Paul Nikolich Lei Wang | https://baijiahao.baidu.com/s?id=166130118699005318&wfr=spider&for=pc |
| China | C14 Communication | 230,000 | Paul Nikolich | http://www.c14.com.cn/news/16/a1119072.html |
| China | Digital Communication World | 50,000 | Paul Nikolich | https://mp.weixin.qq.com/s/HciNHJaDbnamNbBHmGY9g |
| China | Yesky Net | 112,000 | Paul Nikolich | http://inet.yesky.com/478/1790111978.shtml |
| China | Qianjia.com | 1,000 | Paul Nikolich | http://www.qianjia.com/html/2020-03/17_362693.html |
| China | Elecfans | 1,280,000 | Paul Nikolich | http://www.elecfans.com/d/1183343.html |
| China | Dingkeji | 9,210 | Paul Nikolich | http://www.dingkeji.com/post/s/126826.html |
| China | eastmoney.com | 9,248,000 | Paul Nikolich | http://finance.eastmoney.com/a/202003161419752345.html |
| China | Ofweek | 672,000 | Paul Nikolich | https://mp.ofweek.com/tele/a04569392496 |
| China | istv.com | 1,120,000 | Paul Nikolich | http://www.istv.com.cn/details/27799.html |
| China | Digital Communication World | 30,003 | Paul Nikolich | http://www.dcw.org.cn/industry/1710.html |
| China | Guba.com | 9,248,000 | Paul Nikolich | http://guba.eastmoney.com/news/cjpl/913280980.html |
| China | lotworld.com | N/A | Paul Nikolich, Lei Wang | http://www.lotworld.com.cn/html/News/202003/a276bb77f5088ec3.shtml |
| China | weixin-toutiao.com | N/A | Paul Nikolich, Lei Wang | https://www.weixin-toutiao.com/kik/103595.html |
| China | ccxun.com | 20,000 | Paul Nikolich, Lei Wang | http://www.ccxun.com/m/view.php?aid=325958 |
| China | jikuq.com | N/A | Paul Nikolich, Lei Wang | http://www.jikuq.com/thread-80925-1-1.html |
| China | qq.com | 1,032,889,000 | Paul Nikolich, Lei Wang | https://www.new.qq.com/rain/a/20200316a0FM4T00 |
| China | hc360.com | 1,280,000 | Paul Nikolich, Lei Wang | https://secu.hc360.com/26/261890.html |
| China | wx.qq.com | 1,098,083,000 | Paul Nikolich, Lei Wang | https://wx.qq.com/cmsid/20200316a0FM4T00 |
| China | wangduba.com | N/A | Paul Nikolich, Lei Wang | https://www.wangduba.com/keji/m11513.html |
| China | sunbetmsc.cn | N/A | Paul Nikolich, Lei Wang | http://www.sunbetmsc.cn/keji/2020/03/18/3525.html |
| China | adreach.com | N/A | Paul Nikolich, Lei Wang | http://www.adreach.com.cn/view-14915-1.html |
| China | uznj.com | 5,000 | Paul Nikolich, Lei Wang | http://www.uznj.com/news/33017.html |
| China | sohu.com | 1,146,704,000 | Paul Nikolich, Lei Wang | https://www.sohu.com/a/380519081_120592893 |
| China | online.sh.cn | 384,000 | Paul Nikolich Lei Wang | http://it.online.sh.cn/details/27799 |
| China | news.moore.ren | N/A | Paul Nikolich Lei Wang | http://news.moore.ren/industry/201645.htm |
| China | sohu.com | 1,146,704,000 | Paul Nikolich Lei Wang | https://www.sohu.com/a/380554461_354880 |
| China | mobile.lot.com | N/A | Paul Nikolich Lei Wang | http://mobile.lotworld.com.cn/View.aspx/News-a276bb77f5088ec3 |



