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LOS ANGELES (PRWEB) May 12, 2019 -- When you open a popular China based live streaming app such as Uplive, you will see thousands of young pretty women with elegant, lavish and sexy dress and similar made-up faces. They are students, white collar workers, streaming in front of their cell phone. They hope to become livestreaming stars. “Keep your fans happy and keep your patrons happy,” their instructor preaches, “and then you’ll live like goddesses.”

What was once a niche subculture has evolved into a $5bn business in China. In 2016 nearly half the country’s internet users watched a livestream. Average streamers make about 3000-5000 RMB/month, according to Uplive inside numbers. This is almost equal to the salary of an average white collar workers, yet they can work comfortably from their living room for a few hours per day. Joy, a Hong Kong student, stumbled on Uplive a year ago and has made almost 90M coins now, which is equivalent to over 1.5M USD. Most of her gifters sent her between $10 to $200 a day, big whale gifter could send her as much as 8M coins in one 7 minute PK, which is equal to $150K. This is almost like winning a lottery, yet it's not uncommon in Chinese culture. Now apps like Uplive is also entering into US market, trying to cultivate such culture. With online giants such as Twitter, Facebook, Youtube, Instagram live becoming more and more popular, it would be interesting to see whether Chinese business model would influence these mainstream giants.

About Uplive (Uplive)

Uplive was founded in May 2016, As part of Asia Innovations Group (AIG), Uplive is a live-streaming platform that allows users to broadcast and view real-time videos via their smartphones. Currently Uplive has over 1000,000 broadcasters and 65 million registered users worldwide and is available in over 100 countries, the app currently supports sixteen languages including Arabic, Chinese, French, Portuguese, Spanish and Thai. with over 500,000 live anchors airing content in all languages and tastes, Uplive is becoming one the of the most successful Chinese applications growing worldwide. On average broadcasters in Uplive earned $2000 dollars a month in 2018 just by streaming an hour a day from their phones.

Uplive Website: [http://www.asiainnovations.com](http://www.asiainnovations.com)
UpliveUSA: [http://www.upliveusa.com](http://www.upliveusa.com)
Instagram: @Uplive.usa
Contact Information
JZ
Asia Innovations Inc
http://www.upliveusa.com
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