

 YouTube Gaming

Live Gaming

On YouTube

Table of Contents

Please note that these best practices are tips to guide you that we have gathered from what has worked on the platform, but they are not a guarantee for success.

- 01 The Basics
- 02 Setup for Success
- 03 Upload Strategy
- 04 Community Engagement

The Basics

Before starting to stream, ensure you have sorted out the technical aspects of streaming from testing your internet connection to making sure you have the correct hardware and software to capture gameplay.

Internet

First, you want to make sure you have good upload bandwidth by speed testing your network. Test it repeatedly to ensure a consistent range. This is what is needed per the quality you desire:

Standard Definition Video | 3 Mbps

720p & 1080p High Definition | 5-10 Mbps

4K Ultra High Definition | 25 Mbps

Hardware

Additional hardware may be needed to capture game footage. Streaming is very CPU intensive so make sure your computer is up to the task of streaming and playing simultaneously.

PC | Games played on your computer are simply captured with your video card. No additional hardware needed

Console | Some consoles will let you stream directly to YouTube. If you prefer to stream to an encoder you'll need a capture card to feed your gameplay to your streaming device

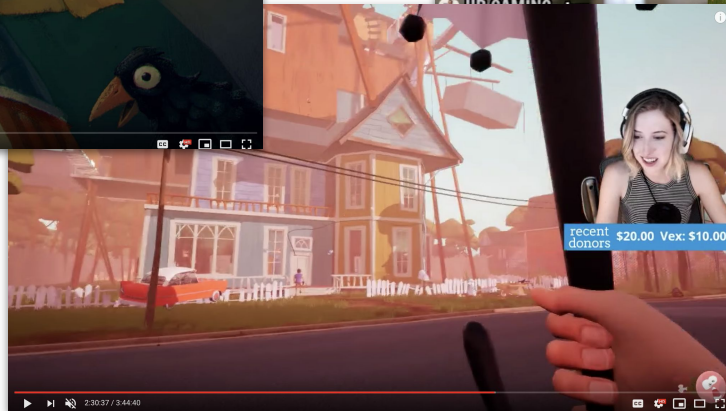
Software

There are many types of encoders, and the best one for you depends on your needs. The following encoders are YouTube Live verified. None of these products are made by YouTube. Make sure to evaluate the products and decide which option makes the most sense for you or your business.



Open Broadcast Software

OBS is a free software for video recording and live streaming. OBS lets you create scenes and sources where you can set up your stream layout, add games, webcams, and other devices or media that you in in the output.



Third Party Integration

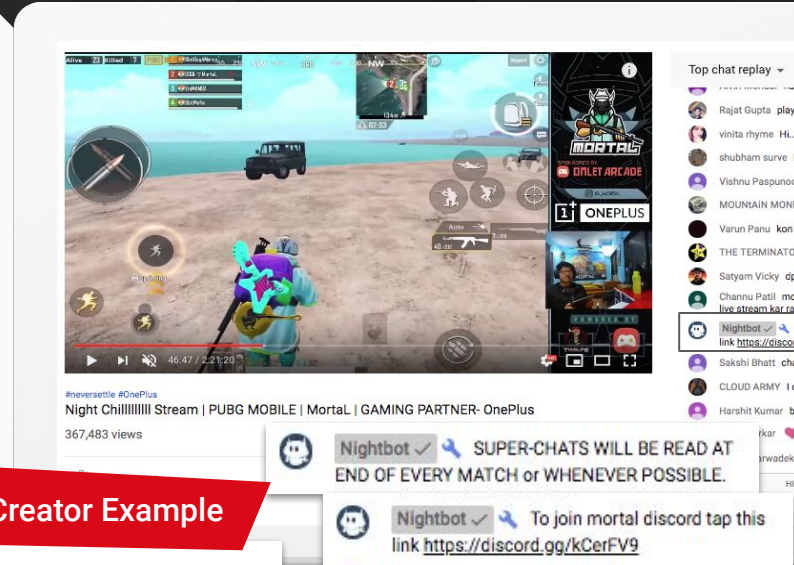
Third Party tools can allow you to bring your stream to the next level with interactivity. Consider using these tools to create an engaging environment for your viewers & fans.

