IWA 41:2023-11 (E)

Guidelines for live streaming marketing service

Contents

Page

Foreword ..... **iv**

Introduction ..... **v**

1 Scope **1**

2 Normative references **1**

3 Terms and definitions **1**

4 General principles **2**
4.1 General 2
4.2 Credibility 2
4.3 Compliance 2
4.4 Integration 2
4.5 Capability 2
4.6 Customization 3

5 Service process **3**
5.1 Account creation and operation 3
5.1.1 General 3
5.1.2 Account creation 3
5.1.3 Account operation 3
5.2 Live room created 3
5.3 Warm-up and promotion of live streaming marketing 4
5.4 Live streaming marketing in progress 4
5.5 Live streaming marketing completed 5
5.6 Account logout 5

6 Operation management of live streaming marketing participants **5**
6.1 Live streaming host 5
6.2 Live streaming marketing platform 6
6.3 Live streaming marketer 6
6.4 MCN agency 6

7 Review and assessment **7**

8 Continuous improvement **7**
8.1 Service evaluation 7
8.2 Service improvement 7

Annex A (informative) **Competence for the live streaming marketer** **8**

Annex B (informative) **Workshop contributors** **12**

Bibliography **14**