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| MINUTES | |
| Meeting: | Marcom 107 |
| Chair: | Chair: Bindoo Srivastava, TSDSI – [bindoo@tsdsi.in](mailto:bindoo@tsdsi.in)  Vice-Chair: Aurindam Bhattacharya - [aurindam@cdot.in](mailto:aurindam@cdot.in) |
| Secretary: | Akash Malik, TSDSI – [akash@tsdsi.in](mailto:akash@tsdsi.in) |
| Meeting Date: | 2021-06-30 |
| 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. Approval for oneM2M Presentation Template – with SM logos
     2. Approval for oneM2M Conference schedule: 1-2 Dec 2022 – 1600-1800 KST /Hybrid mode?
     3. oneM2M Webinar on 10 years of oneM2M- date to be finalised
     4. Proposal for a 2nd joint MARCOM-TP ad-hoc session in TP#55 to discuss JaeSeung Song’s viewpoint?
     5. Proposal for oneM2M Webinar on overview of Developer Resources (with Andreas Kraft)
     6. Proposal to revive Speaker Feedback Form
     7. Update on discussion with Andreas Kraft on oneM2M Developer Resources
     8. Update on Speaker Presentation Area
     9. Preparation Status for 10th Anniversary Celebrations:
        1. Article on 10 years of oneM2M
        2. Messages from Partner HoDs and oneM2M Leaders
        3. oneM2M in PICS
        4. Launch of Celebrations on 24th July – oneM2M website/partner websites
        5. SC62 27 Jul – 20 minutes – celebratory/felicitation session? Invites to go from Vic on behalf of Enrico: Courtesy email from Bindoo/Enrico
        6. TP 56 - 20 minutes Opening Plenary – celebratory/felicitation session? Invites to go from Karen on behalf of Roland: Courtesy email from Bindoo/Roland?
        7. oneM2M Short Tutorial Video Series - upload in batches
        8. Sponsored Social celebrations @ TP56, Conference, Mementos? ask for a sponsor for souvenirs from IMs?
        9. PR
        10. Social Media Campaign
     10. Events & Speaking opportunities –
         1. Speaking Opportunities secured
         2. Potential Opportunities being/to be explored: \
* WORLD SMART CITY EXPO 2022 – Korea (31 Aug to 1 Sep’22)
* Embedded Technology Convention ASIA Singapore (28-29 Sep’22)
* ETSI IoT week (10-14 Oct’22)
* Korea IoT week (20-22 Oct’22)
* ETSI Security Conference 2022 (ETSI Security Week 2022) (3-5 Oct’22)
* India Mobile Congress 2022 (18-20 Oct’22)
* TTDD 2022 (15-18 Nov’22)
* 5th INTERNATIONAL CONFERENCE ON FUTURE SMART CITIES (FSC) Malaysia (18-20 Nov’22)
* Consumer Electronic Show 2023 (5-8 Jan’22)
  + 1. Updates –
       1. Thought Leadership – Publications
* IEEE Network Magazine
* Tentative White paper from SSC
  + - 1. Website and Social Media engagement
      2. Developer Resources
      3. oneM2M in the News/Media Coverage
    1. Review of Open Action Items
    2. Discussion on Tentative MARCOM Budget for CY’23
    3. Any other Business
  1. Schedule

Thursday, 30th June 2022

1. **Review & Approval of Agenda**

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| [MARCOM-2022-0016](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34918&fromList=Y) | [Marcom 107 Agenda](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34918&fromList=Y) | Marcom Chair | 2022-06-30 |

was AGREED

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

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| [MARCOM-2022-0015](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34879&fromList=Y) | [Marcom 106 Minutes](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34879&fromList=Y) | Akash, TSDSI | 2022-06-13 |

