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| MINUTES | |
| Meeting: | Marcom 104 |
| Chair: | Chair: Bindoo Srivastava, TSDSI – [bindoo@tsdsi.in](mailto:bindoo@tsdsi.in)  Vice-Chair: Aurindam Bhattacharya - [aurindam@cdot.in](mailto:aurindam@cdot.in) |
| Secretary: | Estelle Mancini, ETSI - [estelle.mancini@etsi.org](mailto:estelle.mancini@etsi.org)  Akash Malik, TSDSI – [akash@tsdsi.in](mailto:akash@tsdsi.in) |
| Meeting Date: | 2021-03-24 |
| Meeting Details: | Web Conference – 12:00 to 13:30 UTC  [**https://meet.goto.com/404056213**](https://meet.goto.com/404056213)  Access Code – 404-056-213 |
| Intended purpose of  document: | Decision  Discussion  Information  Other <specify> |
| 'Template Version: January 2020 (do not modify) | |

oneM2M Notice

The document to which this cover statement is attached is submitted to oneM2M. Participation in, or attendance at, any activity of oneM2M, constitutes acceptance of and agreement to be bound by terms of the Working Procedures and the Partnership Agreement, including the Intellectual Property Rights (IPR) Principles Governing oneM2M Work found in Annex 1 of the Partnership Agreement.

1. **Opening of the meeting**
   1. Welcome

Chair opened the meeting and welcomed the participants.

* 1. Objectives
     1. General Updates – Metrics on publications, events, speaking opportunities; media coverage; website and Social Media engagement
     2. Strategy for Celebrating– 10 years of oneM2M
     3. Key Events and speaking opportunities
        1. World IoT Day 9 April 2022
        2. Others – please see tracker
        3. Request partners to share information about their events and speaking opportunities
     4. oneM2M in news
     5. Information dissemination and collaboration mechanism

Regular updates to TP and SC members on new website posts

[oneM2M Promotions Tracker](https://docs.google.com/spreadsheets/d/1RikZmqw7vbcXsvmrHTCGTgK2TDCld51rI7za7ZtpYAk/edit#gid=1270870760)

PR Activities Tracker

Media queries

* + 1. oneM2M generic video ([draft at link here](https://vimeo.com/679065430/af81252ca3))
    2. Strategy and Action Plan for CY’22
    3. Scope of Work for MARCOM Consultant (Ken Figueredo) and PR Agency (PPR)
       1. Media coverage
       2. Website and SM Analytics
    4. Strategy for Celebrating– 10 years of oneM2M
    5. Key Events and speaking opportunities
    6. oneM2M in news
    7. Information dissemination and collaboration mechanism

Regular updates to TP and SC members on new website posts

[oneM2M Promotions Tracker](https://docs.google.com/spreadsheets/d/1RikZmqw7vbcXsvmrHTCGTgK2TDCld51rI7za7ZtpYAk/edit#gid=1270870760)

PR Activities Tracker

Media queries

* + 1. oneM2M generic video ([draft at link here](https://vimeo.com/679065430/af81252ca3))
    2. Strategy and Action Plan for CY’22
    3. Scope of Work for MARCOM Consultant (Ken Figueredo) and PR Agency (PPR)
  1. Schedule

Wednesday, 24th March 2022

1. **Review & Approval of Agenda**

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| [MARCOM-2022-0005](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34650&fromList=Y) | [Marcom 104 Agenda](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34650&fromList=Y) | Marcom Chair | 2022-03-24 |

was AGREED

1. **Review & Approval of Previous Minutes**

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| [MARCOM-2022-0004](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34617&fromList=Y) | [Marcom 103 Minutes](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34617&fromList=Y) | Marcom Secretary | 2021-03-22 |

Was agreed by correspondence

1. **Review of open Action Status**

There were no open action items to be discussed.

