



Ref. ISO/TMB IWA 41

2021-12-13

**Invitation to an international workshop on:
Guidelines for live streaming marketing service (IWA 41)**

Dear ISO Members,

Following approval by the Technical Management Board of a proposal from The Standardization Administration of the People's Republic of China (SAC), we are pleased to invite you to a workshop to develop an International Workshop Agreement (IWA 41) on Guidelines for live streaming marketing service.

Workshop meeting dates:

Meeting 1: March 14-16, 2022

Meeting 2: June 22-24, 2022

Location: Online virtual workshop

We ask that you register for the workshop not later than **February 28, 2022** using the link included in the attached invitation.

We would be grateful if you could publicize this event in your country.

Yours sincerely,

Marco Rossi
Secretary to the Technical Management Board

Encl.:

- Invitation including registration instructions, workshop schedule and agenda for workshop(s)
- Draft proposal for IWA 41



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INVITATION TO PARTICIPATE
ISO INTERNATIONAL WORKSHOP AGREEMENT (ISO IWA 41)
Guidelines for live streaming marketing service

The Standardization Administration of the People's Republic of China (SAC) invites all interested stakeholders to participate in an ISO International Workshop to develop an ISO International Workshop Agreement (IWA).

The aim of this IWA is to develop a standard by refining the practice of live marketing companies on a global scale. This standard will 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. Hence, the workshops and the standard formed through the process will help the live streaming marketing industry to develop more sustainably.

Due to Covid - 19 we have decided to have a fully digital process. The two main workshop dates will be March 14-16, 2022 and June 22-24, 2022. These will be complemented by web workshops.

An IWA is a type of document that is developed with direct participation of stakeholders outside the traditional ISO country representation system to enable market players to negotiate in an "open workshop" environment.

To confirm your participation in the workshops, kindly register via the link provided in this document. Participation is free of charge.

Please refer to additional information below. You may also contact Ms. Tim ZHANG (huanxinzhang0323@gmail.com, or phone + 86 10 660 940 68).

We hope that you will join us in this important work!

Sincerely yours

Mr. Jack YAO
Chair ISO/IWA 41

Ms. Tim ZHANG
Secretary, ISO/IWA 41

Registration

To register for participation in this IWA process, please use the following link:
<https://iso41.ccpitcsc.org/>

If you wish to attend the first workshop (March 14-16, 2022), then the deadline to register is **February 28, 2022**.

Please note that by registering for participation, you agree to follow ISO Code of Conduct:
<https://www.iso.org/publication/PUB100397.html>

If you have any questions, please do not hesitate to contact Ms. Tim ZHANG
(huanxinzhang0323@gmail.com, or phone +86 10 660 940 68).

Time schedule for the development of the IWA

This IWA will be developed digitally. Between the workshops there will be commenting via correspondence, complemented by one or more web workshop(s). The exact plan for time between the two workshops will depend on the outcome from the first workshop. After the final workshop, the draft will be edited and published. The published IWA can then be purchased via national standards bodies. All the dates can be found in the list below:

- All material for the first workshop, circulated February 14, 2022.
- Registration deadline first workshop February 28, 2022.
- First workshop March 14 - 16, 2022 (online)
- Updating of the draft based on the discussions at the workshop, April 16, 2022.
- Commenting by participants and web workshop(s)
- Second workshop June 22 - 24, 2022 (online)
- IWA published around June 2023.

Annex 1 - About the IWA Process

ISO's International Workshop Agreements (IWAs)				
<p>The IWA model is a quick way to obtain a recognized ISO document for your work. It is designed to be a flexible model so the format and content of the IWA, and the process to obtain it, are largely decided by the proposing organization.</p>				
Step 1	Step 2	Step 3	Step 4	Step 5
Make the proposal	Get ISO/TMB approval	ISO/CS circulates the details of the workshop	Hold the workshop and agree the document	Publish the IWA
<p>Approach ISO Central Secretariat or any ISO member with your proposal.</p> <p>Your proposal should include:</p> <ul style="list-style-type: none"> ✓ Purpose and justification ✓ Relevant documents ✓ Lists of organizations that may be interested ✓ Indications of any ISO member body willing to act as Secretariat ✓ An estimate of the number of meetings if more than one is envisaged ✓ Details of any proposed special arrangements for distribution of the IWA <p>Note: a form is available to facilitate submitting your proposal for TMB approval.</p>	<ul style="list-style-type: none"> • ISO/CS then circulates your proposal to the ISO/TMB for approval (checking any proposed distribution arrangements with the ISO/Sec-Gen). • The TMB will also formally assign / confirm the ISO member body who will be your secretariat for the project. • The ISO member body works with the proposer to decide full details of the Workshop: <ul style="list-style-type: none"> ✓ Price (if any fee) ✓ Time/Date/Venue ✓ Format ✓ Background ✓ Doc supply ✓ Process ✓ Chair 	<ul style="list-style-type: none"> • A notification – with the full details agreed at Step 2 – is circulated to all ISO members (by ISO/CS) • ISO member bodies can then circulate the proposal as widely as possible in order to publicize it to potentially interested parties. <p>Note: Any organization or company or individual is allowed to attend.</p>	<ul style="list-style-type: none"> • At the meeting the Chair (nominated in advance) will be confirmed. • During the whole IWA process, the Chair must be impartial and seek to ensure the maximum amount of consensus possible has been achieved. • Document is drafted and circulated to the workshop participants. • This can be repeated until the Chair believes that the best possible consensus has been obtained. <p>Note: One possible mechanism is that the workshop participants work online on a dedicated Web site.</p> <p>Note: Multiple meetings can take place if necessary.</p>	<ul style="list-style-type: none"> • The final draft of the IWA is sent by the secretariat to ISO/CS. • ISO/CS formats the document – giving it the relevant ISO cover page / logo. • ISO/CS then supplies the document to all its member bodies who can supply it as they see fit. • Any special arrangements for the distribution of the IWA should be put in place here.
Start - ISO/CS will normally take less than one month to process your proposal	Maximum of three months	Three months (90 days) advance notice is required before holding the workshop.	This stage depends on the scope of the IWA. However, aim to finish in three months or less	One month
<p>Should not take longer than 12 months – aim for less.</p>				