Was agreed by correspondence

1. **Review of open Action Status**

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| **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 #11** | Ken to explore, based on availability of Andreas Kraft, recording short 5-min tutorial segments – talking about code, repo etc.  In progress |
| **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 #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  In progress |
| **Action MARCOM 107 #01** | Fix template incorporating feedbacks |
| **Action MARCOM 107#02** | Fix the template mentioned by Roland |
| **Action MARCOM 107#03** | Initiate email discussions to finalize on the conference name and topics. |
| **Action MARCOM 107#04** | Seek Consent/Confirmation from Enrico and decide on the date. |
| **Action MARCOM 107#05** | Chair will request in the TP 55 coord. Call for including slot for 2nd ad-hoc session for Marcom in the TP 55 agenda. |
| **Action MARCOM 107#06** | Send the speaker feedback form to Bob Flynn for his recent talk at the Las Vegas event and seek his opinion on the form. |
| **Action MARCOM 107#07** | Obtain presentations made by Bob and Rana Kamill in the recent events and place them in this repository. |
| **Action MARCOM 107#08** | The google drive link of article to be shared with Marcom community for advance feedbacks. |
| **Action MARCOM 107#09** | Provide messages from Partner HoDs by 18th July. |
| **Action MARCOM 107#10** | Provide pics of meetings/events hosted by partners. |
| **Action MARCOM 107#11** | Share the banner options with Marcom members for feedback and approval for final one |
| **Action MARCOM 107#12** | Discuss the proposal further with Aurindam |
| **Action MARCOM 107#13** | Invites to go from Vic on behalf of Enrico: Courtesy email from Bindoo/Enrico |
| **Action MARCOM 107#14** | Invites to go from Karen on behalf of Roland: Courtesy email from Bindoo/Roland? |
| **Action MARCOM 107#15** | Chair will be reaching out to IMs for securing sponsorship for souvenirs. |
| **Action MARCOM 107#16** | Check with Michael Kim for updates on World Smart City Expo 2022 – Korea |
| **Action MARCOM 107#17** | Follow-up with Michael Kim to get information on the plans for this event. |
| **Action MARCOM 107#19** | Rework the budget based on feedback from members. |
| **Action MARCOM 107#20** | Circulate the draft budget with Marcom members/HoDs for their feedback. |

1. **Contributions**
   1. **Approval for oneM2M Presentation Template – with SM logos** [**(MARCOM-2022--0018)**](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34922&fromList=Y)

* Mail for feedback and comments on the template is circulated. Deadline for comments is 5th July 2022. Members are requested to provide feedback.
* **Feedback on the template**
* Links and text slightly left to the oneM2M logo
* Update copyright in the footer of slides
* **The other presentation templates to also be updated suitably.**

**Action MARCOM 107 #01:** *Fix template incorporating feedbacks*

**Action MARCOM 107#02:** *Fix the template mentioned by Roland*

* 1. **Approval for oneM2M Conference schedule: 1-2 Dec 2022 – 1600-1800 KST /Hybrid mode?**
* Chair proposed the date and time for oneM2M conference schedule.
* No objections from the Marcom community.
* Next step is scheduling conference name and finalizing topic.
* Discussions for finalization will be initiated in the Marcom emailer

**Decision MARCOM 107#D01:** Conference to be scheduled on 1-2 Dec’22 between 1600-1800 KST (local time)

**Action MARCOM 107#03:** *Initiate email discussions to finalize on the conference name and topics.*

* 1. **oneM2M Webinar on 10 years of oneM2M- date to be finalised**
* Chair thanked Roland, JaeSeung Song, Prof. Desai, Dale and Aurindam for agreeing to be part of the webinar
* Consent/Confirmation from Enrico is required.
* Following dates are proposed by the chair – **either** **4th Aug or after 13th August**.
* JaeSeung Song will be in Vancouver during this time. The time difference has to be considered while finalizing time of conference.

**Action MARCOM 107#04:**Seek Consent/Confirmation from Enrico and decide on the date.

* 1. Proposal for a 2nd joint MARCOM-TP ad-hoc session in TP#55 to discuss JaeSeung Song’s viewpoint?
* Chair informed about the 1st ad-hoc session for Marcom held in TP 54. A presentation from JaeSeung Song was not included in the 1st session.
* Roland suggested that this proposal can be discussed in the coordination call for TP 55 to be held on 1st July.
* Community will be informed of the development on regular basis.

**Action MARCOM 107#05:** Chair will request in the TP 55 coord. Call for including slot for 2nd ad-hoc session for Marcom in the TP 55 agenda.

* 1. Proposal oneM2M Webinar on overview of Developer Resources (with Andreas Kraft)
* Chair - Marcom briefed about a session which was given by Andreas to Marcom leaders.
* A webinar by Andreas Kraft is proposed to introduce the various developer resources.
  1. Proposal to revive Speaker Feedback Form [(MARCOM-2019-0005)](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=29508&fromList=Y)
* A speaker feedback form that was introduced in 2019 is proposed to be revived. It will be piloted with Bob to seek his opinion on the form itself.

