

TWITCH FOR MUSICIANS

PART ONE – UNDERSTANDING TWITCH

1.6 – THE LIVESTREAM

Your livestreams take place on your Channel Page in the Video Player and the Chat Window. Let's dissect what is happening during a livestream.

Title	Artist	Amount	Requested By
I Will	The Beatles	\$10.00	BerryNLaVegas
We Belong	Pat Benatar	\$5.00	sjbyrnesOD
Guardian Angel	Marina V	\$5.00	sjbyrnesOD
Fool	Marina V	\$5.00	MJGardner

sjbyrnesOD donated \$5

SJBYRNESOD	\$5.00
KIRK GAUDI	\$12.54
MJGARDNER	\$5.00

Vocal & piano originals & covers from award-winning artist Marina V · 3 days ago
Category: Music & Performing Arts

Showing: Featured

Recent broadcasts [View All](#)

Chat on Videos

40:06 StreamElements: REQUEST A SONG-----Sign in with your Twitch ID to www.bit.ly/requestMVsong (click menu, top right), pick a song, click "Request" *****TO ADD A DONATION***** After clicking "Request", click "Copy" to copy the song title, then click "Go To Donation Page". Paste the song title in the "Donation Message" box and make a donation.

40:52 alexkharlamov: Happy to be here and you guys do amazing job at this Show

40:55 MJGardner: Houston, Texas here

41:07 sjbyrnesod: Lancaster, CA

41:15 barynylasvegas: Vegas, of course.

41:35 kxanadha: lprime

41:35 StreamElements: SUBSCRIBE to my channel for FREE with your AMAZON PRIME account! _____ FIRST log into your Amazon Prime _____ THEN go to www.twitchprime.com and sign up, it will link to your Prime _____ LAST click Subscribe on my page and use your free sub!

42:07 marciamarcia921: You know where I am

42:08 kxanadha: you can subscribe for real money, too. \$5/mo.

42:46 samzinpunk: Hello from Paso Robles!

42:57 barynylasvegas: Loved the beach photo

43:00 Streamlabs: sjbyrnesOD just tipped 5.00USD!

