

TWITCH FOR MUSICIANS

PART ONE – UNDERSTANDING TWITCH

1.2 - HERE'S WHAT YOU NEED TO KNOW COMPLETELY BEFORE LIVESTREAMING

Livestreaming is all about community. It's literally the most important thing. Everyone is there because they are all interested in the same topic, but what they are getting out of the experience is a sense of belonging and of community.

This is so important that I will say it again. Livestreaming is all about community.

How is community created through livestreaming? INTERACTIVITY.

The importance of the interactivity between the creator and the viewer cannot be understated. If you are not willing to interact with your audience, you may as well just post videos to YouTube.

This is how interactivity happens on livestreaming:

1. Creator performs on their livestream.
2. Viewers watch and post comments in the chat window.
3. Creator reads the comments and reacts to them on the video (e.g. answering questions aloud, welcoming returning viewers, acknowledging follows and tips, etc.).
4. Viewers can do these things for free:
 - a. Follow the channel.
 - b. Post comments to the chat.
 - c. Request songs (bigger streamers require tips for requests, but most don't).
5. Viewers can pay to do these things:
 - a. Tip the creators real money.
 - b. Buy virtual gifts for the creators, like an animated GIF that appears on the stream.
 - c. Subscribe to the creator's channel.

Why would anyone do this? Because it's fun.

Because when you spend time with a streamer and they are doing something you like enough for you to comment on it and they respond to you, you feel included. Because you are having fun talking with the other people in the chat.

Why would anyone spend actual money when there is so much free content online? Because it's a natural human instinct to give something of value when you feel you are getting something of value.

This is another way to look at it.

	GIVE	GET
CREATORS	Performance Attention to Viewers	Real FANS Money from those FANS
VIEWERS	Attention to Creators Chat with Creators & Viewers (optionally) Money to Creators	<u>COMMUNITY</u> (again, it's important)

Once you understand why people are there, you are better able to deliver to them what they want.

This is fanbase-building 101, and having a genuine fanbase is what will give you a CAREER in music, not just streams on Spotify or follows on Instagram. Connect with them on a musical level, then connect with them on a personal level.