



MWC 2025 media insights

The rise of AI and the telecoms of tomorrow

MISSIVE.

MWC 2025 Media Insights

Mobile World Congress – truly the Glastonbury for the telecoms world? Swap out showbiz and music media for telco and tech trades and Olivia Rodrigo for a major telco and the shoe seems to fit.

Having recovered from pacing the many halls alongside the 109,000 others GSMA says were in attendance (a figure disputed by some), the Missive team has done some quick number crunching to look at the major themes, devices and brands that dominated the headlines, and see what this means for the rest of 2025.

A note on methodology

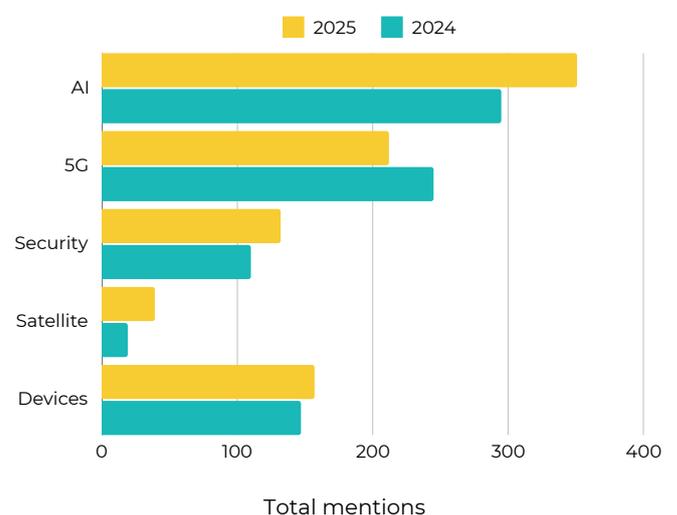
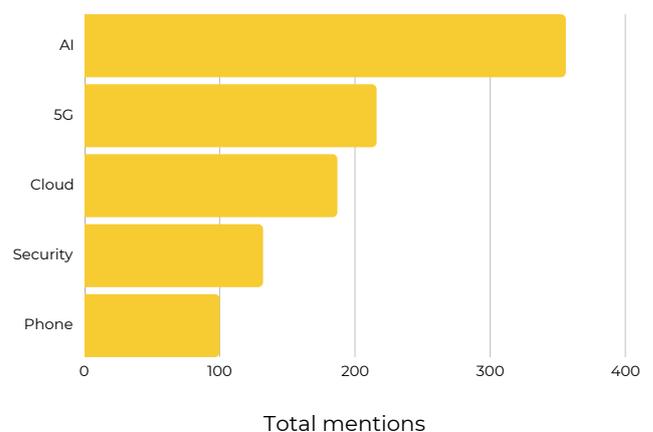
The following data was pulled using CisionOne, looking at media articles mentioning MWC between 28th February – 9th March 2025. The Missive team focused analysis on the top 50 English language business and tech / telco outlets to track the most high-quality, influential coverage, ensuring insights are based on coverage that influences industry narrative and audience sentiment.

Top themes in 2025

It won't be a surprise that AI dominated media coverage just as much as it did the physical stands, with three quarters of articles including at least one reference. We heard proponents like Google researcher and futurist Ray Kurzweil talking about AI's huge gains and its ability to supercharge humanity on stage on day one. Later that same day academic and tech investor Scott Galloway warned the world of the risks algorithms posed to a generation of (mostly) young men.