ISO's International Workshop Agreements (IWAs)
<p>What is an IWA? An IWA is an ISO document produced through a workshop meeting rather than through the full ISO technical committee process. Market players and other stakeholders directly participate in developing an IWA and do not have to go through a national delegation.</p>
<p>What subjects do they cover? An IWA can be produced on any subject</p>
<p>Why should I choose the IWA? An IWA will:</p> <ul style="list-style-type: none"> • Involve the main players from your target sector (public or private) and allow a sector to develop clear rules on an issue. • Give visibility to your professional practices or reference documents (ISO is a highly recognized international body). • Help you shape the future direction of the subject and influence any future ISO standard. • Allow you to develop relationships within a profession or sector. • Create understanding and co-ordination amongst your various stakeholders. • Share best practice in a sector. • Improve quality and interoperability. • Lead to worldwide visibility due to ISO members' distribution networks. • Help you to develop a members-only forum to communicate using, for example, a dedicated Web site.
<p>Who will be involved? Anyone can propose an IWA and anyone can participate in developing one. An ISO member body will be assigned to help you organize and run the workshop. This gives the project credibility by ensuring that the basic principles of international standardization (transparency, fairness and consensus) are applied.</p>

Annex 2.- Agenda for the first workshop March 14-16, 2022

(online, all times in Coordinated Universal Time, UTC)

March 14, 2022 – Day 1 (11.00 - 15.00 UTC)

10.30 UTC Online workshop open for connection

1. Opening and welcoming speech (11.00 UTC)
2. Roll call of participants
3. Adoption of the agenda
4. Presentation of the ISO system, including ISO Code of Conduct
5. Presentation of the proposed IWA
6. Initial discussions
7. Summary of day 1

March 15, 2022 – Day 2 (11.00 - 15.00 UTC)

10.30 UTC Online workshop open for connection

8. Reflections from the first day
9. Development of the IWA
10. Summary status of discussions
11. Way forward
12. Any other business
13. Closing remarks
14. End of workshop 1 (15.00 UTC)

March 16, 2022 – Day 3 (11.00 - 15.00 UTC)

Option for more discussion if necessary

Shorter regular breaks will be included in the detailed plan for the workshop.

Annex 3. - ISO IWA APPROVED PROPOSAL

Here is the proposal for an International Workshop Agreement on the Guidelines for live streaming marketing service approved by the ISO TMB on October 21, 2021.

<p>Proposer</p> <p><i>A proposal to hold an ISO workshop for the purpose of developing one or more IWAs on a particular subject may come from any source, including ISO member bodies, liaison organizations, corporate bodies, etc. An organization that is not an ISO member body or liaison organization, or is not international in scope, shall inform the ISO member body in the country of its intent to submit such a proposal.</i></p> <p>SAC(China)</p>
<p>Contact details of the proposer</p> <p>Name: Mr. YAO Xin</p> <p>Email: ccpityx@163.com</p>
<p>Title of the proposed IWA</p> <p>Guidelines for live streaming marketing service</p>

Purpose and justification:

The IWA document aims to:

- Establishes a live streaming marketing service model, and allows live streaming video, network technology and marketing to be integrated seamlessly;
- Help companies use live streaming as a marketing tool to facilitate online businesses, access audiences with low cost and multiple channels, build brand awareness and realize business strategies;
- Meet the growing consumer demand and provide the audience with a transparent and truthful buying experience;
- Provide suggestions for companies to recruit and hire live streaming marketing talents.

