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| MINUTES |
| Meeting: | Marcom 109 |
| Chair: | Chair: Bindoo Srivastava, TSDSI – bindoo@tsdsi.inVice-Chair: Aurindam Bhattacharya - aurindam@cdot.in  |
| Secretary: | Akash Malik, TSDSI – akash@tsdsi.in |
| Meeting Date: | 2021-08-25 |
| 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. Promotion of oneM2M Hackathon
* announcement et al at oneM2M level.
	+ 1. Preparations for oneM2M Webinar – oneM2M@10
* Date confirmed - 8th Sep
* Slot to be confirmed for all speakers 1100-1215 UTC
* Platform – BrightTalk (Configuring Brightalk)
* Content and channels for announcement - oneM2M Website, Partner websites, Brighttalk channel, social media handles.
* Speaker sync up and webinar Script/flow
	+ 1. oneM2M Conference (1-2 Dec 2022 – 1600-1800 KST /Hybrid mode)
* Proposed name: “oneM2M Showcase: Specifications-Products-Deployments-Compliance Ecosystem”
* Conference committees
* Speakers to join onsite or remote also?
* Conference Tool – GTW (from TSDSI)
* Content and channels for Announcement - oneM2M Website, Partner websites, Social Media handles
* Hybrid preps
	+ 1. Launch of oneM2M Short Video tutorials
* 4 out of 8 videos ready as on date (to be uploaded on website ASAP)
* Create short description of the series and each video - that pointing to the slides and the other links (onem2m.org, the wiki, ACME, the notebooks) –Andreas?
* Upload the You Tube content with help from ETSI team – Andreas/Karen
* Create the WIKi description and links. Ken and Andreas to test.
* Launch: Publicise to oneM2M TP, partners and issue PR and SM (detailed content required) – oneM2M event/news entry ?
* Launch: announce (date?)
* 30-minute presentation slot at the TP? Ask Andreas/Roland
* Ken and Andreas to complete the full series by DATE ? and release progressively.
	+ 1. Update about using YouTube and other platforms to upload videos (ad free content)
		2. Update on 10th Anniversary Celebrations activities @ TP 56:
			1. Felicitation of SC-TP Stalwarts (5 min)
			2. Speech (especially those present in person and who did not speak in the anniversary launch event)
			3. Announcement of ETSI sponsored social celebrations @TP56 (5 min)
			4. Mementos/Souvenirs (5 min)
		3. MARCOM around Release 4, ITU-T SG20 approvals, SSC White paper (10 minutes)
		4. Update on oneM2M Bank account and payments to Marcom consultants (5 min)
		5. Update on agreement with PR Agency
		6. Events & Speaking opportunities – (5 min)
			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)
	+ India Mobile Congress 2022 (1- 4 Oct 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 (7-10 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
		1. Marcom Updates – Please see attached slide deck (10 min)
			1. Thought Leadership – Publications
			2. Exec Insights - status update (CDAC, IUDX)
			3. Website and Social Media engagement
			4. oneM2M in the News/Media Coverage
		2. Review of Open Action Items (5 min)
		3. Any other Business
	1. Schedule

Thursday, 25th Aug 2022

1. **Review & Approval of Agenda**

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| [MARCOM-2022-0023R01](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=35069&fromList=Y) | Marcom\_108\_Agenda | Marcom Chair | 2022-07-28 |

was AGREED

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

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| [MARCOM-2022-0022](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=35046&fromList=Y) | [Marcom 108 Minutes](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=35046&fromList=Y) | Akash, TSDSI | 2022-08-10 |

Was agreed by correspondence

1. **Contributions**
	1. Promotion of oneM2M Hackathon

Chair informed that a mail was sent to concerned experts along with the proposed text for announcement of the hackathon. The members were requested to provide their inputs by 29th August 2022.

It was felt that organisers may have reservations against publicizing it to larger audiences.

Action MARCOM 109#01: Chair offered to reach out to Seungmyeong for his views on publicizing the hackathon.

* 1. [Preparations for oneM2M Webinar – oneM2M@10](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=35066&fromList=Y)

Chair presented the preparations plan the oneM2M webinar.

date – 8th Sep’22 and working title – oneM2M@10 are finalized.

Time schedule is required to be confirmed with Dale, Dr JaeSeung Song and Prof Dr Uday Desai. The webinar platform is proposed to be Brightalk. Help may be required to configure the tool. The draft text of announcing the webinar was presented.

The announcement will be made on the oneM2M website and social media. Partners were requested to promote the webinar in their community. Miyake san offered to send email to ARIBs members.

Marcom VC is requested to trigger discussions and sync up with speakers to firm up the webinar discussion script.

Action MARCOM 109#02A: Configure brighttalk channel for the webinar

Action MARCOM 109#02B: Ken to help refine text of the announcement.

