service, which claims to have amassed more than 60 million global users and streams around 300,000 hours of footage a day, 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', which can be redeemed for real money.



LIVE

What parents need to know

LiveMe

Beautiful

Sexy

ONLINE PREDATORS

ent agencies have warned that LiveMe is n at risk from online predators. A sheriff in sued a warning that 'paedophiles have a dow to your child's bedroom'. Live chat can omers to target young people who may be into sending sexual images and videos. a chat feature, which allows users to speak n private. In 2018, a 65-year-old in the UK sing as a teenage boy to groom young girls l offered virtual currency in exchange for nagers exposing themselves.

PRIATE & ADULT CONTENT

ng apps can potentially expose young phic and inappropriate content. Live.Me tly intended to be used by individuals 17 r older, and those under 18 should have ermission to download and use the app', o age verification checks. As soon as you or website's homepage, you are greeted d adult broadcasters posing suggestively such as 'Join me in bed', and some people appropriate usernames. There is every ild will watch content that is not suitable e encouraged to share similar content themselves.

ENCOURAGES CHILDREN TO SEEK FAME

LiveMe 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 and 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.

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 LiveMe can send private messag public comments to their connections. Som the anonymity of the internet to be abusiv or threaten, tease, upset or humiliate som child broadcasts live, there is a very high hurtful comments on their video. Bullying posted on live-streaming sites, which ca feeling worried or helpless. One British te newspaper that she had been mercilessly trolls on the app told her to "go kill you address was even shared on Twitter as a ta

PRIVACY & SECURITY CO

Many of the broadcasts by teens come fro often sharing peeks at sleepovers, hango Anyone can watch live broadcasts at the without even registering or logging in (although you can't interact with the user much information about their home life, could unwittingly share their location and features with others. Last year, The Sun reported that a covert method of extractin users had been widely shared on the inte children's addresses to preda

Top Tips for Parents

Beautiful

Sweet

CASTING TO STRANGERS

for children to understand the risks of ve. Live-streaming services have limited o it is hard to know who is watching, and is nt people accessing the stream. Explain to s possible for any video to be recorded and he permission or knowledge of the person who made the video.

OR WHAT YOUR CHILD IS NG OR BROADCASTING

o know what your child is watching or LiveMe is by regularly monitoring their r child about what they like about LiveMe they enjoy watching. Ask them why they ive and who they hope will see their videos their intention could guide you to suggest nore appropriate services.

T SHARE PERSONAL INFORMATION

ld that they should never share personal people online, including their last name, ool name, or telephone number. If someone rsonal information, it does not mean they ave to tell them anything.

REPORT INAPPROPRIATE BEHAVIOUR

If someone has been acting inappropriately, you are encouraged to ask for help by emailing LiveMe@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 LiveMe, 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 making in-app purchases by changing the app and device settings. For example, you can change the settings so a password is required to proceed with a transaction. Advise your child not to buy anything online without talking to you first.

LOCATION SHARIN

Publishing live video can give away clue identity and location. Predators will search information in the background that gives child, such as street names or school uniform child that they need to think carefully abou they broadcast live.

THINK BEFORE YOU BRO

As with anything that is posted and shared and online, remember that once it is up, it is Once videos are shared online, they becom can attract the attention of sex offenders threaten to share videos with others unles money or more videos.

BE RESPECTFUL OF OT

Remind your child to always consider what comment on and to think about whether th in the 'real world' or may regret posting Encourage your child to think about the la online and to think carefully before comm posted by someone else.

DISCUSS SEXTIN

Although it is an awkward subject, it is im to children that creating or sharing explici is illegal. A young person is breaking the l explicit video of themselves or share a vid if it's shared between children of th