1. 定义解释

Definition interpretation

运营服务：以收费的形式为创作者对接大陆的平台资源、提供大陆化的运营分析、大陆精细化运营服务，为创作者布局粉丝市场更大的大陆市场做准备。

Operational Services: In the form of fees, it provides platform resources for creators to dock with the mainland, operational analysis and refined operation services for the mainland, and prepares for the larger mainland market for creators to lay out fans.

1. 合作内容

Cooperation content

甲乙双方一致确认本合同的的合作内容以《价格表》中乙方勾选的内容为准。“基础服务”为乙方必选内容，基础服务包含内容建议、平台资源、高权账号、平台活动、代发运营和实时热点六项内容。在此基础上，乙方可以同时选择“增值服务”或“小红书增值服务”中的一项或多项有偿服务作为合作内容。

Both parties agree that the content of cooperation in this contract shall be subject to the content selected by Party B in the Price List. "Basic service" is the necessary content for Party B. Basic service includes six items: content suggestion, platform resources, high-power accounts, platform activities, agent operation and real-time hot spots. On this basis, Party B may simultaneously choose one or more of the paid services in the "value-added services" or "Xiaohongshu value-added services" as the cooperation content.

1. 合作平台及账号

Cooperative Platform and Account

甲乙双方一致确认本合同的合作平台数量为【 】个。具体合作运营平台以《运营平台表》为准。合同期内，乙方可选择将乙方在平台中的账号交由甲方运营，甲方根据平台数量计收服务费用。

Both parties agree to confirm that the number of cooperation platforms in this contract is [1]. The specific cooperative operation platform shall be based on the Operating Platform Table. During the contract period, Party B may choose to hand over Party B's account number in the platform to Party A for operation, and Party A shall charge service fees according to the number of platforms.

乙方应当保证，上述账号归乙方实际所有，并应当向甲方提供附件二中要求的信息资料证明乙方与乙方所提供账号之间的关系，未提供或账号非乙方实际所有的，视为乙方违约，甲方有权拒绝为乙方运营该账号。如乙方提供的账号非乙方实际所有，经甲方运营后导致乙方或者账号实际所有人损失的，乙方应当予以赔偿，甲方不因此承担任何责任。

Party B shall ensure that the above accounts are actually owned by Party B, and shall provide Party A with the information required in Annex 2 to prove the relationship between the accounts provided by Party B and Party B. If Party B fails to provide or the accounts are not actually owned by Party B, Party B shall be deemed to have breached the contract and Party A shall have the right to refuse to operate the accounts for Party B. If the account provided by Party B is not actually owned by Party B and causes losses to Party B or the actual owner of the account after Party A's operation, Party B shall compensate, and Party A shall not bear any responsibility for this.

甲乙双方均有义务保护账号名称及密码安全，合同期内，乙方变更登陆密码的，应当及时告知甲方。因密码变更原因导致甲方未能及时运营账号的，甲方不承担任何责任。

Both parties are obliged to protect the security of account name and password. During the contract period, if Party B changes the login password, it should inform Party A in time. If Party A fails to operate the account in time due to the change of password, Party A shall not bear any responsibility.

1. 服务期限

Duration of service

* 1. 本合同服务期限自双方签署日开始，自签署日期【 】个月后结束。

The term of service of this contract shall begin on the date of signature of both parties and shall end after one month of the date of signature.

* 1. 合同期满七日前，双方仍需继续合作的，可另行签订运营合同。到期未签的，则本合同自动终止。

If the two parties still need to cooperate seven days before the expiration of the contract, they may sign a separate operation contract. If the contract is not signed at maturity, the contract will be terminated automatically.

1. 服务费用

Service charge

* 1. 本合同根据乙方选择的平台数量，分别收取各个平台的基础服务费用，依据增值服务的各项内容与数量收取增值费用，依据小红书增值服务的各项内容与数量小红书增值服务费用。本合同合计服务费用总价为【 】美金，计算公式如下：

According to the number of platforms selected by Party B, this contract charges the basic service fees of each platform, the value-added fees are charged according to the content and quantity of value-added services, and the value-added service fees of Xiaohongshu are charged according to the content and quantity of Xiaohongshu value-added services. The total cost of service under this contract is US$. The calculation formula is as follows:

* 服务费用总价=基础服务费用小计+增值服务费用小计+小红书增值服务费用小计

Total service cost = basic service cost subtotal + value-added service cost subtotal + Xiaohongshu value-added service cost subtotal

* 基础服务费用小计=合作平台数量\*单个平台的基础服务费用

Infrastructure Services Cost Subtotal = Number of Cooperative Platforms \* Infrastructure Services Cost for Individual Platforms

* 1. 乙方应当在本合同签订生效当日进行合约签订与付款事宜。

Party B shall sign and pay the contract on the effective date of the signing of this contract.

1. 双方权利义务

Rights and obligations of both parties

* 1. 甲方应当按合同内容和服务标准向乙方提供所购服务。

Party A shall provide the purchased services to Party B in accordance with the contract contents and service standards.

* 1. 乙方创作的短视频应当符合法律、行政法规、部门规章的规定，并且不得含有以下内容：

The short video created by Party B shall conform to the provisions of laws, administrative regulations and departmental rules, and shall not contain the following contents:

1. 反对宪法确定的基本原则的；

Opposing the basic principles established by the Constitution;

1. 危害国家统一、主权和领土完整的；

Endangering national unity, sovereignty and territorial integrity;

1. 泄露国家秘密、危害国家安全或者损害国家荣誉和利益的；

Leaking state secrets, endangering national security or damaging national honor and interests;

1. 煽动民族仇恨、民族歧视，破坏民族团结，或者侵害民族风俗、习惯的；

Incitement of national hatred, discrimination, destruction of national unity, or infringement of national customs and habits;

1. 宣扬邪教、迷信的；

Propagandizing heresy and superstition;

1. 扰乱社会秩序，破坏社会稳定的；

Disrupting social order and destabilizing society;

1. 诱导未成年人违法犯罪和渲染暴力、色情、赌博、恐怖活动的；

To induce juveniles to commit crimes or to exaggerate violent, pornographic, gambling or terrorist activities;

1. 侮辱或者诽谤他人，侵害公民个人隐私等他人合法权益的；

Insulting or slandering other people and infringing upon the legitimate rights and interests of other people, such as citizens'personal privacy;

1. 危害社会公德，损害民族优秀文化传统的；

Harm social morality and national excellent cultural tradition;

1. 有关法律、行政法规和国家规定禁止的其他内容。

Other contents prohibited by relevant laws, administrative regulations and state regulations.

