

## eBay Live

**GUIDE.SUMMARY** What eBay Live is a real-time experience where sellers and influencers can host live shopping events. eBay Live is currently a mobile-only experience and events are live streamed for buyers on the eBay app. eBay Live is currently available for trading cards, luxury, and sneakers. Sellers can choose between two available formats for their Live Event - Buy It Now, or Live

Auction. Who Invited sellers only. Interested sellers can apply to host an event on the eBay Live seller page: <https://www.ebay.com/ebaylive/host/apply>

All buyers with a registered eBay account and a link or QR code for the event can attend. When The initial pilot launched in October 2022. Why Buyers are increasingly looking for new and engaging ways to shop. Sellers, brands and influencers are looking for new and engaging ways to connect with buyers using social media and real-time video.

**GUIDE.RELATED\_LINKS** eBay Live homepage <https://www.ebay.com/ebaylive> eBay Live FAQs <https://pages.ebay.com/ebaylive-faq/> Help Hub Automatic bidding

**GUIDE.TALKING\_POINTS** SELLER How do I sign up to host a live event? Our initial live events are by invite only (more details available on the [seller page](https://www.ebay.com/ebaylive/seller)). We'll be expanding the program to more sellers in the coming months and sellers will be able to sign up to host events.

You can register your interest here: &lt;a

href="http://https://www.ebay.com/ebaylive/host/apply"&gt;https://www.ebay.com/ebaylive/host/appl

y&lt;/a&gt;. What are the requirements to host a live event as a seller? eBay Live events are

currently invite-only for sellers. We'll be able to share the requirements (for example, seller performance) when the program expands to include more sellers. Sellers can keep an eye on the

eBay Live seller page for updates &lt;a

href="https://www.ebay.com/ebaylive/seller"&gt;https://www.ebay.com/ebaylive/seller&lt;/a&gt;. Who

can view my stream/live event? Can I share with friends/family/social media? Anyone who has the

live stream link/QR code and a registered eBay account can view the event. You can share the link

with whomever you like, including on your social media channels. Why is this only available for

certain categories? We are starting off with a few select categories, but will be expanding to other

categories in the future. We don't have a confirmed date for when we'll expand to new categories.

Will buyers Ive blocked be blocked from the live event? At present they won't be blocked from

viewing the event, but we can block users from commenting during the live event. Were continuing

to work on the live experience and will be introducing new features as the program expands. What

can I do if buyers are abusive or misbehave during my event? Can I report or block them? Buyers

need to follow eBay's rules and policies when attending eBay Live events. You can report any buyer

who is abusive, misbehaves or breaks any of our policies during an eBay Live event. How does

maximum bidding work? / I saw bids for higher amounts than what my item sold for. Why? Just like

in a regular auction, bidders in eBay Live auctions bid the highest amount they feel comfortable

paying and the bids increase in increments until the highest bidder wins. However, in a live auction,

sellers can see the higher amounts and may be confused as to why their item sold for less. For

example, a buyer could bid \$100 as their highest amount but the bidding only reached \$85 and that

was the winning bid. What devices can I use to run the live event? The host will need a camera or

an iPhone or Android device. For admin management, a laptop, iPhone or Android, or DSLR camera

with Open Broadcaster Software (OBS) software can be used. Why can I no longer set my own bid

increments? Starting February 20<sup>th</sup>, sellers can no longer set their own bid increments for eBay Live auctions. Instead, bid increments will now be automatically determined by eBay. These are based on predefined bid increments that vary according to the current winning bid amount. Starting February 20<sup>th</sup> there are changes to eBay Live <ul><li>Listings with the allow offers feature enabled are no longer eligible for upload to eBay Live. </li><li>To ensure your listings are compatible with eBay Live, please disable the accept offer option before uploading.</li></ul> <li>eBay Live now exclusively supports Live Auctions and Buy It Now formats. The option to import Best Offer and standard auctions (non-Live) into eBay Live is discontinued.</li><li>When an auction ends, sellers now have access to the full history of all accepted bids, displayed in the 'My eBay' tab just like any other auction on eBay.</li></ul> <a href="https://www.ebay.com/ebaylive/">https://www.ebay.com/ebaylive/</a>. Will I get a reminder that an event is happening? Yes, if you go to the<a href="https://www.ebay.com/ebaylive/">eBay Live homepage</a> and select the event you'd like to attend, you can select Remind me under the event description. We'll send you a push notification through the eBay app before the event starts. I set a reminder for a live event and it didn't work. I missed the event and I am not happy. If you didn't receive an event reminder, you may not have switched on push notifications. For instructions on how to receive eBay notifications, see our [Notifications help page](https://www.ebay.com/help/account/changing-account-settings/notifications?id=4203#section1):<a href="https://www.ebay.com/help/account/changing-account-settings/notifications?id=4203#section1">https://www.ebay.com/help/account/changing-account-settings/notifications?id=4203#section1</a> Is immediate payment required or can buyers add to cart and combine shipping? For Buy

