

TWITCH FOR MUSICIANS

PART ONE – UNDERSTANDING TWITCH

1.5 – THE CHANNEL PAGE

To really understand Twitch, you have to go on Twitch, so let's do that.

I'll explain all the components of a Channel Page and a livestream and later we'll get into details on how to set your channel up.

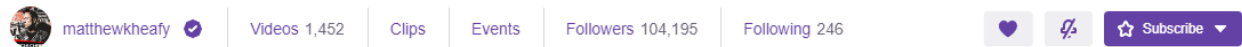
The Channel Page functions much like a profile page on social media. It's the channel owner's home base where people watch the streams, chat, watch archives of past streams, and learn more about the streamer. Everyone has a Channel Page, even if all you do is view streams.

The screenshot shows the Twitch channel page for 'marinavmusic'. The page layout includes a top navigation bar with 'Discover', 'Following', 'Browse', and 'Try Prime'. The channel header shows the name 'marinavmusic', video count (4), clips, events, followers (138), and following (58). The main content area features a large video player with the title 'THE MARINA V SHOW' and a message 'IS CURRENTLY OFFLINE FOLLOW THE STREAM FOR UPDATES WHEN I GO LIVE'. Below the video player, there's a section for 'Vocal & piano originals & covers from award-winning artist Marina V' with a category of 'Music & Performing Arts'. The page also includes a 'Schedule' section with dates 'WED MAY 8 - 6PM US Pacific' and 'SUN MAY 12 - MY DUE DATE!! Stream today?? :)', a 'Requests' section with a list of songs and instructions on how to make a request, and a 'Donate' section with information about donations and a link to the channel's Kickstarter campaign. The left sidebar shows 'Followed Channels' and 'Recommended Channels'. The right sidebar shows a 'Stream Chat' with a welcome message and a 'Rooms' section.

The Channel Page consists of a Video Player, Panels below that with information uploaded by the channel owner, a Chat Window to the right that is always active, and navigation across the top so viewers can watch archived videos.

CHANNEL PAGE NAVIGATION

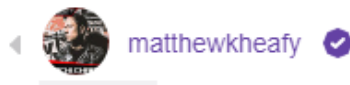
Your Channel Page navigation looks like this.



The channel name is your Twitch username and clicking on it takes you to the main Channel Page with the Video Player and Panels and Chat Window. Videos and Clips are the next most commonly used pages. I have never seen anyone use Events, but I suppose if you have something special coming up, you could post it there. Following and Followers list who you are following and who is following you. The heart and bell to the right are where viewers follow you and set their notifications. Subscribe is where viewers can subscribe.

CHANNEL NAME AND AVATAR

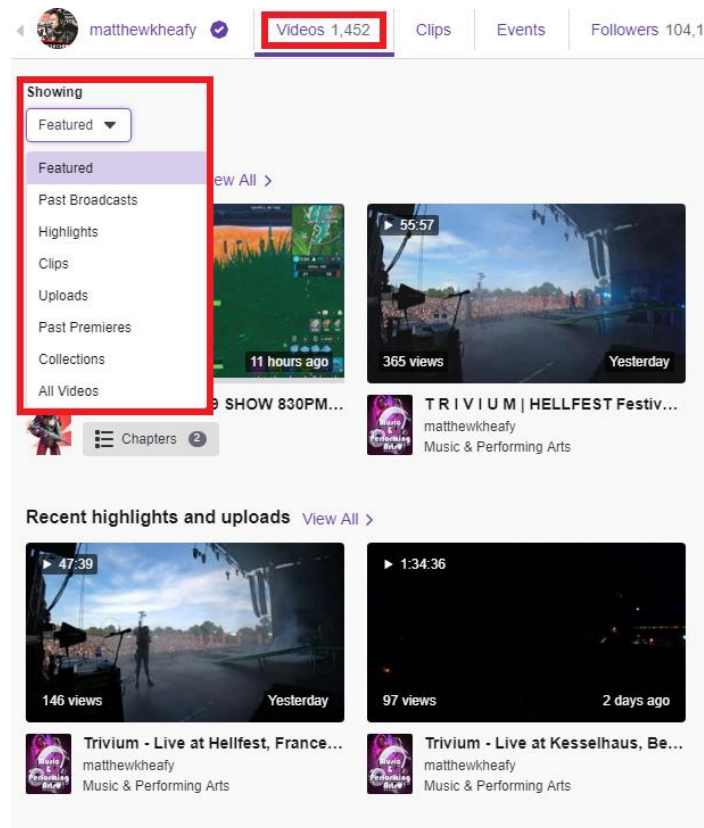
You can customize the capitalization of your username (same as your channel name) but not the spelling. If you want to change your username, you can do that in your Account Profile under Settings. The avatar image next to it is customizable.



