



Shopee Livestream

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Why Shopee Livestream?



Gain **new customers** and followers

15

Avg # new shop followers



Direct **communication** with your customers

93

Avg # comments per stream



Increase **awareness** of your shop and products

148%

Avg uplift in shop views (D-7)



Customers can **watch, learn and buy** your products immediately

7.3%

Avg order conversion rate



More opportunities to **increase your sales**

58%

Avg uplift in orders (D-7)



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Shopee Livestream



Shopee Live Features

Broadcast live & **interact** with your shop followers and all Shopee users



Viewers can type messages to talk or ask you questions in real-time.

Like the stream as many times as the user wants

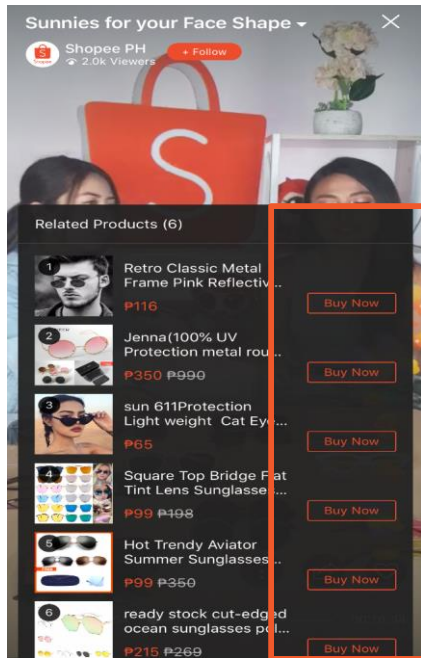
Share the livestream on social media



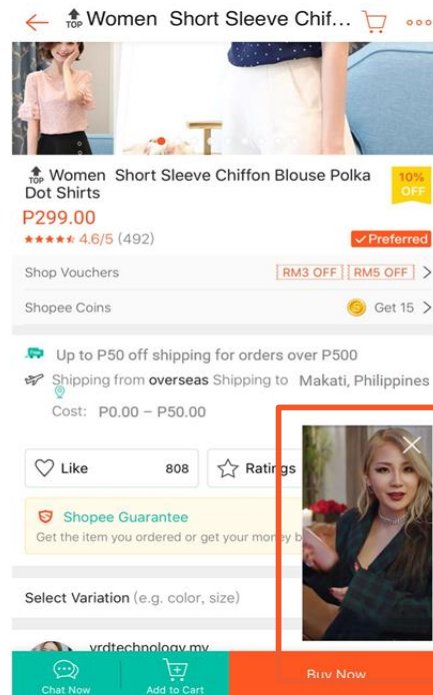
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Tag products for **immediate purchase** during your live stream



Buy products
from the
store
immediately



As user
purchases the
product from
your store, they
can still continue
to watch the
stream

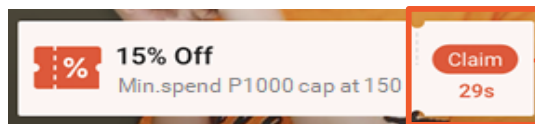
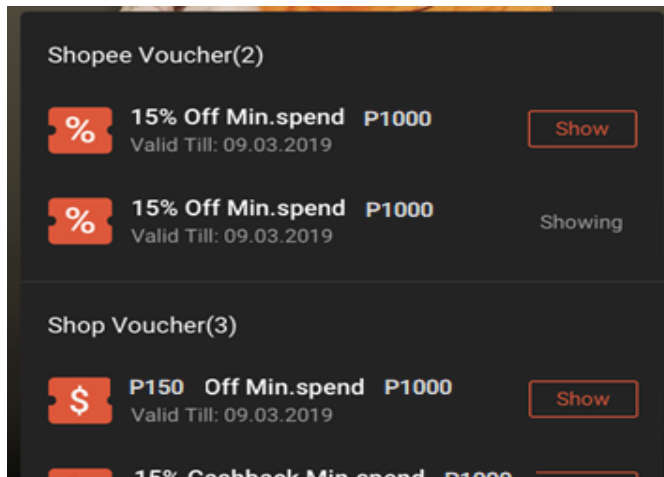


