

# ALL ABOUT yubo

Yubo is a livestreaming platform designed to help users meet new friends from all around the world. It describes itself as a "platform that celebrates the true essence of being young" and a space that lets "you just be you." Users can connect with others based on interests, location, or gender. It currently has 60 million users – and counting!

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13+

Platform guidelines state users must be over 13 years old to use the app, and everyone under the age of 17 must confirm they have permission from a parent or carer.

## YOTI SIGHTING

Yubo was one of the first platforms to start using Yoti Age Scan technology, which estimates the age of a user through photos, videos, and identification provided.

Yubo has TWO communities for users to join:

13-17

Both communities let users access the same features and restrict two users from communicating until they become friends. It encourages users to 'multiply' their friends to '100,000,000' by using tags, participating in lives, and commenting on videos – even if they feel uncomfortable.

or

18+

Launched in 2015, Yubo is the first major social media platform to require 100% user age verification.

100%

Design elements and features have been created to promote the Fear of Missing Out in users.

Did you know?

FOMO Alert!

## Beware of In-App Purchases: Yubucks

This in-platform currency allows users to buy 'Fast Adds' (send up to 500 random Friend Requests), 'Powers' (boost profile popularity), 'Pixels' (exchangeable art), and 'Elite Packs' (offers 4 exclusive features - including the option to message other users before they are friends)

## FEATURES



### Livestreams

- Up to 10 contributors can participate with unlimited viewers on their stream.
- Comments from viewers create a conversation for contributors to follow.
- Streamers and viewers are able to see profiles and add others as friends.



### Friend Finders

- 'Profile sharing' allows friends to introduce each other to other users.
- 'Swipes' lets users swipe through potential friends with tagged interests.
- 'Powers' like Spotlights, Boosts, and Turbos increase profile visibility.



### Game on!

- Engage in matches that build rapport and connection with potential friends.
- Livestream games like 'To be Honest' let contributors play alongside viewers.
- Contributors can play with friends or strangers to increase their friend count.



### Personalisation Station

- Use tags to highlight interests and attract friends with similar hobbies.
- Buy and display 'Pixels', character portraits that reflect a user's style.
- Show off talents, interests, or random things in lives to curate an image.

## Top Tips

**Talk about online friendships.** Remind the young people in your care that they should only ever share personal details with trusted offline friends.

**Turn on privacy settings.** Use options like 'Hide my city' and 'Muted words', and 'Swipe settings', as well as blocking and reporting options to stay safe.

**Discuss what not to share.** This will empower them to say 'no' when they feel uncomfortable, and to know what they should report as inappropriate.

**Remind them who they can talk to.** Check that your young person knows who their trusted adults are (offline!) to know they can speak to someone.

## Red Flag! Red Flag!



**SEXUAL EXTORTION** – There have been multiple reports of young people being harassed to send sexualised images and videos to other users.



**INAPPROPRIATE OR ILLEGAL CONTENT** – Despite best efforts, there is still the potential for younger users to be exposed to age-inappropriate content.



**INFORMATION SHARING** – The platform revolves around users sharing personal interests, location, gender, and more with people they don't know offline.



**PERSUASIVE DESIGN** – This app is designed to keep young people hooked with push notifications, swiping methods, and engagement incentives.



**NO PRIVATE ACCOUNTS** – While it is not possible to have a private account, there are privacy control options that should be encouraged for young users.