* 1. 乙方创作的短视频节目，及其标题、名称、评论、弹幕、表情包等，其语言、表演、字幕、背景中不得出现以下具体内容：

Party B's short video programs, titles, titles, reviews, barrages, expression packages, etc. can not show the following specific contents in their language, performance, subtitles and backgrounds:

1. 攻击我国政治制度、法律制度的内容，比如：调侃、讽刺、反对、谩骂中国特色社会主义道路、理论、制度和文化以及国家既定重大方针政策的；对宪法等国家重大法律法规的制定、修订进行曲解、否定、攻击、谩骂，或对其中具体条款进行调侃、讽刺、反对、谩骂的；削弱、背离、攻击、诋毁中国共产党领导的；对改革开放以来国家所实行的重大方针政策进行调侃、否定、攻击的；篡改、娱乐化解读我国政治制度和法律制度中的特定名词称谓的；

Attacking the contents of our political and legal systems, such as ridiculing, satirizing, opposing and abusing the socialist road, theory, system and culture with Chinese characteristics, as well as the state's established major principles and policies; misinterpreting, negating, attacking, abusing the formulation and revision of major national laws and regulations, such as the Constitution, or ridiculing, ironically opposing or criticizing the specific provisions thereof. Those who curse, weaken, deviate, attack or defame the leadership of the Communist Party of China, ridicule, deny or attack the major policies and policies adopted by the state since the reform and opening-up, tamper with and entertain and interpret the specific terms used in the political and legal systems of our country;

1. 分裂国家的内容，比如：反对、攻击、曲解“一个中国”“一国两制”的；反映台独、港独、藏独、疆独等的言行、活动、标识的，包括影像资料、作品、语音、言论、图片、文字、反动旗帜、标语口号等各种形式（转播中央新闻单位新闻报道除外）；持有台独、港独、藏独、疆独等分裂国家立场的艺人及组织团体制作或参与制作的节目、娱乐报道、作品宣传的；对涉及领土和历史事件的描写不符合国家定论的；

The content of separating the country, such as: opposing, attacking and distorting "one China" and "one country, two systems"; reflecting the words, actions, activities and signs of Taiwan independence, Hong Kong independence, Tibetan independence and Xinjiang independence, including video materials, works, voice, speech, pictures, words, reactionary banners, slogans and other forms (except relaying the news reports of the Central News units); holding Taiwan independence, Hong Kong independence, Tibetan independence and Xinjiang independence. Artists and organizations that have split the national standpoint of Hong Kong independence, Tibetan independence and Xinjiang independence have produced or participated in the production of programs, entertainment reports and publicity of works; the description of events involving territory and history does not conform to the state's conclusion;

1. 损害国家形象的内容，比如：贬损、玷污、恶搞中国国家和民族的形象、精神和气质的；以焚烧、毁损、涂划、玷污、践踏、恶搞等方式侮辱国旗、国徽的；在不适宜的娱乐商业活动等场合使用国旗、国徽的；篡改、恶搞国歌的；在不适宜的商业和娱乐活动中使用国歌，或在不恰当的情境唱奏国歌，有损国歌尊严的；截取党和国家领导人讲话片段可能使原意扭曲或使人产生歧义，或通过截取视频片段、专门制作拼凑动图等方式，歪曲放大展示党和国家领导人语气语意语态的；未经国家授权或批准，特型演员和普通群众通过装扮、模仿党和国家领导人形象，参加包括主持、表演、演讲、摆拍等活动，谋取利益或哗众取宠产生不良影响的（依法批准的影视作品或文艺表演等除外）；节目中人物穿着印有党和国家领导人头像的服装鞋帽，通过抖动、折叠印有头像的服装鞋帽形成怪异表情的；

Contents damaging the national image, such as: derogating, tarnishing and spoofing the image, spirit and temperament of China's state and nation; insulting the national flag and emblem by burning, destroying, painting, tarnishing, trampling and spoofing; using the national flag and emblem in inappropriate entertainment and commercial activities; tampering with and spoofing the national anthem; using it in inappropriate commercial and entertainment activities. National anthem, or singing National Anthem in inappropriate circumstances, is harmful to the dignity of national anthem; intercepting speeches of Party and state leaders may distort or cause ambiguity, or distort and magnify the mood and mood of Party and state leaders by intercepting video clips, making special motion pictures, etc; without authorization or approval of the state, special actors and ordinary people pass through To dress up and imitate the image of Party and state leaders, to take part in activities such as hosting, performing, speaking and arranging, and to seek profits or to create adverse effects by sensationalism (except for film and television works or literary and artistic performances approved by law); the characters in the program wear clothing shoes and hats with the heads of Party and state leaders, and form strange expressions by shaking and folding the clothing shoes and hats with the heads. .

1. 损害革命领袖、英雄烈士形象的内容，比如：歪曲、丑化、亵渎、否定革命领袖、英雄烈士事迹和精神的；不当使用及恶搞革命领袖、英雄烈士姓名、肖像的；

The content that damages the image of revolutionary leaders and heroic martyrs, such as distorting, vilifying, blasphemy, denying the deeds and spirit of revolutionary leaders and heroic martyrs, improperly using and misusing the names and portraits of revolutionary leaders and heroic martyrs;

1. 泄露国家秘密的内容，比如：泄露国家各级党政机关未公开的文件、讲话的；泄露国家各级党政机关未公开的专项工作内容、程序与工作部署的；泄露国防、科技、军工等国家秘密的；私自发布有关党和国家领导人的个人工作与生活信息、党和国家领导人家庭成员信息的；

The contents of divulging State secrets, such as: divulging documents and speeches that are not disclosed by Party and government organs at all levels of the country; divulging special work contents, procedures and work deployment that are not disclosed by Party and government organs at all levels of the country; divulging state secrets such as national defense, science and technology, military industry; and secretly releasing personal work and life information of Party and state leaders, family members of Party and state leaders. Information;

1. 破坏社会稳定的内容，比如：影响公共秩序与公共安全的群体性事件的；传播非省级以上新闻单位发布的灾难事故信息的；非新闻单位制作的关于灾难事故的影响、后果的节目的；

Contents that undermine social stability, such as: mass incidents affecting public order and public security; dissemination of disaster accident information issued by news units at or above the provincial level; programs on the impact and consequences of disaster accidents produced by non-news units;

1. 损害民族与地域团结的内容，比如：通过语言、称呼、装扮、图片、音乐等方式嘲笑、调侃、伤害民族和地域感情、破坏安定团结的，将正常的安全保卫措施渲染成民族偏见与对立的，传播可能引发误解的内容的，对独特的民族习俗和宗教信仰猎奇渲染，甚至丑化侮辱的，以赞同、歌颂的态度表现历史上民族间征伐的残酷血腥战事的；

