**TikTok** 

# TikTok Live US CN Fee Policy



#### Disclaimer

- The tentative Fee Policy illustrated in this deck is pending final confirmation. For the
  effective policy, please refer to the policy task details in Backstage.
- Information included in this deck is bonded by the non-disclosure agreement between you and TikTok. Do not share it with any third party.

## Types of Creator Networks

#### Tier 1

- First six months
  - Starting from any creator receiving diamond
- Three tasks:
  - Go-LIVE
  - Revenue
  - Recruitment

#### Tier 2

- Joined for longer than 6months
- Not meeting the criteria for Mature CN
  - Revenue-based criteria
  - Might change month over month
  - Please refer to Backstage notification
- Two tasks:
  - Go-LIVE
  - Revenue

#### Tier 3

- Joined for longer than 6months
- Meeting the criteria for Mature CN

- Two tasks:
  - Go-LIVE
  - Revenue

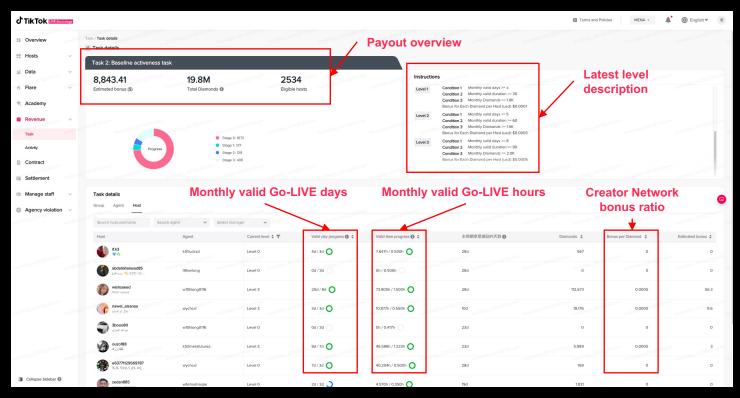
### Tier 1 Creator Networks

#### Tier 1: GO-Live Tasks

Task level	Monthly valid Go-LIVE days	Monthly valid Go-LIVE hours	Creator Network bonus ratio
1	7	15	3.0%
2	10	20	4.0%
3	12	25	5.0%
4	15	40	5.5%
5	20	60	6.0%

- Calculated at Creator level
- Monthly valid Go-LIVE days
   If the cumulative live duration of a day exceeds 1hr, it will be counted as a valid Go-LIVE day (UTC+0)
- Monthly Go-LIVE hours
   Cumulative number of Go-LIVE hours in the month
- Valid Go-LIVE days & hours <u>scale</u> pro-rata with the period creator in CN
- For existing CNs —
   The concept is similar to the current plan, minus the diamond requirements

#### Tier 1: GO-Live Tasks



#### Tier 1: Revenue Task

Task level	Monthly revenue scale (\$)		Creator Network
	>=	<	bonus ratio
1	0	XX	5%
2	XX	XX	6%
3	XX	XX	7%
4	XX	XX	8%
5	XX	XX	9%
6	XX		10%

- Calculated at CN level Revenue from entire CN is included
- Revenue tasks bonus

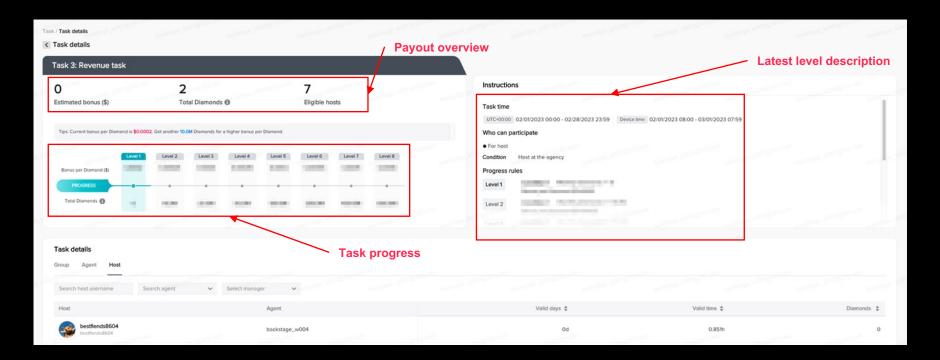
Total monthly revenue of all the creators onboarded in the Creator Network



Bonus ratio that corresponds to this month's Creator Network revenue

- Task numeric might change month over month
- Please refer to Backstage for details