It Now eBay Live events, buyers can add items to their shopping cart but immediate payment is not required. For eBay Live auctions, buyers will be asked to confirm their payment method before they can bid. If they don't have a default payment method on file, they will need to provide payment details and they can do so without leaving the livestream. Their payment method will be charged immediately if they win the auction. I joined an eBay Live event but I couldn't bid. Why? There are several reasons why a buyer may not be able to bid. For example, it could be a technical issue.

<b>Internal Information</b> <ul> <li>Check if there are any existing restrictions on the buyer's account.</li> <li>If there is, check if the restriction is due to the seller's settings. In eBay Live events, blocked buyers/bidders can join the event but they will not be able to buy/bid or interact with the seller.</li> <li>See <a href="https://cskb.vip.ebay.com/csxbapp/art?page=content&id=GUIDE1066&viewlocale=en\_US&curPage=art&prevPage=srp">GUIDE1066</a> for more information.</li> </ul>   What kind of device do I need to view events? Buyers need an iOS or Android device with the eBay app installed. How do I know if an item is being auctioned? Not all eBay Live events are auctions. The seller decides whether the event is Buy It Now or an auction and they'll advise buyers at the start of the event if it's an auction. From there, you will be prompted to begin to bid on the item. If you are not sure when the auction will begin, you can always ask the seller/host in the chat and they can answer you in real time. How do I bid on an item? / How do eBay Live auctions work? To bid on an item, simply tap the Bid button in the carousel that is showcasing the item. Just like in a regular auction, you can bid the highest amount you feel comfortable paying and we'll bid in increments on your behalf, up to your limit. Remember, a bid is a binding contract and when you bid you are committing to pay for the item if you are the highest bidder. How can I pay for an item at an eBay Live event? If you're the winning bidder in an eBay Live auction, the payment method you provided will be charged immediately. If you buy an item at a fixed-price event, you won't need to pay immediately. You'll receive an order confirmation email and you can proceed to checkout from your email. How long do eBay Live auctions last? / Can sellers

extend the live auction? Sellers decide on the duration of eBay Live auctions but most are 1-1.5 minutes long. When a bid is received in the last 10 seconds of the auction, the seller can add an extra 10 seconds to the auction duration to allow buyers more time to bid. Why can I only increase my bid by a specific pre-set amount? At this time, bid increments are set to increase by a specific amount between each of the bids. We will continue to improve the bidding experience, please stay tuned. I had problems using the discount code/coupon the seller provided during the event. Can I have another code or coupon? All discounts/coupons are provided by the sellers. Unfortunately, we can not provide replacement coupons or discounts. You can ask the seller via the chat for another code during the event. Can the other buyers or the seller see my username while I'm participating or is it anonymous? No, it won't be anonymous. Your eBay username will be visible to the seller and other buyers on the livestream. Can I store my purchase in the eBay vault? No, you currently won't be able to store your purchase in the eBay vault. What's the difference between eBay Live and Live by eBay? Are they the same? No, they are not the same. Live by eBay was a program we used to have which offered auctions of luxury and collectible items. eBay Live is our new live-streamed shopping experience. What happens if an item I buy during a live event doesn't arrive or I need to return it? If there's an issue with an item you purchased during a live event, you'll still be protected by the eBay Money Back Guarantee. &nbsp; &lt;a name="TEAMMATE">&nbsp;&lt;/a>TEAMMATE If a buyer reports any untoward behavior from a seller on an eBay Live event, what steps should be taken? Teammates should share all details of the issue reported (which event, seller name if available, description of reported issue) with the eBay Live team at the following email: &lt;u>livesupport@ebay.com&lt;/u>. &lt;/h2>