

Guidelines for live streaming marketing service

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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.

Introduction

The digital economy continues to prosper, and marketing continues to shift from traditional to digital. Digital marketing is an important complement to ~~such~~—traditional marketing ~~communications~~communication such as television, radio, and print advertising. With its excellent ability to target the right consumer ~~group~~groups and the possibility to interact with them, digital marketing ~~has beenis developing as~~ an integral part of today's marketing ~~communications~~communication. Live streaming marketing, a very popular tool that companies ~~are using~~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, ~~requirements~~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~~SDG 1-“No poverty”, ~~SDG~~SDG 5-“Gender equality”, ~~SDG~~SDG 8-“Decent work and economic growth”, ~~SDG~~SDG 9-“Industry, innovation and infrastructure”, ~~SDG~~SDG 11-“Sustainable cities and communities” and ~~SDG~~SDG 12-“Responsible consumption and production”.

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Guidelines for live streaming marketing service

1 Scope

This document provides ~~guidance~~**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~~**information** security, cybersecurity, and privacy protection,~~as well as other subject matter and existing work programs covered by ISO/IEC/JTC 1/ SC 27.;~~
- ~~• Coding~~**coding** of audio, picture, multimedia, and hypermedia information,~~as well as other subject matter and existing work programs covered by ISO/IEC/JTC 1/ SC 29.;~~
- ~~• IT Service Management and IT Governance, as well as other subject matter and existing work programs covered by ISO/IEC/JTC 1/ SC 40.~~
- ~~IT service management and IT governance.~~

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 9000:2015 *Quality management systems — Fundamentals and vocabulary*

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 ~~terminological~~**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 <http://www.electropedia.org/><https://www.electropedia.org/>

3.1

live streaming

~~a~~**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

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

3.3

live streaming marketing platform

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

3.4

live streaming host

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

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

3.5

live-streaming marketing platform operator

~~an organization that owns or operates the live-streaming marketing platform~~ (3.3)

3.6

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.

3.5

live room

~~an~~ online or virtual room, available within a certain period, for the *live streaming host* ~~(3.4)~~ (3.4) to interact with and market to the audience

3.7

quality assurance

~~focused on providing confidence and fulfilling quality requirements on products being marketed~~

[SOURCE: ISO 9000:2015, 3.3.6]

3.8

3.6

live streaming marketer

~~a~~ person or ~~a~~ group of persons with assigned responsibility, including product selection, planning and preparation, promotion, and customer service to successfully promote and complete *live streaming marketing* ~~(3.2)~~(3.2)

3.107

cross-border live streaming marketing

~~an~~ activity of marketing products of one country or jurisdiction with the consumers or businesses in another country or jurisdiction through or by the means of *live streaming marketing* ~~(3.2)~~(3.2), with or without the help of international logistics or overseas warehouses

3.118

influencer

~~a person who becomes a live streaming host (3.4) with the power to influence purchasing behaviour of the audience because of his or her authority, knowledge, reputation, or relationship with his or her audience~~

3.12

**multi-channel network agency {
MCN agency}**

~~an~~ organization that recruits and ~~cultivate~~cultivates the *live streaming host* ~~(3.4)~~(3.4) and the *live streaming marketer* ~~(3.5)~~(3.6), and provides them with a series of services for marketing preparation and promotion

3.139

audience**audience**