Contents that undermine national and regional unity, such as ridicule, ridicule, harm national and regional feelings, destroy stability and unity by means of language, address, dress up, pictures and music, render normal security measures into national prejudice and antagonism, disseminate content that may lead to misunderstanding, and seek novelty or even uglification of unique national customs and religious beliefs. Those who insult or praise the cruel and bloody warfare of inter-ethnic expedition in history;

1. 违背国家宗教政策的内容，比如：展示宗教极端主义和邪教组织及其主要成员的活动，以及他们的“教义”与思想的；不恰当地比较不同宗教、教派的优劣，可能引发宗教、教派之间矛盾和冲突的；过度展示和宣扬宗教教义、教规、仪式内容的；将宗教极端主义与合法宗教活动混为一谈，将正常的宗教信仰与宗教活动渲染成极端思想与行动，或将极端思想与行动解释成正常的宗教信仰与宗教活动的；戏说和调侃宗教内容，以及各类恶意伤害民族宗教感情言论的；

Contents contrary to national religious policies, such as: displaying the activities of religious extremism and cult organizations and their main members, as well as their "doctrines" and ideas; inappropriately comparing the strengths and weaknesses of different religions and denominations, which may lead to contradictions and conflicts between religions and denominations; over-displaying and publicizing religious doctrines, dogmas and ritual contents; and combining religious extremism with religious extremism. Confusing normal religious beliefs with religious activities into extremist thoughts and actions, or interpreting extremist thoughts and actions as normal religious beliefs and activities, joking and joking about religious contents, and all kinds of speech maliciously harming national religious feelings;

1. 传播恐怖主义的内容，比如：表现境内外恐怖主义组织的；详细展示恐怖主义行为的；传播恐怖主义及其主张的；传播有目的、有计划、有组织通过自焚、人体炸弹、打砸抢烧等手段发动的暴力恐怖袭击活动视频（中央新闻媒体公开报道的除外），或转发对这些活动进行歪曲事实真相的片面报道和视频片段的；

To disseminate the contents of terrorism, such as: manifesting terrorist organizations at home and abroad; displaying terrorist acts in detail; disseminating terrorism and its claims; disseminating videos of violent terrorist attacks launched purposefully, planned and organized by means of self-immolation, human bombs, smashing, looting and burning (except those publicly reported by the Central News media), or transmitting these activities. Actively carrying out one-sided reports and video clips that distort the truth of the facts;

1. 歪曲贬低民族优秀文化传统的内容，比如：篡改名著、歪曲原著精神实质的，如；颠覆经典名著中重要人物人设的；.违背基本历史定论，任意曲解历史的；对历史尤其是革命历史进行恶搞或过度娱乐化表现的；

To distort and belittle the contents of the excellent national cultural traditions, such as: to tamper with masterpieces and distort the spiritual essence of the original works, for example; to subvert the important figures in classics; to distort history arbitrarily in violation of basic historical conclusions; to misrepresent history, especially revolutionary history, or to show excessive entertainment;

1. 恶意中伤或损害人民军队、国安、警察、行政、司法等国家公务人员形象和共产党党员形象的内容，比如：恶意截取执法人员执法工作过程片段，将执法人员正常执法营造成暴力执法效果的；传播未经证实的穿着军装人员打架斗殴、集会、游行、抗议、上访的；正面展现解放军形象时用语过度夸张的；

The content of maliciously injuring or damaging the image of the people's army, national security, police, administrative and judicial officials and the image of the Communist Party members, such as: maliciously intercepting fragments of the law enforcement process of law enforcement officers, creating a violent law enforcement effect for law enforcement officers; disseminating unconfirmed fights, fights, rallies, processions, protests and petitions by officers wearing military uniforms; The language used in the face-to-face display of the image of the PLA is excessively exaggerated.

1. 美化反面和负面人物形象的内容，比如：为包括吸毒嫖娼在内的各类违法犯罪人员及黑恶势力人物提供宣传平台，着重展示其积极一面的；对已定性的负面人物歌功颂德的；

The content of beautifying negative and negative characters, such as: providing a propaganda platform for all kinds of criminal offenders including drug addicts and prostitutes, and black and evil figures, emphasizing on showing their positive side; extolling the merits and virtues of the identified negative characters;

1. 宣扬封建迷信，违背科学精神的内容，比如：开设跳大神、破太岁、巫蛊术、扎小人、道场作法频道、版块、个人主页，宣扬巫术作法等封建迷信思想的；鼓吹通过法术改变人的命运的；借民间经典传说宣扬封建迷信思想的；

Promoting feudal superstition is contrary to the spirit of science, such as setting up channels for dancing gods, breaking the old age, magic tricks, Zha Xiaoren, Taoist practices, sections, personal homepages, and other feudal superstition ideas; advocating changing people's destiny through magic; advocating feudal superstition through folk classical legends;

1. 宣扬不良、消极颓废的人生观、世界观和价值观的内容，比如：宣扬拜金主义和享乐主义的；展示违背伦理道德的糜烂生活的；宣传和宣扬丧文化、自杀游戏的；展现同情、支持婚外情、一夜情的；

Advocating bad, negative and decadent outlook on life, world outlook and values, such as: advocating money worship and hedonism; demonstrating a corrupt life contrary to ethics and morality; propagating and promoting funeral culture, suicide games; showing sympathy, supporting extramarital love, one-night stand;

1. 渲染暴力血腥、展示丑恶行为和惊悚情景的内容，比如：表现黑恶势力群殴械斗、凶杀、暴力催债、招募打手、雇凶杀人等猖狂行为的；细致展示凶暴、残酷的犯罪过程及肉体、精神虐待的；细致展示吸毒后极度亢奋的生理状态、扭曲的表情，展示容易引发模仿的各类吸毒工具与吸毒方式的；细致展示酗酒后失控状态的；细致展示老虎机、推币机、打鱼机、上分器、作弊器等赌博器具，以及千术、反千术等赌博技巧与行为的；展现过度的生理痛苦、精神歇斯底里，对普通观看者可能造成强烈感官和精神刺激，从而引发身心惊恐、焦虑、厌恶、恶心等不适感的画面、台词、音乐及音效的；宣扬以暴制暴，宣扬极端的复仇心理和行为的；