| Country | Media Outlet | UVPM | ICs Included | Link to Coverage |
|-----------|--------------------|-----------|---------------------------|---|
| | Android 237 | 12,450 | Paul Nikolich | https://www.android237.com/3811/la-prochaine-version-du-wi-fi-pourrait-detecter-vos-mouvements-a-la-maison |
| France | FUTURA TECH | 1,500,000 | Paul Nikolich | https://www.futura-sciences.com/tech/actualites/internet-prochaine-version-wi-fi-pourrait-detecter-mouvements-77614/ |
| France | PhonAndroid | 1,728,597 | Paul Nikolich | https://www.phonandroid.com/le-wifi-7-802-11be-pourrait-aussi-detecter-les-chutes-de-personnes-agees.html |
| India | BIS Infotech | 97,980 | Paul Nikolich | https://www.bisinfotech.com/a-look-into-four-decades-of-ieee-802-standards/ |
| India | BIS Infotech | 97,980 | Dorothy Stanley, Lei Wang | https://www.bisinfotech.com/wi-fi-will-impact-our-workplaces-and-lifestyles-worldwide-ieee/ |
| India | Techphlie | 117,480 | Paul Nikolich | https://www.techphlie.com/2020/02/ieee-802-standards-complete-40-glorious.html |
| India | Tehnuter | 220,710 | Paul Nikolich | https://technuter.com/tech/ieee-802-standards-completing-40-glorious-years-and-how-it-has-transformed-technology.html |
| India | Var India | 35,280 | Dorothy Stanley, Lei Wang | https://www.varindia.com/news/the-future-of-wifi-to-impact-our-workplaces-and-lifestyles-worldwide |
| India | Express Computers | 334,320 | Dorothy Stanley, Lei Wang | https://www.expresscomputer.in/news/how-the-future-of-wi-fi-will-impact-our-workplaces-and-lifestyles-worldwide-ieee/50163/ |
| India | Express Computers | 334,320 | Bob Metcalfe, Vic Hayes | https://www.expresscomputer.in/news/3-ways-the-world-would-be-a-different-place-today-without-ieees-family-of-802-standards/51209/ |
| India | CIO Axis | 42,790 | Dorothy Stanley, Lei Wang | https://www.cioaxis.com/latest-news/this-is-how-the-future-of-wi-fi-will-impact-our-workplaces-and-lifestyles-worldwide-ieee |
| Indonesia | Uzone | 2,374,202 | Paul Nikolich | https://uzone.id/canggihnya-wi-fi-masa-depan-bisa-deteksi-kehadiran-dan-gerakan-manusia |
| Italy | Liberio Tecnologia | 108,912 | Paul Nikolich | https://tecnologia.liberio.it/il-wi-fi-del-futuro-sara-in-grado-di-riconoscere-persone-34219 |
| Italy | Telefonino | 345,362 | Paul Nikolich | https://www.telefonino.net/notizie/wi-fi-7-riconoscere-persone/ |
| Italy | Tutto Android | 359,037 | Paul Nikolich | https://www.tuttoandroid.net/news/wi-fi-sviluppo-spostamento-casa-784818/ |