Nightbot

Nightbot is a chatbot that allows you to automate your live stream chat with moderation and new features, allowing you to spend more time entertaining your viewers.

Ways to utilize Nightbot to interact with community

- Communicate channel's culture (e.g. chat rules)
- Welcome new viewers & subs
- Enforce chat rules & standards
- Highlight social channels
- Promote rituals



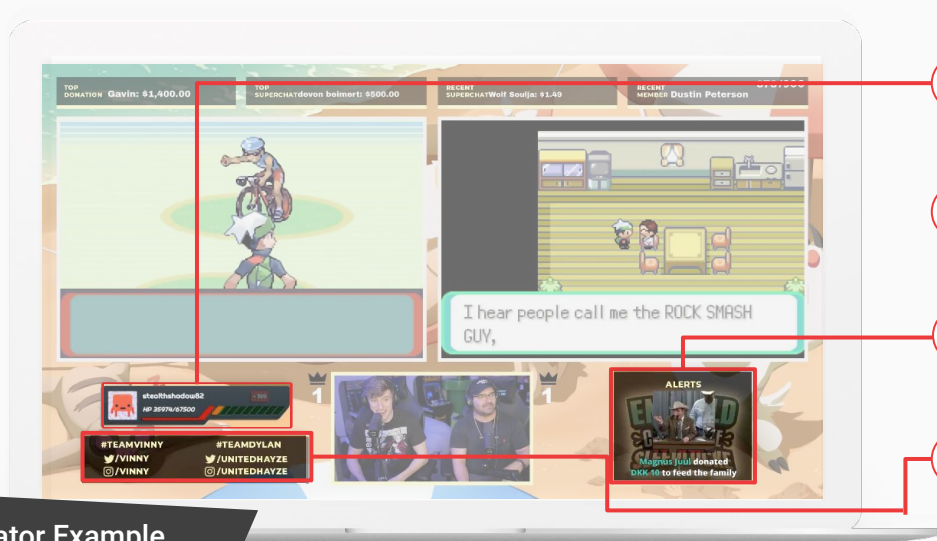
The image shows a YouTube live stream interface. The main video area displays a PUBG Mobile game with a character in a colorful outfit. The stream title is "Night Chiiiiiiii Stream | PUBG MOBILE | Mortal | GAMING PARTNER- OnePlus" and it has 367,483 views. On the right, there is a "Top chat replay" list with various usernames. Below the video, there are two messages from Nightbot: "SUPER-CHATS WILL BE READ AT END OF EVERY MATCH or WHENEVER POSSIBLE." and "To join mortal discord tap this link <https://discord.gg/kCerFV9>".

Creator Example

Mortal

Streamlabs

Reward your loyal viewers by thanking them with attractive, on-stream notification popups. Take donations with multiple payment options, manage donation goals, add labels to scenes and more.



Create on-screen goals that you and your audience can work towards



Display chat on screen during parts or all of your stream



Show fans your thanks by highlighting Super Chats & Members with on screen visuals



Promote your social links to keep your community engaged across platforms

Creator Example

UnitedGamer

Content Strategy



Create a schedule & strategy around how and when you incorporate live onto your channel.

Create a Cadence

Think about your mission when incorporating live streaming on your channel: is it to connect with a new audience, highlight an important moment, build a deeper connection with your fans, experiment creatively, etc. Consider asking yourself:

- Why do I want to go live?
- How frequently will I stream?
- How will this be a different experience for my viewers than my typical content?
- Who are your favorite YouTube streamers and what makes them memorable to you?



Events/Tent-poles



Big moments

Broad appeal

Promotable

Consistent Streams



Hub content

Core fans

Consistent

Events/Tent-poles

For infrequent stream events around big moments. Use live to capitalize on big moments in your game or life.

- Schedule your live stream in advance of your stream date
- Consistently tease your event with custom posts for social media & the Community Tab
- Promote your upcoming event across social & the community tab
- Remind viewers to hit the “Set Reminder” bell
- After your stream, consider creating a highlight video to drive core audiences to the full archived live stream



Consistent Streams

Incorporating streaming as a core part of your content strategy, whether this is weekly, bi weekly, or monthly.