VIDEOS

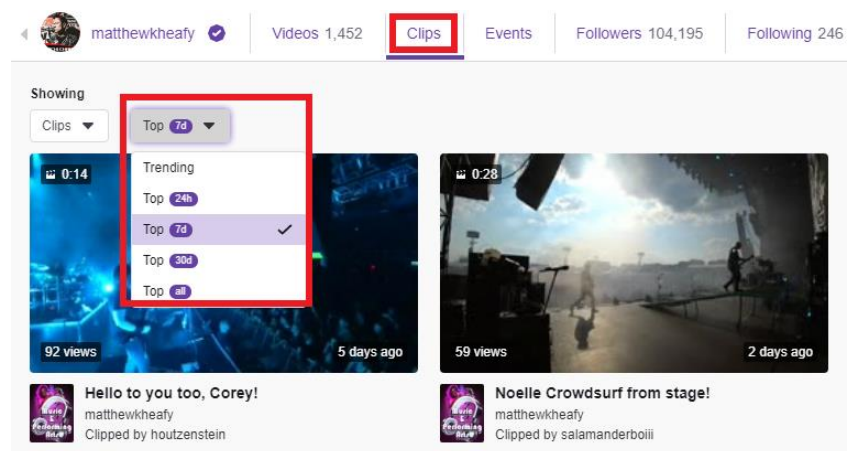
Twitch can archive your past streams in the Videos section of your Channel Page so that viewers can watch them on demand. Very few viewers watch entire past streams and the files are huge, so the archives are only up 14 or 60 days after you went live, depending on whether you are Partnered. You can opt to not archive your streams and can delete them once they are up.

You can upload videos to your Videos page and organize them into Collections ("New Songs," "Music Videos"), sort of like YouTube. Those videos don't expire. Your Clips and Highlights will be there, too.



CLIPS

Viewers can create clips of your stream, which are snippets up to 60 seconds, and give them custom titles and share them to their socials. Clips are usually songs or funny moments from the stream. When they are shared to socials, only the link to the clip on Twitch is shared, the video itself is not embedded in the post. Clips are saved to both the Clips and Videos sections of your Channel Page.



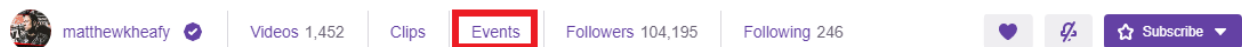
To create a clip, the viewer would mouse over your video (on a phone they would click the video) then click the director's clapboard icon. They can do this with a live or archived video. A page will open that lets them edit a clip from that point up to 60 seconds prior and create a title for the clip.



Channel owners can create highlights from archived shows, which are like clips but can be longer in length. Clips are more popular. You can delete clips and highlights regardless of who posted them.

EVENTS

Events is for scheduled events that you have coming up on your stream. I do not see many streamers using this. They just announce on their Channel Page and in their stream when they have something special happening.



FOLLOWERS

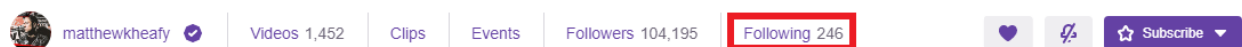
This is who is following you. Anyone can see this. You will always see a count and you can click on it to see a list of which users are following you. Followers are different from subscribers. It's free to follow and just informs the viewers when you are live.



Streamers can offer perks to followers, like limiting chat activity to followers only. This is helpful when you have thousands of viewers at once and the chat is moving too fast to read. You can also program it so new followers have to wait a certain amount of time after following to post to the chat. That helps discourage trolls. You probably won't need to do either of those things when you start out.

FOLLOWING

This is who you are following. Anyone can see this. Like Followers, it's just a list of which Twitch users you follow.



FOLLOW/HEART AND BELL

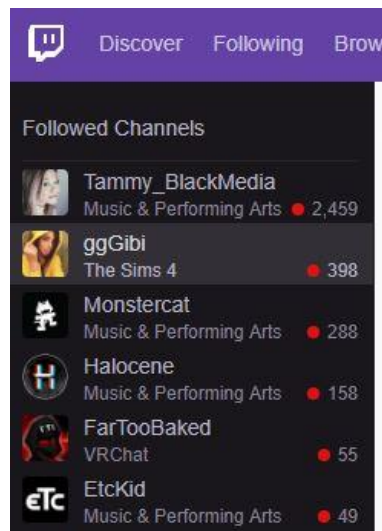
To follow a channel, click the “(heart) Follow” button in the top navigation.