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Give away **vouchers** during your stream

Tag vouchers to be given away during the stream by clicking this icon



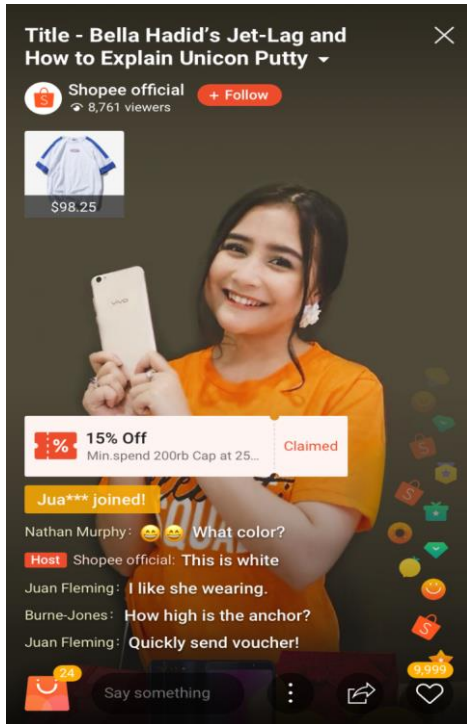
Set limited quantities and even time limits to claim the vouchers



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Shopee Livestream

Give away **vouchers** during your stream



- Types of Vouchers Applicable
 - Discount value vouchers** (eg. ₱199 off with ₱1000 min. spend)
 - Discount % vouchers** (eg. 10% off discount, capped at ₱500)
 - Cashback vouchers** (eg. 15% cashback, capped at 25 coins)
- Account Access to vouchers:

	Official Accounts	Regular Sellers
Shopee Vouchers (Private only)	✓	✗
Shop(Seller) Vouchers	✓	✓

- Conditions for voucher to be successfully tagged:
 - Expiry date has to be >2 days from date of live stream
 - There has to be at least 1 voucher in stock
- Once voucher is tagged onto the live stream, user has a default 30 seconds to tap and claim the voucher. You can choose to take down the voucher before the 30 seconds is up.



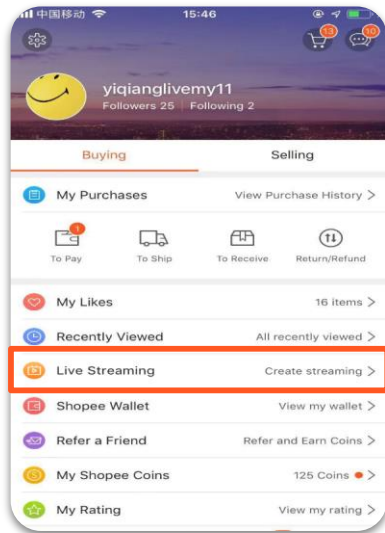


Creating Your Own Live Stream

Set up your live stream in the Shopee app

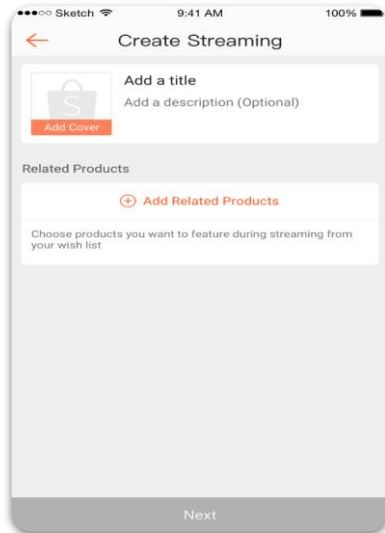
1

Go to your profile tab and select "Live Streaming"



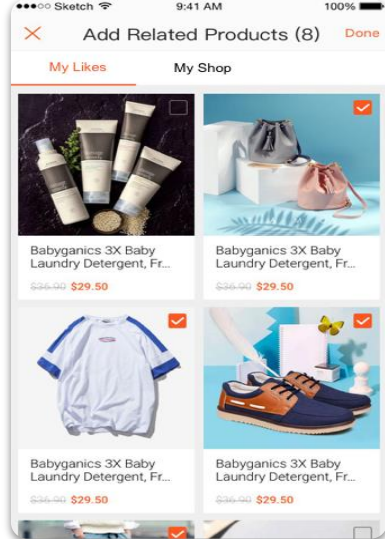
2

Add a title, description and cover image (see next slide for design guide).