| Country | Media Outlet | UVPM | ICs Included | Link to Coverage |
|---------|-------------------------|------|------------------|---|
| Japan | @Press | N/A | Shoichi Kitazawa | https://www.atpress.ne.jp/news/208891 |
| Japan | NEWSCAST | N/A | Shoichi Kitazawa | https://newscast.jp/news/761961 |
| Japan | @nifty Business | N/A | Shoichi Kitazawa | https://business.nifty.com/catalog/business_release/catalog_ap020891_1.htm |
| Japan | Ba-ter News※ | N/A | Shoichi Kitazawa | https://www.ba-ter.com/user/ |
| Japan | Barclay Global BIZ | N/A | Shoichi Kitazawa | https://barclay-global.biz/coverage/2p=16667/ |
| Japan | BIGLOBE News | N/A | Shoichi Kitazawa | https://news.biglobe.ne.jp/economy/0406/atp_200406_7475415505.html |
| Japan | bizocan※ | N/A | Shoichi Kitazawa | http://www.bizocan.jp/news/1/ |
| Japan | BREAK TIME NEWS | N/A | Shoichi Kitazawa | http://break-time-news.com/?p=179088 |
| Japan | Business Times | N/A | Shoichi Kitazawa | http://business-dmeline.com/?p=179088 |
| Japan | Catch Our News | N/A | Shoichi Kitazawa | http://catchournews.com/?p=179088 |
| Japan | Culture Post | N/A | Shoichi Kitazawa | http://culture-post.com/?p=179088 |
| Japan | DIGINEWS | N/A | Shoichi Kitazawa | http://diginevestimeline.com/?p=179088 |
| Japan | Django | N/A | Shoichi Kitazawa | http://djangomedias.com/?p=179088 |
| Japan | Excellator | N/A | Shoichi Kitazawa | http://www.exclite.co.jp/news/article/Aspress_208891/ |
| Japan | excite News | N/A | Shoichi Kitazawa | https://www.excite.co.jp/news/article/Aspress_208891/ |
| Japan | GOOD LUCK NEWS | N/A | Shoichi Kitazawa | http://good-luck-news.com/?p=179088 |
| Japan | IDENTITY | N/A | Shoichi Kitazawa | http://identity-press.com/?p=179088 |
| Japan | Increment Timeline | N/A | Shoichi Kitazawa | http://incrementtimeline.com/?p=179088 |
| Japan | Infoseek news | N/A | Shoichi Kitazawa | https://news.infoseek.co.jp/article/atpress_208891/ |
| Japan | Jungle! | N/A | Shoichi Kitazawa | http://jungleposts.com/?p=179088 |
| Japan | Mapiion news | N/A | Shoichi Kitazawa | https://www.mapiion.co.jp/news/release/ap208891-01/ |
| Japan | N+NewsRelease | N/A | Shoichi Kitazawa | https://news.nplus-inc.co.jp/index.php?action=ViewDetail&number=531234 |
| Japan | NC network | N/A | Shoichi Kitazawa | http://www.nc-net.or.jp/news/view/13790/ |
| Japan | News Create | N/A | Shoichi Kitazawa | http://news-create.com/?p=179088 |
| Japan | RBBTODAY | N/A | Shoichi Kitazawa | https://www.rbbtoday.com/rd/atpress/release.html?pr_id=208891&charset=UTF-8 |
| Japan | REGUTAR | N/A | Shoichi Kitazawa | http://regutar.com/?p=179088 |
| Japan | rentaloffice.biz※ | N/A | Shoichi Kitazawa | http://rentaloffice.biz/ |
| Japan | Resemom | N/A | Shoichi Kitazawa | https://resemom.jp/feature/news/release/atpress/press_detail.html?pr_id=208891&charset=UTF-8 |
| Japan | Response | N/A | Shoichi Kitazawa | https://response.jp/feature/news/release/atpress/press_detail.html?pr_id=208891&charset=UTF-8 |
| Japan | SankelBiz | N/A | Shoichi Kitazawa | http://www.sankelbiz.jp/business/news/200406/pr/2004061332076-n1.htm |
| Japan | SANSPO.COM | N/A | Shoichi Kitazawa | https://news.sanspo.com/gems/news/20200406/pr/2004061332097-n1.html |
| Japan | SEOTOOLS | N/A | Shoichi Kitazawa | http://www.sectools.jp/news/id_at_208891.html |
| Japan | Skylish News | N/A | Shoichi Kitazawa | http://skylishnews.com/?p=179088 |
| Japan | Tomorrow with you | N/A | Shoichi Kitazawa | http://tomorrowwithyou.com/?p=179088 |
| Japan | Trend Times | N/A | Shoichi Kitazawa | https://trend-times.jp/blogby/0009/ |
| Japan | WAKUWAKU POST | N/A | Shoichi Kitazawa | http://www.wakuwaku.com/?p=179088 |
| Japan | You Know News | N/A | Shoichi Kitazawa | http://you-know-news.com/?p=179088 |
| Japan | zakzak | N/A | Shoichi Kitazawa | https://www.zakzak.co.jp/tech/news/200406/pr/2004060097-n1.html |
| Japan | Issho no News | N/A | Shoichi Kitazawa | http://oggetter@news.com/?p=179088 |
| Japan | Toremaga News | N/A | Shoichi Kitazawa | https://news.toremaga.com/release/tech/1514132.html |
| Japan | Indie | N/A | Shoichi Kitazawa | http://indietimeline.com/?p=179088 |
| Japan | Quick Order ※ | N/A | Shoichi Kitazawa | http://www.quickorder.jp/_news/banner/index.php |
| Japan | Community Post | N/A | Shoichi Kitazawa | http://communitytimeline.com/?p=179088 |
| Japan | Toreme | N/A | Shoichi Kitazawa | http://toreme.biz/?p=179088 |
| Japan | News Animals | N/A | Shoichi Kitazawa | http://news-animals.com/?p=179088 |
| Japan | Foood!! | N/A | Shoichi Kitazawa | http://www.fooods.info/?p=179088 |
| Japan | Tokushima Shimbu Web | N/A | Shoichi Kitazawa | https://www.topics.or.jp/vl/pressrelease/5e8ab07c776561e1a00000 |
| Japan | Toushika Net | N/A | Shoichi Kitazawa | https://t108ka.net/press/ap_208891/ |
| Japan | Asahi Shimbu digital &M | N/A | Shoichi Kitazawa | https://www.asahi.com/ind_M/pressrelease/pre_1127801V |
| Japan | Zaikai Shimbu | N/A | Shoichi Kitazawa | https://www.zaikai.co.jp/releases/982161/ |
| Japan | StarHome | N/A | Shoichi Kitazawa | http://home.kingsoft.jp/news/pr/atpress/208891.html |
| Japan | BlogPeople | N/A | Shoichi Kitazawa | http://www.blogpeople.net/press_detail.html?pr_id=208891&charset=UTF-8 |
| Japan | GoodWay Fintech | N/A | Shoichi Kitazawa | https://goodway.co.jp/pdf/hdocs/index.php?action=pages_view_main&block_id=483&active_action=journal_view_main_detail&post_id=293747#_483 |
| Japan | K-ZONE money | N/A | Shoichi Kitazawa | https://www.k-zone.co.jp/kzone_news/news_detail.html?view_id=202004060270009 |



