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Guidelines for live streaming marketing service

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Foreword

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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).

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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”.