

Knowledge About Live Streaming

Live streaming video is now being normalized both personally and professionally. Live video streaming grew by 93%, with an average viewing time of 26.4 minutes per session. It should come as no surprise to you that Gen Z and Millennials spend more time streaming than Baby Boomers or Gen Xers. Watching live video is easy, but have you ever wondered what's behind it and how live video works?

Interestingly, the live streaming industry is expected to be worth \$184.27 billion by 2027. This is because live video is important for many use cases across industries.

However, live streaming is more than just holding the camera and pressing the live button. It has a lot of content, which we will discuss in this blog.

Twitch overview

Launch date, 6 June 2011

HQ, San Francisco, California

People, Emmett Shear (CEO, co-founder), Sara Clemens (COO), Justin Kan (co-founder)

Business type, Subsidiary

Owner, Amazon

Industry, Video livestreaming

What Is Live Streaming?

You often hear the word live. Ever wondered what it is? Here is the simplest definition of live streaming:

The process of streaming video content in real time over the Internet.

This is done through various Internet video protocols, which are included in powerful dedicated video streaming technologies. Livestreaming refers to a “that’s how it is” mentality rather than presenting a rehearsal monologue. In regular streaming, the content is pre-created, but not in the case of live video streaming.

Use of Live Video Streaming

Live video streaming is used for many use cases. Technically, live streaming can help people attend virtual meetings, exhibitions, and experiences that they couldn't attend in person. In business use cases, organizations use live streaming to engage with their audience or market their brand.

The possibilities for using live streaming are endless, but let's mention the most prominent one.

- Online Education
- Virtual event or meeting
- Marketing
- Product Demo
- Live Concert
- Sports Report
- Webcast

Examples Of Live Streaming

Twitch, YouTube, Facebook Live, Instagram Live stories, Twitch TV, House Party and Tik Tok But we would mainly focus and discuss about Twitch.

What you need to know about Twitch

Twitch is a streaming platform for gamers that launched in 2011. Since then, it has amassed millions of subscribers and, as of February 2020, had 3.8 million unique streamers.

Twitch provides gamers or anyone with a lifestyle interest in lifestyle topics like food or music — the ability to stream their activity and have others watch it in real time. Streams can last from one minute to eight hours or even longer. You can find streams by browsing various categories, including specific games. If you find a streamer you like, you can follow their channel and get event updates and notifications.

Since its launch, Twitch has partnered with gaming companies such as Blizzard Entertainment and the Overwatch League to host global gaming and esports events unique to the platform.

How Twitch works

When you're watching a live broadcast or broadcast, split-screen allows you to see what the streamer sees on their monitor. But you can also hear and see them play through a smaller window at the edge of the stream.

Twitch also allows users to buy games through links on the stream, streamers earn commissions on sales, and the opportunity to use affiliate links to sell products related to their streams.

While watching a Twitch stream, you can comment with other viewers, and depending on the channel, you may be able to do things like make suggestions or ask questions and receive live answers. Twitch also saves streams, so you can choose to watch games or shows that were previously streamed.

The company has apps for iOS and Android so users can get all the same content wherever they are - from people to channels - and a range of mobile-friendly features.

How to Live Streaming on Twitch: Guide Step by Step

Stream your art, music, games or all the best sports action in just a few easy steps.

First, you'll need to create a **Twitch account** if you don't already have one. Don't forget to turn on two-factor authentication to keep your account safe. We also recommend downloading the Twitch app on your iOS or Android mobile device. Not only can you use it to watch live streams on the go, but you can also access your creator dashboard to modify basic settings, run ads, and even go live.

Comprehensive review of the Community Guidelines and Terms of Service. It is also recommended that you establish your moderation and security settings before your first live stream to ensure the best experience for you and your growing community. AutoMod is a great tool to use as your first line of defense for a review, and you can tweak the settings to your liking.

Customize your channel so new viewers know who you are when they find you. You can modify your profile photo and bio via your mobile device or customize several additional settings via a web browser. We've set up an entire Creator Camp page on Personal Branding to show you all the places you can customize your channel page to reflect you and your brand.

Optimize your settings! You need to consider the hardware you need to stream audio and video. We've created some helpful guides to help you get started setting up your stream. Remember, it doesn't have to be complicated! If you have a PlayStation or Xbox, you might be online in a few minutes.

Choose and **set up your broadcast software** to get your content out there! Available on Windows and Mac, Twitch Studio is Twitch's first party streaming software that makes it easy to set up streaming and go live in minutes. Guided Boot helps automatically detect your microphone, webcam, and other technical aspects of your stream, and preloaded starter layouts help creators easily personalize the look of their streams. Alerts and chat are built-in to help you easily monitor channel activity and engage with your community.

Add some **extensions to your channel**. Visit your Creator Dashboard and navigate to the Extensions tab just above the Creator Camp link. For example, try the CTRL+ and Sound Alert extensions to enhance your community viewing experience and drive audience engagement.

Now you're ready to start streaming, just don't forget to name, categorize, and tag your stream so viewers can find you! Below you will find a list of references to help you troubleshoot if you encounter problems. And, once you're ready to upgrade, we'll provide you with tutorials to help you understand hardware, software, and strategies.

Statistics of Twitch [2022]

Twitch is a live streaming platform steady on video games. It was founded by Justin Kan in 2011 as a spinoff of Justin.tv. The latter started life as a single channel in 2007, live-streaming Kan's life 24/7, pioneering the concept of "live broadcast".

The site has attracted the interest of others who are more interested in broadcasting their own lives than watching Kan's, which is a good exposure for Justin.TV nonetheless. Out of this interest, the site was relaunched in late 2007, allowing users to create their own channels and stream their content through the platform.