| Country | Media Outlet | UVPM | JCs Included | Link to Coverage |
|-------------|--|------------|---------------------------|---|
| Korea | ZDNet Korea | 3,650,000 | Paul Nikolich | https://www.zdnet.co.kr/view/?no=20200316092936 |
| Korea | Datanet | 120,000 | Paul Nikolich | http://www.datanet.co.kr/news/articleView.html?idxno=143561 |
| Korea | Byline Network | 200,000 | Paul Nikolich | https://byline.network/2020/03/16-85/ |
| Korea | Hello T | 140,000 | Paul Nikolich | http://www.hellot.net/new_hellot/magazine/magazine_read.html?code=201&sub=004&idx=51098 |
| Korea | BI Korea | 9,382 | Paul Nikolich | http://www.bikorea.net/news/articleView.html?idxno=26176 |
| Korea | Techworld | 120,000 | Paul Nikolich | http://www.epnc.co.kr/news/articleView.html?idxno=94782 |
| Korea | CIO Korea | 520,000 | Paul Nikolich | http://www.ciokorea.com/news/146956 |
| Korea | CCTV News | 60,000 | Paul Nikolich | http://press.cctvnews.co.kr/newsRead.php?no=902516 |
| Korea | IT World | 1,650,000 | Paul Nikolich | http://www.itworld.co.kr/news/146948 |
| Korea | Semiconductor Network | 10,001 | Paul Nikolich | https://www.seminet.co.kr/channel_micro.html?menu=content_sub&com_no=817&category=&no=5738 |
| Korea | IT Biz | 210,000 | Paul Nikolich | http://www.it-b.co.kr/news/articleView.html?idxno=39064 |
| Korea | Acrofan | 23,430 | Paul Nikolich | https://kr.acrofan.com/detail.php?number=187317 |
| Korea | All4Chip | 1,011 | Paul Nikolich | http://all4chip.com/archive/news_view.php?no=10146 |
| Korea | AME News | 30 | Paul Nikolich | http://amenews.kr/news/view.php?idx=41770 |
| Korea | viva100 | 350,000 | Paul Nikolich | http://www.viva100.com/main/view.php?key=20200316001506174 |
| Korea | WIKITREE | 14,100,000 | Paul Nikolich | https://www.wikitree.co.kr/articles/514350 |
| Korea | DE News | 8,760 | Paul Nikolich | http://www.denews.co.kr/news/articleView.html?idxno=12300 |
| Korea | News Tap | 19,098 | Paul Nikolich | http://www.newstap.co.kr/news/articleView.html?idxno=106549 |
| Korea | MSD | 30 | Paul Nikolich | http://www.msdkr.com/news/articleView.html?idxno=10943 |
| Korea | Kukmin TV | 30 | Paul Nikolich | http://kukmintv.tv/detail.php?number=38721 |
| Korea | SPOTV News | 1,950,000 | Paul Nikolich | http://press.spotvnews.co.kr/newsRead.php?no=902516 |
| Korea | Korea.com | 205,290 | Paul Nikolich | http://news.korea.com/view/normalview.asp?sn=55585504 |
| Korea | NewsWire | 250,000 | Paul Nikolich | https://www.newswire.co.kr/newsRead.php?no=902516 |
| Korea | Korea Economic Daily | 18,700,000 | N/A | https://www.hankyung.com/it/article/202003208691j |
| Korea | Korea Economic Daily | 357,526 | N/A | Print |
| Netherlands | Smart Home Magazine | 53,343 | Paul Nikolich | https://www.smarthomemagazine.nl/2020/02/volgende-wifi-standaard-kan-mogelijk-jouw-bewegingen-in-huis-detecteren/ |
| Spain | ADSL Zone | 3,283,932 | Paul Nikolich | https://www.adslzone.net/2020/02/26/wifi-7-sensibilidad-respiracion/ |
| Spain | CanalRCN | 1,464,471 | Paul Nikolich | https://www.canalrcn.com/todogamers/tecnologia/articulo-nota/la-nueva-version-de-wi-fi-podria-detectar-tu-movimiento-dentro-de-la-casa |
| UK | UK Tech News | TBD | Dorothy Stanley, Lei Wang | https://uktechnews.co.uk/2020/02/14/how-the-future-of-wi-fi-will-impact-our-workplaces-and-lifestyles-worldwide/ |
| UK | Networks Europe | 35,000 | John D'Ambrosia | https://view.joomag.com/networks-europe-issue-march-april-2020/0411022001586435361 |



