

ICS 03.200
CCS A 12



**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 46273-2025

**Requirement of operation and service for online performance
talent agency**

网络表演经纪机构运营服务要求

Issued on: October 5, 2025

Implemented on: February 1, 2026

**Issued by: State Administration for Market Regulation;
Standardization Administration of the PRC**

Table of Contents

1.Scope	1
2 Normative References	1
3.Terms and Definitions	1
4.Institutional Operation Requirements	1
4.1 Operational Service Items	1
4.2 Management System	2
4.3 Employee Management	2
5 Service Provision Requirements	2
5.1 Contractual Service	2
5.2 Training Services	2
5.3 Content Production Services	3
5.4 User tipping and interaction service	4
5.5 Advertising Services	4
6.1 Operational Information Retention	5
6.2 Operational Information Security	5
6.3 Reporting of Violations	5
6.4 Strengthen Integrity Management	5
6 References	7

Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part

1.Structure and Drafting Rules of Standardization Documents". Drafting. Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents. This document was proposed by the Ministry of Culture and Tourism of the People's Republic of China. This document is under the jurisdiction of the National Technical Committee on Standardization of Internet Culture (SAC/TC391). This document was drafted by: China Association of Performing Arts, Beijing Douyin Technology Co., Ltd., Beijing Kuaishou Technology Co., Ltd., and 51Media Group. Group Limited, Migu Music Limited, Guangzhou Yujia Digital Culture Media Co., Ltd., Chengdu Huaxing Brilliant Entertainment Co., Ltd., Hainan Lian Meng Culture Media Co., Ltd., Guangzhou Jinhong Network Media Co., Ltd., Shenzhen Youka Interactive

Technology Co., Ltd., and Shanghai Shence Network Technology Co., Ltd. Limited Liability Company, Guangzhou Huya Information Technology Co., Ltd., Sixiang Wuxian (Beijing) Technology Co., Ltd., Hangzhou Miluoxing Technology (Group) Co., Ltd. The main drafters of this document are. Liu Kezhi, Pan Yan, Liu Wei, Yu Jintao, Mi Aini, Luo Hongwei, Gu Chen, Qu Tao, Zhao Heng, Zhu Hong, and Yuan Min. Song Liming, Wu Yanzu, Luo Wenjun, Xu Yong, Sun Yantao, Chen Jinzhan, Wang Bin, Liang Yongjian, Liu Zizheng, Zhou Dongmei, Kong Jie, Hao Rui, Shang Lili, Liang Jing Liang Hengzhou, Kang Linjun, Chen Yibo. Operational Service Requirements for Online Performance Brokerage Agencies

1 Scope

GB/T 46273-2025 is the Chinese national standard covering the agency that manages livestreamers - the contract with the performer and what it may and may not bind, the training and the content compliance, the revenue split and its transparency, the protection of minors, and the handling of complaints. First edition, under the Ministry of Culture and Tourism. In force from 1 February 2026. Issued on 5 October 2025, it has been in force since 1 February 2026.

This document specifies the requirements for the operation and services of online performance brokerage agencies. This document applies to the standardized operation and service process of online performance brokerage agencies.

2 Normative references

The contents of the following documents, through normative references within the text, constitute essential provisions of this document. Dated citations are not included. For references to documents, only the version corresponding to that date applies to this document; for undated references, the latest version (including all amendments) applies. This document.

GB/T 35273-2020 Information Security Technology - Personal Information Security Specification

3 Terms and Definitions

The terms and definitions defined in GB/T 35273-2020, as well as the following terms and definitions, apply to this document.

3.1 online performance The main content consists of live cultural performances and other activities, broadcast in real time via information networks such as the Internet, mobile communication networks, and mobile Internet. Internet cultural products created through dissemination or uploading and dissemination in the form of audio and video.

3.2 Business activities involving the organization, production, and marketing of online

performances, as well as brokerage activities such as signing, promoting, and representing online performers. main body.

3.3 Platform-based business entities that provide comprehensive online performance services.

3.4 Livestreamer Based on the internet, it provides online performance and audio-visual information services through live streaming, real-time interactive communication, and uploading audio and video programs. Personnel in charge of the work.

4 Institutional Operation Requirements

4.1 Operational Service Items Online performance brokerage agencies should provide services covering online performance content planning, organization, production, resource integration, channel marketing and promotion, and other business activities. Our services include professional agency work for online performers, such as career planning, signing contracts, image packaging, commercial promotion, rights representation, and community maintenance. Dynamic service.