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| MINUTES |
| Meeting: | Marcom 106 |
| Chair: | Chair: Bindoo Srivastava, TSDSI – bindoo@tsdsi.inVice-Chair: Aurindam Bhattacharya - aurindam@cdot.in  |
| Secretary: | Akash Malik, TSDSI – akash@tsdsi.in |
| Meeting Date: | 2021-05-26 |
| 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 ofdocument: | [x]  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. Summary from SC61 meeting held on 25th May 2022
		2. [Discussion on interim findings from Marcom ad-hoc sessions from TP 54](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34855&fromList=Y)
		3. [Preparations for celebrating 10th Anniversary of oneM2M](https://member.onem2m.org/Application/documentapp/downloadimmediate/default.aspx?docID=34855)
		4. Updates
			1. Website and Social Media engagement
				1. WiKi - Developers Corner
			2. Thought Leadership – Publications
			3. oneM2M in the News/Media Coverage
			4. Events & Speaking opportunities
			5. Impressions from Interactions with oneM2M Stakeholders
		5. Review of Open Action Items
		6. Any other Business
	2. Schedule

Thursday, 26th May 2022

1. **Review & Approval of Agenda**

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| [MARCOM-2022-0012R01](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34856&fromList=Y) | [Marcom 106 Agenda](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34856&fromList=Y) | Marcom Chair | 2022-05-26 |

was AGREED

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

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| [MARCOM-2022-0010](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34712&fromList=Y) | Marcom 105 Minutes | Marcom Secretary | 2021-05-13 |

Was agreed by correspondence

1. **Review of open Action Status**

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| **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 obtain the transcript and related materials of the video from designer and place in MARCOM repository for reference.In progress |
| **ACTION MARCOM105 #04**  | Bindoo to nominate a backup resource from TSDSI for the LinkedIn account. – AsifBindoo to inform Ken  |
| **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::17 May: A LinkedIn Post on oneM2M and ETSI was to be made. Status? |
| **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.TBD |
| **Action MARCOM 105 #08** | Explore if option of making presentations by speakers remotely is available at the events being explored. In practice |
| **Action MARCOM 105 #09** | Karen to check with Xavier for Futurecom, Laurent for Australia event.Done. No live contacts as of now |
| **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)Done. Smart Cities maybe an anchor topic. |
| **Action MARCOM 105 #11** | Ken to explore, based on availability of Andreas Kraft, recording short 5-min tutorial segments – talking about code, repo etc.In progress  |
| **Action MARCOM105 #12** | Reach out to Sabine to check for the new banner.New banner can be implemented |
| **Action MARCOM 105 #12** | Bindoo- to form a core team for 10th Anniversarycelebrations. Karen volunteered for providing overall guidance to the event preparations. In progress |
| **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.Done |
| **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 doneIn progress |

1. **Contributions**
	1. [**Summary from SC61 meeting held on 25th May 2022**](https://member.onem2m.org/Application/documentapp/downloadimmediate/default.aspx?docID=34854)

Chair gave updates of discussions related to MARCOM held in the SC61 meeting. The same have been absorbed in the Marcom 106 report.

* 1. **[Discussion on interim findings from Marcom ad-hoc sessions from TP 54](https://member.onem2m.org/Application/documentapp/downloadimmediate/default.aspx?docID=34854)**

Chair provided a summary of the MARCOM-TP ad-hoc discussions on “status of oneM2M and way forward” held as part of TP54 meeting. Please refer to slide# 3-7 of contribution “[MARCOM-2022-0013](https://member.onem2m.org/Application/documentapp/downloadimmediate/default.aspx?docID=34854)”. This was also presented to the SC61 meeting.

The ad-hoc sessions could not conclude all discussions and a contribution by JaeSeung is still to be treated.

**Action MARCOM106 #01:** Enrico - Chair SC61 has advised to carry out an introspection on reasons for attrition of old members and disengagement of some erstwhile active contributors in recent years. And to engage with adopters of oneM2M.

**Action MARCOM106 #02:** Aurindam has suggested to engage the consulting community as they wield considerable influence over solutions for Smart Cities.

**Action MARCOM106 #03:** Schedule additional adhoc sessions to conclude the discussions, preferably before the 10th Anniversary celebrations.

Ken said that more feedbacks are required from organisations in Asia. There is a difference in markets across the world. Some are industry led while some are driven by government mandates. CDOT may be asked to talk about their experiences with developing their platform.

* 1. [**Preparations for celebrating 10th Anniversary of oneM2M**](https://member.onem2m.org/Application/documentapp/downloadimmediate/default.aspx?docID=34854)

A broad plan proposal based on suggestions and inputs received earlier including during TP 54 was presented to SC61 – refer slide 9 of contribution MARCOM-2022-0013.

The celebrations will kick off on 24-26 Jul with congratulatory announcements, messages and SC level activities in the SC62 meeting (27th Jul), followed by celebrations in the TP 56 (including a potential social event if it can be sponsored), and culminating in a oneM2M conference to be hosted in TTA, Korea in December 2022 co-located with TP57 meeting.

A list of proposed detailed activities was presented (contribution [**MARCOM-2022-0014-oneM2M\_10\_yrs\_anniversary\_plan**](https://member.onem2m.org/Application/documentapp/downloadimmediate/default.aspx?docID=34855)).