Rendering violent bloodshed, demonstrating ugly behavior and thriller scenarios, such as: manifesting the rampant acts of black and evil forces such as fighting with weapons, murder, violent debt-raising, recruiting fighters, hiring murderers, etc. Detailed display of violent and cruel criminal process and physical and mental abuse; Detailed display of hyperactivity after drug abuse, distorted expression, display of easily imitated. All kinds of drug abuse tools and methods; carefully display the out-of-control state after drinking; carefully display slot machines, coin pushers, fishing machines, splitters, cheaters and other gambling devices, as well as gambling skills and behaviors such as Thousand Skills and Anti-Thousand Skills; show excessive physical pain, mental hysteria, which may cause strong sensory and mental stimulation to ordinary viewers, thus triggering physical and mental stimulation. The images, lines, music and sound effects of panic, anxiety, disgust, nausea and other uncomfortable feelings; the propaganda of violence and extreme revenge and behavior;

1. 展示淫秽色情，渲染庸俗低级趣味，宣扬不健康和非主流的婚恋观的内容，比如：具体展示卖淫、嫖娼、淫乱、强奸等情节的；直接展示性行为的；视频中出现色情推广的；展示呻吟、叫床等声音、特效的；以猎奇宣扬的方式对境外“红灯区”进行拍摄的；展现有性交易内容的夜店、洗浴按摩场所的；表现和展示非正常的性关系、性行为的；展示和宣扬不健康的婚恋观和婚恋状态的；宣扬和炒作非主流婚恋观的；以单纯感官刺激为目的，集中细致展现接吻、爱抚、淋浴及类似的与性行为有关的间接表现或暗示的，包括裸露或长时间聚焦胸部、臀部等部位，聚焦走光、偷拍、凸点，渲染恋足、原味丝袜等性癖好；有明显的性挑逗、性骚扰、性侮辱或类似效果的画面、台词、音乐及音效的，如；展示男女性器官，或仅用肢体掩盖或用很小的遮盖物掩盖人体隐秘部位及衣着过分暴露的；使用粗俗语言，展示恶俗行为的；以隐晦、低俗的语言表达使人产生性行为和性器官联想的内容的；以成人电影、情色电影、三级片被审核删减内容的影视剧的“完整版”“未删减版”“未删节版”“被删片段”“汇集版”作为视频节目标题、分类或宣传推广的；以偷拍、走光、露点及各种挑逗性文字或图片作为视频节目标题、分类或宣传推广的；使用易引发性联想的文字作为标题的；

Display obscene pornography, render vulgar and low-level interests, promote unhealthy and non-mainstream views of marriage and love, such as: specific display of prostitution, prostitution, prostitution, rape and other plots; direct display of sexual behavior; pornography promotion in the video; display of moaning, bed-screaming and other voices, special effects; take pictures of overseas "Red Light Zone" in the way of fantasy propaganda; The nightclubs, bathing and massage places where the content of the sex trade is concerned; those who show and display abnormal sexual relations and behaviors; those who display and publicize unhealthy views of marriage and love and their status; those who publicize and hype non-mainstream views of marriage and love; those who focus on and meticulously display indirect expressions or implications related to kissing, caressing, showering and similar sexual behaviors, including nudity, for the purpose of simple sensory stimulation. Or focus on the chest, buttocks and other parts for a long time, focusing on walking light, photographing, bumps, rendering foot love, original silk stockings and other sexual preferences; have obvious sexual provocation, sexual harassment, sexual insult or similar effects of pictures, lines, music and sound effects, such as; display of male and female sexual organs, or cover up the hidden parts of the human body with only limbs or cover up with very small concealment and overexposed clothing; Use vulgar language to display vulgar behavior; use obscure and vulgar language to express the content that makes people have sexual behavior and sexual organs association; use adult movies, erotic movies, three-level movies censored and deleted content of the film and television drama "full version", "unabridged version", "deleted version", "deleted fragments", "assembled version" as the title of the video program, classification or promotion; Video program titles, classifications or promotions are based on photography, glow, dew point and all kinds of provocative words or pictures, and the titles are based on the words that are provocative of association.

1. 侮辱、诽谤、贬损、恶搞他人的内容，比如：侮辱、诽谤、贬损、恶搞历史人物及其他真实人物的形象、名誉的；贬损、恶搞他国国家领导人，可能引发国际纠纷或造成不良国际影响的；侮辱、贬损他人的职业身份、社会地位、身体特征、健康状况的；

The contents of insulting, defamating, derogating and spoofing others, such as insulting, defamating, derogating, and spoofing the image and reputation of historical and other real figures; derogating or spoofing the leaders of other countries, which may cause international disputes or cause adverse international effects; insulting and derogating the professional status, social status, physical characteristics and health status of others;

1. 有悖于社会公德的内容，比如：以恶搞方式描绘重大自然灾害、意外事故、恐怖事件、战争等灾难场面的；以肯定、赞许的基调或引入模仿的方式表现打架斗殴、羞辱他人、污言秽语的；为违背公序良俗或游走在社会道德边缘的行为提供展示空间的；

Contents contrary to social morality, such as: depicting major natural disasters, accidents, terrorist incidents, wars and other disaster scenes in a spoof way; expressing fights, humiliating others, and slanderous language in a positive, approving tone or by introducing imitation; providing space for exhibiting acts against public order and good customs or wandering on the edge of social morality;

1. 不利于未成年人健康成长的内容，比如：表现未成年人早恋的，以及抽烟酗酒、打架斗殴、滥用毒品等不良行为的；人物造型过分夸张怪异，对未成年人有不良影响的；展示未成年人或者未成年人形象的动画、动漫人物的性行为，或让人产生性妄想的；侵害未成年人合法权益或者损害未成年人身心健康的；

Contents that are not conducive to the healthy growth of minors, such as: showing puppy love of minors, smoking, drinking, fighting, drug abuse and other undesirable acts; over-exaggerated and weird characters, which have a negative impact on minors; showing the images of minors or minors, animated characters'sexual behavior, or causing sexual delusions; infringing on minors; Persons'legitimate rights and interests or damage minors' physical and mental health;

1. 宣扬、美化历史上侵略战争和殖民史的内容，比如：宣扬法西斯主义、极端民族主义、种族主义的；是非不分，立场错位，无视或忽略侵略战争中非正义一方的侵略行为，反而突出表现正义一方的某些错误的；使用带有殖民主义色彩的词汇、称谓、画面的；

Propagandizing and beautifying the contents of aggressive wars and colonial history in history, such as: advocating fascism, extreme nationalism and racism; dividing right from wrong, dislocating position, ignoring or neglecting the aggressive acts of the unjust party in aggressive wars, instead highlighting some mistakes of the just party; using words, appellations and pictures with colonial color;

