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| MINUTES | |
| Meeting: | Marcom 105 |
| 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: | 2021-04-21 |
| 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. All members introduced themselves and extended a warm welcome to Mr Miyake San from ARIB, who joined the Marcom committee recently.

* 1. Objectives
     1. Approval of [oneM2M generic video](https://www.youtube.com/watch?v=5-gXAyYakJE&ab_channel=oneM2M)
        1. next steps: upload and promote
     2. Status of Open Action Items (See slide deck)
     3. General Updates–
        1. Change in Resources
        2. Website and Social Media engagement
        3. Publications (status + potential opportunities)
           1. Article Suggestion from Joachim Koss (see slide deck)
        4. oneM2M in the News/Media Coverage-
           1. Dedicated Email address to which media queries are routed - [oneM2M\_PressMedia@list.onem2m.org](mailto:oneM2M_PressMedia@list.onem2m.org) being forwarded to Bindoo/Aurindam/Ken/Akash
        5. Events & Speaking opportunities
           1. Potential global and regional events (See slide deck)
        6. Request partners to share information about their events and speaking opportunities – Email to the team OR update in [oneM2M Promotions tracker](https://docs.google.com/spreadsheets/d/1RikZmqw7vbcXsvmrHTCGTgK2TDCld51rI7za7ZtpYAk/edit#gid=1270870760)
     4. Community Engagement
        1. WiKi-Github
        2. Website- suggestions
     5. Strategy for Celebrating– 10 years of oneM2M (See slide deck)
        1. *Form a sub-team to Action and assign responsibilities*
     6. Impressions from initial interactions with oneM2M stakeholders (see slide deck)
     7. Information dissemination and collaboration mechanism
     8. Action Plan for CY’22
        1. 10th Anniversary Celebrations
        2. MARCOM for Rel 4/5, Excellence Awards, White Papers
        3. Collateral – oneM2M Overview presentation
        4. Interop Event ?
        5. TTA is working on creating handbook on Release 4 features for users (vendors, govt., etc.) of oneM2M in Korean. Translate into English
        6. Feedback Survey?
     9. Update on Contracts with MARCOM Consultant (Ken Figueredo) and PR Agency (PPR)
     10. Any other Business
  2. Schedule

Thursday, 21st Apr 2022 12 – 1330 UTC

1. **Review & Approval of Agenda**

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| [MARCOM-2022-0008](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34692&fromList=Y) | [Marcom 105 Agenda](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34692&fromList=Y) | Marcom Chair | 2022-04-21 |

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 104 Minutes | Marcom Secretary | 2021-03-22 |

Was agreed by correspondence

1. **Review of open Action Status**

[See slide deck for status: Refer slide#3 to 4](https://member.onem2m.org/Application/documentapp/downloadimmediate/default.aspx?docID=34694)

Following are the open action items:

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.

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

Following comments were noted regarding action Marcom104 #05 and Marcom104 #08 -

Action Marcom104 #05: A new proposal for making provisions in the budget for oneM2M celebration can be made to the FC. It has to be approved by FC and SC.

Action Marcom104 #08 –Link to oneM2M wiki, twitter handle and LinkedIn should be added in the last page of oneM2M presentation template. This has also been mentioned by Roland in the SC#60. No permission is required for this except from the marketing group.

1. **Contributions**
   1. **Approval of** [**oneM2M generic video**](https://www.youtube.com/watch?v=5-gXAyYakJE&ab_channel=oneM2M)

Refer to slide#2.

Decision MARCOM105 #01: Video was approved by the Marcom committee.

The video is hosted on oneM2M’s Youtube channel.

The possibility to translate oneM2M videos and articles to the local regional languages for promoting in different regions was discussed. Translation to regional languages has to be done by partners themselves. Once this is done, an announcement regarding availability of the video in different languages may be published on oneM2M website.

The final transcript of the video can be used by the partners to replace the voice over in regional language. YouTube offers functionality of providing closed captions in different languages.

**ACTION MARCOM105 #01**: Ken to make announcement about oneM2M video on twitter and LinkedIn.

**ACTION MARCOM105 #02**: Bindoo to send an email request to partner HoDs to advertise the video on their websites and social media accounts. Karen will provide a draft email for Marcom chair to send to HoDs.

**ACTION MARCOM105 #03:** Estelle to **o**btain the transcript and related materials of the video from designer and place in MARCOM repository for reference.

* 1. **General Updates–**
     1. Change in Resources –

Chair made the following announcements -

* Estelle has moved out of the project.

DECISION MARCOM 105 #01: Sabine will perform the activities that were earlier done by Estelle. Karen accepted to help with some Marcom activities.

DECISION MARCOM 105 #02: In the absence of automatic News/notifications from oneM2M website, Sabine will be publishing the News/Event on the website and the notifications about the same will be shared by Karen to the news subscriber list.

