



**PROACTIVE  
INTERNATIONAL PR**

**oneM2M**  
**End of Project Report**  
**2022**



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# Completed Activity

- oneM2M **introduced and re-acquainted with global publications** including a tailored pitching program to APAC, Africa, South America and Australia media
- **Feature articles and interviews** published in top-tier publications, including Architecture & Governance, Pipeline and The Fast Mode
- **Article drafted and securing placement** on the Sustainability whitepaper
- Management of Sponsored LinkedIn Campaign, totalling 4 posts that **achieved 49,543 impressions and 405 link clicks in total.**



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# Media Outreach



**one**  
**IoT**  
The IoT Standard

# Media Outreach > Key highlights

- **Three rounds** of pitching carried out to re-acquaint and introduce oneM2M to the media
- **Identification of key publications** actioned in the APAC, South America, Africa and Australia regions with a **tailored pitching program**
- With opportunities arising from the PPR pitching:

**ARCHITECTURE  
& GOVERNANCE**  
magazine



**COMMSDAY**

For Australia and New Zealand  
Opportunity not taken



For Asia  
Opportunity not taken



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# Feature Articles



**one**  
**IoT**  
The IoT Standard

# Feature Articles > Highlights



1

Published

2

Still to come

2

Additional  
Opportunities  
not taken

214k

Potential  
monthly  
digital reach  
(of those published)



# Feature Articles > Published

## What to Expect with IoT in 2023

November 2, 2022 Holt Hackney Applications & Technology, Cloud, leadership, Strategy & Planning

**ARCHITECTURE  
& GOVERNANCE**  
magazine



By Ken Figueredo, oneM2M MARCOMs Advisor

In the wake of multi-trillion-dollar projections and hype about billions of connected devices from ten years ago, the internet of things (IoT) has lost much of its excitement. Now, the early applications and underlying technologies associated with the IoT are a part of everyday life.

Operations managers simply expect to monitor and control widely dispersed machines at increasingly affordable costs. Similarly, consumers expect to monitor their homes and belongings remotely via simple to use Apps and home gateways. Within the technology industry, suppliers of IoT solutions and services know that they must tackle issues of scale and reuse to decrease costs further over the long term.

What do these developments tell us about key trends to watch in 2023? It is useful to think in terms of near-term dynamics and longer-term strategic developments when contemplating the future.



Monthly Web  
Visitors





# Feature Articles > Still to Come



Parsing IoT's 2023

Prospects

Publication date:  
January 2023



Monthly Web  
Visitors



Standardization is  
key for Metaverse

Success

Publication date:  
January 2023



Monthly Web  
Visitors



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# Social Media



**one**  
**M2M**  
The IoT Standard

# Social Media > Sponsored LinkedIn Activity

**oneM2M**  
1,281 followers  
Promoted

Did you know each #IoT deployment has its own carbon footprint which can undermine any environmental benefits if not installed responsibly? In a new white paper, oneM2M provides eight practical measures to reduce energy consumption, increase system longevity and minimize the amount of e-waste.

Addressing crucial considerations such as responsible design, carbon footprint and sustainability, the white paper provides an overview of how the oneM2M standard enables more sustainable IoT deployments.

**NEWS**

**IoT**

**oneM2M Outlines 8 Techniques for Sustainable IoT**

Read the full press release and white paper here [Learn more](#)