1. 其他违反国家有关规定、社会道德规范的内容，比如：将政治内容、经典文化、严肃历史文化进行过度娱乐化展示解读，消解主流价值的；从事反华、反党、分裂、恐怖活动的特定组织或个人制作或参与制作的节目，及其开设的频道、版块、主页、账号的；违法犯罪、丑闻劣迹者制作或参与制作的节目的；侵犯个人隐私，恶意曝光他人身体与疾病、私人住宅、婚姻关系、私人空间、私人活动的；对国家有关规定已明确的标识、呼号、称谓、用语进行滥用、错用的；破坏生态环境，虐待动物，捕杀、食用国家保护类动物的；展示个人持有具有杀伤力的危险管制物品的；在节目中植入非法、违规产品和服务信息的；其他有违法律、法规和社会公序良俗的。

Other contents that violate relevant state regulations and social ethics, such as: excessive entertainment of political content, classical culture and serious historical culture to display and interpret, to eliminate the mainstream value; programs produced or participated in by specific organizations or individuals engaged in anti-China, anti-party, splitting and terrorist activities, as well as channels, sections, homepages and accounts opened by the offenders; Those who commit crimes or scandals or participate in the production of programs; those who violate personal privacy and maliciously expose other people's bodies and diseases, private residences, marital relationships, private space and private activities; those who abuse or misuse the relevant national regulations; those who destroy the ecological environment, abuse animals, kill and eat state-protected animals; Individual possession of dangerous controlled articles with lethal force is displayed; information about illegal and illegal products and services is embedded in the program; and other illegal laws, regulations and social order and good customs are displayed.

* 1. 甲方有权拒绝为乙方要求推广的不符合上文6.2、6.3、违反法律强制性规定及其他有损第三方人格、名誉和损害第三方身心健康等泛生活、泛娱乐类之外的短视频提供服务，并有权要求赔偿。

Party A has the right to refuse to provide services for short videos other than pan-life and pan-entertainment, which are not in conformity with 6.2 and 6.3 above, violate the compulsory provisions of law and other short videos harmful to the third party's personality, reputation and physical and mental health, and have the right to claim compensation.

* 1. 乙方保证在大陆地区不得上传未经授权的他人作品，如若因此产生任何问题，责任均由乙方承担，甲方不承担任何法律责任

Party B guarantees that unauthorized works of others shall not be uploaded in the mainland. If any problems arise, Party B shall bear the responsibility and Party A shall not bear any legal liability.

* 1. 乙方在大陆地区有商务、演艺以及版权签约活动的，应当及时告知甲方，甲方具有知情权，以便甲方协助乙方快速调整。如有乙方的其他商演活动与短视频服务项目产生冲突，乙方应尽可能保证甲方不受损失。

If Party B has business, performing arts and copyright signing activities in the mainland, Party A shall be informed promptly that Party A has the right to know, so that Party A can assist Party B to adjust quickly. If there is any conflict between other business performances of Party B and short video service items, Party B shall ensure that Party A is not damaged as far as possible.

* 1. 乙方有权随时解除本合同，但支付的服务费用甲方不予退还。

Party B has the right to terminate this contract at any time, but the service fee paid by Party A will not be refunded.

1. 著作权的归属

Attribution of Copyright

* 1. 双方约定完整视频的知识产权归乙方所有，服务期间乙方授权甲方享有完整著作权。

Both parties agree that the intellectual property rights of the complete video belong to Party B, and Party B authorizes Party A to enjoy the complete copyright during the service period.

* 1. 乙方设计作品的知识产权归乙方所有，甲方不得仿制，以任何方式提供给第三人，不得复制和留存。甲方仅可用于本项目中使用。除本项目外，甲方未经乙方书面同意，甲方不得擅自使用。

The intellectual property rights of Party B's design works belong to Party B. Party A shall not copy them, provide them to third parties in any way, and shall not copy or retain them. Party A can only be used in this project. Except for this project, Party A shall not use it without the written consent of Party B.

1. 账号所有权归属

Account Ownership

* 1. 本合同所指账号均为乙方实际所有，合同期内，乙方将账号名称及密码信息暂告甲方，由乙方授权甲方登陆账号并运营。甲方不享有账号的所有权，不参与账号运营红利分配及流向变现分配等任何账号相关利益，亦不承担账号相关的任何损失与责任。

The accounts referred to in this contract are actually owned by Party B. During the contract period, Party B will temporarily inform Party A of the account name and password information, and Party B authorizes Party A to log in and operate the account. Party A does not enjoy the ownership of the account, does not participate in the dividend distribution and cash flow distribution of the account operation, and does not bear any account-related losses and liabilities.

* 1. 甲乙双方均有义务保管账号信息安全。

Both parties are obliged to keep account information security.

* 1. 甲方以PC或移动设备登陆乙方账号的，应当在设备终端内安装合适的杀毒或防盗号软件，成功安装的，视为甲方合理保护账号信息安全，甲方无需承担任何责任。

If Party A logs into Party B's account with PC or mobile device, it shall install appropriate anti-virus or anti-theft software in the terminal of the equipment. If it is successfully installed, it shall be deemed that Party A reasonably protects the information security of the account, and Party A shall not bear any responsibility.

* 1. 乙方应当审慎注意账号密码信息安全并承担风险，因账号密码信息遗失、被第三方盗取、账号被平台查封或其他原因造成的财产损失，由乙方自行承担。

Party B shall pay careful attention to the information security of account password and take risks. Party B shall bear the property losses caused by the loss of account password information, theft by third parties, the sealing up of account by platform or other reasons.

1. 保密责任

Confidentiality responsibility

* 1. 甲乙双方互负保密义务，双方不得假借订立合同恶意进行磋商，否则给对方造成损失的，应当承担损害赔偿责任。

Party A and Party B shall bear the obligation of confidentiality to each other. They shall not negotiate maliciously under the pretext of concluding a contract. Otherwise, they shall be liable for damages if they cause losses to the other party.

* 1. 资料接收方在获得提供方的保密信息后将采取必要的、恰当的措施进行妥善保管，并防止保密信息由任何第三方获知（在本合同中包括但不限于其他任何企事业单位、个人、政府机关、媒体及接收方不参与承办本项目的其他负责人、高级管理人员及雇员），该措施应至少相等于接收方为保护其自有商业秘密所采用的措施和制度。

After obtaining the confidential information from the supplier, the data receiver will take necessary and appropriate measures to properly keep the confidential information and prevent it from being known by any third party (including but not limited to any other enterprises, institutions, individuals, government agencies, media and other persons in charge, senior managers and employees of the recipient who are not involved in undertaking the project). The measures include: It should be at least equivalent to the measures and systems adopted by the recipient to protect its own trade secrets.