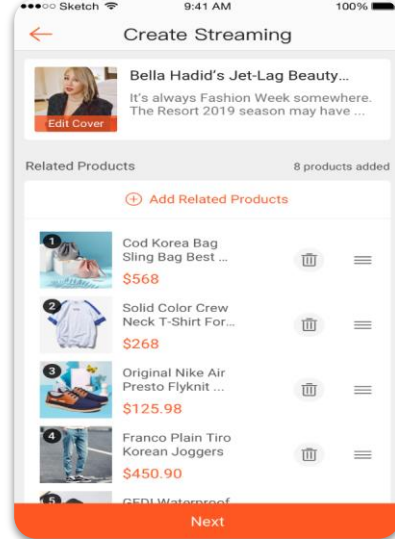
3

Add products to your stream (max 200). Select from your shop or your favourite items list.



4

Rearrange the products or edit your details before clicking next to see a preview of your stream.



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Shopee Livestream

Cover Image: Design Guide

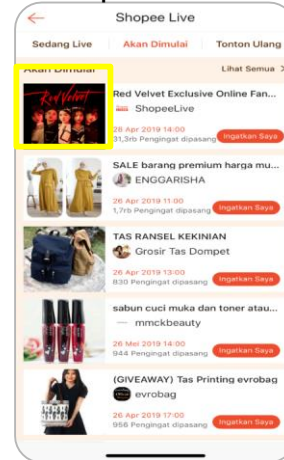


Full image dimensions: 500x500 px

Visible areas:

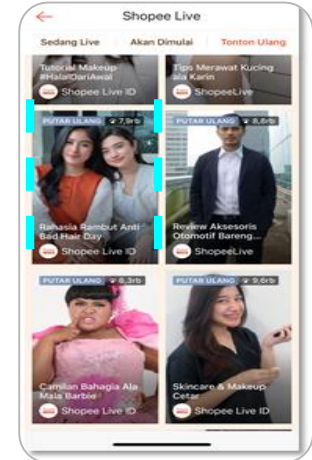
Coming soon section.

Area inside yellow square:
300x300 px



Replay and live sections.

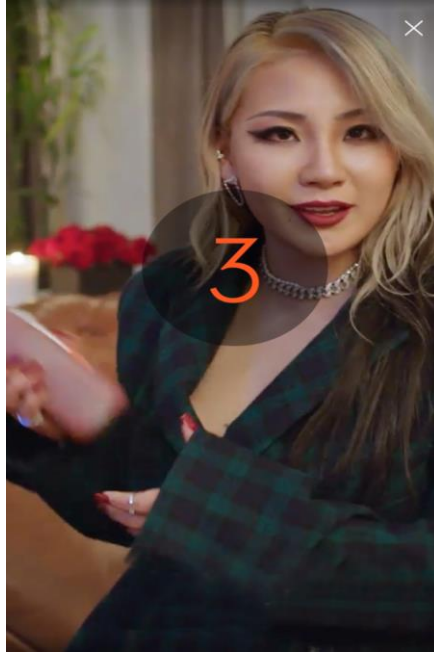
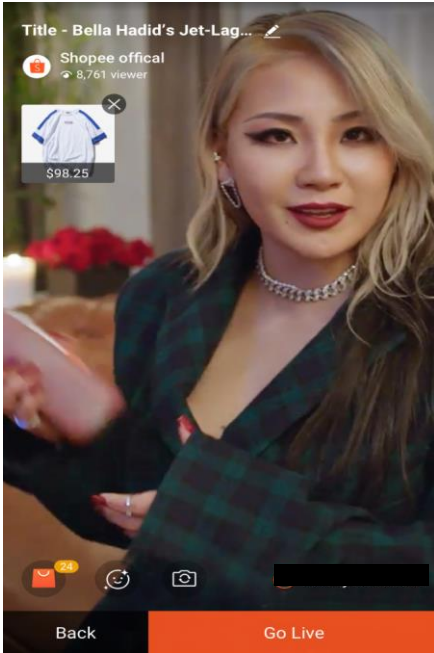
Area outside of blue dotted
lines will be cut off