- Create a stream schedule that you can consistently deliver on for your audience
- Slowly introduce live to your schedule & communicate the change to your fans
- Remind viewers to ring the bell to receive all notifications for the channel
- Build communities & reward viewers for continually tuning in by speaking to and engaging with fans



Introducing Live

When incorporating live onto your channel, consider that this may be a change in content that your viewers aren't familiar with. You can ease the transition by anticipating how your audience may react to your new format.

Communicate

With any change in upload schedule or format, communicate your upcoming shift to your audience & set their expectations for what type of content they will see, and when they can tune in to get it!

Engage your Core

Think of your live content as a way to deepen your connection with your core community while using video on demand or live highlights to capture a broader audience.

Create Space

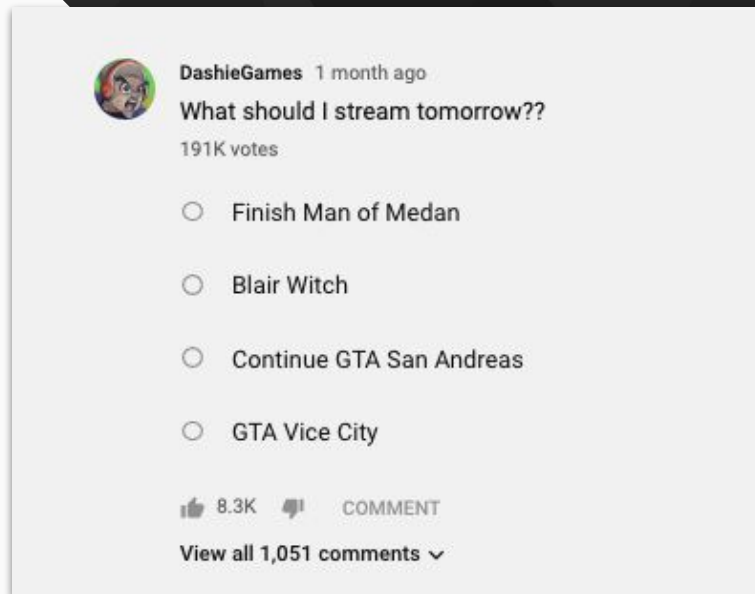
You may want to avoid overwhelming your audience with uploads by spacing out your VODs & streams. If you plan on keeping your archive public, consider waiting to post your next video.

Promote

Use Community Tab and other social tools to **cross-promote** your stream and reward viewers for showing up!

Think beyond just reminders for promotion

- Ask for ideas/let viewers influence your stream
- Post gifs from past live moments
- Pin promotional comments in your latest videos driving them to your upcoming stream



Highlight & Hype

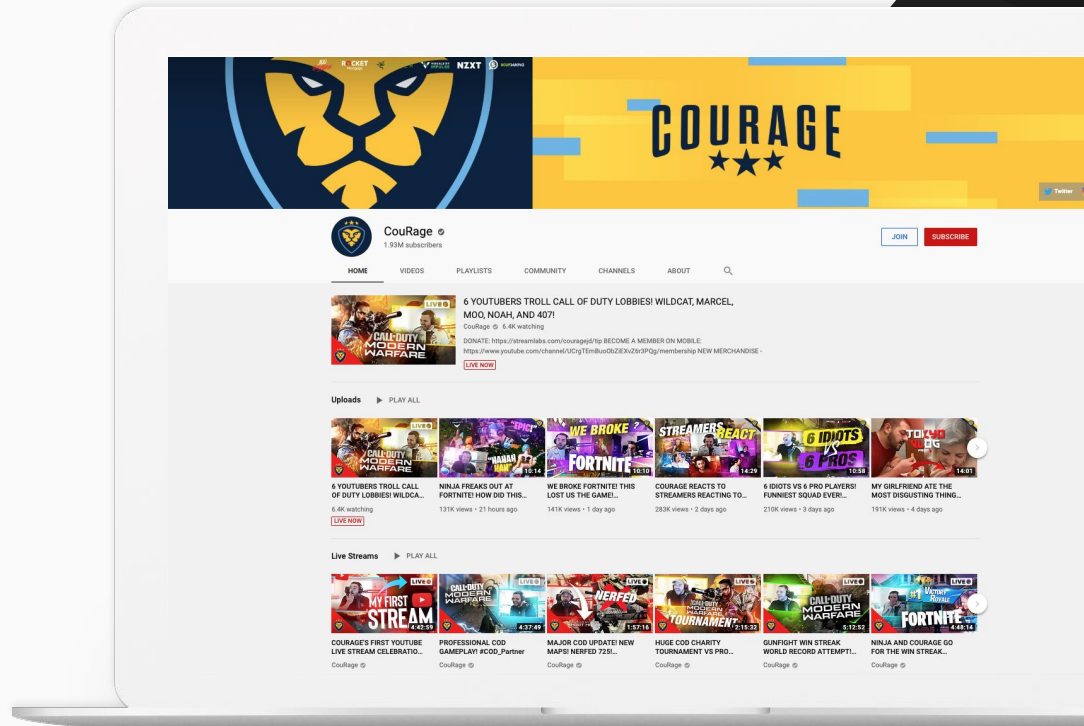
After your stream, you can expand your content's reach by continuing to promote and feature your live moments.