* 1. 未经提供方事先书面许可，接收方不得以任何方式（包括但不限于口头、书面，或者使用电子文档、音像资料、磁盘/光盘、通信网络等介质）向任何第三方提供保密信息。

Without the prior written permission of the supplier, the recipient shall not provide confidential information to any third party in any way (including, but not limited to, oral or written, or using electronic documents, audio-visual materials, disks/CD-ROMs, communication networks, etc.).

* 1. 接收方保证保密信息仅用于与本项目有关的用途或目的。未经提供方书面许可，接收方不得为其自身或任何第三人利益将保密信息用于其他用途。

Receiver guarantees that confidential information is used only for purposes or purposes related to this project. Without the written permission of the supplier, the recipient shall not use the confidential information for other purposes for its own benefit or for the benefit of any third party.

* 1. 保证保密信息仅可在经提供方授权的接收方参与承办本项目的负责人和雇员范围内知悉，非经提供方授权，接收方需保证其余任何人员均不得知悉该等保密信息，如接收方非授权人员知悉并泄露了该等保密信息，接收方须承担相应违约责任。在上述人员知悉该保密信息前，接收方应向其提示保密信息的保密性和应承担的义务、责任，并保证上述人员同意接受本协议条款的约束，确保上述人员按照本协议履行保密义务。

Guarantee confidential information can only be known within the scope of the person in charge and employees who are authorized by the supplier to participate in the project. Without the authorization of the supplier, the recipient shall ensure that no other person is aware of such Confidential information. If the non-authorized person of the recipient knows and leaks such Confidential information, the recipient shall bear the corresponding liability for breach of contract. Before the aforementioned person knows the confidential information, the receiving party shall inform him of the confidentiality of the confidential information and the obligations and responsibilities to be undertaken, and ensure that the aforementioned person agrees to be bound by the terms of this Agreement and that the aforementioned person fulfils his confidentiality obligations in accordance with this agreement.

* 1. 经提供方授权的接收方聘请的中介机构、咨询公司或其他双方以外的人员协助本项目相关工作，接收方应向其提示保密信息的保密性和应承担的保密义务，并保证上述人员同意接受本协议条款的约束，确保上述人员按照本协议履行保密义务。如上述聘请的中介机构、咨询公司或协助工作人员违反本协议所规定的保密义务，接收方应当按照本协议第六条向提供方承担违约责任。

The recipient authorized by the supplier shall employ intermediary agencies, consulting companies or other persons other than the two parties to assist in the relevant work of this project. The recipient shall prompt them of the confidentiality of confidential information and the confidentiality obligations they shall assume, and shall ensure that the above-mentioned persons agree to be bound by the terms of this Agreement and that the above-mentioned persons shall perform their confidentiality obligations in accordance with this agreement. If the intermediaries, consulting companies or assisting staff employed above violate the confidentiality obligations stipulated in this Agreement, the recipient shall be liable for breach of contract to the provider in accordance with Article 6 of this Agreement.

* 1. 接收方不得以不正当手段（包括但不限于未经提供方许可对提供方非公开的文件、资料等进行浏览、复制、拍摄、抄录等）获取提供方未向接收方披露的非公开信息。

The recipient shall not obtain the non-public information not disclosed to the recipient by improper means (including, but not limited to, browsing, copying, shooting, transcribing, etc. of the non-public documents and materials of the supplier without the permission of the supplier).

* 1. 如接收方发现保密信息因自身过失泄露，应当采取有效措施防止泄密进一步扩大，并及时向提供方报告。

If the recipient finds that the confidential information is leaked due to its own fault, it shall take effective measures to prevent further expansion of the leak and report to the supplier in time.

* 1. 乙方在合作中接触到甲方的设计素材、商业秘密（包括但不限于项目的所有培训介绍，文档，剧本，大陆平台介绍、策划、创意、营销策略和销售状况等），应当遵守保密义务，不得使用，也不得披露给任何第三方，否则应按合同服务价款的5倍向甲方支付赔偿金。

Party B shall abide by the obligation of confidentiality and shall not use or disclose to any third party the design materials and trade secrets of Party A (including but not limited to all training introductions, documents, scripts, mainland platform introductions, planning, creativity, marketing strategies and sales status of the project), otherwise Party A shall be compensated five times the service price of the contract.

* 1. 甲乙双方对本合同的内容、双方的合作关系、来往的任何协议、文件、信函、通知中的内容及任一阶段的短视频设计成果予以保密。双方同意，即使是本方管理人员和员工，也只能是在为履行本合同而必须知道的基础上知悉上述信息。

Party A and Party B shall keep confidential the contents of this contract, the cooperation relationship between them, any agreements, documents, letters, notices and short video design results at any stage. Both parties agree that even our managers and employees shall only be aware of the above information on the basis of what they must know in order to perform this contract.

1. 违约责任

Liability for breach of contract

* 1. 甲乙任何一方违反本合同约定的，应当承担违约责任。

If either party violates the contract, it shall be liable for breach of contract.

* 1. 短视频的侵权责任：

Tort liability of short video:

1. 乙方提交的视频素材应当符合法律规定，不得上传色情、暴利、反动、涉及政治等一切违反法律法规以及违反合同约定的内容。因作品内容违法而受到相关行政机关处罚或因作品内容侵犯第三方合法权益，由乙方承担赔偿责任；

Party B shall submit video materials in accordance with the law and shall not upload pornography, windfall profits, reactions, political and other violations of laws and regulations, as well as violations of contract agreements. Party B shall be liable for compensation if the content of the work violates the law and is punished by the relevant administrative organs or infringes on the legitimate rights and interests of third parties.

1. 如果相关行政机关或第三方向乙方提出行政处罚或采取法律行动，乙方应当承担赔偿责任并及时通知甲方采取相关措施避免损失扩大；

If the relevant administrative organs or third parties propose administrative penalties or take legal actions to Party B, Party B shall assume the liability for compensation and promptly notify Party A to take relevant measures to avoid the expansion of losses;

1. 如果相关行政机关或第三方向甲方或其关联公司提出行政处罚或采取法律行动，甲方应通知乙方承担赔偿责任。如果甲方首先承担了法律责任或接受了处罚，乙方应进一步对甲方及其关联公司的一切损失进行等值的补偿

If the relevant administrative organs or third parties bring administrative penalties or take legal actions to Party A or its affiliated companies, Party A shall notify Party B to assume liability for compensation. If Party A first assumes legal responsibility or accepts punishment, Party B shall further compensate Party A and its affiliated companies for all losses equally.