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Set up your live stream in the Shopee app



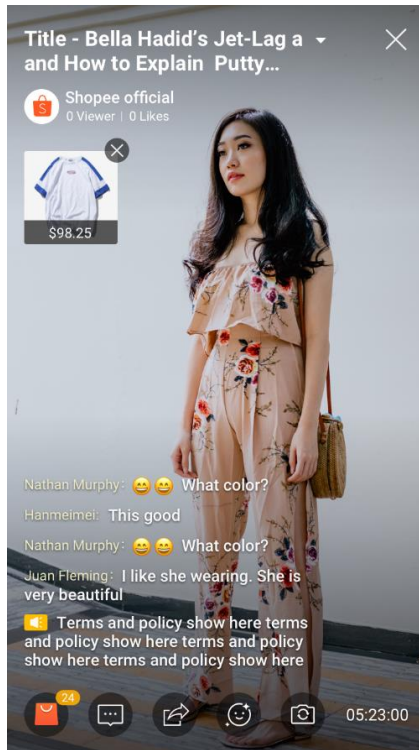
- Check your camera before going live
- Hitting 'Notify Followers' will send a PN (Push Notification) to all your followers
 - Will be sent within 3 minutes of live stream start timing
 - The push notification will appear in the Social Updates folder
 - Default message template: "Watch [username]'s live stream: [Title] now"
- Hitting 'Go Live' will start the live stream
 - Countdown of 3 secs before live stream officially starts



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Shopee Livestream

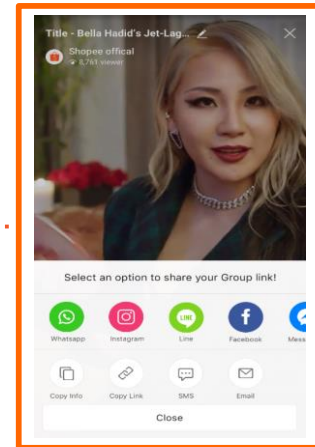
Set up your live stream in the Shopee app



1. The  icon allows you to feature products within your selected product list during the stream.
1. The  icon allows you to tag shop vouchers to give away during the stream.
1. The  icon allows you to type comments.
1. The  icon opens up the sharing panel, allows you to share the stream. Sharing options same as in-app.
1. The  icon and  icon controls the Filters and the Front/Back camera respectively.