#### Tier 1: Revenue Task



#### Tier 1: Recruitment Task

#### Recruitment tasks bonus

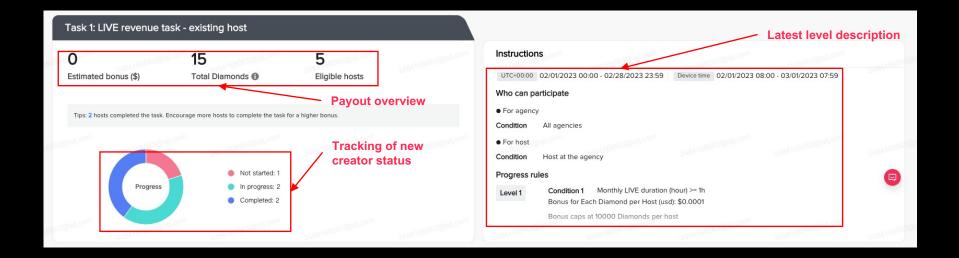
revenue generated by eligible new creators

X

4%

- Within 60 days of the creator being registered in the backstage system
- Never joined any Creator Network before
   (e.g. A creator joins Creator Network A for the first time
   and withdraws after 10 days, then he/she joins Creator
   Network B and completes 60 days, Creator Network B
   still will not enjoy the recruitment tasks bonus)
- Satisfy the lowest Go-LIVE task requirements
  - 7 Monthly valid Go-LIVE days & 15 hours
  - Valid Go-LIVE days & hours <u>scale</u> pro-rata with the period creator in CN
- Recruitment tasks bonus will not be affected by the change of an Creator Network 's status

#### Tier 1: Recruitment Task



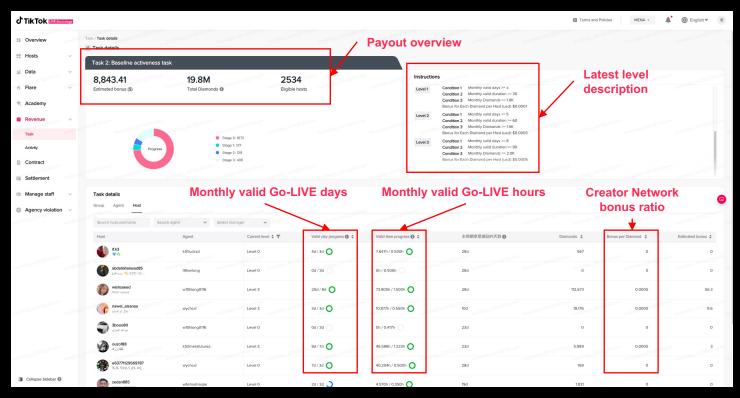
#### **Tier 2 Creator Networks**

#### Tier 2: GO-Live Tasks

Task level	Monthly valid Go-LIVE days	Monthly valid Go-LIVE hours	Creator Network bonus ratio
1	7	15	3.0%
2	10	20	4.0%
3	12	25	5.0%
4	15	40	5.5%
5	20	60	6.0%

- Calculated at Creator level
- Monthly valid Go-LIVE days
   If the cumulative live duration of a day exceeds 1hr, it will be counted as a valid Go-LIVE day (UTC+0)
- Monthly Go-LIVE hours
   Cumulative number of Go-LIVE hours in the month
- Valid Go-LIVE days & hours <u>scale</u> pro-rata with the period creator in CN
- For existing CNs –
  The concept is similar to the current plan,
  minus the diamond requirements

#### Tier 2: GO-Live Tasks



#### Tier 2: Revenue Task

Task level	Monthly revenue scale (\$)		Creator Network
	>=	<	bonus ratio
1	0	XX	5%
2	xx	XX	6%
3	xx	XX	7%
4	xx	XX	8%
5	xx	XX	9%
6	xx		10%

- Calculated at CN level Revenue from entire CN is included
- Revenue tasks bonus

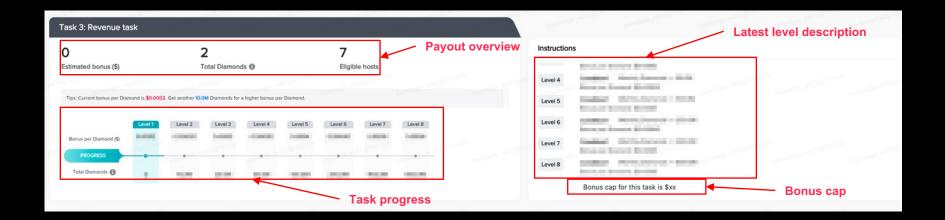
Total monthly revenue of all the creators onboarded in the Creator Network



Bonus ratio that corresponds to this month's Creator Network revenue

- Task numeric might change month over month
- Please refer to Backstage for details
- Task bonus CAPPED at \$10K

