

LIVE-STREAMING VIDEO APPS

YouNow: Broadcast, Chat, and Watch Live Video is an app that lets kids stream and watch live broadcasts. As they watch, they can comment or buy gold bars to give to other users. Ultimately, the goal is to get lots of viewers, start trending, and grow your fan base. Note that there are other apps like this that are less popular with teens such as *Periscope*, but **Facebook** has just included live-streaming as a feature, so expect to see more and more personal broadcasting.

What parents need to know

- **Kids might make poor decisions to gain popularity.** Because it's live video, kids can do or say anything and can respond to requests from viewers -- in real time. Though there seems to be moderation around iffy content (kids complain about having accounts suspended "for nothing"), there's plenty of swearing and occasional sharing of personal information with anonymous viewers. In general, it mimics the real-life potential for kids to do things they normally wouldn't do in pursuit of approval but in a much more public way.
- **Teens can share personal information, sometimes by accident.** Teens often broadcast from their bedrooms, which often have personal information visible, and they sometimes will share a phone number or an email address with viewers, not knowing who's really watching.
- **It's creepy.** Teens even broadcast themselves sleeping, which illustrates the urge to share all aspects of life publicly and share even intimate moments with strangers.

Live.ly – Live Video Streaming poses all of the same risks that all live streaming services do, so poor choices, oversharing, and chatting with strangers are all a part of the package.

What parents need to know

- **It's associated with musical.ly – your music video community.** Because of the parent app's popularity, this streamer is all the rage and Musers have a built-in account.
- **Privacy, safety, and creepiness are concerns.** Because teens are often broadcasting from their bedrooms to people they don't know, sometimes sharing phone numbers, and often performing for approval, there's the potential for trouble.