



ISO TECHNICAL MANAGEMENT BOARD

SUBJECT

IWA on Guidelines for live streaming marketing service

BACKGROUND

In January 2021 SAC (China) submitted a proposal to the TMB secretariat for the development of an ISO International Workshop Agreement (IWA) on *Guidelines for live streaming marketing service*.

SAC is willing to provide the secretariat for the development of this IWA.

SPCG assessment:

The chair and committee manager for JTC 1 are concerned with the broad scope of this proposal. The IWA proposal should state and ensure that this work won't overlap the work of JTC 1, for example JTC 1/SC 29 (multi-media and hyper-media) or JTC 1/SC 27 (IT security). The following text highlighted in bold suggests this work could overlap with JTC 1/SC 29 and maybe other areas: ***Establish a live streaming marketing service model, and allows live streaming video, network technology and marketing to be integrated seamlessly.***

We do not see a potential interest for IEC in this subject. We trust that JTC 1/SC 40 (ISO-lead) has been consulted for comments beforehand.

Please find attached as annex:

- The ISO IWA Proposal form
- The proposal for the IWA, including details on the background, purpose and justification, and estimated timetable

ACTION

The members of the Technical Management Board are invited to:

- Approve the proposal for an IWA on *Guidelines for live streaming marketing service*, and
- Allocate the secretariat to SAC (China).

By **13 March 2021**.



PROPOSAL FOR AN INTERNATIONAL WORKSHOP AGREEMENT

A proposal for an International Workshop Agreement (IWA) shall be submitted to the secretariat of the Technical Management Board at ISO/CS (tmb@iso.org). Proposals will be referred to the ISO Technical Management Board for approval (4-week ballot).

Once the proposal for the IWA is approved by the TMB, the proposer will be requested to prepare an announcement/invitation to the workshop, which will be circulated to the ISO members by ISO/CS. Please note that the announcement must be made at least 90 days in advance of the agreed date to allow potential attendees adequate time to plan on attending the workshop (Annex SI.3).

See the [ISO Supplement Annex SI](#) for full details of the Procedure for the development of IWAs.

Proposer

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.

SAC(China)

Contact details of the proposer

Name: Mr. YAO Xin

Email: ccpityx@163.com

Title of the proposed IWA

Guidelines for live streaming marketing service

Purpose and justification:

The IWA document aims to:

- Establish a live streaming marketing service model, and allow 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), Korea (Naver TV, afreecaTV, kakaoTV), SAE (Shopee LIVE, Lazada), Sweden (Bambuser). According to Asia Marketing Federation's latest report, live streaming marketing is one of the top 11 trends of marketing in Asia 2021. 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, for example 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 SDG1- "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

ISO/IEC JTC 1/SC 29 Coding of audio, picture, multimedia and hypermedia information

ISO/IEC JTC 1/SC 40 IT Service Management and IT Governance

ISO/TC 290 Online reputation[STANDBY]

ICC Advertising and Marketing Communications Code

ISO 31700 Consumer protection — Privacy by design for consumer goods and services

ISO/IEC 27001 and all relevant companions

ISO/IEC 29184:2020 Information technology — Online privacy notices and consent

ISO/IEC 27701:2019 Security techniques — Extension to ISO/IEC 27001 and ISO/IEC 27002 for privacy information management — Requirements and guidelines

Relevant stakeholders (list of organizations that may be interested)

France: AFNOR, French Marketing Association (Association Française du Marketing, AFM)

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

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

Norway: SN, Norwegian Direct Marketing Association (NORDMA), Norwegian Federation of Service Industries and Retail Trade (NFSIR)

United Kingdom: BSI, Chartered Institute of Marketing (CIM), British Retail Consortium (BRC)

Russian Federation: GOST R, Marketing Association (RMA), Wholesale and Retail Markets Association (WRMA)

United States: ANSI, American Marketing Association (AMA), National Retail Federation (NRF), Youtube Live, Amazon Live, Wayfair, Dacast, Vimeo, Instagram Live, Periscope, Tik Tok

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

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

Brazil: ABNT, Brazilian Association of Direct Marketing (ABEMD) , Brazilian Consumer and Retail Association (BCRA)

Argentina: IRAM, Argentina Marketing Association (AAM), the Association of Commerce and Industry(ACI)

India: BIS, India Trade Promotion Organization (ITPO), Marketing Association of India (MAE), Retailers Association of India (RAI), Bulbul.tv

Japan: JISC, Japan External Trade Organization (JETRO), Japan Marketing Association (JMA), Japan Retailers Association (JRA), Mercari, Live Shop!, SalomeeLIVE,

Korea: KATS, Korea Trade-Investment Promotion Agency (KOTRA), Korean Marketing Association (KMA), Korea Retailers Association (KRA), Naver TV, AfreecaTV, KakaoTV

China: SAC, China Council for the Promotion of International Trade (CCPIT), Taobao Live, Douyin, JD.com Live, Kuaishou, PinDuoDuo

Malaysia: DSM, Malaysia External Trade Development Corporation (MATRADE), Institute of Marketing Malaysia (IMM), Malaysia Retailers Association (MRA)

Singapore: SSC, Enterprise Singapore (ESG), Marketing Institute of Singapore(MIS), Singapore Retailers Association (SRA), Shopee Live, Singtel, Hooq, Facebook Live

Philippines: BPS, Center for International Trade Expositions and Missions (CITEM), Philippine Marketing Association (PMA), Philippine Retailers Association(PRA)

Thailand : TISI, Department of International Trade Promotion (DITP), Marketing Association of Thailand (MAT),Thai Retailers Association (TRA)

Indonesia: BSN, Ministry of Trade of Republic of Indonesia (DGNEDE), Indonesia Marketing Association (IMA), Indonesian Retail Merchants Association (Aprindo), Directorate General of National Export Development, Bukalapak

Australia: SA, Australian Trade and Investment Commission (AUSTRADE), Australian Association of National Advertisers (AANA), Australian Retailers Association (ARA), Streamshark

UNCTAD(United Nations Conference on Trade and Development)

UNCITRAL(United Nations Commission on International Trade Law)

ITC (International Trade Center)

ICC (International Chamber of Commerce)

ICSB(International Council for Small Business)

AMF(Asia Marketing Federation)

ACSB(Asia Council for Small Business)

CACCI(Confederation of the Asian Chambers of Commerce and Industry)

EMC(European Marketing Confederation)

SBS(Small Business Standards)

Member body willing to act as secretariat

SAC(CHINA)

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

1st Virtual Workshop(ZOOM Meeting) 27th-29th June, 2021

2nd Virtual Workshop(ZOOM Meeting) 27th-29th Sept, 2021

Annexes are included with this proposal (give details)

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