43:04 kxanadha: i love paso, my favorite wine region

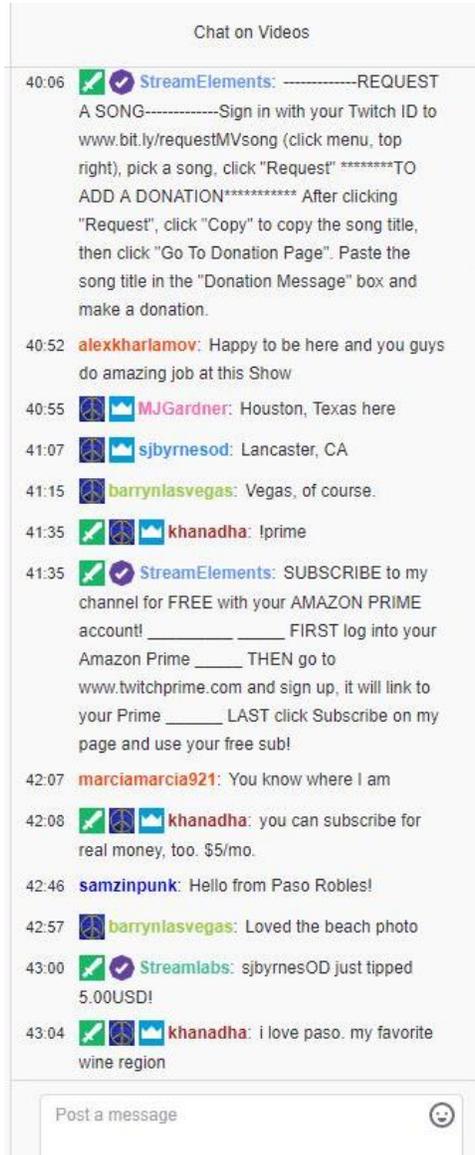
Post a message

VIDEO PLAYER

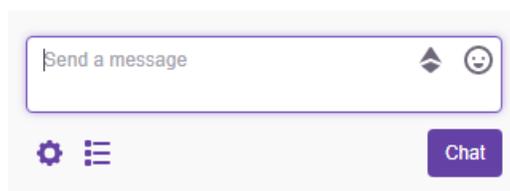
This is what viewers watch and it shows the streamer in real time. In this case, the streamer has chosen to use two camera angles, one head-on so she can make eye contact with viewers, and one from the side so they can see her playing. The song list, donation alert, URL, and list of who made donations are all called Overlays. Overlays are super fun and make the stream come to life.

CHAT WINDOW

The Chat Window is to the right of the video player and is where viewers communicate with each other and with the streamer (who reads the chat as they stream).



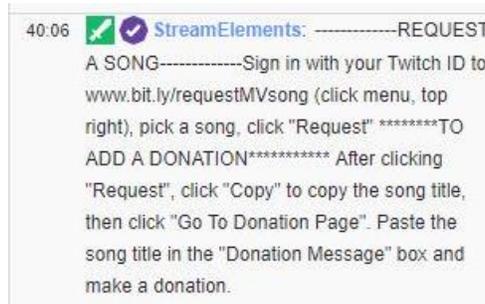
To post a message to the chat, write something in the box where it says "Send a message" then click Chat. The message gets posted to the chat chronologically with your username preceding your message.



To help manage the conversation, streamers have moderation tools to slow the speed of the chat, limit the chat to followers or subscribers only, have chat rules pop up before a viewer makes their first post, filter out certain word and phrases from posts, delete messages, and ban or block viewers. Streamers can also assign moderation privileges to other Twitch users. It is very common for popular streamers to have a number of volunteer moderators (mods) helping keep the chat clean, welcoming new viewers, posting informational messages, etc.

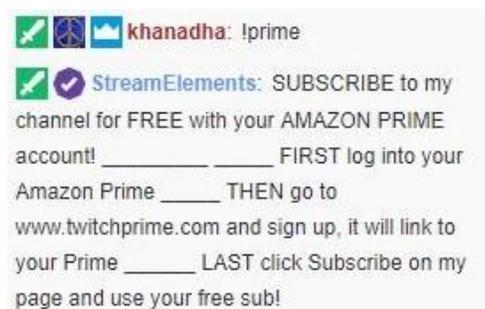
CHATBOT & CHAT COMMANDS

Streamers can program a chatbot to automatically post messages to the chat at predetermined intervals. This is helpful since viewers join the stream at different times and may not know how the streamer prefers to take requests and donations and it's tedious for everyone else if the streamer is explaining it to each new viewer. Chatbot messages can also be things like links to the streamer's Instagram, merch page, Spotify profile, etc.



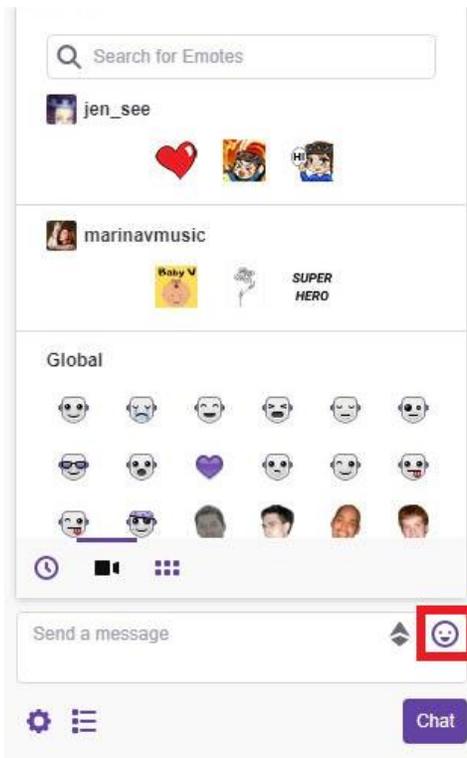
In the example above, StreamElements is the chatbot. There are many chatbot services and they mostly work the same. They can automatically post pre-programmed messages, post a notification when a viewer action has taken place (like a donation), and post a response when a chat command is posted to the chat.

