



**BIGO LIVE**

**bark** 

**BIGO LIVE PARTNERS WITH BARK TECHNOLOGIES**

*Live Streaming Social Network and Online Safety Solution Join Forces to Create a Safer Internet and Live Stream Culture*

**May 19, 2020 — Los Angeles** — BIGO LIVE U.S., the global live streaming social platform and entertainment community, today announced a partnership with Bark Technologies, the award-winning content monitoring and screen time management service that helps protect more than five million children online. The partnership will focus on digital safety for youth and broadcasters on BIGO's popular social networking platform.

Together, BIGO LIVE and Bark will integrate Bark's artificial intelligence (AI) technology with BIGO's AI content management system, granting parents access to monitor and guide their teens' activities within the BIGO LIVE app. BIGO LIVE will also reinforce the need for a more secure internet community with its current users in the U.S., fostering a global initiative of safety measures to help prevent online abuse and decrease predatory behavior and child exploitation, among other dangers.

"Our number one concern is our community's safety," said Lynette Yang, Senior Director for Americas at BIGO LIVE. "Bark's integration with our own technology will allow us to work with parents and guardians to help keep kids safe from abuse and cyberbullying."

BIGO's global live streaming platform is known for its sophisticated AI content management system that can detect undesirable and illegal content in audio, video, imagery or text format with a near perfect accuracy. Bark's comprehensive online safety solution offers content monitoring, screen time management, and web filtering to millions of families and schools in the U.S. Since launching in 2015, Bark's mission has always been to help keep kids safe online. It does this by monitoring more than 30+ social media platforms as well as texts, chat, email, YouTube, and files contained in Google Drive and OneDrive. The new partnership with BIGO adds a critical element of monitoring in the area of child protection on a most popular platform, at a time when kids need it most.

"The popularity of live streaming has skyrocketed with kids in quarantine," said Vice President of Business Development at Bark, Matt McKee. "Knowing that Bark and BIGO LIVE are now working together during this critical time and beyond only reinforces our mission of creating a safer internet for the millions of teens who use this platform."

For more information, contact [press@bigo.sg](mailto:press@bigo.sg).

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## **About BIGO Technology**

BIGO Technology (BIGO) is one of the fastest-growing Singapore technology companies, with more than 30 offices and six R&D centers around the world. Powered by AI technology, BIGO's video-based products and services have gained immense popularity, with around 350 million monthly active users in more than 150 countries. These include BIGO LIVE (live streaming), Likee (short-form video) and imo (instant communication).

BIGO is dedicated to connecting the world and enabling everyone to share their beautiful moments. With a vision to become a content platform that inspires one billion people's lives, BIGO aims to empower a new generation of users with an exciting new social language where they can showcase, discover, and stay connected in a positive and creative online environment.

For more information, visit <https://www.bigo.sg/>

## **About Bark**

Bark helps keep children across the U.S. safe from issues like cyberbullying, online predators, adult content, depression, acts of violence, suicidal ideation, and more. Launched in 2015, Bark began with its flagship product, Bark for Families. The award-winning service monitors online activities and sends timely alerts to parents and guardians when it detects potential issues as well as allows families to manage screen time on their children's devices. After the tragic shooting at Parkland, Florida, Bark extended its suite of online safety services to all K-12 public and private schools in the U.S. — at no cost to them or their communities. Offering content monitoring, web filtering, and a Parent Portal for after-hours alerts, Bark for Schools is trusted by more than 2,100 school districts to help protect their students from digital dangers. In 2019, the company detected 7.3M+ instances of cyberbullying, 540,000+ instances of self-harm and/or suicidal ideation, and 450 child conversations with sexual predators. To date, Bark has also helped prevent 16 school shootings.

For more information, visit <https://www.bark.us>.