**Action MARCOM 107#06:** *Send the speaker feedback form to Bob Flynn for his recent talk at the Las Vegas event and seek his opinion on the form.*

* 1. Update on discussion with Andreas Kraft on oneM2M Developer Resources
* Chair informed that a discussion was held with Andreas Kraft on the developer resources available for oneM2M. The presentation used in this discussion has been submitted to the TP55 as [(TDE-2022-0040)](https://member.onem2m.org/Application/documentapp/downloadimmediate/default.aspx?docID=34901) and is proposed to be taken up in TP55 also.
* A summary of the discussions and recommendations can be referred from slide#2 of Marcom report (<>). It was noted that most of these recommendations were not suitable for actions by Marcom but rather TP chair may like to consider them.

Following feedback from marcom members was noted -

* Deep linking - The suggestion was welcomed by Roland. It was mentioned that enabling deep linking need changes in way specs are drafted/written in oneM2M. He informed that the technical team have some ideas in mind, and they will start with a pilot which will include working on some of the specs initially.
* Need help with updating sessions related to technical content. Strategy needs to be defined. Sabine is maintaining the webpages. Owners of webpages needs to be in sync with Sabine to maintain webpages with latest information.
* For URN namespace identifier – it needs to be done by someone engaged in technical work.
  1. Update on Speaker Presentation Area
* Chair informed that Karen had activated this section on oneM2M members portal.
* It can be used to store presentations made by oneM2M experts in various events.
* It can be accessed at <https://member.onem2m.org/application/documentapp/documentlist/>

**Action MARCOM 107#07:** *obtain presentations made by Bob and Rana Kamill in the recent events and place them in this repository.*

* 1. Preparation Status for 10th Anniversary Celebrations:
     1. Article on 10 years of oneM2M
* Chair informed that the team is working on drafting an article on 10years of oneM2M.
* Members are invited to provide feedbacks on the article by 5th July.
* After internal review by marcom members, the article will be released with oneM2M wider community (TP) on 5th July for feedback and approval. Deadline - 12th July

**Action MARCOM 107#08:**The [google drive link of article](https://docs.google.com/document/d/1m6NWVg0-Dp2WcoRQQq7MRu-wtct_LSlE/edit?usp=sharing&ouid=113003869362660142727&rtpof=true&sd=true) to be shared with Marcom community for advance feedbacks.

* + 1. Messages from Partner HoDs and oneM2M Leaders
* Partners HoDs and oneM2M leaders were requested to share messages on the 10th anniversary of oneM2M.
* ARIB, TSDSI have shared their messages. The same can be viewed [at link here](https://drive.google.com/drive/folders/1KILmZtKZuzMS6GKpZYCgsDgu0kHhJL-3?usp=sharing).
* ETSI will try to send by 11th July.
* ARIB was invited to see if they would like to send a detailed written message.
* It is targeted to receive messages from all PT1 HoDs and oneM2M leaders by 18th July. Way forward with the messages will be discussed further.

**Action MARCOM 107#09:** *Provide messages from Partner HoDs by 18th July.*

* + 1. oneM2M in PICS
* ARIB, TTC and TTA have shared pictures of oneM2M events held in their regions.
* Other partners were requested to share the photos of the oneM2M events (e.g., TP, Industry Days etc.)

**Action MARCOM 107#10:** *Provide pics of meetings/events hosted by partners.*

* + 1. Launch of Celebrations on 24th July – oneM2M website/partner websites
* Chair informed that the team has come up with some options for the 10th anniversary banner for uploading on website.

**Action MARCOM 107#11:** Share the banner options with Marcom members for feedback and approval for final one

Vice Chair suggested adding text related to interoperability in the tagline of oneM2M.

**Action MARCOM 107#12:** *Discuss the proposal further with Aurindam*

* + 1. SC62 27 Jul – 20 minutes – celebratory/felicitation session

**Action MARCOM 107#13***: Invites to go from Vic on behalf of Enrico: Courtesy email from Bindoo/Enrico*

* + 1. TP 56 - 20 minutes Opening Plenary – celebratory/felicitation session?