onem2m.org

## SSC White Paper Promotion Report

### Overall Results

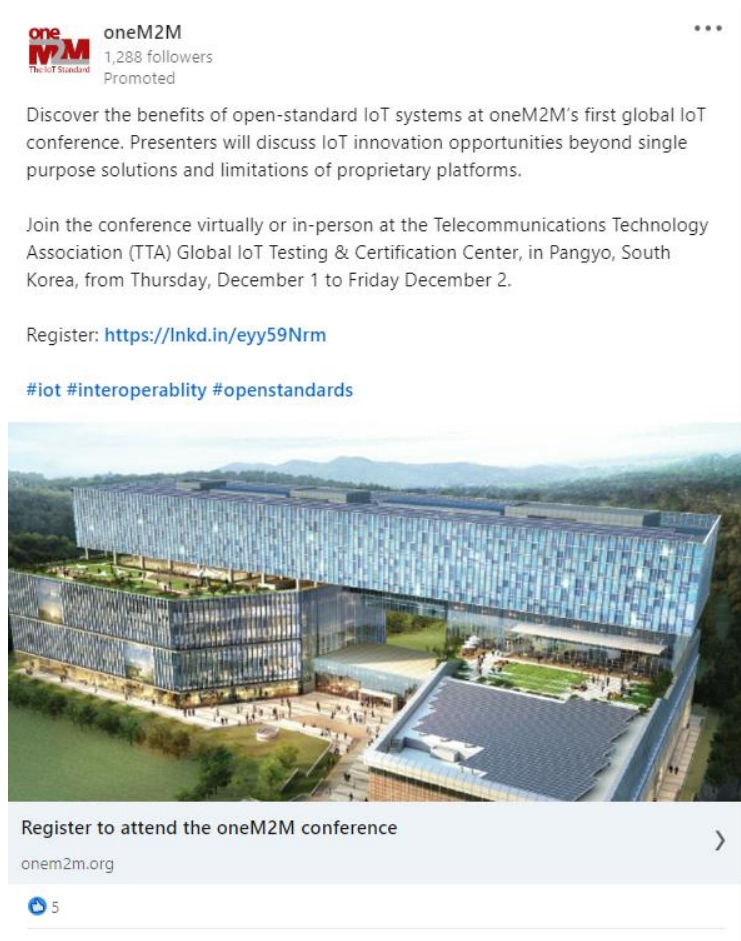
Impressions: **20,580**

Link clicks: **155**

Cost per click: **\$0.06**

CTR: **0.75%**

# Social Media > Sponsored LinkedIn Activity




**oneM2M**  
1,288 followers  
Promoted

Discover the benefits of open-standard IoT systems at oneM2M's first global IoT conference. Presenters will discuss IoT innovation opportunities beyond single purpose solutions and limitations of proprietary platforms.

Join the conference virtually or in-person at the Telecommunications Technology Association (TTA) Global IoT Testing & Certification Center, in Pangyo, South Korea, from Thursday, December 1 to Friday December 2.

Register: <https://lnkd.in/eyy59Nrm>

#iot #interoperability #openstandards



Register to attend the oneM2M conference  
onem2m.org

5

## Global Conference Campaign

### Overall Results

Impressions: **14,262**

Link clicks: **143**

Cost per click: **\$0.70**

CTR: **1%**

# Social Media > Sponsored LinkedIn Activity

The image shows two side-by-side screenshots of LinkedIn sponsored posts from the account 'oneM2M'. Both posts have 1,292 followers and are marked as 'Promoted'. The text of both posts is identical: 'An international line-up of industry speakers will discuss IoT systems/platforms/products using oneM2M standards. Discover representative deployments, oneM2M's current and planned standardization roadmap and oneM2M's global certification ecosystem.'

The first screenshot shows a carousel of four promotional graphics. The first graphic is titled 'International Conference on: "The Journey to Massive IoT through Interoperable and Open Standards"' and features the 'oneM2M The IoT Standard' logo and a '10th ANNIVERSARY CELEBRATION' graphic. It lists the dates '1 - 2 December 2022 @ 12:30 IST / 16:00-18:00 KST' and the format 'Hybrid (TTA Premises, Pangyo, S. Korea and Online Webinar)'. Below the graphics, there is a call to action: 'Register to attend the FREE conference Dec 1'.

The second screenshot shows a carousel of three promotional graphics. The first graphic features a speaker profile for 'ROLANI HECHW' with the title 'oneM2M TP CHAIR' and 'GLOBAL SMART'. The second graphic features a speaker profile for 'LARS NIELSEN' with the title 'GLOBAL CERTIFICATION FORUM' and the 'GCF' logo. The third graphic is partially visible and mentions 'Including speaker' and 'Deutsche Telekom'. Below the graphics, there is a call to action: 'Join us virtual'.

Both posts show 4 reactions and a 'Reactions' section with three profile pictures.

## Global Conference Campaign post 2

### Overall Results

Impressions: **14,701**

Link clicks: **107**

Cost per click: **\$0.93**

CTR: **0.73%**



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# Future Recommendations



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The IoT Standard

# Future Recommendations



- Remain consistent and continuous in media outreach through press releases and feature articles
- Continue with a targeted sponsored social media campaign
- Develop a media campaign for engaging system integrators and providers
- Continue to instil oneM2M value proposition in all media relations
- Grow messaging around Mobile Edge Computing with upcoming 2023 whitepaper





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**Thank you**

Any questions?