#### Tier 2: Revenue Task



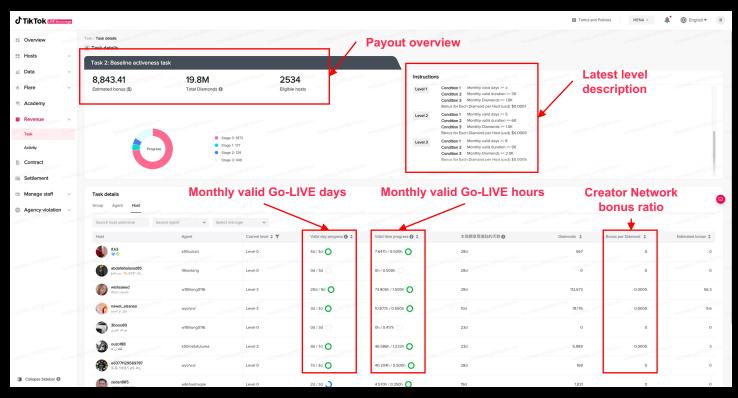
### Tier 3 Creator Networks

#### **Tier 3**: GO-Live Tasks

Task level	Monthly valid Go-LIVE days	Monthly valid Go-LIVE hours	Creator Network bonus ratio
1	7	15	3.0%
2	10	20	4.0%
3	12	25	5.0%
4	15	40	5.5%
5	20	60	6.0%

- Calculated at Creator level
- Monthly valid Go-LIVE days
   If the cumulative live duration of a day exceeds 1hr, it will be counted as a valid Go-LIVE day (UTC+0)
- Monthly Go-LIVE hours
   Cumulative number of Go-LIVE hours in the month
- Valid Go-LIVE days & hours <u>scale</u> pro-rata with the period creator in CN
- For existing CNs —
   The concept is similar to the current plan, minus the diamond requirements

#### Tier 3: GO-Live Tasks



#### Tier 3: Revenue Task

Took lovel	This month's revenue growth rate		Creator Network
Task level	>=	<	bonus ratio
1	0	xx%	5%
2	xx%	xx%	6%
3	xx%	xx%	7%
4	xx%	xx%	8%
5	xx%	xx%	9%
6	xx%	xx%	10%
7	xx%	xx%	12%
8	xx%		15%

- Calculated at CN level
   Revenue from entire CN is included
- Revenue tasks bonus

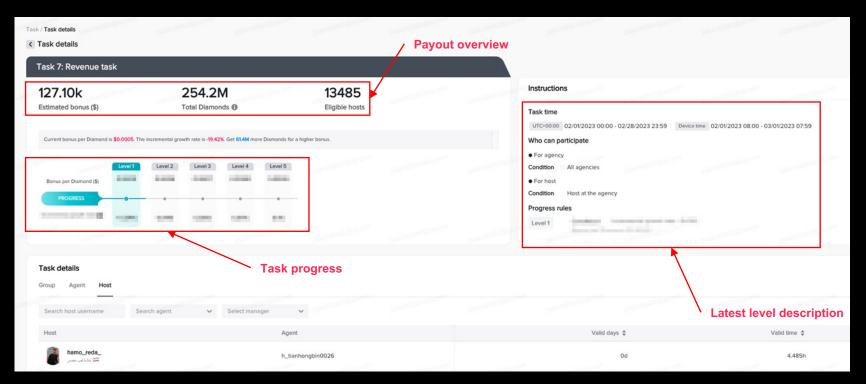
Total monthly revenue of all the creators onboarded in the Creator Network



Bonus ratio that corresponds to this month's revenue growth rate

- Task numeric might change month over month
- Previous month's baseline revenue <u>scale</u> pro-rata with # of days in the month
- Please refer to Backstage for details

#### Tier 3: Revenue Task





## Go-LIVE Activeness Scaling

- A new creator joins a Creator Network on the 22nd Jan, thus he has joined the Creator Network for 10 days in the calendar month (22nd - 31st). After he joins, the creator has 4 days in his valid Go-LIVE days and 10 hours in his valid Go-LIVE hours.
- His adjusted statistics will be:
  - Valid Go-LIVE days: (4 days / 10 days) X (31 days) = 12 days
  - Valid Go-LIVE hours: (10 hours / 10 days) X (31 days) = 31 hours
  - Thus, his scaled valid Go-LIVE statistics are 12 days and 31 hours
- Only available for incomplete months, e.g. through creators joining or leaving
- Creator revenue will not be scaled

## Revenue Baseline Scaling

- An Creator Network 's revenue for Feb is \$100k, the Creator Network 's March revenue is \$150k
- The baseline is calculated as (\$100k X 31 Days) / 28 Days = \$111K
  - If there were more days in the previous month, the baseline will be scaled down
- The revenue growth rate is ((150k 111k) / 111k) = 35%

## Thank You