- **Create highlights:** consider editing down some of your best live moments into more digestible highlight reels to reach a broader audience. These broadly appealing videos can act as an anchor to expose new audiences to your live streams.
- **Continue the hype:** after the stream, create FOMO & reward viewers in attendance with recaps, inside jokes, or shout outs on the Community Tab or other social platforms. Continued references to streamed moments creates incentives for viewers to be present while you are live.



Make your archived live streams easy to find

- Consider creating playlists for each of your archived streams - by game title or season - in a fashion that makes the most sense for your audience
- Place these playlists on your channel homepage and promote them in highlight clips from each of the streams



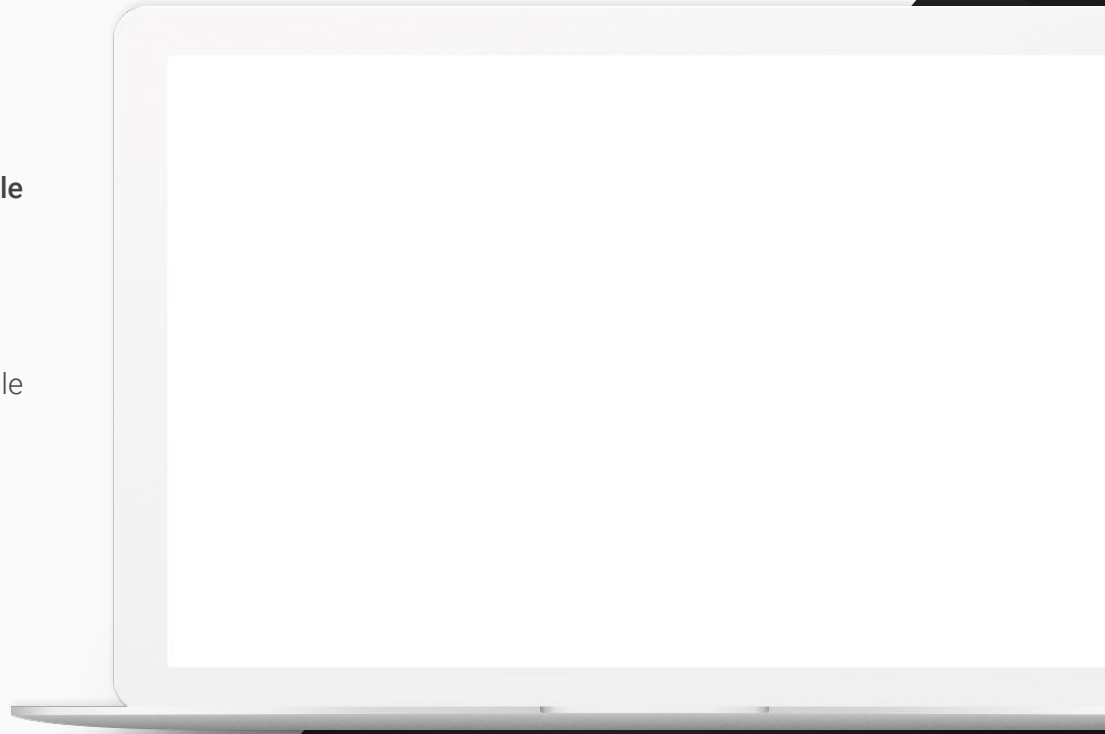
Revenue



Monetizing your livestreams through ads & alternative monetization

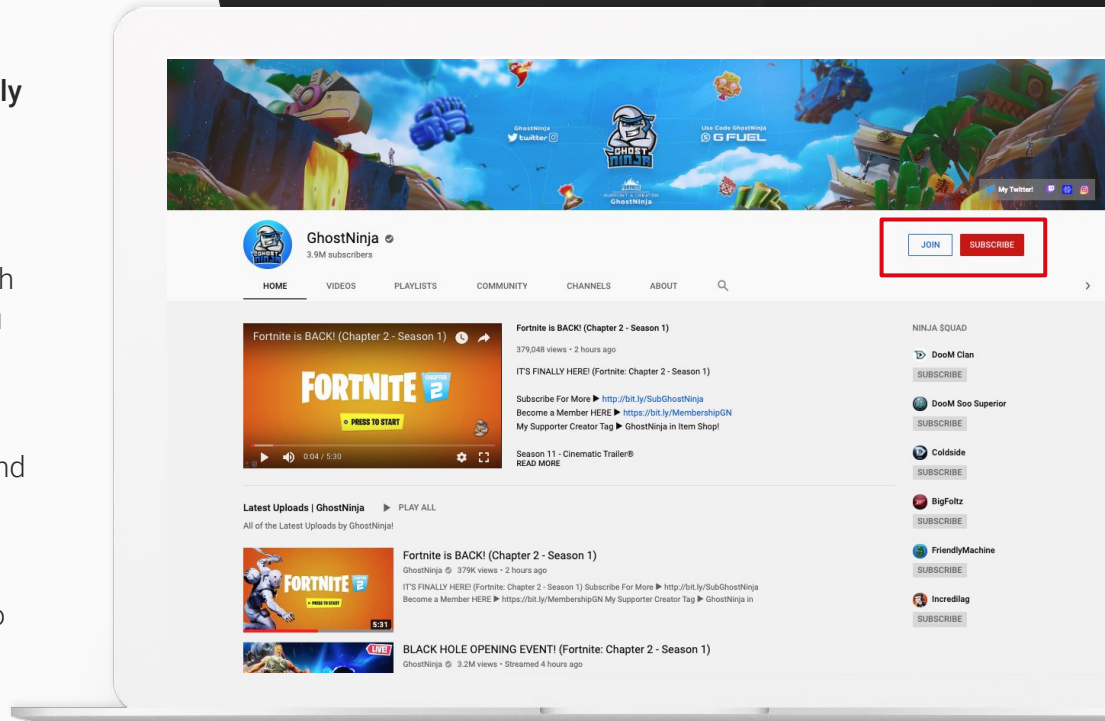
Merch

- Link your merch from one of the supported retailers to showcase it to your audience
- **Pin your merch live on top of your live chat while streaming**
- Showcase your merch in the shelf below your VOD
- No merch? Getting started on Teespring is simple and quick with no minimum order necessary



Memberships

- Memberships allows you to **engage more closely with your biggest fans, while growing a new, sustainable revenue stream** through custom perks
- You can offer **multiple membership levels** which all have different prices. Keep in mind that if you have multiple levels, their perks build on each other
- Perks can exist in the form of badges, emojis, and exclusive content
- If using Memberships, consider creating an announcement video with your perks outlined to inform your fans!



Memberships Perks

Badges

- **Create up to six custom badges** that are unique to members and unified by a consistent look and feel.
- **Identify members with a visually appealing icon** that helps them stand out in live chat and comments.
- **Reward your long standing members with special badges** that unlock the longer they maintain membership status.