Once you’ve followed, the Follow button turns into a heart and a bell appears next to it. If you click the heart again, you’ll unfollow the channel. You can click the bell to turn on or off notifications of when the viewer goes live. You can also go to your Account Profile’s Settings > Notifications to change how Twitch notifies you.



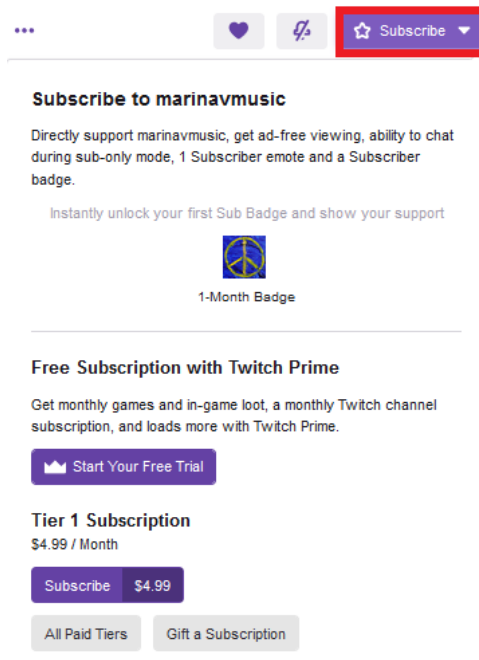
When a channel you follow is live, it will show in the left-side navigation of the site with a red dot next to its name regardless whether notifications are on.



SUBSCRIBE

Streamers who have Affiliate or Partner status can offer paid subscriptions to their channel and share in the revenue collected. Subscriptions have three tiers: \$4.99/month, \$9.99/month, and \$24.99/month. The difference is mostly how many and what kind of custom emotes and custom badges you can make available to your subscribers. You can also make some streams and on-demand videos viewable to subscribers only.

If you want to subscribe to a channel, click the subscribe button in the Channel Page navigation. You’ll see the subscription options pop up.

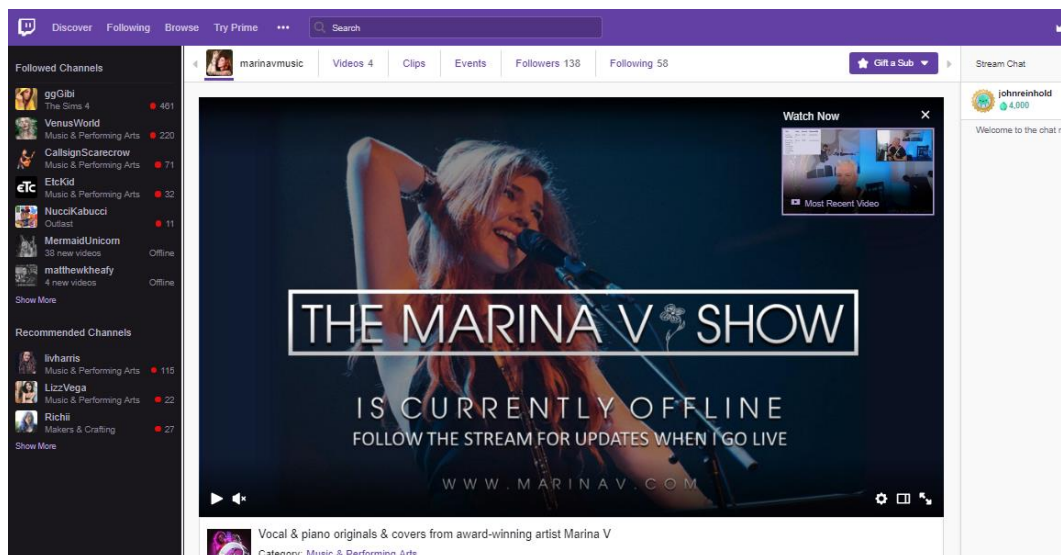


If you have Amazon Prime, you can subscribe to one channel per month for free. Log into your Amazon Prime account, then go to www.twitchprime.com and connect your Amazon account. When you subscribe to a channel, you'll now see the option to do it with your Prime account.