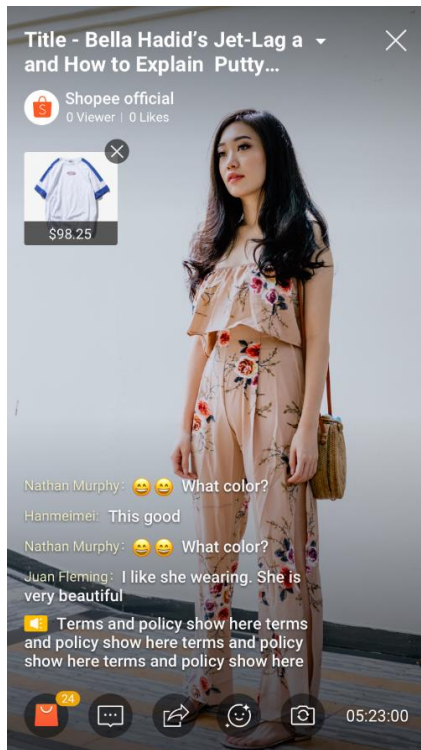
Host can see and ban comments



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Shopee Livestream

Set up your live stream in the Shopee app



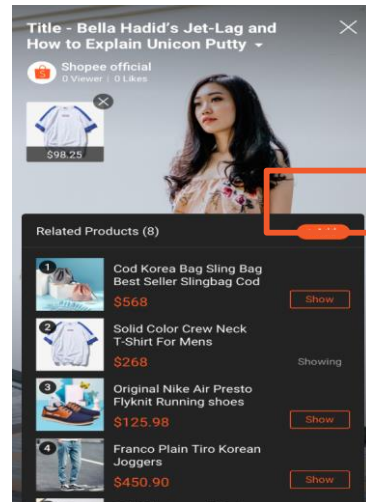
1. The  icon allows you to feature products within your selected product list during the stream.

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1. The  icon and  icon controls the Filters and the Front/Back camera respectively.



You can add more products during streaming. However the sequence cannot be edited.

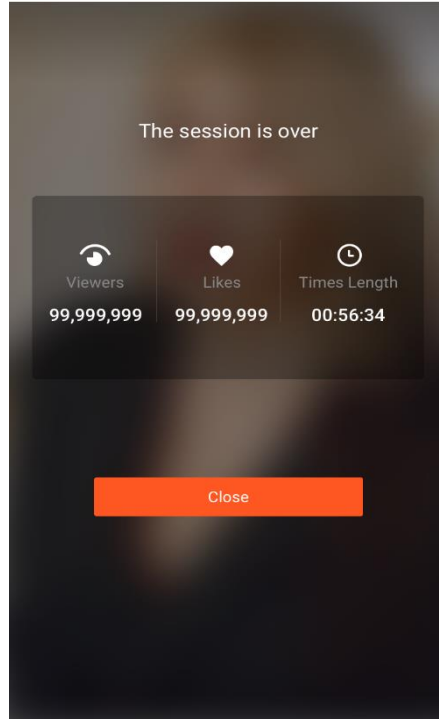
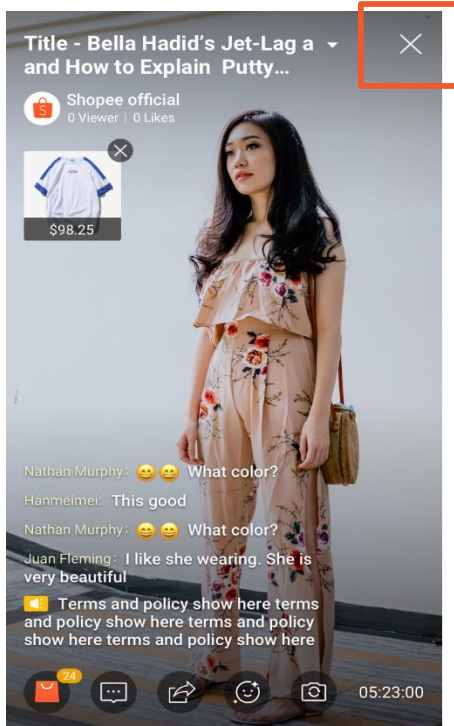
Only one product can be shown at a time. If you click on another product to show, it will replace the current one. Before streaming, if no products added, the 'bag' icon is invisible. In this case, you cannot add products during streaming.



