



TMB LETTER – TS/P ON DIGITAL MARKETING

Dear ISO Members,

We hope this letter finds you well.

During the 90th TMB Meeting, held on June 12-13, 2024, the TS/P proposal on “Digital Marketing,” put forth by SAC, was discussed by the TMB Members due to its perceived close relationship to ISO/TC 321 “Transaction assurance in E-commerce.”

This close relationship between digital marketing and e-commerce comes from their upstream-downstream dynamic.

Considering this, some TMB members suggested that ISO/TC 321 could either have its scope expanded to accommodate the new proposal or that the new proposal could accommodate ISO/TC 321 as a subcommittee.

In contrast, the proposer believes that there is no connection between Digital Marketing and ISO/TC 321’s scope, “Transaction assurance in E-commerce,” noting that the former is a type of marketing that involves using new media or digital technology to achieve both transactional and non-transactional marketing and business goals, while the latter is focused on the activity of buying and selling products over open networks. For more details on the proposer’s position, please refer to the TS/P’s Annex 1 to Form 01.

Noting the concerns raised, the TMB has adopted TMB Resolution 67/2024:

TECHNICAL MANAGEMENT BOARD RESOLUTION 67/2024

Adopted at the 90th meeting of the Technical Management Board, Geneva, 12-13 June 2024

Review of TS/P proposal on Digital Marketing

The Technical Management Board,

Noting the concerns raised during the assessment of new areas of work,

Thanks SAC (China) for its work and proposal,

Asks that the ballot to all ISO Members be initiated to determine the level of engagement of this field of work, and

Notes the analysis conducted during the review of the proposal, which identified ISO/TC 321 as a relevant TC for this subject,

Invites the ISO Members in their review of the proposal to share their views about the relation between this proposal and the activities of ISO/TC 321.

Therefore, we kindly invite the ISO Members, in their review of the proposal, to share their views about the relation between this proposal and the activities of ISO/TC 321. Your feedback will be instrumental in helping the TMB to reach a well-informed decision.

Please provide your comments and perspectives when casting your vote. Your comments will then be processed and presented to the TMB.

We look forward to hearing from you and value your contribution to this important discussion.

Thank you for your attention to this matter.

Kind regards,

TMB Secretariat