A chat command is a keyword preceded by an exclamation point (like this: !prime). When posted to the chat, the command triggers the chatbot to post a pre-programmed message, in this case instructions on how to subscribe to the channel using your Amazon Prime account. This saves the chat moderators and the streamer time when common questions are asked in the chat.



EMOTES

Emotes are what Twitch calls emoji. You can add emotes to your chat post by clicking the happy face in the chat box. A menu of available emotes pops up: global ones that anyone can use, and if you're subscribed to any channels, you'll see the ones they have created for their subscribers to use. Click the one you want to use and it gets added to your chat post.



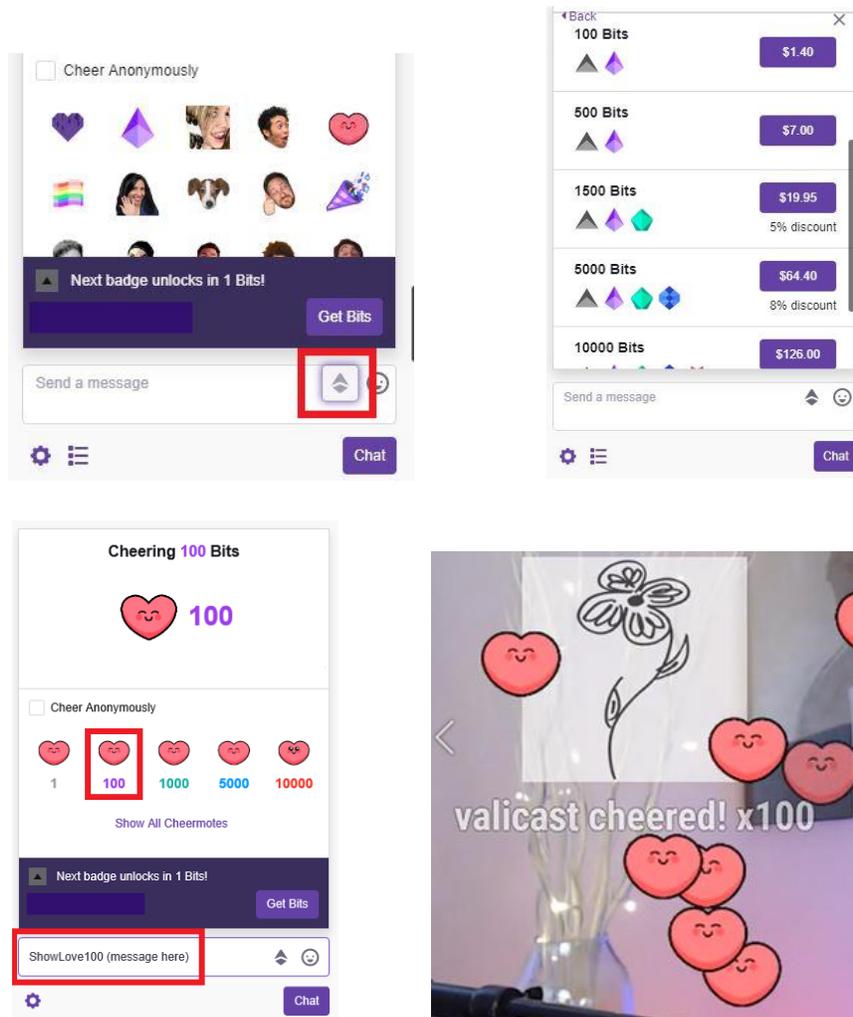
People use emotes to punctuate their comments and to react to the streamer, like a way to visually clap or laugh or dance. If a viewer is watching the stream from a mobile device, they can also post emoji provided in their mobile's keyboard, but it will not render as well as Twitch's emotes.