Emoji

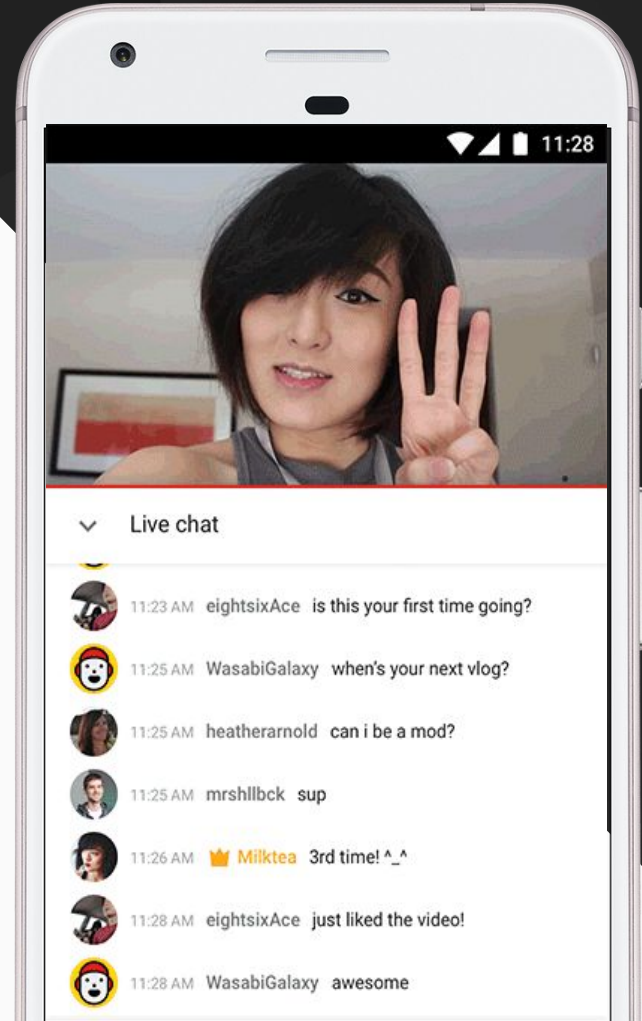
- **Select up to 50 custom emoji** for members to use in live chat and comments!
- **Connect with members via emoji** that reference your community, inside-jokes, and memes!
- **Engage your audience to suggest new emoji** ideas and add new ones as the community evolves!

Exclusive Content

- **Offer members early access to videos** via links to rough cuts and exclusive BTS.
- **Feature members' names** in your video credits and shout them out in your videos!
- **Create exclusive live streams, chat groups, and community posts** for your members.
- **Utilize special live features for members** like member's only live chat and member exceptions to slow mode!

Super Chat & Super Stickers

- Give yourself the potential to increase earnings while recognizing your biggest fans with Super Chat & Super Stickers. Super Chat lets viewers purchase brightly colored, pinned chat messages or stickers during live streams and Premieres.
- Super Stickers allow viewers to buy cool, animated stickers to connect with you during live streams and Premieres



Why would my fan Super Chat & send Super Stickers?

Stand out from the crowd

THANK those viewers who send Super Chats with shout-outs or on-screen graphics.

Participate in content

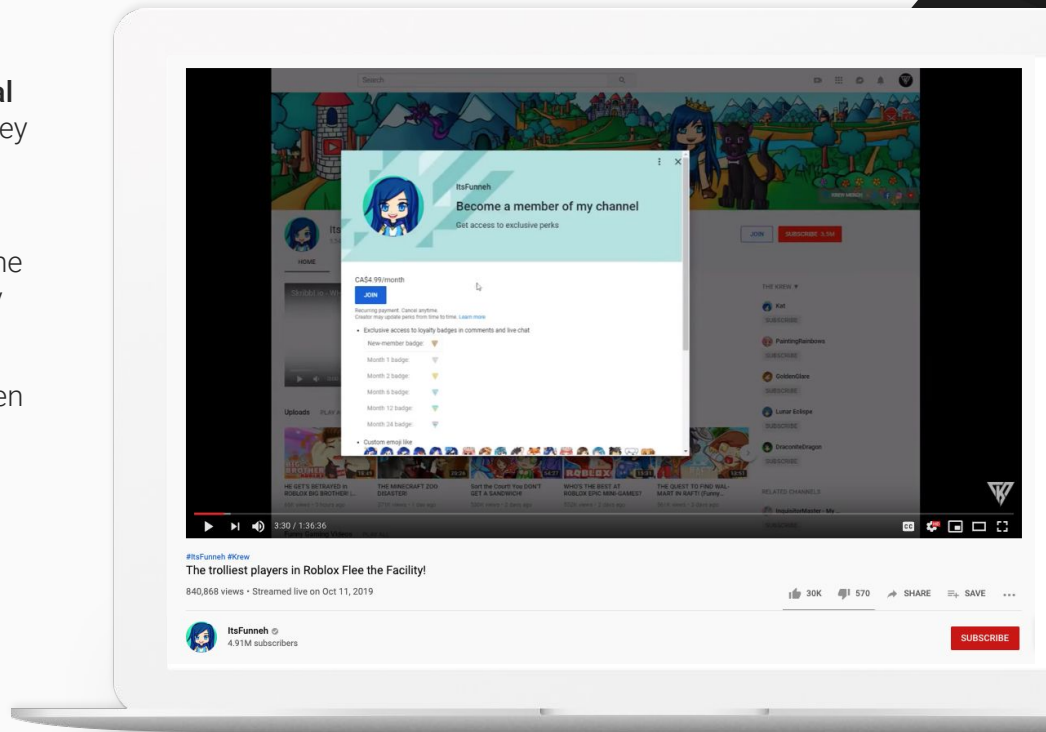
INTEGRATE the conversation into the content itself and put viewers in the driver's seat!

