

NOW

What is YouNow?

YouNow is a live streaming service which allows users to broadcast live video feeds to an online audience.

YouNow broadcasts have two main features: a window where the broadcaster's live video is displayed; and a chat window, where viewers write real-time messages to the broadcaster and chat to other viewers.

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Trending broadcasters

Trending hashtags

Chat broadcast

Chat window

Chat broadcast

Users broadcast on a wide range of subjects and use hashtags to categorise their videos (for example, *#girls #boys #bored #music* and *#dance*). This categorisation enables other users to search for and find video feeds related to a certain subject.

Broadcasters generally aim to build a 'fan base' through regularly streaming videos and interacting with their audience. To show their appreciation, 'fans' use a virtual currency called 'bars' to send gifts to broadcasters. 'Bars' can be thought of as 'online money' and are bought by users through