

**PROACTIVE  
INTERNATIONAL PR**



**Statistics Report**

**Jun – Dec 2016**

## Proactive PR creates good news splash for oneM2M

- ✓ Since June 2016, there has been a total of **318** pieces of PPR-driven coverage.
- ✓ PPR reach out every month to more than **450** IoT analysts and more than **300** journalists to increase awareness of oneM2M on a global scale.
- ✓ This activity has helped secure oneM2M a total of **151** industry mentions since June 2016.
- ✓ Secured a total of **20 free** speaking slots or panel positions at events since June 2016, **with an estimated value of \$60,000.**
- ✓ Secured a total of 25 free event partnerships since January 2016 **with an estimated value of \$37,500.**
- ✓ Secured byline on oneM2M's Release 2 in Wireless Magazine.
- ✓ Secured byline on oneM2M's Release 2 in InterComms Magazine

## Proactive PR creates good news splash for oneM2M's Release 2

- ✓ Secured four briefings with leading IoT / M2M analysts on oneM2M's Release 2.
- ✓ Secured 167 pieces of coverage for Release 2.
- ✓ Secured two bylines for Release 2 – Wireless Magazine and InterComms.
- ✓ Filmed video interview on Release 2 which is due to appear on Total Telecom.

## PR activity underway for 2017

- Feature research and potential thought-leadership topics currently being prepared.
- Opportunity for joint byline with OMA is currently being discussed and next steps are being finalised.
- Event outreach and research is ongoing to continue to raise the profile of oneM2M.
- PR on new leadership team is currently being prepared.

## oneM2M media coverage

| Month                     | Jun       | Jul        | Aug      | Sept      | Oct       | Nov       | Dec                         | Total      |
|---------------------------|-----------|------------|----------|-----------|-----------|-----------|-----------------------------|------------|
| Total Coverage            | <b>60</b> | <b>164</b> | <b>2</b> | <b>50</b> | <b>14</b> | <b>71</b> | <b>-</b>                    | <b>361</b> |
| News Releases Issued      | <b>1</b>  | <b>2</b>   | <b>0</b> | <b>1</b>  | <b>0</b>  | <b>2</b>  | <b>1<br/>+ 1 (expected)</b> | <b>7</b>   |
| Feature placements        | <b>5</b>  | <b>-</b>   | <b>-</b> | <b>-</b>  | <b>2</b>  | <b>-</b>  | <b>1 (submitted)</b>        | <b>8</b>   |
| Media / Analyst Briefings | <b>3</b>  | <b>-</b>   | <b>3</b> | <b>1</b>  | <b>-</b>  | <b>-</b>  | <b>-</b>                    | <b>7</b>   |
| Industry mentions         | <b>2</b>  | <b>4</b>   | <b>-</b> | <b>7</b>  | <b>29</b> | <b>18</b> | <b>-</b>                    | <b>78</b>  |
| Media Invites issued      | <b>3</b>  | <b>2</b>   |          | <b>2</b>  | <b>2</b>  | <b>5</b>  | <b>-</b>                    | <b>32</b>  |

# Pitching-in success: Release 2 bylines

**WIRELESS**



Mobile Infrastructure



Internet of Things



Wi-Fi

## Establishing a global interconnected IoT society

27 Oct 2016 04:30 PM

The vision of the Internet of Things will only be realised if online products and consumer goods are able to seamless interact with each other. oneM2M is working to create an interoperability standard that will enable this to happen, as Omar Elloumi, Chair of the oneM2M Technical Plenary, explains



As a term coined less than 10 years ago, the Internet of Things (IoT) is a phenomenon that has moved rapidly from conception to reality. Today, there is no doubt IoT is happening; it is impacting our lives more and more every day, with Smart Cities now beginning to emerge as governments and business look to

increase efficiency and reduce costs.

This article appeared in...  
Issue 43

**WIRELESS**



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Issue 43

**InterComms**  
INTERNATIONAL COMMUNICATIONS PROJECT

## Achieving the IoT Dream



By Omar Elloumi, Chair of the oneM2M Technical Plenary, (Nokia corporate CTO group)

[Download article as PDF](#)

Dr. Omar Elloumi is Chair of the oneM2M Technical Plenary, (Nokia corporate CTO group). He is also the chair of oneM2M Technical Plenary after having led the oneM2M Architecture group delivering the first release of specifications. Omar joined Alcatel-Lucent in 1999 and held several positions including research, strategy and system architecture. He holds a Ph. D. Degree in computer science and served on the ATM Forum and IPSphere Forum Board of Directors. Omar Elloumi is co-editor of books on M2M communications and Internet of Things published in 2012. He is also involved in program committees of several international conferences on M2M and IoT.