Changes on 2024

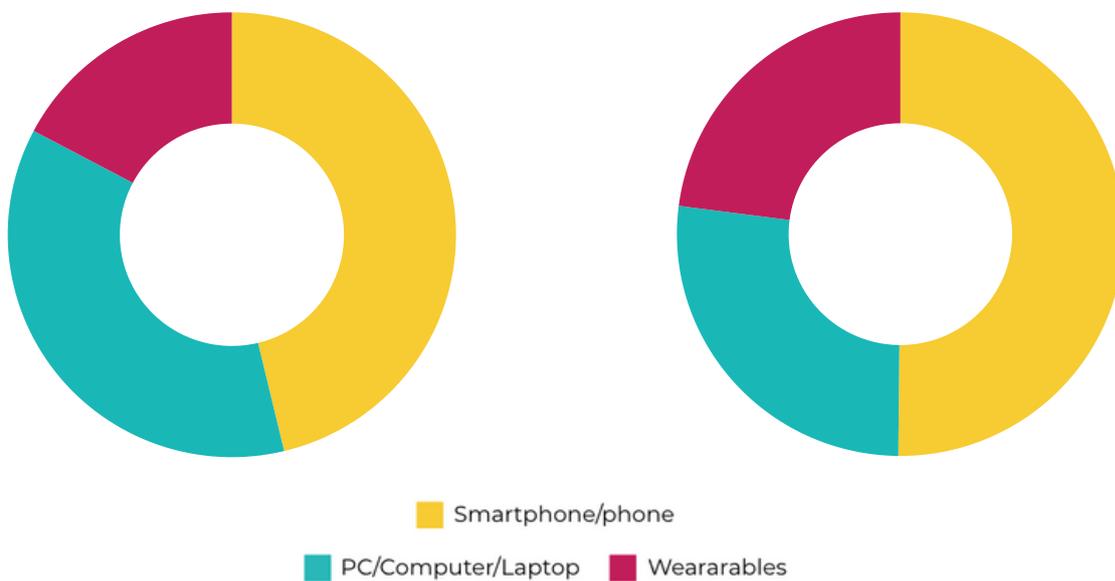
It was followed closely by 5G, Cloud and Security. Satellite moved up the agenda, included in 105% more articles than last year – brought to life on the ground by the heavily oversubscribed 'Satellite and NTN Summit' on the Wednesday which saw people turned away at the door



Standout Devices

From robot dogs to solar-powered laptops, MWC showcases some of the biggest new ideas in tech. This year saw HMD's new Fusion X1 for kids – 'a smartphone parents can trust' – as well as Xiaomi's 15 Ultra, named by The Verge as MWC's "Most In Show" thanks to how it addresses the middling telephoto camera.

When it came to cut through in media, smartphones continued to dominate, covered in just under half (46%) of all articles referencing devices. However, laptops and computers took a greater share of media mentions than they did 2024, rising by four percentage points, while wearables fell by six percentage points.



Device mentions in 2025 (left) versus device mentions in 2024 (right)

Where Media Focused

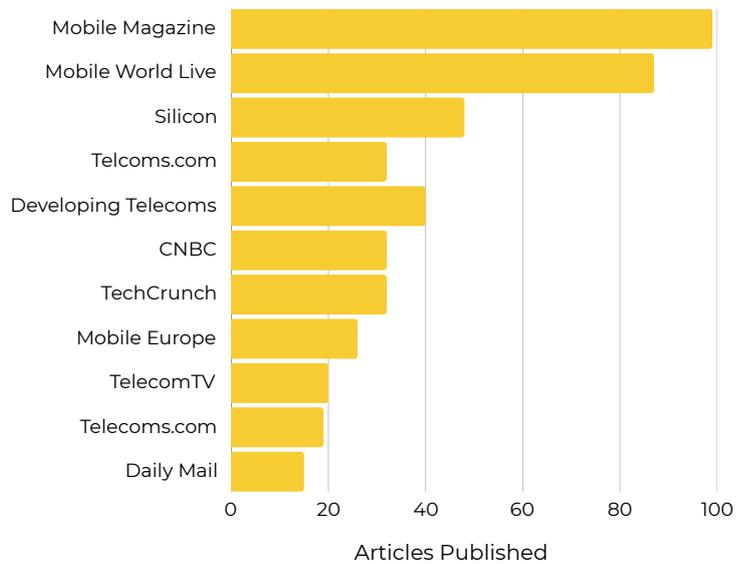
Every title has its own approach to Mobile World Congress. The national business titles head to Barcelona to tap into a much broader market perspective, analysing the key trends in the context of how they impact global markets, consumer behaviour and corporate strategy. Hence Keiran Smith's piece in the [Financial Times](#) around European telcos looking elsewhere for growth thanks to restrictive regulation.