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Shopee Livestream

Set up your live stream in the Shopee app



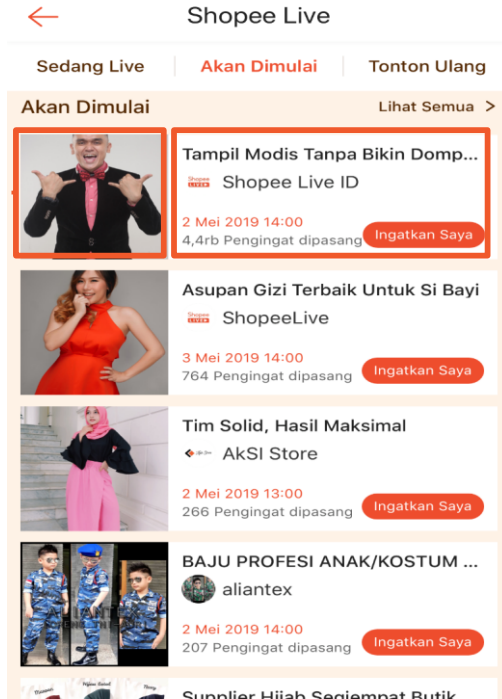
- User can click the 'cross' on the top right corner to end the live stream.
- End session screen will show:
 - #Viewers for that live stream
 - Duration of live stream
 - #Likes received for that live stream



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Shopee Livestream

Let Shopee promote your upcoming livestream



Cover image:

- High resolution photo
- Size: Width: 500px, Height: 500px.
- Format: jpg

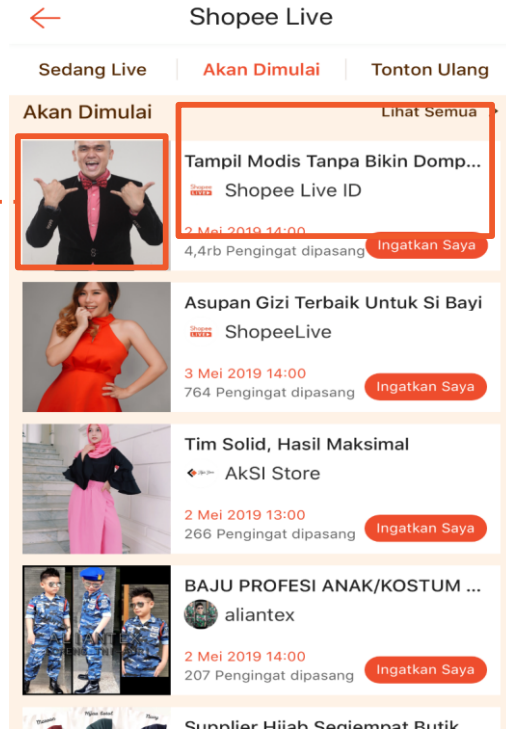
- To be featured in the “Coming Soon” section, simply send Shopee your stream details
 - Time & date
 - Title & description (has to be the same as your eventual stream name)
 - Cover image (has to be the same as your eventual stream image)
- In 3 working days, Shopee will schedule your stream and put it up in the ‘Coming Soon’ section on the livestream landing page



SELLER EDUCATION HUB

Shopee Livestream

Let Shopee promote your upcoming livestream



Cover image:

- High resolution photo
- Size: Width: 500px, Height: 500px.
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Shopee Livestream

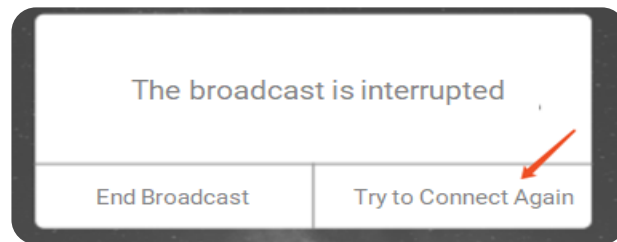
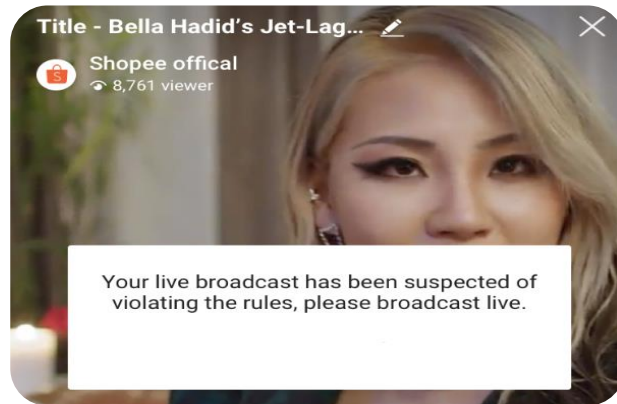


