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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 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

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.

3.5

live room

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

3.6

live streaming marketer

person or 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)

3.7

cross-border live streaming marketing

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), with or without the help of international logistics or overseas warehouses

3.8

multi-channel network agency

MCN agency

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

3.9

audience

person or group of persons who enters the *live room* (3.5), watches *live streaming marketing* (3.2), and is interested in or is likely to buy products

4 General principles

4.1 General

In order to provide an efficient live streaming marketing service, the following five principles should be abided by parties involved in live streaming marketing services.

4.2 Credibility

The service process of live streaming marketing established by and marketing information exposed within live streaming marketing platforms should be real and credible.

4.3 Compliance

All activities and actions involved in live streaming marketing should consider the relevant and applicable legislation and laws, and be aware of the protection of intellectual property rights.

4.4 Integration

The whole service process should be integrated and established to ensure the realization and quality of the live streaming marketing service.

4.5 Capability

Live streaming marketing platforms should have the capability to provide services to make sure the live streaming marketing can be conducted smoothly and successfully.

4.6 Customization

Services for live streaming marketing should be customized by fully considering and meeting the needs and demands of the live streaming marketing participants.

5 Service process

5.1 Account creation and operation

5.1.1 General

Live streaming marketing platforms should allow live streaming marketers, live streaming hosts, and the audience to create and operate accounts to conduct or participate in live streaming marketing.

5.1.2 Account creation

The process of account creation should be defined and provide clear instructions for account creators. During the process of account creation, the live streaming marketing platforms should:

- a) adhere to the principle of necessity to collect applicants' registration information;
- b) inform the account creators and clearly detail the terms of service in the website before they submit the final information;
- c) establish a robust mechanism for the registration and response to the registration quickly;
- d) provide feedback functions and relevant contact information in the website in case the account creators encounter problems.

5.1.3 Account operation

The process of account operation should be defined and provide clear instructions, including replacements and edits on the profile photo, name, gender, region. Accounts can be operated and increased in activity through:

- a) daily check-in;
- b) daily video production and promotion;
- c) interactions with other accounts, including Like, Comment, Forward, etc., within the platform.

Live streaming marketing platforms should display and update the relevant information on account owners on their pages, including the number of online days, the positive rating, and the number of live streaming marketing events. Live streaming marketing platforms should set up corresponding incentive mechanisms to increase account activity and participation.

5.2 Live room created

The live room is created by an account owned by a live streaming host or live streaming marketer before they conduct live streaming marketing. The necessary information when scheduling a live streaming marketing event includes but is not limited to:

- a) the title of the specific live streaming marketing event;
- b) the duration of the specific live streaming marketing event;
- c) the relevant keywords and hashtags (#) of the specific live streaming marketing event;
- d) the cover and descriptions of the specific live streaming marketing event;

- e) the screen orientation during live streaming marketing, including landscape and portrait;
- f) the selection of live streaming software, obtaining the corresponding push URL.

For cross-border live streaming marketing, the virtual room when created should have such tools as for setting language and region.

If the live streaming host is in fact a digital character, it should be driven by real people and pass identity verification, and it should report to the live streaming marketing platform and get permission before carrying out live streaming events.

Live streaming marketing platforms automatically generate information link and page showing upcoming live streaming marketing events after the information for creating a live room is submitted and verified. The information is allowed to be modified afterward but before the beginning of live streaming marketing events if proposed by an account.

The live room is available for the account created to enter anytime to set live streaming marketing environment while unavailable for other accounts.

5.3 Warm-up and promotion of live streaming marketing

To facilitate the promotion of live streaming marketing events, live streaming marketing platforms should develop systems and corresponding pages to display all upcoming live streaming marketing events and contain a search engine by indicating account names, dates, hashtags (#), keywords, and titles to let accounts get relevant marketing event outcomes.

Live streaming marketing platforms should proactively push live streaming marketing event information to other accounts based on accounts' activity.

The live room propaganda link and page are allowed to be copied, shared and clicked within the platform and in other social media sites for further promoting.

Live streaming marketing platforms should provide external marketing and promotion channels for accounts to warm up the events and target more audiences.¹⁾

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5.4 Live streaming marketing in progress

Live streaming marketing starts when the audience are permitted to enter the live room by clicking given propaganda links and pages at the scheduled time.

The live room displayed to the audience should be attractive and give easy access to the functions. When live streaming marketing is in progress, the live room should clearly display the following relevant information:

- a) the account information created by the live streaming host or the live streaming marketer;
- b) views in the live room;
- c) product images and necessary information;
- d) the link to the order and payment portal;
- e) chat box and emoji.

NOTE The link to the order and payment portal is the link intended to point to the page containing detailed product information and the payment portal.

Live streaming hosts market the goods and services as intended and in the script, interact with the audience to build trust, tell the audience to buy the products by clicking the "Buy Now" button, and pay for them to finish the marketing.