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| MINUTES | |
| Meeting: | Marcom 120 |
| 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: | 2023-08-03 |
| 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. Discussion on oneM2M Brochure feedback
     2. Update on campaign to “showcase oneM2M Champions” – as an opportunity to motivate the community on oneM2M.
     3. Update on LinkedIn Sponsored Post - MEC White paper promotion.
     4. Update on Indo-EU supported MOOC and Webinars, TTA/Korea tutorials, Developer Resources
     5. oneM2M PR Strategy for CY24
     6. Proposal for a white paper amplifying message of depth of oneM2M
  2. Schedule

Thursday, 03rd August 2023

1. **Review & Approval of Agenda**

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| [MARCOM-2023-0032R01](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36134&fromList=Y) | [Marcom 120 Agenda](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36134&fromList=Y) | Marcom Chair | 2023-08-03 |

was AGREED

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

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| [MARCOM-2023-0031](https://member.onem2m.org:443/Application/documentApp/documentinfo/?documentId=36086&fromList=Y) | [Marcom 119 Minutes](https://member.onem2m.org:443/Application/documentApp/documentinfo/?documentId=36086&fromList=Y) | Akash, TSDSI | 2023-07-18 |

Was agreed by correspondence.

1. **Contributions**
   1. Discussion on oneM2M Brochure feedback

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| [MARCOM-2023-0034](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36126&fromList=Y) | [oneM2M Brochure Updated for Marcom 120](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36126&fromList=Y) | Marcom Chair |

Was NOTED

* Comments marked in the agenda documents were discussed.

Action Marcom 120#A1: On comment 2 - common services functions, it was recommended to accommodate the CSFs diagram in the brochure, if possible. Otherwise, list 2 or 4 key CSFs that readers can immediately relate to (e.g., registration, security, device management).

Action Marcom 120#A2: On comment 4 regarding release features, it was suggested to reword text for Rel. 3 as – “Added a set of oneM2M Value added services to support interworking with other …., including 3GPP Standards.” Seek the final recommendation over email.

Decision Marcom 120#D1: Comment 1 was agreed to be incorporated.

Decision Marcom 120#D2: On publishing CSFs on oneM2M homepage, it was noted that no suitable text to explain CSFs is present currently. Therefore, this is deferred until we can come out with a suitable description.

Decision Marcom 120#D3: Comment by Xavier was not connected to brochure; hence it will be discussed whenever the vision of oneM2M will be revisited.

* 1. Update on campaign to “showcase oneM2M Champions” – as an opportunity to motivate the community on oneM2M.

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| [MARCOM-2023-0037](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36135&fromList=Y) | [oneM2M Champions Campaign](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36135&fromList=Y) | PR Proactive |

Was NOTED

* First draft of the sponsored campaign was presented for feedback.

Decision Marcom 120#D4: Company logos of the quotes maybe used.

Pending action (Marcom 119): Obtain quotes from SeungMyeong and Bob.

Action Marcom 120#A3: The final campaign must be run past the quotes for them to take necessary internal approvals, where applicable.

* 1. **Update on LinkedIn Sponsored Post - MEC White paper promotion.**

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| [MARCOM-2023-0035](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36127&fromList=Y) | [MEC WH LinkedIn campaign report](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36127&fromList=Y) | PR Proactive |

Was NOTED

Action Marcom 120#A4: Investigate why no response received from regions where oneM2M is quite active e.g., S. Korea, UK, Spain etc.

Action Marcom 120#A5: Check with PPR if we can get region wise stats (similar to what PPR shared for sponsored campaign) on regular posts.

* 1. **Update on Indo-EU supported MOOC and Webinars, TTA/Korea tutorials, Developer Resources**
* It was proposed to create a new webpage where disclaimer will be placed with the content.

Action Marcom 120**#**A6: Work with ETSI (Xavier) on the disclaimer to be put on the webpage for the India EU PP resources.

* Andreas also confirmed that he is working on new episodes of Jupyter series. It was noted that it will be continuous series and not limited to 8 or 9 episodes.

Action Marcom 120#A7: Change the announcements on the website about the developer tutorials to say it is a continuing series.

* 1. oneM2M PR Strategy for CY24

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| [MARCOM-2023-0036](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36128&fromList=Y) | [oneM2M PR Strategy for CY24](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36128&fromList=Y) | PR Proactive |

Was NOTED

Action Marcom 120#A8: Share the presentation with marcom for feedback and inputs.

* 1. Proposal for a white paper amplifying message of depth of oneM2M
* White Paper amplifying message of depth of oneM2M was deferred to later meeting.

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

ACTION: Follow up with Bob to explore potential interaction with Aetheros during the TP61 in PSU.

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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 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#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 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 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 #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#A8** | Add a few more keywords to the yearbook and send to Roland for review. |
| **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 MARCOM119#05** | Explore a webinar and/or executive interview between ETSI-TSDSI-oneM2M. |
| **Action MARCOM119#06** | PR Team/Ken to refer Section 9 of TR on AI enablement to oneM2M: conclusions of the TR to draft the promotion content. |

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

* Suggestion - F2F TP meeting in Aug 2023
  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 – 3~~~~rd~~ ~~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 120

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