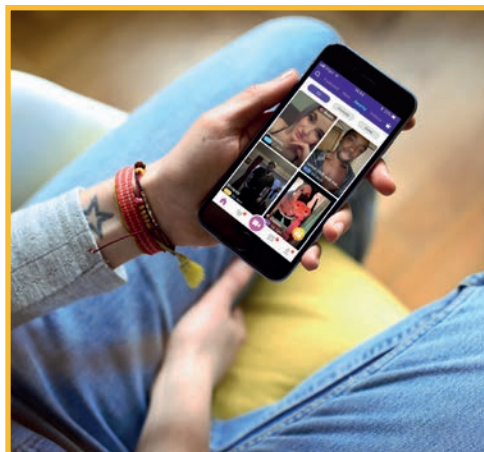
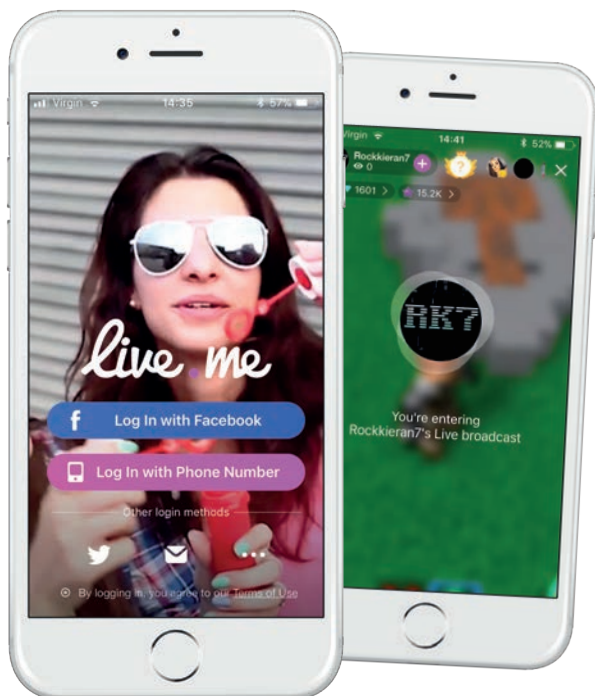




## What is Live.me?

Live.me is a live streaming video app that lets you watch or broadcast live videos. The service, which claims to have amassed more than 40 million global users, says it is aimed at giving creators a 'platform to reach a wide audience and share their talents and passions directly with their fans'. Users can buy virtual coins and gifts and send these to broadcasters who create content 'they love'.

## What does it look like?



## Main Concerns for Parents

# live.me



### Inappropriate and adult content

Live streaming apps can potentially expose young people to graphic and inappropriate content. Live.me allows children as young as 13 to broadcast videos of themselves online. Although those under 18 need their parents' permission to download and use the app there are no security checks. A quick glance at the site's homepage suggests the site is not aimed at young teenagers with scantily clad adult broadcasters posing suggestively with captions, such as 'join me in bed'. There is every chance your child will watch content that is not suitable for them or be encouraged to share similar content themselves.

### Encourages children to seek fame

Live.me describes itself as for new stars and famous celebrities and suggests that 'influencers' can make up to \$20,000 to \$30,000 (£14,000 to £21,000) in a week through broadcasting live about all types of things, from fashion, music, gaming, to art and beauty. Those who use the site seek to gain 'likes' and 'electronic gifts' from others as the more they receive, the higher their status within that online community. Glorification of fame for fame's sake can be a concern for parents.

### Broadcasting and chatting to strangers

Live chat can be used by groomers to target young people who may be manipulated into sending sexual images and videos. Live.me also has a chat feature which allows users to chat to each other in private. In 2017, a convicted paedophile in London was jailed for four years for encouraging a nine-year-old girl to expose herself over Live.me in return for rewards.

### Spending money on virtual gifts

Coins are the Live.me currency. Viewers and broadcasters can buy coins and use them to purchase gifts or do coin drops to interact with one another. When viewers send gifts, they immediately earn the same number of diamonds. Once someone has made a certain level of diamonds, they can cash them out for real money or convert them back into coins. There is always the danger of children spending too much on in-app purchases without you knowing.

### Cyberbullying

Users of Live.me can send private messages, videos and public comments to their connections. Some people can use the anonymity of the internet to be abusive towards others or threaten, tease, upset or humiliate someone else. If your child broadcasts live, there is a very high risk of receiving hurtful comments on their video. Bullying videos can also be posted on live-streaming sites which can leave children feeling worried or helpless.

# LIVE.ME: Tips for Parents



## Broadcasting to strangers

It is important for children to understand the risks of broadcasting live. Live streaming services have limited privacy controls, so it is hard to know who is watching and difficult to prevent people accessing the stream. Explain to your child that it is possible for any video to be recorded and shared without the permission or knowledge of the person who made the video.