Streamers who have Affiliate or Partner status are able to create custom emotes that only their subscribers can use. The emotes are usually very personal to the streamer, like a cartoon of them, and are sometimes used as a response to an inside joke they have with their audience.

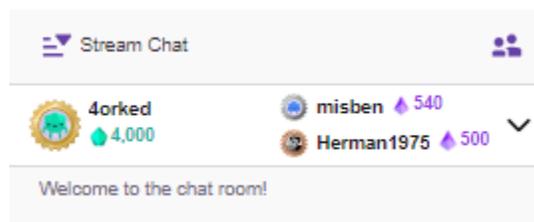
CHEERMOTES & BITS

Cheermotes are animated emotes that viewers pay for with Bits (Twitch's virtual currency which viewers spend real money to purchase). They show in the chat and on the streamer's video for a short amount of time with an optional message from the viewer. They are similar to animated GIFs. It is a fun way of donating money to the streamer.

If you want to give a streamer Bits or send them a Cheermote, click the diamond in the chat box, buy Bits, then spend them on a Cheermote. Once you've selected a Cheermote to buy, you'll see the Cheermote command in the chat box. You can add a message for the streamer after the Cheermote command and that will post alongside the Cheermote on the Video Player and in the chat. Click "chat" to post the Cheermote.



Viewers can also just donate Bits directly to the streamer. The streamer can make leaderboards of who has donated the most Bits over a set amount of time (like a monthly leaderboard). That leaderboard can show up at the top of your Chat Window or in a Panel you create.



If you don't see a diamond in the chat box, then the streamer is not an Affiliate or Partner yet and you cannot buy them Cheermotes or give them Bits. The streamer shares in the revenue when a viewer spends Bits on the streamer.

BADGES

Viewers in the chat can get badges next to their username to identify them as a chat moderator, channel subscriber, etc. Streamers that have Affiliate or Partner status can customize the badges so that subscribers who signed up for multiple months get a different badge than one who signed up for one month. These are called Loyalty Badges and are fun for viewers and help streamers identify superfans.

The viewers in the chat below all have the streamer's peace sign to indicate that they are subscribers. The crown means that they used their Twitch Prime account to subscribe.



ALERTS

You can program your stream so that alerts pop up on the screen for a short amount of time when something of significance has happened, like when a viewer has donated money, followed the channel, subscribed to the channel, etc. It is a way for the viewer to be recognized for their action and it helps the streamer see that an action has taken place at the moment it happens so they can verbally acknowledge it. They are customizable and fun.



EVENT LIST

Event Lists are running lists of recent actions taken by viewers. Again, it gives recognition to the viewer and is another way for the streamer to see that something has happened worth acknowledging in case they missed the alert.



There are other forms of event tracking, like a Goal with a progress bar showing how close you are to achieving it (a goal might be to get to 50 followers, for example), or text scrolling across the bottom showing the most recent donation, follow, etc.

OVERLAYS

An overlay is a graphic that is laid over the top of the video and shows permanently on the stream. Most overlays are very decorative and act as a sort of frame for the video. You can think of it as a designed template. You can design your own and there are a number of services that provide them for free or will design one for you for a reasonable fee.

It's also technically anything laid over the stream permanently, so an overlay can BE an Event List or an overlay can be a fully designed template that CONTAINS an Event List. This streamer's overlays include the URL in the bottom right of the video, the song list at the top left, the event list, and the frame behind her side-view video. In some services, you program these all in one overlay template, in others you can add each element individually.

There are *so many* kinds of things you can put on your stream. We'll talk about that more later.

Note: overlays do not have hyperlinks. Viewers cannot click them. Twitch does have a number of Extensions (similar to an app) that you can put on the Video Player that when clicked can enable things like taking polls, but that is different from an Overlay.

