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| **MINUTES** | |
| Meeting: | Marcom 130 |
| Chair: | Chair: Bindoo Srivastava, TSDSI – [bindoo@tsdsi.in](mailto:bindoo@tsdsi.in)  Vice-Chair: |
| Secretary: | Akash Malik, TSDSI – [akash@tsdsi.in](mailto:akash@tsdsi.in) |
| Meeting Date: | 2024-08-08 |
| 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**

1.2.1 Update from SC’s discussion on the [List of artifacts](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36913&fromList=Y) to be updated after partners’ exit

1.2.1.1. Partners’ transpositions page – display available info., remove blank columns

1.2.1.2. Templates, license copyright/IPR of current working documents – to be addressed by LC

1.2.1.3. Exiting partner’s role in Release 4 – to be addressed by LC

1.2.2. Global Data Standards Landscape industry Forum

1.2.2.1. Speakers

1.2.2.2. MARCOM support

1.2.3. Potential Speaking Opportunity

* [**Strategies in Satellite Ground Segment**](https://www.ssgsconference.com/) **panel** - organised by Talk Satellite with Satellite Evolution (PPR Sister company) on 5th September 2024 in London

1.2.4. [IET Future Tech Congress partnership invitation to oneM2M](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36916&fromList=Y) for supporting the conference: program agenda not found to be directly aligned to IoT/M2M.

1.2.5. Update on proposed MARCOM budget for CY 2025: Work on engaging PR Agency for any tasks and Collaterals to be taken up on case-to-case basis, after taking SC approval.

1.2.6. MARCOM Updates

1.2.7. Status review of open items and discussion on action plans

* 1. **Schedule**

Thursday, 08 August,2024 12:00 – 13:30 UTC

1. **Review & Approval of Agenda**

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| [MARCOM-2024-0013R01](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=37040&fromList=Y) | [Marcom 130 Agenda](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=37040&fromList=Y) | Marcom Chair | 2024-08-08 |

**was Agreed**

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

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| [MARCOM-2024-0012](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36939&fromList=Y) | [Marcom 128 minutes](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36939&fromList=Y) | Marcom Chair | 2024-06-27 |

**was Agreed by correspondence**

1. **Contributions**
   1. [**List of artifacts**](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36919&fromList=Y) **to be updated after partners’ exit**
      1. [Partner Transpositions Page](https://www.onem2m.org/technical/partners-releases)

Discussed the Steering Committee guidance to retain columns only for Partners who have transposed the particular release and provide links to the same in the field. Drop the other columns in the Partner Transposition Page.

Action MARCOM 130 #A1: Transposed specification pages on oneM2M website to be updated. Drop the date field from the column & only mention the date of the release.

Action MARCOM 130#A2: Seek information from partners on transposed specs references in a shared google spread sheet – for Release 1A, 2, 2A, 3- to help populate the transposition webpages.

* 1. **oneM2M –** [**IEEE IoT Global Data Standards Landscape Industry Forums**](https://wfiot2024.iot.ieee.org/)

**4.2.1. Speakers**

Action MARCOM 130#A3: MARCOM Chair to review the Program Agenda with JaeSeung Song offline especially w.r.t., the session on Standards.

**4.2.2. Marcom Support**

Action MARCOM 130#A4: MARCOM Chair to create the event announcement content for website and promotion on social media (LinkedIn).

* 1. [**SSGS 2024 Conference**](https://www.ssgsconference.com/) **– Speaking Opportunity**

Andre Dutra /Andreas Neubacher are exploring the invite for the conference.

The opportunity is in person speaking slot only.

Action MARCOM 130#A5: MARCOM Chair and Ken to promote the session

* 1. **MARCOM Budget Decision**

Action MARCOM 130#A6: MARCOM Chair to share the steering committee decision on MARCOM budget for CY 2025 with partner SPOCS.

* 1. **Executive Insights**

Interview with Susan Future Technologies garnered 2000+ views on LinkedIn.

Action MARCOM 130#A7: Future MARCOM meetings to include a slot to review LinkedIn posts together so that all colleagues have opportunity to endorse & engage with the posts on the spot.

* 1. **Marcom Updates**

Chair presented MARCOM updates

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| [MARCOM-2024-0014](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=37039&fromList=Y) | [Marcom Report](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=37039&fromList=Y) | Marcom Chair | 2024-08-08 |