1. **Contributions**
   1. **General Updates**

*Metrics:*

Chair presented key highlights of number of publications, events and speaking opportunities. These are detailed in the [oneM2M Promotions tracker](https://docs.google.com/spreadsheets/d/1RikZmqw7vbcXsvmrHTCGTgK2TDCld51rI7za7ZtpYAk/edit#gid=1270870760), available as a shared google document. Partners are requested to populate the tracker with information about the IoT/M2M events happening in their geography, to provide common visibility and for the MARCOM Secretariat to pick relevant information from and for uploading on the oneM2M website. They may reach out to the Marcom team to obtain access to the tracker.

*Website:*

Website analytics for the first two months of CY’22 were presented. Following observations were noted -

* There has been a spurt in Organic Search.
* Website visits in Jan-Feb has reduced as compared to H2’21 (after Jun’21 when the new website was launched).
* Top 10 visits by country
* Top 10 page views by month are to be analysed

*Social Media Engagement:* the number of followers on LinkedIn and Twitter is increasing gradually. There is growing interest from students and product managers no LinkedIn.

Currently, admin rights for LinkedIn are available with Sabine and Estelle. Twitter is handled by Ken. A twitter posting schedule tracker is in place.

Vice Chair suggested that there is a need to derive meaningful actionable insights from the website analytics.

**ACTION MARCOM104 #01: TSDSI to send the information on India EU PP Webinars to Karen for uploading on oneM2M website.**

**ACTION MARCOM104 #02: Clarify meaning of organic search**

**ACTION MARCOM104 #03: Ken will create a calendarized postings schedule tracker sheet for Linkedin from where the admin can pick content and post on the scheduled date.**

**ACTION MARCOM104 #04: Explore feasibility of tracking number of specification downloads from oneM2M website, profile of visitors. Explore if cookies can be used to enable this.**

* 1. **Strategy for Celebrating– 10 years of oneM2M**

Chair invited inputs from members for drawing out the strategy for celebrating 10 years of oneM2M at TP #56 in September 2022 which will be held in ETSI in hybrid mode.

Members suggested the following –

* conducting dedicated Executive Interviews of oneM2M Stakeholders,
* Posting short congratulatory videos -
  + from oneM2M SC/TP veterans
  + Explore obtaining a (video) anniversary greeting from ITU-T expert contact- Cristina Bueti
  + Secure congratulatory messages from Partner organizations
* Articles on oneM2M milestones and key accomplishments over last 10 years
* Mark Interops/Liaisons with ITU and 3GPP
* Animated slides about timeline of releases with capability/features
* oneM2M Showcases - at Events + deployments /pilots/trials (ETSI IoT Week. Korea IoT events
* Article from experts who have attended all oneM2M meetings from the beginning, especially JaeSeung Song and Roland Hechwartner.
* 10 years anniversary + oneM2M Excellence Award for 2022

Partners were encouraged to share more suggestions on the strategy for celebrating 10 years anniversary of oneM2M

**ACTION MARCOM104 #05: Check for budget for a celebratory social event be organised to mark the 10th anniversary of oneM2M at the Sep’22 TP?**

**ACTION MARCOM104 #06: Karen to help with contact details of all oneM2M chairs, VCs and other experts who could be contacted.**

* 1. **Key Publications, Events and speaking opportunities**

*Mark World IoT Day – 9th April:*

Chair updated that suggestions for how to mark World IoT day were sought over email. Following suggestions were received:

* + publish messages from oneM2M leadership on oneM2M website
  + releasing a video combining messages from PT1s showing oneM2M’s global footprint among others.
  + Release the oneM2M Corporate Video – if it gets completed in time.

It was recommended that messages from TP/SC Chairs (and Vice chairs) to mark the occasion as a website post - looks doable within the timelines

*oneM2M Excellence Award for 2022* – to be held in September 2022 TP. Nominations window will open in TP 54 (May ’22).

*Release 4* likely/expected to happen in the Sep’22 TP

*Interop*: An Interop Event is being explored either at the ETSI IoT Week (Sep’22) or Korea IoT week (Oct’22) by TDE.

*Promotions for thought leadership articles:* To be decided based on article/s schedule.

* 1. **oneM2M in news**

Information on media coverage for CY’22 YTD could not be collated. However, information on a Press Release issued by Telecom Engineering Centre, Govt. of India on a webinar organised by them was shared.