DECISION MARCOM 105 #03: Ken will manage the LinkedIn account of oneM2M.

**ACTION MARCOM105 #04**: Bindoo to nominate a backup resource from TSDSI for the LinkedIn account.

* + 1. Website and Social Media engagement

Please refer slide#5 of the accompanying slide deck ([link](https://member.onem2m.org/Application/documentapp/downloadimmediate/default.aspx?docID=34694)).

The website visits and followers on LinkedIn and Twitter is increasing.

Singapore came in the list of visits from top 10 countries for the first time.

The number of specifications downloaded from website is being monitored.

Members are invited to share their opinions on how to leverage sudden interest from certain geographies in oneM2M.

* + 1. Publications (status + potential opportunities)

[Please refer slide#6](https://member.onem2m.org/Application/documentapp/downloadimmediate/default.aspx?docID=34694).

Four articles have been published in the month of April. Further, three Interviews are in pipeline. One executive interview about UCL standardization study was published on 7th April.

* + 1. Article Suggestion from Joachim Koss (Please give link to the slide deck contribution)

A suggestion from Joachim Koss for publishing an article in ETSI’s Enjoy! Magazine on how ETSI’s SmartM2M TC work is supporting oneM2M was discussed. Since the upcoming issue of the magazine is focussed on AI, this article may not sit well.

Various suggestions on how to publicise this work were discussed.

Karen informed that ETSI issues articles in some publications. ETSI mainly publicise its activities during their annual GA and board meetings. They also release work programme magazines every year.

**Action MARCOM 105 #05:** Karento share links to the ETSI work programme magazine, to explore possibility of using it as a reference to draft an article on smartM2M

**Action MARCOM 105 #06:** Ken to draft a summary /article and share it with Joachim for his inputs. The article then shall be posted on oneM2M website.

* + 1. oneM2M in the News/Media Coverage

A message was posted on behalf of Enrico and Roland on oneM2M LinkedIn and Twitter account on 9th April – World IoT Day.

Currently, there is no mechanism in place to monitor featuring of oneM2M in media in general.

Partners are requested to share information of any M2M/IoT related event happening in their region with the MARCOM team and post to the oneM2M tracker, so that possibility of leveraging these for raising awareness about oneM2M can be explored.

**Action MARCOM 105 #07**: Bindoo/Aurindam to share references to specific excerpts from webinar/event recordings so that these can be quoted to publicise oneM2M, instead of referencing the full recording.

There is a dedicated email address oneM2M\_PressMedia@list.onem2m.org, to which media queries are routed. It is being forwarded to Bindoo, Aurindam, Ken and Akash.

* + 1. Events & Speaking opportunities

A snapshot of the regional and global events was presented.

* A <[webinar series on IoT/M2M applications for different verticals](https://tsdsi.in/webinar-series-on-iot-m2m-applications-for-verticals/)> is being conducted in India by Department of Telecommunications (Govt of India) and TSDSI.
* A [Webinar on CCSP and CoSMiC - indigenous software platforms for M2M/IoT Communication](https://onem2m.org/iot-events/event/778-ccsp-and-cosmic) by CDOT and CDAC was organised on 21 April 2022. CDOT is planning to setup an Innovation Centre on oneM2M – through which Indian stakeholders can test their IoT/M2M applications for oneM2M.
* ETSI has been showcasing oneM2M in events under bi-lateral engagements with different countries. This includes the EU-Brazil bilateral event where Enrico Scarrone delivered a talk on oneM2M and SAREF. Another webinar has been conducted in a bilateral event with Argentina. A Webinar under the ETSI – Korea collaboration framework is scheduled on 28th April.

Chair presented a list of potential global and regional events which could potentially be leveraged to spread awareness about oneM2M. It was felt that participating in such events as speakers can proved to be more successful and convenient for brand visibility.

A suggestion to facilitate reciprocal publicity to such events was also made.

Partners were requested to evaluate the events and share their views.

* [IEEE 8th IoT World Forum](https://wfiot2022.iot.ieee.org/) || 26 Oct-11 Nov’22 || in Yokohama, Japan (hybrid)
* [Futurecom 2022](https://www.futurecom.com.br/en/home.html) || 18-20 Oct’22 || Sao Paulo, Brazil
* [CCS '22: ACM Asia Conference on Computer and Communications Security](https://asiaccs2022.conferenceservice.jp/) || 30May-23 Jun ’22 || Nagasaki, Japan
* [IoT Impact event](https://www.iothub.com.au/iot-impact/iot-conference-buy-tickets) || 9 Jun’22 ||Melbourne

**Action MARCOM 105 #08**: Explore if option of making presentations by speakers remotely is available at the events being explored.

**Action MARCOM 105 #09**: Karen to check with Xavier for Futurecom, Laurent for Australia event.

**Action MARCOM 105 #10**: Miyake San to check on the events being held in Japan IEEE 8th IoT World Forum (Yokohama Japan) and ASIA CCS’22 (Nagasaki, Japan).

