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| **MINUTES** | |
| Meeting: | Marcom 131 |
| 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). Ritika.deo@tsdsi.in |
| 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) | |

**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**
* 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 7:00 to 8:30 UTC

1. **Review & Approval of Agenda**

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| [MARCOM-2024-0017-Marcom\_131](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=37098&fromList=Y) | [Marcom 131 Agenda](https://member.onem2m.org/Application/documentapp/downloadimmediate/?docId=37098) | Marcom Chair | 2024-09-11 |

**was Agreed**

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/downloadimmediate/?docId=37048) | Marcom Chair | 2024-08-08 |

**was Agreed by correspondence**

1. **Contributions**
   1. **Boiler Plate Template Content**

Chair proposed new template.

Action MARCOM 131#A1: MARCOM Chair to take proposed new content over the email discussions with Marcom Team.

* 1. **Upcoming LinkedIn Post**

Andreas Neubacher shared a summary of the SSGS 2024 Panel Discussion where he represented oneM2M as a speaker panelist.

Action MARCOM 131 #A2: Andreas’s note to be used for publishing on LinkedIn related to oneM2M presence in the conference.

Action MARCOM 131#A3: Create a LinkedIn post for TP #66 this week.

Members suggested to post something engaging with the post.

* 1. **Executive Insights Interview**

Action MARCOM 131#A4: Explore the possibility of conducting interviews with experts not currently active on oneM2M to potentially boost engagement.

* 1. **Discussion on Transposition of Past Releases by Partners**

Waiting from responses from partners for transposition information for IT Team to publish on website.

Action MARCOM 131 #A5: MARCOM Secretariat to follow up with ETSI, TTA, TTC, and CCSA members to assess the status of their contributions for specific releases.

* 1. **Positioning of oneM2M in the Ecosystem**

A downward trend in number of IMs is being observed, potentially due to diminishing interests.

Action MARCOM 131 #A6: Bindoo to coordinate with Ken for a white paper on oneM2M Positionig in the ecosystem. - prepare a rough structure and set of targeted questions and discussion topics for one-on-one sessions with experts to gather insights and key points.

* 1. oneM2M GDSLAND Workshop @ [IEEE IoTWF](https://wfiot2024.iot.ieee.org/)

The Chair presented the agenda for the two-day workshop. One speaker remains to be confirmed. Additionally, logistics issues, including registration and other arrangements, are currently being addressed.

* 1. Chair presented MARCOM updates

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| [MARCOM-2024-0018](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=37102&fromList=Y) | [Marcom Report](https://member.onem2m.org/Application/documentapp/downloadimmediate/?docId=37102) | Marcom Chair | 2024-09-11 |

**MARCOM-2024-0018 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. |
| **Action MARCOM 131#A1** | MARCOM Chair to take proposed new content over the email discussions with Marcom Team |
| **Action MARCOM 131#A2** | Andreas’s note to be used for publishing on LinkedIn related to oneM2M presence in the conference |
| **Action MARCOM 131#A3** | Create a LinkedIn post for TP#66 this week |
| **Action MARCOM 131#A4** | Explore the possibility of conducting interviews with experts not currently active on oneM2M to potentially boost engagement |
| **Action MARCOM 131#A5** | MARCOM Secretariat to follow up with ETSI, TTA, TTC, and CCSA members to assess the status of their contributions for specific releases |
| **Action MARCOM 131#A6** | Bindoo to coordinate with Ken for a white paper on oneM2M Positioning in the ecosystem. - prepare a rough structure and set of targeted questions and discussion topics for one-on-one sessions with experts to gather insights and key points |

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 10th October 2024.

* ~~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 – 11-Sep-24 07 to 0830 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 131**

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