*Dr Omar Elloumi, Chair of oneM2M Technical Plenary, and Nokia corporate CTO Group*

The Internet of Things (IoT) – a term established less than ten years ago - is a phenomenon that has evolved rapidly from conception to reality. Today, it is

# IoT Now: Coverage success for oneM2M



## oneM2M hosts second successful interop event

oneM2M, the global standards initiative for Machine-to-Machine (M2M) and the Internet of Things (IoT), has held its second successful interoperability testing event, with a total of 20 companies taking part. [\(more...\)](#)



## IoT ecosystem 'advances significantly' with new global standards from oneM2M

The full potential of the Internet of Things (IoT) advanced significantly as **oneM2M**, the global standards initiative for Machine-to-Machine (M2M) communications and the IoT, published a new landmark set of specifications, Release 2. [\(more...\)](#)



## Regulations and how to find a suitable standards framework raised at IoT Security by oneM2M

iconectiv CTO and oneM2M representative, Suresh Subramanian will discuss regulations and standards within the Internet of Things (IoT) industry and highlight security updates from oneM2M's official set of specifications (Release 2) when he takes part in a panel discussion at IoT Security this week. [\(more...\)](#)



## IoT global standards initiative, oneM2M, to host testing event in Japan

oneM2M, the global standards initiative for Machine-to-Machine (M2M) and the Internet of Things (IoT), will host its third interoperability event in Kobe, Japan, from Tuesday, November 29 to Friday, December 2 2016. The event follows successful test sessions in France and South Korea. [\(more...\)](#)

## oneM2M contra agreements 2016

| Contras  | Speaker opportunity? | Complete | Underway |
|--|----------------------|----------|----------|
| DECT World, 31 <sup>st</sup> May – 1 <sup>st</sup> June 2016   | ✓                    | ✓        |          |
| IoT Forum Madrid, 2 <sup>nd</sup> June 2016  | ✓                    | ✓        |          |
| IoT Tech Expo Germany 2016, 13 <sup>th</sup> – 14 <sup>th</sup> June 2016  | ✓ Joerg Swetina      | ✓        |          |
| Internet of Things Business and Technologies Congress, Germany: 29 <sup>th</sup> – 30 <sup>th</sup> June 2016                                    | ✓                    | ✓        |          |
| Smart Summit London 21 <sup>st</sup> – 22 <sup>nd</sup> September 2016   | ✓ Ultan Mulligan     | ✓        |          |
| Connect Security World 26 <sup>th</sup> Sept – 28 <sup>th</sup> Sept 2016  | ✓ Francois Essenner  | ✓        |          |
| Internet of Things Business and Technologies Congress, USA: 5 <sup>th</sup> – 6 <sup>th</sup> October 2016                                       | ✓                    | ✓        |          |
| GlobalPlatform Presents the Trusted Execution Environment (TEE): Connected Device Security for Today and Tomorrow' 13 <sup>th</sup> October 2016 | N/A                  | ✓        |          |



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|--|---------------------------------|----------|----------|
| Smart Summit London 21 <sup>st</sup> – 22 <sup>nd</sup> September 2016   | ✓                               | ✓        |          |
| Internet of Things Business and Technologies Congress, USA: 5 <sup>th</sup> – 6 <sup>th</sup> October 2016                                       | ✓                               | ✓        |          |
| GlobalPlatform Presents the Trusted Execution Environment (TEE): Connected Device Security for Today and Tomorrow' 13 <sup>th</sup> October 2016 | N/A                             | ✓        |          |
| IoT Security Summit 17 <sup>th</sup> – 19 <sup>th</sup> October 2016   | ✓                               | ✓        |          |
| IoT Tech Expo North America 2016, 20 <sup>th</sup> – 21 <sup>st</sup> October 2016   | ✓                               | ✓        |          |
| World Communication Awards, (IoT Awards) Ceremony, 29 <sup>th</sup> November 2016  | ✓ Fran O'Brien & Ultan Mulligan | ✓        |          |
| Internet of Things World Europe 21 <sup>st</sup> – 22 <sup>nd</sup> November 2016  | ✓                               | ✓        |          |