| Country | Media Outlet | UVPM | ICs Included | Link to Coverage |
|---------|--------------------|-----------|------------------------------------|---|
| USA | BGR | 2,534,886 | Paul Nikolich | https://bgr.com/2020/02/26/wi-fi-6-vs-wi-fi-7-next-gen-802-11be-might-detect-human-presence/ |
| USA | GizChina | 568,020 | Paul Nikolich | https://www.gizchina.com/2020/02/27/ieee-explores-new-wi-fi-features-can-detect-you-walking-and-breathing/ |
| USA | GizChina | 568,020 | N/A | https://www.gizchina.com/2020/03/02/more-powerful-than-wi-fi-6-wi-fi-7-on-the-road-total-innovation/ |
| USA | SearchNetworking | 457,599 | Paul Nikolich | https://searchnetworking.techtarget.com/feature/IEEE-reveals-802-standards-process-and-the-future-of-Wi-Fi |
| USA | TechDator | 195,720 | N/A | https://techdator.net/developing-wi-fi-7-can-make-unimaginable-services-possible-in-future/ |
| USA | The Next Hint | 31,830 | Paul Nikolich | https://www.thenexthint.com/wi-fi-in-the-future-will-be-able-to-detect-your-physical-appearance-2962/ |
| USA | The Next Web | 1,924,359 | Paul Nikolich | https://thenextweb.com/plugged/2020/02/26/the-next-version-of-wi-fi-might-detect-your-movement-in-home/ |
| USA | The Next Web | 1,924,359 | Paul Nikolich | https://thenextweb.com/tech/2020/03/06/how-the-ieee-802-group-helped-shape-the-modern-internet-with-ethernet-and-wi-fi-protocols/ |
| USA | SearchNetworking | 457,599 | Paul Nikolich | N/A - Newsletter |
| USA | IoT Agenda | 6,821,724 | Paul Nikolich | https://internetofthingsagenda.techtarget.com/feature/Wi-Fi-for-IoT-gives-organizations-low-cost-connection-option |
| USA | IoT Agenda | 6,821,724 | John D'Ambrosia | https://internetofthingsagenda.techtarget.com/feature/Ethernet-in-IoT-still-serves-a-purpose-in-the-wireless-age |
| USA | IoT Agenda | N/A | John D'Ambrosia | N/A - Newsletter |
| USA | IoT Agenda | N/A | Paul Nikolich + John D'Ambrosia | N/A - Newsletter |
| USA | IoT Agenda | 6,821,724 | Tim Godfrey | https://internetofthingsagenda.techtarget.com/feature/WPAN-standards-for-IoT-continue-to-develop-use-cases |
| USA | IoT Agenda | N/A | Tim Godfrey | N/A - Newsletter |
| USA | EdTech Magazine | 50,000 | Dorothy Stanley | https://edtechmagazine.com/k12/article/2020/03/how-wi-fi-6-helping-schools-stay-connected |
| USA | IndustryWeek | 127,514 | John D'Ambrosia + George Zimmerman | https://www.industryweek.com/technology-and-iiot/article/21127671/staying-connected-ethernet-standards-turn-40 |
| USA | Connector Supplier | 8,545 | John D'Ambrosia | https://www.connectorsupplier.com/40-years-of-the-ieee-802-ethernet-standard/ |
| USA | The Fast Mode | 7,000 | John D'Ambrosia | https://www.thefastmode.com/expert-opinion/16915-the-legacy-of-ieee-802-keeping-the-world-connected-during-a-crisis |
| USA | Dzone | 3,047,000 | Paul Nikolich | https://dzone.com/articles/iee-celebrates-the-40th-anniversary-of-the-802-sta |
| Vietnam | Vietnam Net | 56,185 | Paul Nikolich | https://vietnamnet.vn/vn/cong-nghe/ung-dung/day-la-tinh-nang-gay-ngac-nhien-cua-chuan-wi-fi-moi-619850.html |
| UK | Inside Networks | | Paul Godfrey | https://www.insidenetworks.co.uk/magazine/jun20/ |
| USA | IndustryWeek | 127,514 | John D'Ambrosia + George Zimmerman | https://www.industryweek.com/technology-and-iiot/article/21131001/standards-enabling-factory-of-the-future |