* 1. Community Engagement
     1. Wiki-Github

There was a discussion on how to nurture the GitHub community. There is a need to publish information beyond standards like implementations, projects etc.

It was suggested that Wikis are not immediately suited for newbies who need handholding support to get to know about oneM2M. Short tutorials are better suited to get them started.

A lot of information on oneM2M, focussed on standards is available. oneM2M Learning material is also available in the ecosystem - from KETI, online courses by universities in France, IIIT Hyderabad. However, these videos are long.

An effort Ken and Andreas Kraft is being made to create short videos which to help newbies get an idea about such materials and develop interests about oneM2M.

**Action MARCOM 105 #11**: Ken to explore, based on availability of Andreas Kraft, recording short 5-min tutorial segments – talking about code, repo etc.

* + 1. Website- suggestions

Ideas and suggestions on enhancing website is invited from members.

A banner for Homepage celebrating 10 years of oneM2M – can be prepared inhouse by Sabine. The banner can be published on oneM2M website in the June TP.

Action MARCOM105 #12: Reach out to Sabine to check for the new banner.

* 1. Impressions from initial interactions with oneM2M stakeholders (see slide deck)

Chair informed about her one-to-one interactions (work in progress) with oneM2M experts to understand their impressions about oneM2M and their asks from Marcom. Chair further informed that she would try to complete her interviews with all stakeholders before next meeting to present more refined impressions.

Initial key message is that oneM2M requires work on external visibility.

* 1. Information dissemination and collaboration mechanism
* Regular updates to TP and SC members on new website posts
* Media queries being routed to [oneM2M\_PressMedia@list.onem2m.org](mailto:oneM2M_PressMedia@list.onem2m.org)

* 1. Action Plan for CY’22
     1. Strategy for Celebrating– 10 years of oneM2M (See slide deck

Suggestions received on how to celebrate the 10th Anniversary were discussed. Members were encouraged to share more ideas. Ken has created a tab in the shared spreadsheet containing notes and ideas. It can be used collate information and deciding on execution.

**Action MARCOM 105 #12:** Bindoo- to form a core team for 10th Anniversarycelebrations. Karen volunteered for providing overall guidance to the event preparations.

Partners were invited to send in their nominations to volunteer.

On suggestion creating brief congratulatory videos, it was suggested to take cue from the similar campaign conducted by ETSI – WE ARE ETSI celebrating women’s day.

**Action MARCOM105 #13:** Karen will share links to videos by Shane, Rana and Marianna made for the ETSI Women’s Day celebration –as reference examples.

**Action MARCOM105 #14:** Karen informed that ETSI celebrated its 30th anniversary 3 years ago. She offered to check and let the committee know how it was done.

* + 1. MARCOM for Rel 4/5, Excellence Awards, White Papers

Chair hoped to manage allocated resources to provide marcom support to promote above mentioned milestones

* + 1. Collateral – oneM2M Overview presentation

Chair stated that an updation of the oneM2M overview presentation will be taken up if time permits.

* + 1. Interop Event?

A publicity campaign to promote interop event/s will be put together, once the event is decided.

* + 1. TTA is working on creating handbook on Release 4 features for users (vendors, govt., etc.) of oneM2M in Korean. Translate into English

TTA is currently working with the contents of the document. Michael will keep the community posted about the progress.

* + 1. Others

It was proposed to form a MARCOM Core team with representatives from each Partner and oneM2M groups (SC, TP) to closely coordinate MARCOM activities

* 1. Update on Contracts with MARCOM Consultant (Ken Figueredo) and PR Agency (PPR)

Chair apprised the team about status of contracts. TSDSI has taken over budget management function from TTC for CY 2022. However, the opening of a oneM2M bank account by TSDSI in India has got delayed due to unavoidable circumstances. This has impacted the contracts with Marcom consultants.

Ken has agreed to sign the contract and deferring of his payments until the bank account matter is resolved. He has been working with MARCOM since 1 January 2022. Chair thanked Ken for his support and understanding.

PR Agency has stated that they prefer to wait until the resolution of the bank account matter and will sign the contract thereafter. They will start the engagement from the date of the contract signing. Therefore, the contract with PR Agency which was to start from 1st April is deferred. The agency was required to help with 10 Years Anniversary Celebration campaign. This activity now needs to be absorbed within oneM2M.

TSDSI will update the team regularly on further developments on this matter.

1. **Any other business**

Chair is planning to attend the TP54 meeting and provide Marcom updates. The draft report for this will be circulated to the MARCOM group.

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**.
2. **Closure of meeting**

The Chair thanked the participants and closed the meeting.

Annex 1 Participants list Marcom 105

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| First Name | Last Name | E-mail Address |
| Seiji | Nishioka | [s-nishioka@arib.or.jp](mailto:s-nishioka@arib.or.jp) |
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