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| MINUTES | |
| Meeting: | Marcom 106 |
| 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: | 2021-05-26 |
| 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 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. Update on Release 2 being approved by ITU-T SG20 😊😊😊
     2. Summary from SC62
     3. Update on oneM2M Webinar on overview of Developer Resources (with Andreas Kraft)
     4. Summary of 2nd joint MARCOM-TP ad-hoc session in TP#55
     5. Discussion to finalize name and topics for oneM2M Conference schedule: 1-2 Dec 2022 – 1600-1800 KST /Hybrid mode
     6. Finalization of date for oneM2M Webinar on 10 years of oneM2M
     7. 10th Anniversary Celebrations:
        1. Sponsored Social celebrations @ TP56, Conference, Mementos? ask for a sponsor for souvenirs from IMs?
        2. PR issued
        3. Social Media Campaign update
     8. Events & Speaking opportunities –
        1. Speaking Opportunities secured
        2. Potential Opportunities being/to be explored
     9. Marcom [Updates](https://member.onem2m.org/Application/documentapp/downloadimmediate/default.aspx?docID=34854) – Please see attached slide deck
        1. Thought Leadership – Publications
        2. Website and Social Media engagement
        3. Developer Resources
        4. oneM2M in the News/Media Coverage
     10. Review of Open Action Items
     11. Any other Business
  2. Schedule

Thursday, 28th Jul 2022

1. **Review & Approval of Agenda**

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| MARCOM-2022-0020 | Marcom\_108\_Agenda | Marcom Chair | 2022-07-28 |

was AGREED

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

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| [MARCOM-2022-0019](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34931&fromList=Y) | [Marcom 107 Minutes](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=34931&fromList=Y) | Akash, TSDSI | 2022-07-12 |

Was agreed by correspondence

1. **Contributions**
   1. Update on Release 2 being approved by ITU-T SG20 😊😊😊

The oneM2M Rel. 2 - TS0003 was approved by the ITU-T SG20 meeting. A PR to announce this was discussed. Keeping in mind that this is a Rel. 2 specification which is not actively supported now, the strategy for announcing this should be checked with Roland and Enrico. Full details of the approval will be obtained from Rana Kamill – who was front ending this activity on behalf of oneM2M at the ITU-T SG20 meeting.

Action MARCOM 108#01: Chair to join discussion scheduled between Rana and Ken to obtain full details of the approval.

Action MARCOM 108#02: Chair to check with Roland and Enrico for releasing PR on ITU-T SG20 approval of Release 2.

* 1. Update on Marcom report to SC 62

Chair informed about the Marcom updates from SC 62 meeting.

1. As part of oneM2M’s 10 years celebration, a small felicitation ceremony was organized for select set of past SC leaders online. The celebration tagline is: “Celebrating 10 years of oneM2M – the global standard for Interoperable IoT systems”.

Action MARCOM 108#03: Chair to coordinate inviting “all” past SC leaders to the 10th anniversary celebrations that are planned in the TP#56 meeting.

Action MARCOM 108#03a: Chair to share directions for inviting Mr. Yamazaki in the felicitation ceremony for oneM2M 10 years anniversary celebration to Mr. Tomo Miyake.

1. The issues related to opening oneM2M bank account have been solved with the responsibility of the account being transferred to ETSI from TSDSI. Payment for Ken’s services rendered from 1 Jan till Jul 2022 will be initiated.
2. Chair further informed that the PR Agency will be contacted soon to finalize the contract for current year.

Action MARCOM 108#04: Chair to revive discussion with PPR for signing the contract.

1. Rel. 4 expected to be ratified in Q3-Q4 (MARCOM to gear up w.r.t TP56)
2. SSC White paper likely in end CY’22
3. Next SC meeting – proposed to be collocated with TP56 – 29 Sep 2022? (TSDSI to confirm if this date works)
   1. Update on oneM2M Webinar on overview of Developer Resources (with Andreas Kraft)

Andreas Kraft informed that he along with Ken have recorded couple of recordings of the tutorial. The strategy for publishing the tutorials was discussed. 4 out of 8 are ready already.

It was decided to launch these in August. The remaining 4 can be endeavoured to be prepared in the background so that the full series is ready before the TP#56 meeting.

Action MARCOM 108#05: Launch the 4 tutorials for developers in August.

Andreas pointed out that the current YouTube channel of oneM2M – allows ads that may conflict with the oneM2M philosophy. An Adfree channel subscription is recommended. Ken suggested to explore video sharing platforms other than YouTube as the ad-policy of YouTube is not suitable for the initiative.

Wiki is sponsored by ETSI and hackster.io is also sponsored.

Action MARCOM 108#06: Evaluate how the Youtube channel that is being used for oneM2M can be made adfree. – Paid subscription to be explored. Similarly explore for the Github, stack overflow etc.

Action MARCOM 108#07: Explore other video sharing platform with suitable or no ad-policy for publishing tutorials.

* 1. Summary of 2nd joint MARCOM-TP Ad-hoc session in TP#55

Chair provided a summary of the 2nd joint MARCOM-TP ad-hoc session which was held in TP55 meeting. Please refer to slide# 5 of contribution “[MARCOM-2022-0021](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=35043&fromList=Y)”. This was also presented to the SC62 meeting.

Action MARCOM 108#08: Chair to consolidate the findings and final recommendations from the adhoc sessions.