Appendix C

IEEE SA

Summary

IEEE 802 ANNIVERSARY

IEEE SA Campaign Performance

Final Campaign Report



WEBPAGE: BY THE NUMBERS

| | As of 3/4 | As of 3/11 | As of 3/18 | As of 3/25 | As of 4/1 | As of 4/8 | As of 4/15 |
|--------------------|-----------|------------|------------|------------|-----------|-----------|------------|
| Page Views | 906 | 1,602 | 2,378 | 3,073 | 3,671 | 3,809 | 3,951 |
| Avg Time on page | 2:27 | 2:23 | 02:14 | 02:15 | 02:24 | 02:26 | 02:31 |
| Form Submissions | 5 | 8 | 11 | 14 | 21 | 21 | 23 |
| Total Clicks | 374 | 671 | 1024 | 1,398 | 1,582 | 1,654 | 1,758 |
| Click-Through rate | 41.28% | 41.89% | 43.06% | 45.49% | 43.09% | 43.42% | 44.50% |

WEBSITE: USER JOURNEY

Where they came from:

- Most users came from visiting the Standards website
- Other users primarily came from Newsletters and Social Media
- The rest came from direct links and other sources

What they did while here:

- Most users visited the Standards homepage after visiting the 802 page
- Nearly the same amount of users interacted with the 802 page and the associated bio page
- The rest visited a variety of web pages across the Standards Association website

Where they dropped off:

- Most users left the 802 page directly
- A smaller subset of users left from the Standards homepage
- The rest were a variety of web pages across the Standards Association website

SOCIAL MEDIA

| 2/26-3/6 | Facebook | Twitter | LinkedIn | Totals |
|---|--------------------------------------|---------------------------------------|--|--------|
| Number of posts | 3 | 3 | 3 | 9 |
| Engagement (Likes/Shares/ Comments) | 37 | 59 | 51 | 147 |
| Engagement Rate | .02% (Industry Benchmark .09%) | .011% (Industry Benchmark .07%) | 1.93% (Industry Benchmark .204%) | N/A |
| Reach/ Impressions | 5,069 | 4,297 | 734 | 10,100 |

SOCIAL MEDIA

| as of 3/18 | Facebook | Twitter | LinkedIn | Totals |
|---|--------------------------------------|--------------------------------------|--|--------|
| Number of posts | 4 | 6 | 3 | 13 |
| Engagement (Likes/Shares/ Comments) | 53 | 174 | 55 | 282 |
| Engagement Rate | .03% (Industry Benchmark .09%) | .34% (Industry Benchmark .07%) | 2.07% (Industry Benchmark .204%) | N/A |
| Reach/ Impressions | 6,478 | 11,855 | 750 | 19,083 |

SOCIAL MEDIA

| <u>as of 3/25</u> | Facebook | Twitter | LinkedIn | Totals |
|---|--------------------------------------|--------------------------------------|--|--------|
| Number of posts | 4 | 8 | 3 | 15 |
| Engagement (Likes/Shares/ Comments) | 55 | 222 | 55 | 332 |
| Engagement Rate | .03% (Industry Benchmark .09%) | .43% (Industry Benchmark .07%) | 2.07% (Industry Benchmark .204%) | N/A |
| Reach/ Impressions | 6,518 | 18,338 | 750 | 25,606 |

