

# Momo Live High-Quality Policy (English Version)

## A. Type of Host

1. Superior Host: Good appearance, sexy body, show their talent and confidence in livestream room.
2. Male Host: Talent male hosts with humorous and attractive ability.
3. Celebrity Host: Be famous in social media platform.

## B. How to apply

### Explanation of applying high-quality host

- Only the agent can help hosts to apply it.
- Application Time: Every Monday to Friday
- Hiring in order
- Hiring 10-15 hosts every cycle, 15 days is a cycle.

Host	Application Requirement	Evaluation
The new official host	Submit for review according to standards	Admin will determine the host level
Become official hosts over 1 month	<ul style="list-style-type: none"><li>• Recent 3 weeks data of application day<ol style="list-style-type: none"><li>a. <math>\geq 100M</math> Rcoina</li><li>b. <math>\geq 15</math> valid day</li></ol></li></ul>	The platform will strictly review the livestream ability of hosts. (including fans, violation, the vibe of livestream interactive, etc)

Notice: The hosts who become official host over 1 month apply for high quality host, even if they complete the target, the admin will not passed, if they did not met the type of the high quality.

## C. Reward of High-Quality

Host Level	Host Reward	Agency Reward	Duration Requirement
A	50000 Mcoin	5000 Mcoin	3 hours of livestream per day (2 hours of which must be done during peak hours)
S	100000 Mcoin	10000 Mcoin	4 hours of livestream per day
SS	180000 Mcoin	20000 Mcoin	(2 hours of which must be done during peak hours)

- Peak hours: 18:00-24:00 Philippine time.
- Rewards will be issued in the form of Mcoins to the accounts of each host and agency head the next day.
- At each cycle, ADM will review whether these hosts can continue as high-quality hosts. The evaluation cycle is half a month.

## D. Standard of High-Quality host

ADM will use the following criteria to determine whether these hosts pass and define their levels:

1. Appearance: Beautiful or handsome and charming.
2. Talent: Such as singing, dancing, talk shows, drama, etc.
3. Income: Have a significant income on other platforms (for new hosts).

Mandatory conditions for High-Quality host:

1. Live Streaming and Network conditions: With good lighting and network conditions.
2. Nice Makeup: With nice makeup, hairstyle, and clothing to create a more professional appearance in livestream room.
3. Active Interaction: Interact actively with users and be more energetic in livestream room.
4. No violation of rules: Do not violate the platform's live streaming rules.

## E. Disqualification and Downgrade Rules for High-Quality Hosts

Evaluation cycle : half a month.

Time:

- The results of the host evaluation from the 1st to the 15th of each month will be announced on the 16th of the same month. ADM of the platform will inform each agency leader of the evaluation results on that day and officially apply the evaluation results on the 17th.
- The results of the host evaluation from the 16th to the 30th (or 31st if there is a 31st in the month) of each month will be announced on the 1st of the next month. ADM of the platform will inform each agency leader of the evaluation results on that day and officially apply the evaluation results on the 2nd of next month.

High-Quality Host Performance Evaluation Standard:

**Daily Rcoin Target:**

Level	Daily Rcoin	Daily livestream duration task	Livestream days
A	$\geq 1.2M$	$\geq 3$ hours of livestream per day which must be done during peak hours $\geq 2$ hours	$\geq 10$ days
S	$\geq 2.5M$	$\geq 4$ hours of livestream per day which must be done during peak hours $\geq 2$ hours	
SS	$\geq 5M$	$\geq 4$ hours of livestream per day which must be done during peak hours $\geq 2$ hours	

**Daily Mcoin Target:**

Level	Daily Mcoin	Daily livestream duration	Livestream days
A	$\geq 100K$	$\geq 3$ hours of livestream per day which must be done during peak hours $\geq 2$ hours	$\geq 10$ days
S	$\geq 200K$	$\geq 4$ hours of livestream per day which must be done during peak hours $\geq 2$ hours	
SS	$\geq 400K$	$\geq 4$ hours of livestream per day which must be done during peak hours $\geq 2$ hours	

**Note:** The host only need complete one of above 2 target, then can pass the evaluation.

**Explanation:**

- Be evaluated on the **15th of the natural month** that become a high-quality host.
  - Daily livestream duration task: Hosts must be complete livestream duration task to get reward.
  - Livestream days task: Hosts must be livestream over 10 days within 15 days to keep the level of high quality host.
  - Daily Rcoin task: Hosts should complete the Rcoin task within the evaluation cycle to keep the level of high quality host.
  - If do not complete one of the above tasks, the host will be disqualified or downgrade, only one level will be downgraded each time.
- Disqualified:
  - If they are not active for a long time, then the host will be disqualified as a high quality host.
  - If the level A host did not meet the level A requirement, when the host will be disqualified as a high quality host.
  - According to daily live stream performance, if they receive warning  $\geq 3$  times within 15 days, the host will be disqualified as a high quality host.

## F. High-Quality Host Level Upgrade Rules

Current level→ Target level	Evaluation cycle	Upgrade requirement			
		Daily Rcoin	Daily Mcoin	Livestream days	Max violation times
Invalid A→A	2 cycles	4M	300K	20 days	Within 3 times
A → S		9M	600K		
S → SS		15M	1.2M		

**The host can choose hit the Daily Rcoin or Daily Mcoin to upgrade to next level.**

**Explanation:** After becoming high quality host, the host can get higher level and better reward via improving higher Rcoin

- Upgrade evaluation cycle is counted from the day of becoming current level.
- Upgrade applications must be made from a lower level to a higher level, and skipping of level is not allowed
- Complete the requirement, the agent can apply upgrade evaluation to admin.
- Meet the upgrade requirement, if they still can't complete the according level task, then they will be downgrade or invalid.

## G. High-Quality Host share task

1. The high-quality host should share their livestream to Instagram and @momoliveapp (Momo official ins) 3 times a week. If not, it is a risk to be disqualified as a high-quality host. The admin will check it every week.
2. When sharing livestream to Instagram, the host should tag their Momo id on it.

## H. Punishment for High-Quality Hosts

1. Violators will no longer be eligible to be high-quality hosts and cannot reapply. Those who have the following behaviors, once discovered, will be disqualified from being a high-quality host and their bonuses will be confiscated:
  - a. Live streaming on two platforms simultaneously
  - b. Promoting other platforms during the live stream
  - c. Inviting users to transfer to other platforms
  - d. Being replaced by another person during the live stream (substitute live streaming)
  - e. Live streaming on two accounts simultaneously
  - f. Other behaviors that seriously damage the platform
2. If a high-quality host has the following behaviors, he/she will receive a warning. If a high quality host receives 3 or more warnings within a week, the host will be disqualified as a high quality host.
  - a. The host is not in front of the camera while streaming.
  - b. Being lazy or negligent in live streaming and doing things unrelated to live streaming.
  - c. Using swear words and not correcting after being advised.

- d. Including content related to religion or politics.
  - e. Other things that do not conform to live streaming norms.
3. The host will be disqualified as a high-quality host, if the host leaves the previous agency. The host must wait at least 7 days before applying again. However, if the host gets the previous agency leader's permission, the high-quality host can continue to be a high-quality host with the support of the new agency.