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| MINUTES | |
| Meeting: | Marcom 110 |
| 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: | 2021-09-22 |
| 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 and discussion on Post [activities oneM2M Webinar – oneM2M@10](https://www.onem2m.org/iot-events/event/804-onem2m-10-progress-and-prospects-for-global-iot-standardization)
* Analysis
* Key Takeaways
  + 1. Announcement - 2nd oneM2M International Hackathon (link -[oneM2M website](https://www.onem2m.org/iot-events/event/806-2nd-edition-of-the-onem2m-international-hackathon))
    2. Discussion on MARCOM around SSC White paper
    3. Update on [oneM2M Conference (1-2 Dec 2022 – 1600-1800 KST /Hybrid mode)](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=35067&fromList=Y)
    4. Update from FC on travel of MARCOM Consultant to Korea for TP57- oneM2M Conference – Interop#8
    5. Update on oneM2M Short Video tutorials
* Publicise to oneM2M TP, partners, issue PR – oneM2M news entry?
* Uploading remaining videos
  + 1. Update on 10th Anniversary Celebrations activities @ TP 56
       1. Thank you Sensorise and ETSI for sponsoring souvenirs and social reception respectively!
    2. Update on agreement with PR Agency - PPR onboarded
    3. Events & Speaking opportunities–
       1. Speaking Opportunities secured
       2. Potential Opportunities being/to be explored:
    4. Marcom Updates – Please see attached slide deck
       1. Thought Leadership – Publications
       2. Website and Social Media engagement
       3. oneM2M in the News/Media Coverage
    5. Review of Open Action Items
    6. Any other Business
  1. Schedule

Thursday, 22nd Sept 2022

1. **Review & Approval of Agenda**

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| [MARCOM-2022-0029](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=35113&fromList=Y) | [Marcom 110 Agenda](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=35113&fromList=Y) | Marcom Chair | 2022-09-22 |

was AGREED

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

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| [MARCOM-2022-0028](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=35110&fromList=Y) | [Marcom 109 Minutes](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=35110&fromList=Y) | Akash, TSDSI | 2022-09-20 |

Was agreed by correspondence

1. **Contributions**
   1. **Post event activities - oneM2M Webinar – oneM2M@10**

Chair informed about the oneM2M webinar happened on 8th September. 147 people had registered out of which 144 attended the webinar live. However, around 87 attendees were students from the same university in India.

As part of post event activity, following key takeaways will be posted as relevant blogposts and social media to engage with the community and motivate them to watch the webinar recording:

**Action MARCOM112#1:** PR Agency to promote the webinar through their media channels.

* 1. **Announcement – 2nd oneM2M International Hackathon (announcement et al at oneM2M level)**

Chair briefed about the 2nd edition of oneM2M international hackathon organized by KETI in partnership with TTA and ETSI from 4th October to 28th November 2022. The event will take place online. Last date for submitting proposal is 23rd September 2022. Partners are requested to motivate their members to participate in the event. The members will be informed about the developments regularly. Slack tool s being used to facilitate communications among the organisers and participants.

Andreas will be assisted to join the Slack group. Members may reach out to Miguel or Seungmyeong for any questions related to the hackathon.

Andreas was invited to use the [hackathon announcement](https://www.onem2m.org/iot-events/event/806-2nd-edition-of-the-onem2m-international-hackathon) which he can use for inviting applications from Austria.

* 1. **Marcom around SSC whitepaper**

Chair briefed about the SSC white paper prepared by the SSC committee. It is targeted to release the whitepaper on oneM2M website on 26th September (TP56 Opening Plenary) after completing all due diligence. Members are requested to provide suggestions on promoting this whitepaper.

Chair suggested to conduct an executive interview as well as reaching out to PR agency also in for promoting the whitepaper.

It was also noted that the upcoming TTDD 2022 event of TSDSI focusses on the same theme – Standards for sustainable development. An invitation to Dale will be extended to speak about the SSC activities and whitepaper.