SOCIAL MEDIA

| <u>as of 4/1</u> | Facebook | Twitter | LinkedIn | Totals |
|---|--------------------------------------|--------------------------------------|--|--------|
| Number of posts | 4 | 10 | 3 | 17 |
| Engagement (Likes/Shares/ Comments) | 55 | 277 | 55 | 387 |
| Engagement Rate | .03% (Industry Benchmark .09%) | .54% (Industry Benchmark .07%) | 2.07% (Industry Benchmark .204%) | N/A |
| Reach/ Impressions | 6,544 | 24,947 | 775 | 32,266 |

SOCIAL MEDIA

| <u>as of 4/8</u> | Facebook | Twitter | LinkedIn | Totals |
|---|--------------------------------------|--------------------------------------|--|--------|
| Number of posts | 4 | 11 | 3 | 18 |
| Engagement (Likes/Shares/ Comments) | 55 | 316 | 55 | 426 |
| Engagement Rate | .03% (Industry Benchmark .09%) | .61% (Industry Benchmark .07%) | 2.07% (Industry Benchmark .204%) | N/A |
| Reach/ Impressions | 6,582 | 28,124 | 775 | 35,481 |

SOCIAL MEDIA

| <u>as of 4/15</u> | Facebook | Twitter | LinkedIn | Totals |
|---|--------------------------------------|--------------------------------------|--|--------|
| Number of posts | 4 | 11 | 4 | 19 |
| Engagement (Likes/Shares/ Comments) | 55 | 338 | 56 | 449 |
| Engagement Rate | .03% (Industry Benchmark .09%) | .66% (Industry Benchmark .07%) | 2.03% (Industry Benchmark .204%) | N/A |
| Reach/ Impressions | 6,582 | 30,542 | 778 | 37,902 |

INTEREST FORM SUBMISSIONS AS OF 04/08-2020

| | | | | | | | | | | | | | | | | | | | | | | |
|--|---|---|-------|--|----------|-------|------------------------|----------|--------|----------------------------|----------|--------|---|----------|--------|----------------------|----------|--------|------------------------------------|----------|--------|---------------------------|
| Total Working Group Interest Form Submissions as of 04/08 (corrected) | 21 | | | | | | | | | | | | | | | | | | | | | |
| Number of Interest Form Submissions by Working Group | <table><tr><td>1</td><td>802.1</td><td>Higher Layer LAN Protocols Working Group</td></tr><tr><td>4</td><td>802.3</td><td>Ethernet Working Group</td></tr><tr><td>5</td><td>802.11</td><td>Wireless LAN Working Group</td></tr><tr><td>6</td><td>802.15</td><td>Wireless Specialty Networks (WSN) Working Group</td></tr><tr><td>1</td><td>802.18</td><td>Radio Regulatory TAG</td></tr><tr><td>3</td><td>802.19</td><td>Wireless Coexistence Working Group</td></tr><tr><td>1</td><td>802.24</td><td>Vertical Applications TAG</td></tr></table> | 1 | 802.1 | Higher Layer LAN Protocols Working Group | 4 | 802.3 | Ethernet Working Group | 5 | 802.11 | Wireless LAN Working Group | 6 | 802.15 | Wireless Specialty Networks (WSN) Working Group | 1 | 802.18 | Radio Regulatory TAG | 3 | 802.19 | Wireless Coexistence Working Group | 1 | 802.24 | Vertical Applications TAG |
| 1 | 802.1 | Higher Layer LAN Protocols Working Group | | | | | | | | | | | | | | | | | | | | |
| 4 | 802.3 | Ethernet Working Group | | | | | | | | | | | | | | | | | | | | |
| 5 | 802.11 | Wireless LAN Working Group | | | | | | | | | | | | | | | | | | | | |
| 6 | 802.15 | Wireless Specialty Networks (WSN) Working Group | | | | | | | | | | | | | | | | | | | | |
| 1 | 802.18 | Radio Regulatory TAG | | | | | | | | | | | | | | | | | | | | |
| 3 | 802.19 | Wireless Coexistence Working Group | | | | | | | | | | | | | | | | | | | | |
| 1 | 802.24 | Vertical Applications TAG | | | | | | | | | | | | | | | | | | | | |