**MARCOM-2024-0014 was noted.**

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

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| **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**  **Action MARCOM118#11** | Karen to arrange link to a page on website that gives links to all resources. Link = <https://www.onem2m.org/home/working-documents>  One-liner for each resource required to be published |
| **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 – to be deferred |
| **Action MARCOM 120#A6** | Work with Xavier to position the disclaimer on the webpage for the India EU PP resources. |
| **Action MARCOM 120#A7** | Change the announcements on the website about the developer tutorials to say it is a continuing series. |
| **Action MARCOM 124 #A1** | References of ATIS partnership with oneM2M on website, templates presentations material, etc. must be updated after their departure |
| **Action MARCOM 126 #A1** | Marcom to collate list of artifacts that needs to be updated after exit of partners. |
| **Action MARCOM 128#A1** | After the partners’ exit content of the Transposition pages for various releases to be discussed with TP/SC including significance of the date field. |
| **Action MARCOM 128#A2** | SC/TP to review populating the list of transposed specs by partners wrt previous Releases (3, 2A, 2). Should we list only the partners who have transposed giving the relevant links – instead of the full list- where few columns may remain empty in case transposition not done or partner has left). |
| **Action MARCOM 128#A3** | Seek guidance from SC/Legal on how to handle License issues wrt earlier releases and upcoming releases. |
| **Action MARCOM 128#A4** | The contract/agreement with ARIB and TTC remain valid until October 1st, 2024. Therefore, retain their names on the Join oneM2M webpage until that date. |
| **Action MARCOM 128#A5** | Explore if a company can participate through Partnership Type 2 (PT2) or any other available membership mechanism. |
| **Action MARCOM 128#A6** | On the Partner Information Webpage retain the names of only active partners and their contacts. Drop the names of the Partners that have already left. |
| **Action MARCOM 128#A7** | Due to Partners’ exit take legal opinion on the IPR/Copyrights webpage. |
| **Action MARCOM 128#A8** | In the IPR/Copyrights webpage, Boiler plate templates (including for Technical Reports and specifications), Presentation materials to be reviewed/updated because of exiting partners. |
| **Action MARCOM 128#A9** | In the IPR/Copyrights webpage, content of Wiki, artifacts generated by tools such as XMLs to be reviewed/updated because of exiting partners. |
| **Action MARCOM 128#A10** | On the IPR/Copyrights webpage, discuss whether documents generated after 1st June onwards only should be modified? Or those generated in the past also to be modified? |
| **Action MARCOM 128#A11** | How to handle CRs on past baseline documents? |
| **Action MARCOM 128#A12** | Discuss if the process for generating baseline documents is to be changed in respect of Partner Roles. |
| **Action MARCOM 128#A13** | SC/TP to guide on how ATIS and other leaving partners should be acknowledged for their role in Rel 4 as all partners have contributed in the same. |
| **Action MARCOM 128#A14** | MARCOM Chair is collecting more information regarding the IET Future Tech Congress. The information will be shared with the team to facilitate taking a decision.  Decided to drop this event. |
| **Action MARCOM 130#A1** | Transposed specification pages on oneM2M website to be updated. Drop the date field from the column & only mention the date of the release. |
| **Action MARCOM 130#A2** | Seek information from partners on transposed specs references in a shared google spread sheet – for Release 1A, 2, 2A, 3- to help populate the transposition webpages |
| **Action MARCOM 130#A3** | MARCOM Chair to review the Program Agenda with JaeSeung Song offline especially wrt the session on Standards. |
| **Action MARCOM 130#A4** | MARCOM Chair to create the event announcement content for website and promotion on Social Media (LinkedIn). |
| **Action MARCOM 130#A5** | MARCOM to promote the session |
| **Action MARCOM 130#A6** | MARCOM Chair to share the steering committee decision on MARCOM budget for CY 2025 with partner SPOCS. |
| **Action MARCOM 130#A7** | Future MARCOM meetings to include a slot to review LinkedIn posts together so that all colleagues have opportunity to endorse & engage with the posts on the spot. |

1. **Any other business**

None

1. **Planning for Next Meetings**
   1. **Face to Face Meetings**

None

* 1. **Next Conference Calls**

The next TP meeting is on 4th September 2024. Chair to check with TP chairs to allot a small 45-minute slot in the meeting for MARCOM & thereby shift MARCOM#131 to 9th September 2024. The agenda is to discuss the speaking opportunity in **SSGS 2024** Conference & **IEEE IoT Global Data Standards Landscape Industry Forums.**

* ~~Marcom 124 – 08~~~~th~~ ~~Feb’24 12 to 1330 UTC~~
* ~~Marcom 125 – 14-Mar-24 12 to 1330 UTC~~
* ~~Marcom 126 – 11-Apr-24 12 to 1330 UTC~~
* ~~Marcom 127 – 09-May-24 12 to 1330 UTC~~ (Cancelled!!!)
* ~~Marcom 128 – 13-Jun-24 05-Jun-24 12 to 1330 UTC~~
* ~~Marcom 129 – 11-Jul-24 12 to 1330 UTC - Propose to skip this meeting (next TP in 24-28 Jun; SC on 24 July)~~
* ~~Marcom 130 – 08-Aug-24 12 to 1330 UTC~~
* Marcom 131 – 04-Sep-24 12 to 1330 UTC
* Marcom 133 – 10-Oct-24 12 to 1330 UTC
* Marcom 134 – 07-Nov-24 12 to 1330 UTC
* Marcom 135 – 12-Dec-24 12 to 1330 UTC

1. **Closure of meeting**

The Chair thanked the participants and closed the meeting

**Annex 1 Participants list Marcom 130**

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| First Name | Last Name | E-mail Address |
| Akash | Malik | [akash@tsdsi.in](mailto:akash@tsdsi.in) |
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