Issues That May Disrupt Your Broadcast

Issues that may disrupt your broadcast

The live stream might be disrupted due to these reasons:

- **The host is posting inappropriate content:**
 - Shopee Admin may immediately terminate the live stream (due to serious violation). No pop-up will be shown.
 - Audience is directed to live stream ended page.
 - Or, Shopee Admin can push a warning pop-up. Pop-up warns the host that their content is inappropriate or in violation of Shopee policies.
 - This pop up will dismiss automatically. Audience will not see this pop up.
 - If host does not heed the warning, the Admin can terminate the live stream immediately if the case deemed to be serious.
- **Internet issues**
 - If internet connection is lost, host can choose to:
 - End live stream (need to set up all content again)
 - Try to reconnect to current live stream



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Shopee Livestream

Issues that may disrupt your broadcast

1

Harassing others

Avoid using live stream to harass, threaten, or maliciously embarrass



2

Directing Transaction Outside Shopee

Avoid discussing any information that will lead buyers to transact outside Shopee



3

Misuse of live stream

Generally, abuses of live stream or livestream abuse such as Jeopardy of identity



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Shopee Livestream

Issues that may disrupt your broadcast

4 Technical problem

Avoid a faltering internet connection or a technical glitch that will cause a bad video quality of live stream.

- Stream laggy
- Unclear/No Sound
- Black Screen with No Sound
- Black Screen with Sound



5 Spamming Information

Giving unsolicited message (spam), especially advertising services, transaction outside Shopee, as well as sending messages repeatedly.



6 Sensitive Information

Be careful about how much information you disclose about yourself



Issues that may disrupt your broadcast

7

Explicit Content

Contains adult content, often sexual or pornographic and bad language



8

Harmful Information

Avoid giving information such as:

- Pornography
- Things that will damaged others reputation
- Sexual Predators
- Cyberbullying



9

Misleading information

Inaccurate promotional content and exaggerated product facts and features



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Issues that may disrupt your broadcast

10

Promoting Counterfeit

Counterfeit goods contain a trademark or logo that is identical to or substantially indistinguishable from the trademark of another.



11

Promoting Prohibited Items

Avoid promoting prohibited items base on our general listing guidelines



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Shopee Livestream

Violation Types

In order to continuously enjoy the live stream feature, the following violations must be observed and avoided

Violation	Description	Type
Streaming Schedule (For featured streams only)	• Late streaming	Mild
Technical Quality Issues	• Black Screen with Sound • Black Screen with No Sound • Audio and/or video is laggy	Mild
Inappropriate Streaming Content	• Explicit content and sensitive information • Streamers below 18 years old without guardian supervision	Severe



Violation Types

In order to continuously enjoy the live stream feature, the following violations must be observed and avoided

Violation	Description	Type
Misleading Information	• Inaccurate/Exaggerated Information	Moderate
Spamming	• Unsolicited messages	Moderate
Directing Transaction Outside Shopee	• Asking buyers to transact outside shopee • Asking buyers to follow social media accounts	Moderate
Inappropriate Products	• Counterfeit and prohibited items	Severe



Banning of Seller in Live Stream

Sellers who breach Shopee's term and policies will be notified accordingly to avoid and remove all elements which violates the aforementioned policy. Failure to do so will result in the live stream being permanently ban.

Violation Type	Occurrence									
	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
Mild	PN									
Moderate	PN	3-day ban	7-day ban	Permanent ban						
Severe	3-day ban	7-day ban	Permanent ban							



Banning Threshold

Offense	Moderate		Severe	
	No. of Violated Session	Action	No. of Violated Session	Action
1st	1-6	PN	1	3-day ban
2nd	7-14	3-day ban	2	7-day ban
3rd	15-24	7-day ban	3	Permanent ban
4th	25 and above	Permanent ban	-	





Thank you