Support what they love

INFORM viewers where the money is going and let them see the results firsthand.

ItsFunneh Case Study

- ItsFunneh uses an **on-screen graphic and verbal call out** to remind viewers during stream that they can become members.
- **Teases upcoming members' only live streams** during her core content to create hype around the perk while letting non-members know what they are missing out on
- Lists recent Super Chatters usernames on-screen



Community Engagement



Give your fans a reason to tune-in live through interactive and engaging streams.



Foster Conversation

Live gives you the opportunity to interact live with your biggest fans and viewers. Help foster conversation and deepen the connection with your present audience to make your viewers feel apart of your content and community.

- Chat Moderation
- Identify breaks in content
- Speak directly to your audience
- Build rituals

Chat Moderation Features



Assign moderators: Assign moderators for live chat sessions to interact with the audience, remove inappropriate message, and enforce your community standards.

Use keyword blocking: compile blocked words in the Community Settings section. Live chats that match these words will be block.

Hold for review: You can have YouTube hold potentially inappropriate live chat messages. If you opt in, live chat messages that our system identifies will be held for review, & you and your moderators have the final decision on whether to show or hide them

Identify breaks in content

Before going live, plan out where you might see natural breaks in your content or where you may need to build out breaks to interact with your audience. Certain games lend themselves to planned breaks (loading screens in Fortnite, Overwatch, PUBG) where other games always-on nature may require you to build in breaks to address your audience.

You can fill breaks in by:

- Reading chat
- Recapping recent Super Chats & new Members
- Life or game updates





"Always-on":

Some games have more consistent action & story building that will lend itself to more consistent chats but less obvious break to interact with your viewers. Plan ahead on how to keep your audience engaged throughout.



"Built in breaks": Utilizes loading screens or obvious breaks in gameplay to engage with your audience. Read chat, thank new Super Chatters, or give shoutout to new Members!

Speak directly with your fans

Keep your audience apart of the conversation by speaking directly to your fans, reading chat, & responding to questions. **Your fans are there to interact with you** in real time, be sure to make them feel seen and heard.

- Have an ongoing conversation with viewers while in game
- Keep a temperature check on chat and verbalizes their sentiment
- Capitalize on in-stream jokes and funny moments

Creator Example

ItsFunneh



Build Rituals

Consider baking traditions into your content; whether they're memes, catch phrases, or inside jokes, these traditions will help build a unique culture for your channel that non-subscribers will want to be a part of!

- DashieGames sings a song welcoming back viewers to the tune of the game's intro music for his Mario Maker 2 streams



Creator Example

DashieGames

Recap

Setup

- Consider testing out your streaming software and internet to ensure a smooth show when you finally go live to your fans
- Try third party tools to create engaging on-screen and in-chat elements

Upload Strategy

- Create a schedule and stick to it
- Communicate that upload schedule to your fans so they know when to tune in live
- Highlight and Hype your live streams to expand their reach and appeal

Foster Conversation

- Think about how your gameplay will affect when you interact with your fans
- Consider creating a plan to highlight and thank super chatters & new members
- Read & respond to chat, your viewers are there to hangout with you Live!

Questions?



Thank You.

