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| MINUTES | |
| Meeting: | Marcom 119 |
| 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: | 2023-07-06 |
| 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. oneM2M Brochure
     2. Update on campaign to “showcase oneM2M Champions” – as an opportunity to motivate the community on oneM2M.
     3. MEC White paper promotion
     4. Discussion for potential promotion of TR-0068 on AI enablement to oneM2M
     5. Debriefing on TP60
     6. Opportunity for article submission @[International Conference on Internet of Things (IoT 2023)](https://iot-conference.org/iot2023/committees/) – Nagoya, Japan (7 - 10 Nov 23)
     7. Marcom Budget for CY 2024 – Decision Point

Other items to be discussed in Marcom 120 -

* + 1. Proposal for a white paper amplifying message of depth of oneM2M
    2. Yearbook of International Organizations
    3. Bimonthly bulletin
  1. Schedule

Thursday, 06th July 2023

1. **Review & Approval of Agenda**

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| [MARCOM-2023-0028](https://member.onem2m.org:443/Application/documentApp/documentinfo/?documentId=36076&fromList=Y) | [Marcom 119 Agenda](https://member.onem2m.org:443/Application/documentApp/documentinfo/?documentId=36076&fromList=Y) | Marcom Chair | 2023-07-06 |

was AGREED

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

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| [MARCOM-2023-0027R01](https://member.onem2m.org:443/Application/documentApp/documentinfo/?documentId=36080&fromList=Y) | [Marcom 118 minutes](https://member.onem2m.org:443/Application/documentApp/documentinfo/?documentId=36080&fromList=Y) | Akash, TSDSI | 2023-06-26 |

Was agreed by correspondence.

1. **Contributions**
   1. oneM2M Brochure

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| [MARCOM-2023-0029](https://member.onem2m.org:443/Application/documentApp/documentinfo/?documentId=36081&fromList=Y) | [oneM2M Brochure](https://member.onem2m.org:443/Application/documentApp/documentinfo/?documentId=36081&fromList=Y) | Marcom Chair |

Was NOTED

The updated oneM2M brochure was presented for review and comments.

Action MARCOM119#01: Share updated oneM2M brochure with MARCOM team for comments.

* 1. Update on campaign to “showcase oneM2M Champions” – as an opportunity to motivate the community on oneM2M. (Andreas yes, Bob – US, SeungMyeong- Korea interested, India- Poornima)

It was noted that Andreas Kraft shared his quote for the campaign. The team is waiting for contribution from other volunteers - Bob and SeungMyeong. It was also noted that the team will follow up with an Indian stakeholder representative for the campaign.

The Chair mentioned that the campaign can be initiated as soon as quotes are received from at least two volunteers.

Action MARCOM119#02: Follow up with Bob and SeungMyeong for their quotes for the campaign. Also, follow up with an Indian stakeholder representative for the campaign.

* 1. **MEC White paper promotion**

The LinkedIn campaign by PPR team was presented to promote the MEC white paper. The Chair suggested that the content for the campaign needs some modifications for effective reach. It was also suggested to conduct a webinar (e.g., TSDSI-ETSI-oneM2M Webinar on MEC) and executive insight as part of the promotional activities.

Action MARCOM119#03: Refer MEC white paper executive summary and presentation made in the ETSI IoT week for content for LinkedIn campaign.

Action MARCOM119#04: Announce the white paper on oneM2M website.

Action MARCOM119#05: Explore a webinar and/or executive interview between ETSI-TSDSI-oneM2M.

* 1. **Discussion for potential promotion of TR-0068 on AI enablement to oneM2M**

It was noted that a technical report on AI enablement to oneM2M was approved in the recently held TP 60. It was suggested to start planning a campaign to promote the TR. Several questions related to TR asked by the PPR team were shared with the TR author for clarification.

Action MARCOM119#06: PR Team/Ken to refer Section 9: conclusions of the TR to draft the promotion content.

* 1. Debriefing on TP60

Key highlights of TP activities and decisions were provided by Akash Malik. Git based specification development, liaison statements, MEC white paper, TR approval, partner activities for oneM2M promotion, oneM2M certification etc.

* 1. Opportunity for article submission @[International Conference on Internet of Things (IoT 2023)](https://iot-conference.org/iot2023/committees/) – Nagoya, Japan (7 - 10 Nov 23)

Members were informed about the opportunity to submit article in the Japanese conference. Chair informed that a team from IIIT Hyderabad is working to share the article to the conference.