Justification 1: This document is based on good practice from the digital marketing sector of many countries. With the development of network technology and the personalization of consumer demand, a number of companies have emerged in countries such as the United States, China, Canada, Japan, India, etc. These companies aim to provide sellers and consumers with real-time, convenient, and highly interactive live streaming marketing platform, e.g., US (Youtube Live, Amazon Live, Dacast), China (Taobao Live, Douyin, JD Live), Canada (Livescale), Japan (Mercari, Live Shop!, SalomeeLIVE), India (Bulbul.tv), Australia (Streamshark)), Koera (Naver TV, afreecaTV, kakaoTV), SAE (Shopee LIVE, Lazada), Sweden (Bambuser). This shows that live streaming marketing service will become a recognized new service model and will contribute to SDG 12- "Responsible consumption and production".

Justification 2: The rapid development of live streaming marketing service is depending on the update and upgrade of live streaming technology and network communication technology, such as global video delivery technology and fifth-generation (5G) mobile networks. These technologies and methods in turn contribute to the development of industry, the ongoing innovations as well as technological advancements, and thus better achieve social progress, which contribute to SDG 9- "Industry, innovation and infrastructure" and SDG 11- "Sustainable cities and communities".

Justification 3: Live streaming marketing service is becoming a new and popular business model, which has created a new profession, say live streaming streamer. As a result, more and more young people and women who engage in this profession have become influencers and content creators, and they get job opportunities and income. What's more, this increasingly popular business model changing the way companies and brands interact with their audiences is expected to promote post-pandemic consumption recovery and economic growth. These contribute to SDG 5- "Gender equality" and SDG 8- "Decent work and economic growth".

Justification 4: In terms of practice in China, live streaming marketing has played a very positive role in country's victory over absolute poverty. Many poverty-stricken counties with abundant local specialties have connected with buyers from other regions in China thanks to live stream. More and more agricultural products and specialty products have flooded into the market, which increases local residents' income and help those impoverished counties eliminate from absolute poverty. This contributes to SDG 1- "No poverty".

Does the proposed IWA relate to or impact on any existing work in ISO committees?

Yes No

Please list any relevant documents and/or ISO committees

Relevant stakeholders (list of organizations that may be interested)

France: Amazon Live, Youtube Live, French Marketing Association (Association Française du Marketing ,AFM)

Germany: Amazon Live, Dacast, Vimeo, JW Player Live, Brightcove, German Marketing Association (DMV), German Retail Federation (Handelverband Deutschland , HDE)

Sweden: Bambuser, Swedish Data & Marketing Association (SWEDMA),Swedish Retail and Wholesale Council (SRWC)

United Kingdom: Amazon Live, Dacast, Vimeo, Data & Marketing Association UK (DMA), British Retail Consortium (BRC)

Russian: Aliexpress, YouTube Live, Marketing Association (RMA), Wholesale and Retail Markets Association (WRMA)

USA: Youtube Live, Amazon Live, Wayfair, Dacast, Vimeo, Instagram Live, Periscope, American Marketing Association (AMA), National Retail Federation (NRF)

Canada : Livescale, Amazon Live, Canadian Marketing Association (CMA), Retail Council of Canada (RCC)

Mexico: AliExpress, Pelando , Mobile Marketing Association (MMA), National Retailers Association Of Mexico (ANTAD)

India: Bulbul.tv, Hooq, Youtube Live, Instagram Live, Marketing Association of India (MAE), Retailers Association of India (RAI)

Japan: Mercari, Live Shop!, SalomeeLIVE, Japan Marketing Association (JMA), Japan Retailers Association (JRA)

Korea: Naver TV, AfreecaTV, KakaoTV, Korean Marketing Association (KMA), Korea Retailers Association (KRA)

China: Taobao Live, Douyin, JD.com Live, Kuaishou, PinDuoDuo

Malaysia: Shopee Live, Lazada, Digital Marketing Association Malaysia (DMAM), Malaysia Retailers Association (MRA)

Singapore: Shopee Live, Singtel, Hooq, Facebook Live, Data-Driven Marketing Association of Singapore (DMAS), Singapore Retailers Association (SRA)

Philippines :Shopee Live, Lazada, Hooq,Philippine Marketing Association (PMA), Philippine Retailers Association(PRA)

Thailand : Shopee Live, Lazada, Hooq, Marketing Association of Thailand (MAT),Thai Retailers Association (TRA)

Indonesia: Hooq, Lazada, Shopee Live, Bukalapak, Indonesia Marketing Association (IMA), Indonesian Retail Merchants Association (Aprindo)

Austria: Streamshark, Australian Association of National Advertisers (AANA), Australian Retailers Association (ARA)

Member body willing to act as secretariat

SAC(CHINA)

Number of meetings to be held (if more than one is envisaged) and proposed dates

Annexes are included with this proposal (give details)

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