* 1. Discussion to finalize name and topics for oneM2M Conference schedule: 1-2 Dec 2022 – 1600-1800 KST /Hybrid mode

Chair proposed the name and session outline of the conference which is as follows -

Proposed name: oneM2M@10??

Sessions

* Overview of oneM2M Releases - 25 +10 minutes
* Showcase solutions/platforms/products: CDOT, CDAC, KETI, etc… 4 X (15+5) minutes
* Showcase – Deployments - 3 X 20 minutes
* Certification/compliance ecosystem – Talks by TTA/DEKRA/ETSI-CTI/GCF – 4 X 15 minutes
* Sustainability

Action MARCOM 108#09: Finalize the conference session topics by email circulation.

* 1. Finalization of date for oneM2M Webinar on 10 years of oneM2M

Chairproposed that the webinar may be scheduled after 13 August 2022. She further informed that she would reach out to oneM2M leaders to finalize the date and time for the webinar.

Chair proposed the name and outline which is as follows –

*oneM2M @10 – journey so far and what lies ahead” to mark 10 years of oneM2M*

date after 13 Aug 

Time slot – to suit Enrico/Roland, Dale/JaeSeung (Vancouver time), Uday Desai/Aurindam

Format: Conversation between Enrico, Uday Desai, Dale, Roland, JaeSeung - moderated by Aurindam

Potentially cover following topics:

* Why oneM2M?
* About oneM2M
* Key features of Releases
* Examples
* What is coming next
* And so on.

LIVE webinar of 75 minutes duration – 60 minutes of conversation followed by 15 minutes open house Q&A.

Action MARCOM 108#10: Finalize the date of the web conference and proceed with the preps.

* 1. 10th Anniversary Celebrations:

Chair informed that the celebration of oneM2M’s 10th anniversary was kickstarted with announcement on website and social media. The celebration tagline is: “Celebrating 10 years of oneM2M – the global standard for Interoperable IoT systems”. A webpage [oneM2M@10](https://onem2m.org/harmonization-m2m/onem2m-10) has been hosted on the website- carrying a [short article](https://www.onem2m.org/images/files/anniversary/oneM2M-10-Years-Short-Paper.pdf), congratulatory [video messages](https://www.onem2m.org/harmonization-m2m/onem2m-10) from partners and TP Chair, photo memories from past meetings has been created. A [Press Release](https://www.onem2m.org/iot-news/802-onem2m-completes-10-years) to mark the occasion was also issued on 25th July – that was circulated to partner SPOCS for further propagation. A small felicitation ceremony was also organized for select set of past SC leaders online in SC 62.

* + 1. Sponsored Social celebrations @ TP56, Conference, Mementos? ask for a sponsor for souvenirs from IMs?

Planning on conference is in progress. Chair suggested to have an offline discussion for exploring possibilities of conducting social celebrations celebrating oneM2M 10-year anniversary- including call for sponsoring souvenirs/mementos. She also informed that she would contact some vendors for the mementos.

* 1. Events & Speaking opportunities –
     1. Speaking Opportunities secured

Chair informed that the organisers of events are being reached out to secure speaking slots.

* + 1. Potential Opportunities being explored:
* WORLD SMART CITY EXPO 2022 – Korea (31 Aug to 1 Sep’22)
* Embedded Technology Convention ASIA Singapore (28-29 Sep’22)
* India Mobile Congress 2022 (29 Sept-1 Oct’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)
* TTDD 2022 (15-18 Nov’22)
* IET Future Tech Congress 2022 (22-23 Nov 2022)
* 5th INTERNATIONAL CONFERENCE ON FUTURE SMART CITIES (FSC) Malaysia (18-20 Nov’22)
* Consumer Electronic Show 2023 (5-8 Jan’22)
  + TIA and ATIS may be reached out exploring speaking opportunities in this event.
  1. Marcom [Updates](https://member.onem2m.org/Application/documentapp/downloadimmediate/default.aspx?docID=34854) – Please see attached slide deck

Chair updated about the following –

* Thought Leadership – Publications
* Website and Social Media engagement
* Developer Resources
* oneM2M in the News/Media Coverage

It was noted that webpages for developer resources, i.e., [oneM2M rest-resources](https://www.onem2m.org/using-onem2m/developers/rest-resources) and [oneM2M API](https://www.onem2m.org/using-onem2m/developers/api) figured in top 10 pages. It was also noted that the Australia figured for the first time in the countries from where visits to website happening.

1. **Review of open Action Items Status**

Chair briefed about the action items as mentioned in section 5.

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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 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 #07** | Work out mechanism for launching oneM2M platform tutorial series. |
| **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. |
| **Action MARCOM106 #10** | Correlate no. of specification downloads with geographies and any trigger events (Aurindam /Sabine). |
| **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 for the oneM2M Webinar. |
| **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#14** | TP 56 felicitation session: 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 |

1. **Any other business**

Chair proposed to reschedule Marcom 110 to coincide with TP 56. Karen agreed to check for the availability of room in ETSI during TP 56.

Action MARCOM 108#11: Explore proposal for coinciding the MARCOM 110 meeting with TP56.

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

* It was suggested to rescheduled Marcom 110 with TP 56 as hybrid meeting.
  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 – 28~~~~th~~ ~~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 108

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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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