Members were urged to nominate volunteers SPOCs for the above activities.

**Action MARCOM106 #04:** Prioritise event celebration activities from among the list.

**Action MARCOM106 #05:** Circulate the list in marcom emailing list for members to review and provide nominations and inputs.

**Action MARCOM106 #06:** Upload the activities list in a common repository, giving access to members so that they can contribute inputs offline.

DECISION MARCOM106 #01: Michael KIM to arrange for English translation of the oneM2M Handbook being prepared by TTA. It was noted that this may spill over to early next year.

Andreas Kraft and Ken are working on creating oneM2M short interactive tutorial series of 7 short videos to explain basic features of oneM2M, how to configure it on one’s system, etc. using Jupyter notebook tools. Target audience is developers. Currently available oneM2M courses are 18-20 hrs long and therefore not suitable to generate interest among newbies. The tutorial series is targeted to be launched as part of the celebrations.

**Action MARCOM106 #07**: Work out mechanism for launching oneM2M platform tutorial series.

**Action MARCOM106 #08**: Tutorials created earlier by Seung Myeong to be referenced on oneM2M website.

Partners were encouraged to share similar material available in their region with Marcom.

**Action MARCOM106 #09**: A session to showcase oneM2M deployments in various verticals in diverse regions may be explored in the oneM2M Conference. This will help demonstrate the reach of oneM2M.

**Action MARCOM106 #09**: Decide whether funding for social event being proposed in TP56 should be sought via sponsorship or seek budget allocation from FC.

* 1. [Updates](https://member.onem2m.org/Application/documentapp/downloadimmediate/default.aspx?docID=34854)
		1. Website and Social Media engagement

**Action MARCOM106 #10**: Correlate no. of specification downloads with geographies and any trigger events (Aurindam /Sabine).

 Members requested to check for PRs in their regions

* + - 1. WiKi - Developers Corner

A snapshot of oneM2M wiki and list of available teaching material was presented. The plan is to promote the oneM2M wiki among the audience.

Members were requested to promote the oneM2M Wiki in their circles.

* + 1. Thought Leadership – Publications

2 PRs have been released at links provided in slide 12 and 13 of contribution [**MARCOM-2022-0013-** **Marcom 106 Report**](https://member.onem2m.org/Application/documentapp/downloadimmediate/default.aspx?docID=34854)

**Action MARCOM106 #10**: Members to monitor for oneM2M news in their regions and share with MARCOM. This can also be done by creating an 'Alert' on Google with keyword oneM2M (https://www.google.com/alerts) – that will send new news and a weekly email digest.

**DECISION MARCOM106 #02:** Members are requested to monitor for any PRs in their regions and share with MARCOM.

* + 1. oneM2M in the News/Media Coverage

Articles about oneM2M were listed with links in slide#13 of contribution [MARCOM-2022-0013- Marcom 106 Report](https://member.onem2m.org/Application/documentapp/downloadimmediate/default.aspx?docID=34854). Members are requested to monitor any news about oneM2M in their region.

* + 1. Events & Speaking opportunities

 Following are the upcoming speaking opportunities -

 Already Secured

* [Bob Flynn to speak in the Embedded Technol](https://www.embeddedtechconventionasia.com/)ogy Convention, Las Vegas, 8-9 June

 Potential/being explored

* Embedded Technologies Convention, Singapore
* IEEE 8th IoT World Forum (26 Oct-11 Nov’22 // Yokohama, Japan (in person and hybrid)
* [Futurecom 2022](https://www.futurecom.com.br/en/home.html): 18-20 Oct’22, Sao Paulo, Brazil
* ETSI IoT Week
* Korea IoT event
* TSDSI Tech Deep Dive 2022
* India Mobile Congress IMC 2022
	+ 1. Impressions from Interactions with oneM2M Stakeholders

 Update was given as part of interim findings from Marcom ad-hoc sessions from TP 54

* 1. Review of Open Action Items

Please refer section 4.

1. **Any other business**

Addition of oneM2M Github link to oneM2M presentation template.

**Action MARCOM106 #11:** Add links to github and other resources to oneM2M MARCOM presentation template, seek MARCOM committee approval over email and issue

MARCOM agreed to update the template with the social media and website links at the end of the PPT template.

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 – 21~~~~st~~ ~~April 2022~~
* ~~Marcom 106 – 26~~~~th~~ ~~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. **Closure of meeting**

The Chair thanked the participants and closed the meeting.

Annex 1 Participants list Marcom 106

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| First Name | Last Name | E-mail Address |
| Seiji  | Nishioka | s-nishioka@arib.or.jp  |
| Ken | Figueredo | ken@more-with-mobile.com |
| Michael  | Kim  | yjkim@tta.or.kr |
| Akash  | Malik | akash@tsdsi.in |
| Sonia Sachdeva | Sharma | sonia@tsdsi.in |
| Hideyuki  | Iwata | iwata@s.ttc.or.jp |
| Bindoo  | Srivastava | bindoo@tsdsi.in |
| Aurindam  | Bhattacharya | aurindam@cdot.in |
| Suresh | V | sureshv.cdac@gmail.com |
| Vijay | Madan | Vijay.madan@tsdsi.in  |