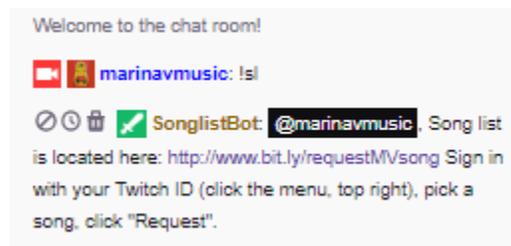
SONG REQUEST LIST

Musicians on Twitch take a lot of song requests from viewers. The requests often come through the chat and can be hard to keep track of, so there is a tool called StreamerSonglist to help viewers browse the songs the streamer knows and select one to add to the song Queue (with or without a donation). The streamer can then reorder the list if they want and mark a song as played. The song queue shows on the

stream as an overlay so viewers know what song is being played, who requested it, if they donated, and what's coming up next.

Title	Artist	Amount	Requested By
I Will	The Beatles	\$10.00	BarryNLasVegas
We Belong	Pat Benatar	\$5.00	sjbyrnesOD
Guardian Angel	Marina V	\$5.00	sjbyrnesOD
Fool	Marina V	\$5.00	MJGardner

Look at the streamer's Panels to find out how to request songs or try entering the chat command "!sl" in the chat to get the chatbot to reply with a link to the song list.



A discussion of how to use StreamerSonglist as a streamer is in Part 9.

STREAM TITLE AND CATEGORY

Each time you go live, you can title your stream and select the category you want to stream in.



Vocal & piano originals & covers from award-winning artist Marina V

Category: Music & Performing Arts

Twitch will display your stream in its directory of currently live streams under the category you select. Twitch will take a screenshot of your livestream and include that in the directory, too.

If you are performing, your category should be Music & Performing Arts. If you are just hanging out and not performing, you can stream in Music & Performing Arts (because that's where you normally stream) or in Just Chatting, which is a catch-all for hanging out and talking. If you want to play a game, then you'd stream in that game's category (e.g., you'd stream your Fortnite play in the Fortnite category).

You can stream in any category with the same Twitch account, but you can only choose one category each time you go live.

Viewers can browse a listing of all channels currently streaming in a category, so it's important that you select a category relevant to what you're doing. For viewers to know specifically what you do on your stream, use a descriptive stream title.

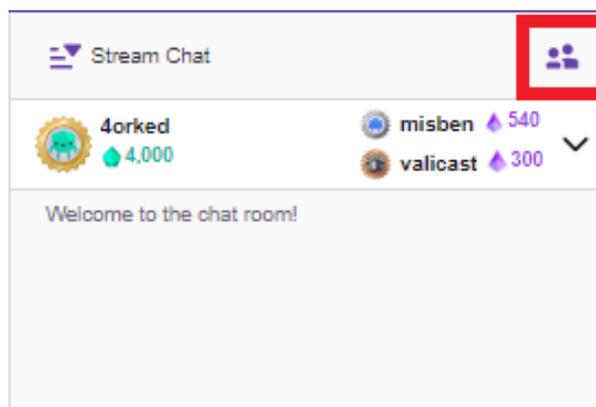
You can choose keywords in addition to the category before you go live. Those are helpful to match your stream with viewer searches and viewers can filter their search results by keyword, but it's much more common to just browse a category without filtering.

EYEBALL & PERSON

Along the bottom of the Video Player, the number next to the person icon tells you how many people are watching you right now (concurrent viewers). The number next to the eyeball icon tells you how many views you've had since your first day streaming. It's not a very helpful statistic. The number of concurrent viewers is far more important.

 46  159,926

If you want to see exactly who is watching right now, click the people icon at the top of the Chat Window and a listing will pop up. The "Stream Chat" icon on the left will show whether the chat is divided into rooms, which it almost never is unless there are thousands of concurrent viewers.



SHARE

This is a pretty standard share tool for sharing a link to the stream. It will create a post for Twitter, Facebook, Reddit, and VKontakte (a gamer thing). The post will only have the stream title and a URL link, it will not show embedded video.

Note: there is not an option for Instagram. Streamers usually take screenshots to post to IG.

