



UniLive Guild And Star Streamer Application And Management Regulations


To promote the prosperity of the platform's content ecosystem and facilitate the healthy operation of guilds, UniLive hereby issues the "UniLive Guild and Star Streamer Application and Management Regulations" to standardize guild application and operational management, the recruitment and management of star streamers, incentive mechanisms, and supervision procedures, so as to safeguard the common development of the platform and its partners.



Guild Application and Management

Guild Application

Application requirements:

Only users within the UniLive ecosystem whose Planet Titan wealth management account team level is \geq L6 may initiate an application 

[02] Operational Requirements

- ✓ A guild must establish a single settlement account, which will be uniformly responsible for streamer management, data submission, and incentive distribution
- ✓ Recruited streamers must belong to the UniLive team structure of the guild president. Streamers who are not within the team structure are not allowed to join the guild
- ✓ A complete weekly streamer schedule must be submitted to the platform, including livestream time, type, person in charge, etc
- ✓ Basic livestream standards for affiliated streamers:
 - Before each livestream, each streamer must set up the cover image, livestream topic, livestream type, and livestream format in advance
 - Each livestream must follow the livestream standards and reasonably arrange the surrounding environment, supporting livestream decorations, etc
 - The duration of each livestream must be \geq 60 minutes.
Note: The guild may formulate unified implementation standards for its affiliated guild streamers
- ✓ The guild must have basic personnel allocation to ensure coverage of daily livestream operations: at least 6 affiliated streamers (regardless of type)
- ✓ The platform will conduct irregular spot checks on schedule execution and content quality, which will serve as the basis for subsequent incentives and assessments
- ✓ The guild shall regularly cooperate with the platform in providing systematic training for its affiliated streamers to improve livestream quality

[03] Streamer Assessment Mechanism

The guild must set clear KPIs for each star streamer. The assessment shall cover the following dimensions:

- ✓ Livestream frequency and duration achievement rate
- ✓ Content quality and compliance (including interactivity, expressiveness, and user feedback)
- ✓ User data performance (audience activity, user retention, returning viewer rate)
- ✓ Business effectiveness (such as registration guidance, task conversion, consumption incentives, etc.)

[04] Guild Benefits

The guild will receive 25% of the gift revenue generated by its affiliated streamers

- ✓ Livestream frequency and duration achievement rate
- ✓ Content quality and compliance (including interactivity, expressiveness, and user feedback)
- ✓ User data performance (audience activity, user retention, and return viewership rate)
- ✓ Business effectiveness (such as registration guidance, task conversion, consumption incentives, etc.)

[05] Assessment Standards

New monthly performance must be $\geq 750,000$ USDT

(If the target is met, qualification will be retained; if not, the guild qualification will be canceled in the following month)

Star Streamers & Recruitment Requirements

Blue Star Streamer Ecosystem Type

Possesses community operation, trading guidance, and explanatory capabilities, with the core objective of promoting user conversion and improving ecosystem performance

[01] Recruitment Requirements

- ✓ Be proficient in explaining the UniLive platform and the Planet Titan ecosystem
- ✓ Planet Titan wealth-management account team level \geq L3
- ✓ Single livestream duration \geq 60 minutes; complete at least 24 livestreams per month
- ✓ Comply with the unified management of the platform and the guild
- ✓ Follow the guild schedule

[02] Assessment Requirements

- ✓ On the 1st of each month, newly added performance of $\geq 30,000$ USDT will be assessed (de-duplicated performance). Those who meet the standard will continue to retain the "Star Streamer" badge; those who do not meet the standard will have their "Star Streamer" status revoked

[03] Streamer Earnings

Base gift revenue share rate: 50%, applicable to all types of gifts

- ✓ Candy gifts
- ✓ TAKER gifts
- ✓ UNX gifts

Remarks:

1. Users who send TAKER gifts to star streamers can obtain a TAKER transfer quota
2. When the monthly Planet Titan wealth-management team performance is $\geq 50,000$ USDT, the gift revenue share rate will increase to 60% (the additionally increased portion will be settled monthly)
3. On the condition that the performance target is met, and the streamer completes ≥ 24 livestreams per month with a cumulative livestream duration of ≥ 60 hours, the platform will provide an additional official reward of 300 USDT
4. Existing star streamers (including yellow-badge + blue-badge streamers) shall, within 30 days from the date of publication of this document, retain their qualification if their newly added performance reaches $\geq 30,000$ USDT. Thereafter, they will be assessed in accordance with the above rules. If they do not meet the standard, their star qualification will be revoked
5. Applications for yellow star streamers and entertainment guilds are suspended. The specific resumption time shall be subject to platform announcements

Advantages of Joining a Guild for Streamers

- ✓ Receive livestream traffic support from the UniLive platform, increasing exposure
- ✓ Enjoy operational support and professional training provided by the guild, improving livestream quality and user stickiness
- ✓ With the support of the guild, improve livestream performance and interaction, bringing higher gift revenue

Supervision Mechanism

The platform has established a dedicated content and behavior review mechanism to continuously supervise the conduct of guilds and streamers

[01] In the event of any of the following situations, the platform has the right to take corresponding measures:

- ❌ Falsely reporting schedules or fabricating livestream data
- ❌ Traffic fraud, malicious cash-out, or abnormal incentive distribution
- ❌ Streamers violating community regulations by publishing sensitive or non-compliant content



[02] Handling measures include but are not limited to:

Suspension of incentive distribution, revocation of star qualification, guild freezing, permanent bans, etc.; in serious cases, already distributed incentives will be recovered

Supplementary Provisions

- ✔ These rules shall take effect from the date of publication and may be updated in due course according to platform operations
- ✔ The final right of interpretation of all terms belongs to the official UniLive platform

Contact Us

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