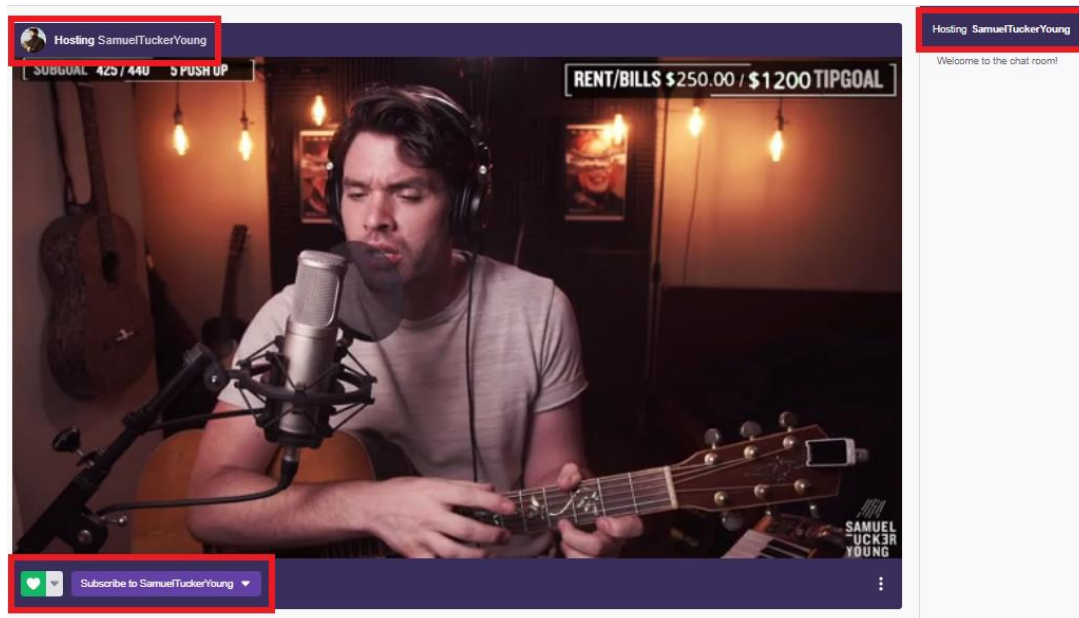
If you don't see a subscribe option, the streamer is not an Affiliate or Partner yet.

VIDEO PLAYER

When you are live, the Video Player will show your stream. When you are offline, you have a couple options. You could upload a static image with information about your stream, as this streamer has done.



You could host another channel, which means that channel's currently live stream would show in your Video Player. Streamers do this to support other streamers. There are settings to automatically change the Video Player from an showing an image to hosting. This is what it looks like on your page when you are hosting another channel. There are indicators on the video and in the chat.



SamuelTuckerYoung being hosted by another streamer

PANELS

Panels are those informational blocks below the Video Player. Twitch has a module where you can upload images and text and move the Panel order around. In this example, About, Requests, and Donate are each individual Panels.

☐ Edit Panels

Hi guys and thank you for being here!
If you are not familiar with my music, here's the stuff.

My name is Marina V, I was born in Moscow, Russia, and when I was 15 I came to the USA on a scholarship that changed my life.

I now I live in Los Angeles and create music full time.

Together with Nick (my hubby/co-writer/guitarist) I have toured all over the world (1,000+ shows), have released 10 albums, won awards (even one from Sir Bob Geldof in London), have written many songs for films, tv shows & ads and have made many amazing friends (and a few asshole enemies) along the way!

A list of most of my songs (+ covers) is here:
bit.ly/requestMVsong.

TO MAKE A SONG REQUEST:

- Click the link above, sign in with your Twitch ID (click the menu on the top right of the site then "sign in")
- Find a song you want to hear on the list
- Click the "Request" button to the right of the song title
- Click "Add to Queue"
- OR-- just enter "Irequest (song title here) by (artist here)" in the chat

TO MAKE A SONG REQUEST WITH A DONATION:

- Find a song you want to hear

Donations are not required but very much appreciated. I'm not touring as much this year because I'm having a baby in May(!), so I'll mostly be on Twitch.

You can donate to my stream directly at Streamlabs:
streamlabs.com/marinavmusic.

You can donate when you request a song on my Songlist: bit.ly/requestMVsong.

I am recording a NEW ALBUM called **Songs in V Minor** and am taking pre-orders now. I have lots of perks set up, much like a Kickstarter campaign. See all the options here: marinav.com/newalbum.

Please note that donations are non-refundable.

If your viewers are watching from a mobile device, they may not see your Panels at all because they are under a tab called Info that you have to scroll to see. The majority of Twitch users are on a desktop when they are watching, so it's worth making the Panels look on-brand and have useful information.