Meanwhile, alongside covering the high-level market landscape, the tech and telco trade approach the Fira with a far deeper industry lens, covering device innovation, network evolution, infrastructure advancements and regulatory shifts. See [The Verge's](#) roundup of devices or [ZDNet's](#) deep dive into the products that attendees may have missed.

For comms teams the key is tailoring narratives and spokespeople to deliver against the media's objectives – in a nutshell, big picture implications and financial relevance for your business media and technical depth and proof points for your trades.

Output per publication

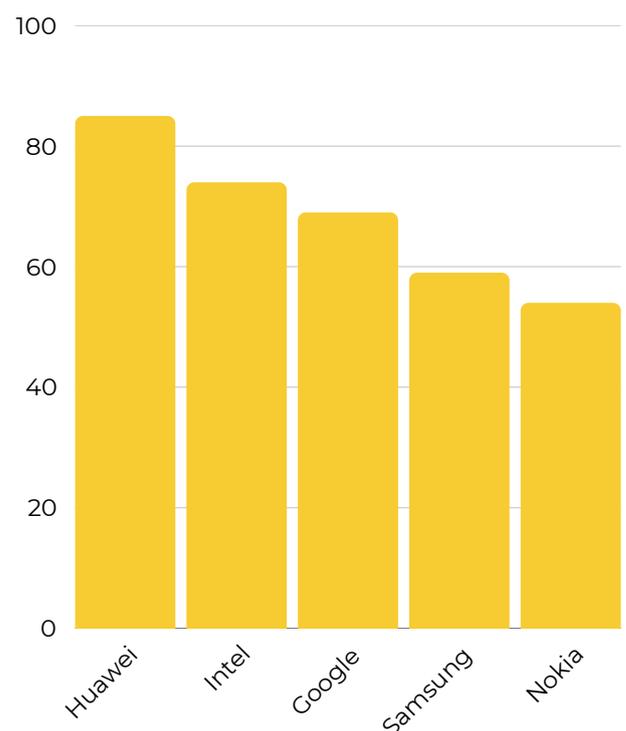
Of the publications we analysed covering MWC, Mobile Magazine topped the board for volume, publishing just under 100 articles. Mobile World Live closely followed with 87 news stories. And of the thousands of journalists on the ground, one enjoyed their post-work paella the most: Wayne Williams, who filed 15 stories for TechRadar.



Find out how we helped mmWave wireless solution provider Pharrowtech secure multiple in-person meetings with tier one OEMs at MWC [here](#)

The Noisiest Devices

In what could be seen as a direct correlation to the size of its stand, Huawei stood out as one of the brands with the most mentions across the media we analysed. These largely resulted from a product storm and its intention to create an 'AI-Centric Network' solution, designed to help carriers build infrastructure capable of meeting the demands of emerging AI applications while ensuring network performance. Other leading performers included the usual suspects like Intel, Google, Samsung, Nokia and ZTE.



What does this mean for the rest of 2025?

Analysing the media coverage of MWC 2025 offers actionable insight for organisations seeking to maximise their communications impact.

Firstly, AI is going nowhere. However, where companies can stand out is articulating how they are leveraging AI to solve real-world problems and driving innovation within the sector. Tagging 'AI-powered' on to a product will not cut it.

Secondly, with 5G maturing, operators and device makers are increasingly looking to satellites to extend coverage. This is moving it away from a more niche area to a mainstream telco and device story. Policy, regulation and M&A angles are key here for taking a telco story into the business media.

Finally, brands must build solid relationships with key journalists before major events. The majority of media articles unsurprisingly landed on Monday – the opening day - and then showed steady decline throughout the event. A proactive approach, based on careful planning and embargoes, improves a company's opportunity to secure prime coverage and control the narrative, readying themselves for maximum impact as MWC hits the ground.



“MWC was energetic, informative, and undeniably noisy. Although the fight for media attention is competitive, there are still thousands of opportunities for the brave. For comms teams, the takeaway is clear – cut through the hype with proof points, engage with trade media to shape the industry conversation and align messaging with the trends that are truly driving coverage.”

Jules Lavin, Director & Head of Telco

Need support? Missive can help your organisation craft an impactful communications strategy, identify key media opportunities and maximise your presence at future events. Get in touch today.

