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Guidelines for live streaming marketing service

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Contents

Page

Foreword ... **iv**
Introduction ... **v**
1 Scope ... **1**
2 Normative references ... **1**
3 Terms and definitions ... **1**
4 General principles ... **2**
4.1 General ... 2
4.2 Credibility ... 2
4.3 Compliance ... 2
4.4 Integration ... 2
4.5 Capability ... 2
4.6 Customization ... 3
5 Service process ... **3**
5.1 Account creation and operation ... 3
5.1.1 General ... 3
5.1.2 Account creation ... 3
5.1.3 Account operation ... 3
5.2 Live room created ... 3
5.3 Warm-up and promotion of live streaming marketing ... 4
5.4 Live streaming marketing in progress ... 4
5.5 Live streaming marketing completed ... 5
5.6 Account logout ... 5
6 Operation management of live streaming marketing participants ... **5**
6.1 Live streaming host ... 5
6.2 Live streaming marketing platform ... 6
6.3 Live streaming marketer ... 6
6.4 MCN agency ... 6
7 Review and assessment ... **7**
8 Continuous improvement ... **7**
8.1 Service evaluation ... 7
8.2 Service improvement ... 7
Annex A (informative) **Competence for the live streaming marketer** ... **8**
Annex B (informative) **Workshop contributors** ... **12**
Bibliography ... **14**

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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see www.iso.org/iso/foreword.html.

International Workshop Agreement IWA 41 was approved at a series of workshops hosted by the Standardization Administration of China (SAC), in association with China Council for the Promotion of International Trade Commercial Sub-Council (CCPIT-CSC), held virtually between April 2022 and May 2023.

Any feedback or questions on this document should be directed to the user’s national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

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Introduction

The digital economy continues to prosper, and marketing continues to shift from traditional to digital. Digital marketing is an important complement to traditional marketing communication such as television, radio, and print advertising. With its excellent ability to target the right consumer groups and the possibility to interact with them, digital marketing is developing as an integral part of today's marketing communication. Live streaming marketing, a very popular tool that companies use to achieve digital marketing goals, has evolved from a trendy phenomenon into a full-blown marketing strategy used by brands and businesses in nearly every industry. Estimates show that around 91 million subscribers will utilize live streaming by 2024.

This document aims to meet the growing consumer demand, help companies use live streaming as a marketing tool to facilitate online business, as well as provide suggestions for companies to collect or recruit live streaming marketing talents. When the audience can obtain a transparent and truthful buying experience during the live streaming marketing process, companies successfully build brand trust. With this, a live streaming marketing service model can be established on a global scale.

This document contains the common terms and definitions, service process, recommendations for live streaming marketing participants, service provision, as well as continuous improvement. It is based on good practice from the digital marketing sector.

This document focuses on live streaming marketing services in the digital marketing sector. It is suitable for live streaming marketing service parties such as live stream hosts, live streaming marketing platforms, multi-channel network agencies (MCNs) and other participants.

This document is committed to implementing the United Nations Sustainable Development Goals: SDG 1-"No poverty", SDG 5-"Gender equality", SDG 8-"Decent work and economic growth", SDG 9-"Industry, innovation and infrastructure", SDG 11-"Sustainable cities and communities" and SDG 12-"Responsible consumption and production".

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Guidelines for live streaming marketing service

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1 Scope

This document provides guidelines for the service process and operations management of live streaming host, live streaming marketing platform, live streaming marketer, and multi-channel network agency (MCN agency) in the process of carrying out live streaming marketing services. This document is applicable to the parties involved in live streaming marketing services.

This document does not cover information technology (IT) requirements, specifically excluding:

— information security, cybersecurity, and privacy protection;

— coding of audio, picture, multimedia, and hypermedia information;

— IT service management and IT governance.

2 Normative references

There are no normative references in this document.

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at https://www.iso.org/obp

— IEC Electropedia: available at https://www.electropedia.org/

3.1
live streaming
way/channel that uses network technology or streaming media technology to broadcast the streamed video over the internet in real-time without first being recorded and stored

3.2
live streaming marketing
activity or mode of marketing products, including goods and services, to reach consumers or businesses by using *live streaming* (3.1) as a kind of digital channel

3.3
live streaming marketing platform
network information system that provides participants with necessary functions to facilitate and promote *live streaming marketing* (3.2)

3.4
live streaming host
person or character issued from AI with marketing skills that conducts *live streaming marketing* (3.2) on the *live streaming marketing platform* (3.3) through an internet-enabled device

Note 1 to entry: The device can include a smartphone or tablet, or portable device with similar information technology functions.

Note 2 to entry: Artificial intelligence (AI) is the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings.

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