Action MARCOM 109#02C: Aurindam to trigger discussions to finalize the script and enable sync up among the experts.

Action MARCOM 109#02D: Members to promote the webinar in their communities.

* 1. [oneM2M Conference (1-2 Dec 2022 – 1600-1800 KST /Hybrid mode)](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=35067&fromList=Y)

Chair presented a plan for the oneM2M conference to be held on 1st and 2nd December 2022.

As TTA Counterparts were not available in the meeting, it was decided to connect with them offline. The proposed title and draft announcement of the conference was shared with Marcom community and TP leadership for feedback. It was decided to use the GoTo Webinar for the conference.

* 1. Launch of oneM2M Short Video tutorials

4 out of 8 tutorial videos have been recorded till date. Title and description of the videos is to be drafted. Once done, these will be uploaded with the help of Karen on YouTube.

It was suggested to launch the tutorials on 8th Sep 2022 coinciding with the oneM2M webinar. PR Agency may be consulted for publicising the tutorials among developers’ community. Roland and Andreas will be requested to allocate 30 min slot in the TP 56 for a demo.

Action MARCOM 109#04A: Upload the 4 tutorials on the oneM2M website

Action MARCOM 109#04B: Launch the tutorials in the oneM2M Webinar on 8th Sep

Action MARCOM 109#04C: seek time from TP#56 opening plenary for a demo

Update about using YouTube and other platforms to upload videos (ad free content)

It was suggested to connect offline with Andreas and Ken to understand the requirements. It was noted that the premium channel of TSDSI is ad-free.

* 1. Update on 10th Anniversary Celebrations activities @ TP 56
		1. Felicitation of SC-TP Stalwarts

Chair informed that a few experts were inadvertently missed in the felicitation ceremony held in last SC meeting. They will be invited in the felicitation ceremony in TP 56 with a request to deliver short speeches.

* + 1. Announcement of ETSI sponsored social celebrations @TP56 (5 min)

ETSI is organising a social reception on 29th September 2022 for the participants of the oneM2M TP56 and SC meetings.

Details can be viewed [here](https://member.onem2m.org/Application/Meeting/updateMeeting/?meetingId=1862&view=true).

Chair – Marcom thanked ETSI and Karen for sponsoring the social event.

* + 1. Mementos/Souvenirs

Chair informed that she would reach out to oneM2M members with a request to sponsor the mementos/souvenirs for the 10th anniversary celebrations.

* 1. MARCOM around Release 4, ITU-T SG20 approvals, SSC White paper

Chair suggested to keep draft PRs ready for the relevant milestones at the upcoming TP56

Action MARCOM 109#05: Prepare drafts of PRs for Release 4, SSC white paper

* 1. oneM2M Bank account and payments to Marcom consultants

The oneM2M Bank account has been opened by ETSI and the balance amount transferred from TTC to ETSI. Payments to MARCOM consultant - Ken Figueredo, for his services for the period Jan-Aug 2022 will be released shortly.

* 1. Update on agreement with PR Agency

Chair informed that the discussions with PR Agency have been triggered. The marcom community will be updated about the developments.

* 1. [Events & Speaking opportunities](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=35068&fromList=Y)
* India Mobile Congress 2022 (1 – 4 Oct’22) – Talks with Organizers in place for securing a speaking slot.
* TTDD 2022 (07-10 Nov’22) – Slot for presentation is available
* IET Future Tech Congress 2022 (22-23 Nov 2022) – A dedicated session on oneM2M has been secured, being sponsored by India EU PP. Mr Aurindam Bhattacharya, MARCOM VC, is steering this session.
* 5th INTERNATIONAL CONFERENCE ON FUTURE SMART CITIES (FSC) Malaysia (18-20 Nov’22) – Chair Marcom is coordinating with MTSFB for securing a speaking slot.
* Dale will be speaking at IEEE IoT WF /Tokyo/Hybrid on 26 Oct-11 Nov’22
* Confirm with Rana if she will be speaking at IoT World Forum 2022.

* 1. [Marcom Updates – Please see attached slide deck](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=35068&fromList=Y)

The updates were presented.

* + 1. **Thought Leadership – Publication**

Ken informed that executive insights from IUDX is in final stage subject to their approval. Response from CDAC is waited for going ahead with the executive insights.

Chair requested Ken to include her in the communication loop to help with the responses.

* + 1. **Website and Social Media engagement**

Ken was requested to provide access to data of SM account followers. This would help track and analyze membership activity. Asif from TSDSI would be added as one of the admin.

1. **Review of open Action Items 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 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 #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#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. |

1. **Any other business**
2. **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 – 25~~~~th~~ ~~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 109

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| First Name | Last Name | E-mail Address |
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