1. 不可抗力

Force majeure

甲乙双方的任何一方由于不可抗力的原因不能履行合同时，应及时向对方通报不能履行或不能完全履行的理由，在取得有关主管机关证明以后，允许延期履行、部分履行或者不履行合同，并根据情况可部分或全部免予承担违约责任。

If either party of Party A and Party B fails to perform the contract due to force majeure, it shall promptly inform the other party of the reasons for its failure to perform or its failure to perform fully. After obtaining the certificate from the competent authority concerned, it shall be allowed to postpone the performance, perform partially or fail to perform the contract, and may be partially or wholly exempted from the liability for breach of contract according to the circumstances.

1. 合同的变更和解除

Change and dissolution of contract

* 1. 对本合同内容的变更和补充均应由双方另行签署书面文件，变更和补充后的内容若与原合同有冲突的，以修改后的文件为准。

The amendments and supplements to the contents of this contract shall be signed by both parties separately in writing. If the contents of the amendments and supplements conflict with the original contract, the amended documents shall prevail.

* 1. 合作期限内，因乙方原因无法继续合作或乙方不需要甲方继续履行合同的，双方可协商解除本合同，已支付的费用甲方不予退还。

During the period of cooperation, if Party B cannot continue to cooperate for reasons of Party B or Party B does not need Party A to continue to perform the contract, both parties may cancel the contract through consultation, and Party A shall not refund the paid expenses.

* 1. 乙方违反本合同第九条将本合同项下的应保密内容未经甲方同意披露给第三人或用于本合同以外目的的，甲方可以单方解除本合同，并有权要求赔偿损失。

If Party B breaches Article 9 of this contract and discloses the confidential contents under this contract to a third party without Party A's consent or for purposes other than this contract, Party A may unilaterally terminate this contract and have the right to claim compensation for losses.

1. 争议解决

Dispute resolution

* 1. 本合同应受中华人民共和国法律管辖，合同及合同约定事项相关的的签订、履行、解释及争议解决均适用中华人民共和国有关法律。

This contract shall be governed by the laws of the People's Republic of China. The relevant laws of the People's Republic of China shall apply to the signing, execution, interpretation and dispute settlement of the contract and its agreed matters.

* 1. 因本合同引起的或与本合同有关的任何争议，由合同各方协商解决，也可由有关部门调解。协商或调解不成的，提交青岛仲裁委员会仲裁。仲裁裁决是终局的，对各方均有约束力；

Any disputes arising from or relating to this contract shall be settled by the parties to the contract through consultation or mediation by the relevant departments. If consultation or mediation fails, it shall be submitted to the Qingdao Arbitration Commission for arbitration. The arbitral award is final and binding on all parties.

1. 其他事项

Other matters

* 1. 以下附件（如有）作为合同组成部分，与本合同具有同等效力：

The following annexes (if any) are part of the contract and have the same effect as this contract:

* + 1. 需求访谈问卷 ；

Needs interview questionnaire;

* + 1. 需求说明书；

Requirement specification;

* + 1. 报价单；

Quotation;

* + 1. 账号确认表及承诺清单；

Account confirmation form and commitment list;

* + 1. 工作计划 ；

Work plan;

* + 1. 双方往来邮件、会议记录；

Mail exchanges and minutes of meetings between the two sides;

* + 1. 工作进度确认单 ；

Work progress confirmation form;

* + 1. 短视频设计成果验收清单；

Checklist of short video design results;

* 1. 本合同经双方签字后生效，一式贰份，双方各执壹份，均具同等法律效力

This contract shall enter into force after being signed by both parties in duplicate and each party shall hold one copy, all of which shall have the same legal effect.

* 1. 双方约定本合同其他事项为：【无】。

The two parties agree that the other items in this contract are: [no].