Chair also suggested that an article on the whitepaper maybe considered for ITU journal (<https://www.itu.int/en/journal/j-fet/Pages/default.aspx>)

* 1. **Update on oneM2M Conference (1-2 Dec 2022 – 1600-1800 KST /Hybrid mode)**

Chair informed that the title as well as a brief text has been finalized which will be used for announcement of the conference. The next objective is to freeze the agenda and speakers for the conference.

Chair briefed about the topics finalized and welcomed the members to volunteer to speak in the event. It was also confirmed that the remote participation is possible for the speakers.

* 1. **Update from FC on travel of MARCOM Consultant to Korea for TP57- oneM2M Conference – Interop#8 (5 minutes)**

In last meeting, Chair had proposed for Ken to travel to TP 57 in Korea to meet members F2F and interact to get more insights from MARCOM point of view.

Chair informed that the proposal was discussed in the last FC meeting where request was made to reallocate remaining Marcom funds to sponsor travel to which they agreed. Now the proposal will be discussed in the SC 63 for seeking approval. Marcom members welcomed the proposal.

* 1. **Update on oneM2M Short Video tutorials**

Chair informed that Andreas and Ken had worked together to make short video tutorials about oneM2M developer resources. Four videos are already online, and the team is working to upload remaining online. Members were requested to share their feedback on the tutorial and suggest on how these can be promoted.

* 1. **Update on 10th Anniversary Celebrations activities @ TP 56**

Chair briefed about the activities planned to celebrate oneM2M 10th anniversary during the TP 56. Chair thanked Sensorise to sponsor souvenirs. She also thanked ETSI to host social reception on 29th September. Members were requested to register themselves for the social event so ETSI can arrange for the logistics.

* 1. **Update on agreement with PR Agency**

Chair informed that the discussions with PR agency were concluded with them getting on board for the remaining year. PR Agency was not able to join the call due to their conflicting meetings. Chair briefed members about their agreed scope.

Members were requested to share ideas on best leveraging PR agency.

* 1. **Events & Speaking opportunities**

Chair informed about the secured as well as available speaking opportunities.

Following are the secured slots –

* Dale speaking at the IEEE IoT WF in Tokyo. The event will be held from 26th Oct to 11th Nov’22 in hybrid mode.
* Rana Kamil speaking at "IoT Tech Expo: POWERING THE CONNECTED WORLD WITH IOT in AMSTERDAM. The event will be held on 20th and 21st Sep'22 in hybrid mode.

Following are available slots –

* TTA seminar celebrating oneM2M 10th anniversary on 19th October’22 – mail to Michael
* TTDD 2022 (7-10 Nov’22)
* IET Future Tech Congress - 22-23 Nov (Phygital) at Bengaluru, India.
* Physical conference on IoT/M2M standardisation by DoT-CDOT-NTIPRIT-TSDSI. To be held in mid-November in New Delhi. The details will be shared shortly. Members requested to volunteer for speaking in the conference.

Members were further requested to keep MARCOM in loop when they receive speaking opportunity so it can be promoted over appropriate channels.

* 1. **Marcom Updates –**

Chair briefed about the two executive insights recently published on oneM2M website. She also briefed about the website analytics for the month of August 2022.

* 1. **Review of Open Action Items**

Chair informed about action items which were critical and got delayed.

* 1. **Any other Business**

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  Invite them to the oneM2M Conference?. |
| **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#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 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 |
| **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. |
| **Action MARCOM 108#04** | Chair to revive discussion with PPR for signing the contract |
| **Action MARCOM 108#08** | Chair to consolidate the findings and final recommendations from the adhoc sessions |
| **Action MARCOM 108#09** | Finalize the conference session topics by email circulation |
| **Action MARCOM 109#01** | Chair offered to reach out to Seungmyeong for his views on publicizing the hackathon |
| **Action MARCOM 109#04C** | Seek time from TP#56 opening plenary for a demo on oneM2M short tutorials by Andreas Kraft |
| **Action MARCOM 109#05** | Prepare drafts of PRs for Release 4, SSC white paper which may get released in TP 56 |

1. **Any other business**
2. **Planning for next Meetings**
   1. **Face to Face Meetings**

* No F2F meetings
  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 – 22~~~~nd~~ ~~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 111

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