* 1. Marcom Budget for CY 2024 – Decision Point

The Chair presented the MARCOM budget for CY’24 which was endorsed by the Marcom members.

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

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| **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  20230116: Aurindam- explore session with Smart City consultants (empanelled in India) in the New Delhi Stakeholders’ Day?  To be explored in future conferences |
| **Action MARCOM106 #10** | Correlate no. of specification downloads with geographies and any trigger events (Aurindam /Sabine).  20230116: extract stats for downloads for one week period preceding and post the oneM2M webinar (9 Sep) and international Conference (1-2 Dec) and CDOT Conference (14-15 Dec’22) |
| **Action MARCOM 108#08** | Chair to consolidate the findings and final recommendations from the adhoc one-on-one oneM2M Stakeholder sessions |
| **Action MARCOM 112#3** | Analyse India based multi-city hackathons and international hackathons and come back with suggestions. |
| **Action MARCOM 112#4** | Identify specific countries and regions expressing interest in oneM2M and tap them region wise. |
| **Action MARCOM 113#4** | Explore costing and processes for issuing micro-certifications (at LinkedIn level)  In progress. |
| **Action MARCOM 113#6** | Continue to develop recommendations for University Engagement strategy over email – in progress |
| **Action MARCOM 116#04** | Explore reflecting/conveying/amplifying message of depth of oneM2M through a whitepaper, executive interviews etc.  In Progress |
| **Action MARCOM 116#05** | Explore who are adopting the Micro-certification mechanisms. |
| **Action MARCOM 117 #06** | Karen to arrange link to a page on website that gives links to all resources. Link = <https://www.onem2m.org/home/working-documents> |
| **Action MARCOM 117 #08** | Chair to decide on the time plan for the bimonthly oneM2M bulletin. |
| **Action MARCOM 118 #02** | Reach out to Rana to check for her availability for quick chat with [Security Boulevard](https://securityboulevard.com/about/).  Rana to talk to them in week of 14/15 jul? |
| **Action MARCOM 118 #09** | Insert bulletin details in the promotion tracker to integrate with other activities. |
| **Action MARCOM 118 #12** | Update information w.r.t. TSDSI in yearbook.  20230602: updates on the yearbook to be discussed between Karen -Roland and Bindoo? |
| **Action MARCOM 118#A5** | Bindoo to connect Aetheros with Smart metering folks in India. |
| **Action MARCOM 118#A6** | Explore possibility of conducting webinar with Aetheros to showcase oneM2M based deployment in utilities. |
| **Action MARCOM 118#A7** | Updated 2-pager brochure to be shared with the MARCOM team for feedback. |
| **Action MARCOM 118#A8** | Add a few more keywords to the yearbook and send to Roland for review. |
| **Action MARCOM 118#A9** | Chair will share the draft budget document with partner SPOCS for inputs. |
| **Action MARCOM 118#A10** | Chair will circulate the bulletin for review. |
| **Action MARCOM 118#A11** | Ken suggested to add an introductory content on the webpage to describe the links. |
| **Action MARCOM 118#13** | Micro-certifications mechanism: Certificates issued by Universities can be used to show competency in oneM2M. Certifications help potential employers know about skill sets. Can oneM2M specify the curriculum and thereafter university issues certificates?  20230705: mechanism was presented in TP and noted. |

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

* F2F TP meeting in Aug 2023 – proposed by Chair. May be discussed over email.
  1. **Next Conference Calls**
* ~~Marcom 113 – 18~~~~th~~ ~~Jan’23~~
* ~~Marcom 114 – 9~~~~th~~ ~~Feb’23~~
* ~~Marcom 115 – 9~~~~th~~ ~~Mar’23~~ Cancelled
* ~~Marcom 116 – 13~~~~th~~ ~~Apr’23~~
* ~~Marcom 117 – 4~~~~th~~ ~~May’23~~
* ~~Marcom 118 – 8~~~~th~~ ~~Jun’23~~
* ~~Marcom 119 – 6~~~~th~~ ~~Jul’23~~
* Marcom 120 – 3rd Aug’23
* Marcom 121 – 7th Sep’23
* Marcom 122 – 5th Oct’23
* Marcom 123 – 30th Nov’23

1. **Closure of meeting**

The Chair thanked the participants and closed the meeting.

Annex 1 Participants list Marcom 119

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