## Monitor what your child is watching or broadcasting

The only way to know what your child is watching or broadcasting on Live.me is by regularly monitoring their usage. Chat to your child about what they like about Live.me and what videos they enjoy watching. Ask them why they want to broadcast live and who they hope will see their videos – understanding their intention could guide you to suggest more appropriate services.

## Don't share personal information

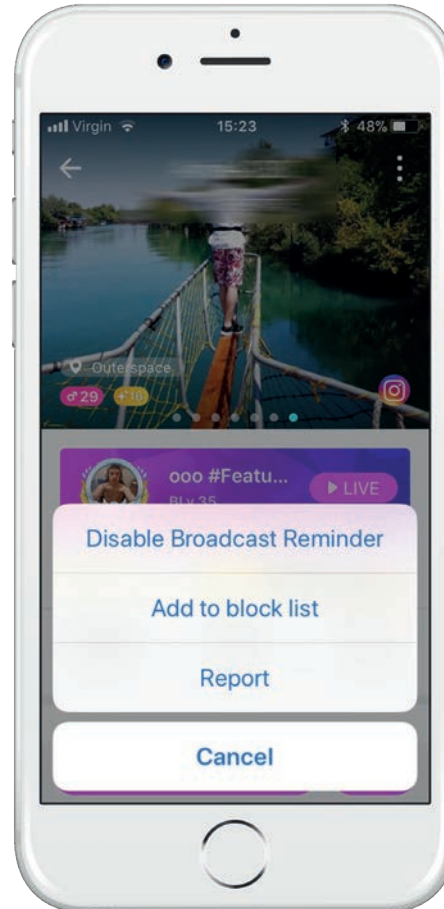
Remind your child that they should never share personal information with people online, including their last name, home address, school name, or telephone number. If someone asks them for personal information, it does not mean they have to tell them anything.

## Report inappropriate behaviour

If someone has been acting inappropriately, you are encouraged to ask for help by emailing [live.me@cmcm.com](mailto:live.me@cmcm.com) with the subject line 'ATTENTION: INAPPROPRIATE BEHAVIOUR' and send evidence, including a screenshot of their profile. You can also directly report inappropriate, offensive, and harmful content from inside the app using the Report option. However, it is worth remembering that it is not wise to screenshot and save inappropriate material.

## Blocking people

Explain to your child that if they notice inappropriate behaviour, bullying, or any other rule-breaking conduct on Live.me, they can block a user from chatting on their broadcast and profile by tapping on their name, navigating to the profile page, and then choosing 'block'.



## Restrict in-app purchases

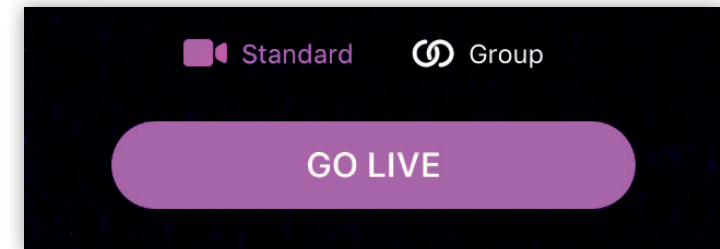
Stop your children from downloading in-app purchases by changing the settings on the device they use so that it requires a password to proceed with a transaction. Advise your child not to buy anything online without talking to you first.

## Sharing location

Publishing live video can give away clues to your child's identity and location. Predators will search videos to identify information in the background that gives details about your child, such as street names or school uniforms. Explain to your child that they need to think carefully about where and when they broadcast live.

## Think before you broadcast

As with anything that is posted and shared with other people and online, remember that once it is up it is hard to take back. Once videos are shared online they become public. Videos can attract the attention of sex offenders or someone may threaten to share videos with others unless the child sends money or more videos.



## Be respectful of others

Remind your child to always consider what they are about to comment on and to think about whether they would do that in the 'real world' or may regret posting at a later date. Encourage your child to think about the language they use online and to think carefully before commenting on content posted by someone else.

## Discuss sexting

Although it is an awkward subject, it is important to explain to children that creating or sharing explicit images of a child is illegal. A young person is breaking the law if they take an explicit video of themselves or share a video of a child, even if it's shared between children of the same age.

Sources: <https://www.liveme.com/safety.html>  
<http://www.independent.co.uk/news/uk/crime/paedophile-grooming-liveme-livestreaming-child-abuse-a7893456.html>  
<https://www.thetimes.co.uk/article/live-me-the-app-that-exposes-childrens-home-addresses-to-predators-37vk0g3rl>