INTEREST FORM SUBMISSIONS AS OF 04/15-2020

| | | | | | | | | | | | | | | | | | | | | | | |
|--|---|---|-------|--|----------|-------|------------------------|----------|--------|----------------------------|----------|--------|---|----------|--------|----------------------|----------|--------|------------------------------------|----------|--------|---------------------------|
| Total Working Group Interest Form Submissions as of 04/15 | 23 | | | | | | | | | | | | | | | | | | | | | |
| Number of Interest Form Submissions by Working Group | <table><tr><td>2</td><td>802.1</td><td>Higher Layer LAN Protocols Working Group</td></tr><tr><td>4</td><td>802.3</td><td>Ethernet Working Group</td></tr><tr><td>6</td><td>802.11</td><td>Wireless LAN Working Group</td></tr><tr><td>6</td><td>802.15</td><td>Wireless Specialty Networks (WSN) Working Group</td></tr><tr><td>1</td><td>802.18</td><td>Radio Regulatory TAG</td></tr><tr><td>3</td><td>802.19</td><td>Wireless Coexistence Working Group</td></tr><tr><td>1</td><td>802.24</td><td>Vertical Applications TAG</td></tr></table> | 2 | 802.1 | Higher Layer LAN Protocols Working Group | 4 | 802.3 | Ethernet Working Group | 6 | 802.11 | Wireless LAN Working Group | 6 | 802.15 | Wireless Specialty Networks (WSN) Working Group | 1 | 802.18 | Radio Regulatory TAG | 3 | 802.19 | Wireless Coexistence Working Group | 1 | 802.24 | Vertical Applications TAG |
| 2 | 802.1 | Higher Layer LAN Protocols Working Group | | | | | | | | | | | | | | | | | | | | |
| 4 | 802.3 | Ethernet Working Group | | | | | | | | | | | | | | | | | | | | |
| 6 | 802.11 | Wireless LAN Working Group | | | | | | | | | | | | | | | | | | | | |
| 6 | 802.15 | Wireless Specialty Networks (WSN) Working Group | | | | | | | | | | | | | | | | | | | | |
| 1 | 802.18 | Radio Regulatory TAG | | | | | | | | | | | | | | | | | | | | |
| 3 | 802.19 | Wireless Coexistence Working Group | | | | | | | | | | | | | | | | | | | | |
| 1 | 802.24 | Vertical Applications TAG | | | | | | | | | | | | | | | | | | | | |

INTEREST FORM SUBMISSIONS AS OF 05/04-2020

| | | | | | | | | | | | | | | | | | | | | | | |
|--|---|---|-------|--|----------|-------|------------------------|----------|--------|----------------------------|----------|--------|---|----------|--------|----------------------|----------|--------|------------------------------------|----------|--------|---------------------------|
| Total Working Group Interest Form Submissions as of 05/04 | 26 | | | | | | | | | | | | | | | | | | | | | |
| Number of Interest Form Submissions by Working Group | <table><tr><td>3</td><td>802.1</td><td>Higher Layer LAN Protocols Working Group</td></tr><tr><td>5</td><td>802.3</td><td>Ethernet Working Group</td></tr><tr><td>6</td><td>802.11</td><td>Wireless LAN Working Group</td></tr><tr><td>7</td><td>802.15</td><td>Wireless Specialty Networks (WSN) Working Group</td></tr><tr><td>1</td><td>802.18</td><td>Radio Regulatory TAG</td></tr><tr><td>3</td><td>802.19</td><td>Wireless Coexistence Working Group</td></tr><tr><td>1</td><td>802.24</td><td>Vertical Applications TAG</td></tr></table> | 3 | 802.1 | Higher Layer LAN Protocols Working Group | 5 | 802.3 | Ethernet Working Group | 6 | 802.11 | Wireless LAN Working Group | 7 | 802.15 | Wireless Specialty Networks (WSN) Working Group | 1 | 802.18 | Radio Regulatory TAG | 3 | 802.19 | Wireless Coexistence Working Group | 1 | 802.24 | Vertical Applications TAG |
| 3 | 802.1 | Higher Layer LAN Protocols Working Group | | | | | | | | | | | | | | | | | | | | |
| 5 | 802.3 | Ethernet Working Group | | | | | | | | | | | | | | | | | | | | |
| 6 | 802.11 | Wireless LAN Working Group | | | | | | | | | | | | | | | | | | | | |
| 7 | 802.15 | Wireless Specialty Networks (WSN) Working Group | | | | | | | | | | | | | | | | | | | | |
| 1 | 802.18 | Radio Regulatory TAG | | | | | | | | | | | | | | | | | | | | |
| 3 | 802.19 | Wireless Coexistence Working Group | | | | | | | | | | | | | | | | | | | | |
| 1 | 802.24 | Vertical Applications TAG | | | | | | | | | | | | | | | | | | | | |

THANK YOU