* 1. **Information dissemination and collaboration mechanism**

Chair presented [oneM2M Promotions Tracker](https://docs.google.com/spreadsheets/d/1RikZmqw7vbcXsvmrHTCGTgK2TDCld51rI7za7ZtpYAk/edit#gid=1270870760) which may help members find Marcom events information. They were also requested to help update the information.

Chair informed that she has not been receiving any notifications after signing up for oneM2M news. And further offered to work offline with the oneM2M website team to fix the issue.

Chair also informed that the Marcom will be sending updates regarding latest posts on website to the TP and SC on monthly basis. It will be done till the issue with oneM2M News notification is not fixed.

Chair also informed about the dedicated mailing list for receiving media queries.

* 1. **oneM2M generic video (**[**draft at link here**](https://vimeo.com/679065430/af81252ca3)**)**

Chair gave the status update of the oneM2M corporate video.

Feedback received from the members are being incorporated in the video. Additional feedbacks are expected from Indian counterparts by 27th March. General informal feedback being received is that the video does not convey effectively that oneM2M is a generic Common Services Platform.

It was noted that budget constraints may limit effecting major changes to the video.

**ACTION MARCOM104 #07: Complete the video before Sep’22 TP - 10th anniversary celebration.**

* 1. **Strategy and Action Plan for CY’22**

Chair shared the presentation made to the steering committee meeting on proposed goals and expectations from MARCOM and sought comments from members.

Key goals are -

* to provide sustained market visibility for oneM2M,
* to increase the understanding of oneM2M both as a technical standard and as an organization for developing and maintaining a standardization roadmap, and develop the market for oneM2M solutions

Key themes/campaigns

* 10 years anniversary
* Enhance engagement of the developer and technology community with oneM2M across partners and regions
* Demystify the framework for developers and
* Engage Decision makers to adopt oneM2M

Members were urged to volunteer 1 person hour in the CY’22 to help in developing messaging/content –for thought leadership articles and MARCOM activities.

It was suggested that the learning videos and material available in the oneM2M wiki page are apt for the practitioners of oneM2M. TDE group is looking at creating more such WIKIS.

Wikis are not immediately suited for newbies – who need handholding support to get to know about oneM2M. Several feedbacks were received from the newbies where they felt that the onboarding processes of IoT applications by Azure & AWS was easier than the oneM2M.

It was informed that the TTA is working on creating handbook on Release 4 features for users (vendors, govt., etc.) of oneM2M which will help them understand oneM2M easily. Possibility to translating it in English for use by global audience was also discussed.

**ACTION MARCOM104 #08: Identify ways to promote the WIKI pages - signature line of oneM2M folks? Etc...**

**ACTION MARCOM104 #09: Make short duration videos for audiences on self-learning videos for getting started with oneM2M**

* 1. **Scope of Work for MARCOM Consultant (Ken Figueredo) and PR Agency (PPR)**

Chair gave updates on contract with Ken and PR Agency and requested suggestions and feedback from members. The draft contracts will be shared with the partners for comments and suggestions.

**ACTION MARCOM104 #10: Share contracts of MARCOM consultants with partners for comments and suggestions.**

1. **Planning for next Meetings**
   1. **Face to Face Meetings**

* No F2F meeting planned
  1. **Next Conference Calls**
* ~~Marcom 104 – 24~~~~th~~ ~~March 2022~~
* Marcom 105 – 21st April 2022
* Marcom 106 – 26th May 2022
* Marcom 107 – 30th June 2022
* Marcom 108 – 28th July 2022
* Marcom 109 – 25th August 2022
* Marcom 110 – 22nd September 2022
* Marcom 111 – 27th October 2022
* Marcom 112 – 24th November 2022
* Marcom 113 – 22nd December 2022

1. **Any other business**.

ACTION MARCOM104 #01: The secretary to conduct a doodle poll for deciding on the new timings for the future meetings.

1. **Closure of meeting**

The Chair thanked the participants and closed the meeting.

Annex 1 Participants list Marcom 104

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