**Action MARCOM 107#14:** *Invites to go from Karen on behalf of Roland: Courtesy email from Bindoo/Roland?*

* + 1. Announce the oneM2M Short Tutorial Video Series upload in batches
* Andreas and Ken are working on creating short videos describing about the same.
* They will start working on the 1st video shortly.
* No approval from TP is required for uploading the videos on social media channels.
  + 1. Sponsored Social celebrations @ TP56, Conference, Mementos? ask for a sponsor for souvenirs from IMs?

**Action MARCOM 107#15:** *Chair will be reaching out to IMs for securing sponsorship for souvenirs.*

Inputs from Marcom colleagues are invited for organizing such activities at zero or very low cost.

* + 1. PR
* The Proactive PR agency is not yet onboarded for oneM2M currently due to the bank account challenges. The agency is likely to be onboarded in July. Chair shared her experience and working at TSDSI without PR agency.
* Potential events anticipated for releasing/publishing PRs were Release 4 release, Sustainability White paper and progress on ITU engagement.
* Roland informed that ratifications - editorial corrections going on for Release 4 may or may not finish within 6 months. Requirements and use cases for Release 5 may be finalized in coming 6 months.
* Help from PT1s is required for coverage in local press.
  + 1. Social Media Campaign

A social media campaign- message content and schedule for the 10th anniversary celebrations is being worked out with Ken.

* 1. Events & Speaking opportunities [(MARCOM-2022-0017R01)](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34930&fromList=Y)
     1. Speaking Opportunities Secured
* Speaking Opportunities secured were discussed in section 5.11.
  + 1. Potential Opportunities being/to be explored:
* WORLD SMART CITY EXPO 2022 – Korea

**Action MARCOM 107#16:** **C**heck with Michael Kim for updates on World Smart City Expo 2022 - Korea

* Embedded Technology Convention ASIA Singapore
* ETSI IoT week: Roland informed exhibitions are also planned for ETSI IoT weeks. Announcements have been made on ETSI and oneM2M websites. The event is currently planned as F2F. Enrico might reach out to CDOT for their participation.

TSDSI also offered to advertise among its members.

* Korea IoT week

**Action MARCOM 107#17:** *Follow-up with Michael Kim to get information on the plans for this event.*

* ETSI Security Conference 2022 (ETSI Security Week 2022)
* India Mobile Congress 2022
* TTDD 2022

5th INTERNATIONAL CONFERENCE ON FUTURE SMART CITIES (FSC) Malaysia Organizers are open to have a speaker from oneM2M.

Consumer Electronic Show (CES) 2023 (CES is likely to charge for speaking slot).

* 1. Updates
     1. Thought Leadership – Publications
* IEEE Network Magazine

Article is under preparation under the leadership of JaeSeung Song.

* Tentative White paper is being drafted in SSC.
  + 1. Website and Social Media engagement

Members were requested to refer to the Marcom report. Contribution [(MARCOM-2022-0017R01)](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34930&fromList=Y) – slides 5 to 12.

* + 1. Developer Resources

Members were requested to refer to the Marcom report. Contribution [(MARCOM-2022-0017R01)](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34930&fromList=Y) – slides 09 to 10.

* + 1. oneM2M in the News/Media Coverage

Members were requested to refer to the Marcom report. Contribution [(MARCOM-2022-0017R01)](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34930&fromList=Y) – slides 07 & 14.

* 1. Review of Open Action Items
* Action items were reviewed
  1. Discussion on Tentative MARCOM Budget for CY’23
* Chair presented the tentative Marcom budget for CY’23 and requested feedback from members. Roland agreed with the proposal in his own personal capacity, clarifying that he is not representing any PT1 in this matter.
* The budget proposal is shared with PT1 SPOCs only. Chair offered to share with the Marcom community for their feedback.
* Marcom members are invited to join the upcoming FC to participate in Marcom budget discussions.
* Discussions and feedback on the budget line items – including travel budget, PR campaigns and budget for social event were provided. These will be incorporated in the revised budget.

**Action MARCOM 107#19:** *Rework the budget based on feedback from members.*

**Action MARCOM 107#20:** *Circulate the draft budget with Marcom members/HoDs for their feedback.*

1. **Any other business**
2. **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 – 30~~~~th~~ ~~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 107

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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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