价格表

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 服务类型  Service type | 服务内容  service content | 价格  Price | 购买量  Purchase quantity | 总价  Total price |
| 基础会员费  Basic membership fee | 包含一个平台基础服务全部内容  Contains the entire content of a platform's basic services | $150.00/月  $150.00/ months |  |  |
| 折扣  Discount? | 一次性购买6个月基础会员服务享受9折优惠；  One-time purchase of 6 months basic membership services enjoy a 9% discount;  一次性购买12个月基础会员服务享受8折优惠；  One-time purchase of 12 months basic membership services enjoy 8% discount;  一次性购买24个月基础会员服务享受7折优惠；  One-time purchase of 24 months basic membership services enjoy 7% discount; | -  -  - |  |  |
| 基础服务（甲方仅提供辅导、建议、咨询等服务，不对乙方账号的运营情况做任何承诺）  Penguin  Https://om.qq.com  Basic Services (Party A only provides counseling, advice, consultation and other services, and does not make any commitment to the operation of Party B's account)  Bilibili | 1) 内容建议：甲方向乙方提供专业的平台、影片以及运营技巧方面的建议与指导，周期性地为乙方提供目标市场平台数据反馈分析，协助乙方根据平台调性、用户喜好进行内容调整；  1) Content Suggestions: Party A provides professional platform, film and operation skills advice and guidance to Party B, periodically provides data feedback analysis of target market platform for Party B, and assists Party B to adjust content according to platform tonality and user preferences; | Value added service  Hundred homes  Https://baijiahao.baidu.com  2) Localized packaging: Party A optimizes videos according to platform requirements and audience preferences, including time compression, rhythm improvement, start optimization, simplified and traditional switching, localized packaging in mainland target market, etc.  Sohu  $36.00/ strip  Https://mp.sohu.com  Basic Service Package  Big fish  Https://mp.dayu.com  NetEase  Value added service  Http://mp.163.com/  Basic Services (Party A only provides counseling, advice, consultation and other services, and does not make any commitment to the operation of Party B's account)  3) Video clipping: According to Party B's requirements, Party A provides services such as raw material processing, excellent video clipping and high-quality video clipping to help Party B to carry out professional, customized and differentiated high-end video processing;  Quotations from Chairman Mao Zedong  Basic Services (Party A only provides counseling, advice, consultation and other services, and does not make any commitment to the operation of Party B's account)  Https://www.xiaohongshu.com  Separate communication  Jitter  Https://www.douyin.com  4) Platform activities: Party A assists Party B to timely understand the cooperation platform activities and platform policies selected in the mainland market;  Micro vision  2) Platform resources: Party A timely feedback account issues to Party B, help Party B to fight piracy in the station, increase the exposure of Party B's high-quality works, Party A jointly promotes high-quality content, and assist Party B to direct content to the platform operation team;  Https://weishi.qq.com  Value added service  4) Video reproduction in the past: Party A carries out market-oriented video reproduction in the target mainland on the basis of Party B's existing video, including time compression, rhythm improvement, start optimization, etc.  Separate communication  Value added service  5) Video Distribution Service: Assist Party B to accurately grasp the appropriate algorithmic keywords according to the characteristics of the target market users and the needs of the platform, make suitable video covers for the target market, edit appropriate platform titles, select popular tag keywords and upload videos;  $9.00/ strip  6) Substitute YouTube Video: Help bloggers process YouTube videos on their behalf with lower cost, faster production speed and more professional editing standards. The cost of editing and hiring bloggers will be greatly reduced, and bloggers will have more time to shoot material, save effort and make their creation lightweight.  $21.00/ strip  Basic Service Package  Xiaohongshu value-added service (in order to ensure the long-term development of Party B's account, this service does not deal with horizontal and vertical video material)  1) Video production: Party A produces the upright version of the Little Red Book within one minute based on the original material of the film taken by Party B, and at the same time produces the exclusive cover of the Little Red Book Platform;  Basic Services (Party A only provides counseling, advice, consultation and other services, and does not make any commitment to the operation of Party B's account)  $45.00/ strip  5) Real-time hotspots: Party A assists Party B to participate in the content production of hot topics, platform hotspots and sudden hotspots;  Xiaohongshu value-added service (in order to ensure the long-term development of Party B's account, this service does not deal with horizontal and vertical video material)  2) Video copying: Party A writes professional video copywriting introduction for Party B according to the video content, assists the video and improves the viewer's overall viewing experience;  $1.50/ hundred characters  Xiaohongshu value-added service (in order to ensure the long-term development of Party B's account, this service does not deal with horizontal and vertical video material)  3) Picture beautification: Party A produces pictures of the exclusive style of Little Red Book for Party B according to the material provided by Party B, including picture beautification, cover design of the first picture, image stitching, etc.  Group $30.00/  Basic Service Package  Xiaohongshu value-added service (in order to ensure the long-term development of Party B's account, this service does not deal with horizontal and vertical video material)  4) Picture copying: Party A produces professional pictures copying for Party B, and provides professional copywriting that meets the requirements of Xiaohongshu Platform and playing methods, including detailed and appropriate text introduction, intensified language packaging and product display;  $2.20/ hundred characters  Basic Service Package  Basic Services (Party A only provides counseling, advice, consultation and other services, and does not make any commitment to the operation of Party B's account)    Value added service  Operating Platform Table  基础服务包  Operation platform  1) Subtitle addition: Party A adds simplified subtitles for Party B;  Platform official website  3) High-powered account: Party A assists Party B in creating platform account, opening original protection, improving account weight, and helping Party B to raise the upper limit of publication, exposure and recommendation;  Number of Operating Accounts  $4.80/ minutes  Today's headlines  Basic Service Package  Https://www.toutiao.com  micro-blog  Https://weibo.com | |  |
| 2) 平台资源：甲方及时向乙方反馈账号问题，在站内协助乙方打击盗版，增加乙方优质作品的曝光度，甲方联合多方质优内容进行推广，协助乙方将内容直达平台运营团队； |  |
| 3) 高权账号：甲方协助乙方创建平台账号，开启原创保护，提高账号权重，协助乙方提升发文上限、曝光量与推荐量；  Https://www.bilibili.com |  |
| 4) 平台活动：甲方协助乙方及时知悉大陆市场内所选择的合作平台活动与平台政策； |  |
| 5) 实时热点：甲方协助乙方参与潮流热点，平台热点和突发热点的内容制作； |  |
| 增值服务 | 1) 字幕添加：甲方为乙方代加简体字幕； | $4.80/分钟 |  |  |
| 2) 本地化包装：甲方根据平台要求和观众喜好，优化视频，包括时长压缩、节奏改善、开头优化、简繁体切换、大陆目标市场本土化包装等服务； | $36.00/条 |  |  |
| 3) 精剪视频：甲方根据乙方要求，提供原素材加工、优秀片段制作、优质视频精剪等服务，帮助乙方进行专业化、定制化、差异化的高端视频处理； | 单独沟通 |  |  |
| 4) 过往视频重制：甲方在乙方已有视频的基础上进行目标大陆市场化重制，包括时长压缩、节奏改善、开头优化等； | 单独沟通 |  |  |
| 5) 视频分发服务：协助乙方根据目标市场用户特点及平台方需求，精准抓取合适的算法关键词，制作适合目标市场的视频封面、编辑适平台标题、选择热门标签关键词及上传视频； | $9.00/条 |  |  |
|  | 6) 代剪辑YouTube视频：以更低的成本价格，更迅速的出片速度，更专业的剪辑水准，帮助博主代处理YouTube视频。大幅降低博主的剪辑雇人成本，同时也让博主由更多的时间进行拍摄素材，省心省力，让创作轻量化。 | $21.00/条 |  |  |
| 小红书增值服务（为保证乙方账号的长期发展，本服务中不处理横转竖视频素材） | 1)  视频制作：甲方根据乙方拍摄影片原素材制作一分钟以内的小红书竖版视频，同时制作小红书平台专属封面； | $45.00/条 |  |  |
| 2) 视频文案：甲方根据视频内容，为乙方撰写专业的视频文案介绍，辅助视频，提升观众整体观看体验； | $1.50/百字 |  |  |
| 3) 图片美化：甲方根据乙方提供的素材，为乙方制作小红书专属风格的图片，包括图片美化、首图封面设计、图片拼接等； | $30.00/组 |  |  |
| 4) 图片文案：甲方为乙方制作小红书专业图片文案，提供符合小红书平台要求与玩法的专业文案，包括详尽合适的文字介绍、强化人设的语言包装以及产品展示； | $2.20/百字 |  |  |

**运营平台表**

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| --- | --- | --- |
| 运营平台 | 平台官网 | 运营账号数 |
| 今日头条 | https://www.toutiao.com |  |
| 微博 | https://weibo.com |  |
| 企鹅号 | https://om.qq.com |  |
| Bilibili | https://www.bilibili.com |  |
| 百家号 | https://baijiahao.baidu.com |  |
| 搜狐号 | https://mp.sohu.com |  |
| 大鱼号 | https://mp.dayu.com |  |
| 网易号 | http://mp.163.com/ |  |
| 小红书 | https://www.xiaohongshu.com |  |
| 抖音 | https://www.douyin.com |  |
| 微视 | https://weishi.qq.com |  |