## oneM2M contra agreements 2016

| Contras   | Speaker opportunity?                                      | Complete | Underway |
|---|---|----------|----------|
| Internet of Things World Europe, 21 <sup>st</sup> – 22 <sup>nd</sup> Nov 2016                                     | ✓ Omar Elloumi  | ✓        |          |
| Smart Summit Singapore, 30 <sup>th</sup> Nov – 1 <sup>st</sup> Dec 2016   | ✓   | ✓        |          |
| IoT Slam, 1 <sup>st</sup> Dec 2016  | ✓ Ultan Mulligan, Josef Blanz, Omar Elloumi and Dale Seed | ✓        |          |
| Smart Cities Summit, 6 <sup>th</sup> Dec – 7 <sup>th</sup> Dec 2016   | ✓ Nadine Manjaro  | ✓        |          |
| Internet of Things Business and Technologies Congress, Singapore: 7 <sup>th</sup> – 8 <sup>th</sup> December 2016 | ✓   | ✓        |          |
| IoT Tech Expo Europe 2017, 23 <sup>rd</sup> – 24 <sup>th</sup> January 2017                                       | ✓   | ✓        |          |
| Industry of Things World, 20 <sup>th</sup> – 21 <sup>st</sup> February 2017                                       |   | ✓        |          |
| Smart Energy Summit, 20 <sup>th</sup> – 22 <sup>nd</sup> February 2017  |   | ✓        |          |
| Building the IoT: Critical Device Level Technologies, 7 <sup>th</sup> – 8 <sup>th</sup> March 2017                | ✓ Francois Essenner                                       | ✓        |          |
| Industry 4.0 Summit, 4 <sup>th</sup> – 5 <sup>th</sup> April 2017   |   | ✓        |          |

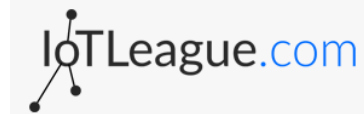
# Proactive pitching in for oneM2M press releases and articles



oneM2M chair issues IoT warning ahead of MWC 2016



oneM2M updates global IoT standards



oneM2M to Host Second Interoperability Event



oneM2M media / analyst briefing success

Machina  
Research

**ABI**research  
technology market intelligence



 industrial ethernet book

**451** Research®

≡ **WIRELESS**

 *iot.do*

**TyN**

## Forward Features Calendar

| Publication         | Topics  | Publication month |
|---------------------|---|-------------------|
| Advanced Television | CPE & Smart Home Survey   | July/August 2017  |
| CSI Magazine        | IoT Standards   | February 2017     |
| RCR Wireless        | Opensource: virtualization platforms, standards, deployments, RTC | January 2017      |
| IoT Evolution       | IoT development tools, NB-IoT/LTE, IoT security                   | Q2                |
| IoT Evolution       | Smart City, Smart Homes, Smart Utilities                          | Q3                |
| IoT Evolution       | IoT Connectivity, Devices, Platforms, standardization Update      | Q4                |
| ISE Magazine        | IoT Ecosystem Realities   | March & June      |
| Wireless Magazine   | IoT as a Technology / Smart Cities                                | September/October |

## Potential Future Events

| Event Name                    | Date                | Location          |
|-------------------------------|---------------------|-------------------|
| Internet of Things India Expo | 8-10 February 2017  | New Delhi, India  |
| Industry of Things USA        | 20-21 February 2017 | San Diego         |
| Smart IoT London              | 15-16 March 2017    | ExCel, London     |
| Wearable Technology Show      | 7-8 March 2017      | ExCel, London     |
| Internet of Things World      | 16-18 May 2017      | Santa Clara       |
| Smart IoT London              | 15-16 March 2017    | London, UK        |
| IoT Asia                      | 29-30 March 2017    | Singapore         |
| IoT North America             | 29-30 March 2017    | Chicago, US       |
| Connected Cities USA          | 29-30 March 2017    | Chicago, US       |
| Industrial IoT USA            | TBC                 | Chicago, US       |
| Internet of Things Summit     | 19-20 April 2017    | San Francisco, US |
| M2M World Congress            | 26-27 April 2017    | London, UK        |

## Potential Future Events

| Event Name                           | Date                 | Location        |
|--------------------------------------|----------------------|-----------------|
| Internet of Things World             | 16-18 May 2017       | Santa Clara, US |
| Industrial Internet of Things Europe | 31 May – 1 June 2017 | Munich, Germany |

## Objectives for 2017

- Continue to widen the relevance of oneM2M and break the brand into new markets (initially home automation, industrial IoT and Smart Cities).
- Assist oneM2M with global awareness, adapting focus in line with news or new members.
- PPR to research, negotiate and submit abstracts for events to obtain free of charge speaking and sponsorship opportunities to assist with oneM2M budget challenges.
- Raise awareness of oneM2M at MWC 2017.
- Work with oneM2M members to promote oneM2M further.