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| Agenda | |
| Meeting: | Marcom 131 |
| Chair: | Chair: Bindoo Srivastava, TSDSI – [bindoo@tsdsi.in](mailto:bindoo@tsdsi.in)  Vice-Chair: |
| Secretary: | Akash Malik/Ritika Deo, TSDSI |
| Meeting Date: | 2024-09-11 |
| Meeting Details: | Web Conference – 7:00 to 8:30 UTC  <https://teams.live.com/meet/9557594112327?p=fZa5D4VarIToaLNFLs> |
| Intended purpose of  document: | ☒ Decision  ☒ Discussion  ☒ Information  ☐ Other <specify> |
| Template Version: January 2020 (do not modify) | |

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1. **Opening of the meeting** 
   1. **Welcome**

Delegates are advised to read the legal notices on the cover page of this agenda.

* 1. **Objectives**
* Boiler Plate template content - approval
* LinkedIn Posts amplification – discussion
* Transposition of past releases by Partners – discussion
* Positioning of oneM2M in the ecosystem - White Paper?
* oneM2M Workshops @ IEEE IoT WF – Update
* MARCOM Updates
* Review status of open action items
  1. **Schedule**

Wednesday, 11 September 2024

1. **Review & Approval of Agenda**

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| MARCOM-2024-0017-Marcom\_131 | Marcom 131 Agenda | Bindoo Srivastava, TSDSI, Marcom Chair |

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

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| [MARCOM-2024-0016](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=37048&fromList=Y) | [MARCOM 130 Minutes](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=37048&fromList=Y) | TSDSI |

1. **Contributions**
   1. **Marcom Report**
2. **Review of open actions status**

[MARCOM Activities long list tracker at link here](https://docs.google.com/spreadsheets/d/1RikZmqw7vbcXsvmrHTCGTgK2TDCld51rI7za7ZtpYAk/edit#gid=14071494)

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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.  In progress |
| **Action MARCOM 124 #A1** | References of ATIS partnership with oneM2M on website, templates presentations material, etc. must be updated after their departure  In progress |
| **Action MARCOM 126 #A1** | Marcom to collate list of artifacts that needs to be updated after exit of partners. |
| **Action MARCOM 128#A3** | Seek guidance from SC/Legal on how to handle License issues w.r.t earlier releases and upcoming releases.  In progress (Legal SC to advise) |
| **Action MARCOM 128#A5** | Explore if a company can participate through Partnership Type 2 (PT2) or any other available membership mechanism. |
| **Action MARCOM 128#A7** | Take Legal opinion on the IPR/Copyrights webpage (<https://www.onem2m.org/harmonization-m2m/iprs>)  In progress (Legal SC to advise) |
| **Action MARCOM 128#A8** | Boiler plate templates (including for Technical Reports and specifications), Presentation materials to be reviewed/updated because of exiting partners.  In progress |
| **Action MARCOM 128#A9** | Content of Wiki, artifacts generated by tools such as XMLs to be reviewed/updated because of exiting partners.  In progress (Legal SC to advise) |
| **Action MARCOM128#A10** | Discuss whether documents generated after 1st June onwards only should be modified? Or those generated in the past also to be modified?  In progress (Legal SC to advise) |
| **Action MARCOM 128#A11** | How to handle CRs on past baseline documents?  In progress (Legal SC to advise) |
| **Action MARCOM 128#A12** | Discuss if process for generating baseline documents is to be changed in respect of Partner Roles.  In progress (Legal SC to advise) |
| **Action MARCOM 128#A13** | SC/TP to guide on how ATIS and other leaving partners should be acknowledged for their role in Rel 4.  Release 4 was complete before 31 May 2024, the exit date of the partners. Therefore, they will be acknowledged in the Rel 4 in same manner as other partners. |
| **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.  In progress |
| **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  In progress |
| **Action MARCOM 130#A3** | MARCOM Chair to review the Program Agenda with JaeSeung Song offline especially wrt the session on Standards.  In progress |
| **Action MARCOM 130#A4** | MARCOM Chair to create the event announcement content for website and promotion on Social Media (LinkedIn).  In progress |
| **Action MARCOM 130#A5** | MARCOM to promote the session  In progress |
| **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. **Planning for next Meetings**
   1. **Face to Face Meetings**
   2. **Next Conference Calls**

* ~~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~~ (Cancelled!!!)
* ~~Marcom 130 – 08-Aug-24 12 to 1330 UTC~~
* Marcom 131 – 11-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. **Any other business**
2. **Closure of meeting**