Streaming games wasn't the original idea, but after seeing interest from many users who wanted to stream video games, Justin.TV's gaming category was split into Twitch.TV.

It wasn't long before Twitch overtook Justin.TV so much that the company changed its name and Justin.TV shut down in 2014.

Also in 2014, Amazon made a \$1 billion offer for Twitch. Similar to Google's acquisition of YouTube, the move has been questioned over its pricing and its fundamental value to Amazon, but those questioners have been overshadowed by Twitch's massive growth over a decade.

Traffic continued to grow, with 1.5 million streamers and 100 million monthly viewers in 2015, rising to 2.2 million streamers and 15 million daily viewers in 2018. Average concurrent viewers have climbed to over 2 million in 2021 as Twitch has seen massive growth during the coronavirus pandemic.

The Twitch broadcaster, perhaps best known as Ninja, has graced the cover of ESPN. Esports tournaments attract hundreds of thousands of simultaneous viewers, and millions of dollars in prize money come in part from massive viewers on Twitch.

Although Amazon Prime is integrated into Twitch's subscription service, Amazon has kept Twitch mostly to its own devices. Over the past year, Amazon has been looking for new ways to monetize the platform, including in-app purchases and more advertising.

Twitch Revenue

- **Year, Revenue**
- 2016, \$0.1 billion
- 2017, \$0.4 billion
- 2018, \$0.9 billion
- 2019, \$1.5 billion
- 2020, \$2.3 billion

Twitch Advertising Revenue

- **Year, Revenue**
- 2017, \$100 million
- 2018, \$230 million
- 2019, \$310 million
- 2020, \$750 million

Twitch Users

- **Year, Concurrent viewers**
- 2012, 0.1 million
- 2013, 0.2 million
- 2014, 0.35 million
- 2015, 0.53 million
- 2016, 0.6 million
- 2017, 0.74 million
- 2018, 1 million
- 2019, 1.26 million
- 2020, 2.12 million
- 2021, 2.84 million

Twitch Streamers

Year, Active channels

- 2012, 0.3 million
- 2013, 0.9 million
- 2014, 1.5 million
- 2015, 1.7 million
- 2016, 1.8 million
- 2017, 2 million
- 2018, 3.3 million
- 2019, 3.6 million
- 2020, 6.9 million
- 2021, 9 million

Twitch Hours Watched

- **Year, Hours watched**
- 2012, 296 million
- 2013, 1.7 billion
- 2014, 2.9 billion

- 2015, 4.7 billion
- 2016, 5.2 billion
- 2017, 6.5 billion
- 2018, 9.3 billion
- 2019, 11 billion
- 2020, 18.6 billion

Twitch Age Demographics

- **Age, Percentage of users**
- 16-24, 41
- 25-34, 32
- 35-44, 17
- 45-54, 7
- 55+, 3

Twitch Gender Demographics

- **Gender, Percentage of users**
- Female, 35
- Male, 65

Most Followed Twitch Channels

Account, Followers

- Ninja, 16.9 million
- Tfue, 10.7 million
- auronplay, 10 million
- Rubius, 9.8 million
- shroud, 9.5 million
- xQcOW, 9.2 million
- pokimane, 8.2 million
- TheGrefg, 8.1 million
- ibai, 7.8 million
- Myth, 7.3 million

Most Viewed Games on Twitch

- **Games, All-time viewers**
- League of Legends, 43.8 billion
- Fortnite, 25.9 billion

- Counter Strike: Global Offensive, 19.6 billion
- Grand Theft Auto V, 18.8 billion
- DOTA 2, 17.5 billion
- Hearthstone, 12.8 billion
- World of Warcraft, 10.4 billion
- Minecraft, 9.4 billion
- Overwatch, 7.6 billion
- Tom Clancy's Rainbow Six Siege, 3.9 billion

TwitcH Key Statistics

- ★ Twitch's 2020 revenue is estimated at \$2.3 billion, mostly from subscriptions and IAPs.
- ★ Twitch will average 2.84 million concurrent viewers in 2021.
- ★ 9 million Twitch users stream on the platform once a month.
- ★ 18.6 billion hours of platform content consumption in 2020

The Twitch algorithm

The Twitch algorithm is now a subtle and streamer-friendly system. Over the past year, it has worked to come up with proposed concepts to help streamers connect with audiences and optimize the overall platform experience for all.

If you've recently started streaming on Twitch, you may have a question; how does the Twitch algorithm work? There is no other way to grow your Twitch channel. You must identify patterns, test different strategies, improve them, and see which strategies fit.

Spreading your stream on different online platforms and growing your Twitch channel is crucial without spamming. Today, we're here to shed some light on the matter so you can start gaining followers and going viral on Twitch!

Before the update, users could only see the most-viewed streams on their homepage. That means a lot of new streamers or ones that aren't fully established are missing out on important ratings. Thankfully, the new update puts new streamers on a more equal footing with Twitch veterans! An optimized experience means new viewers can watch a wider variety of streamers, which means new streamers can grow their community!

How to be visible on Twitch

There are various factors to consider when you want to be visible on Twitch and make sure the Twitch algorithm is aware of your presence!

Primary Factor – Rank

Although we mentioned that the new algorithm is much more tolerant of new streamers, the fact remains that opinion is king. User engagement drives your rankings, and as far as the new algorithm is concerned, rankings are still the way your visibility depends. That means, take your time! Don't expect to be in the lead in your first week. Good content and consistent streaming, as well as good word of mouth in your personal circles will help you improve your rankings!

Your Streaming Brand

Streaming on Twitch is all well and good, but when trying to figure out how the Twitch algorithm works, you need to focus on your visibility outside of Twitch. Your brand as a streamer is just as important outside of Twitch, which means you need to seriously consider using multiple online forums to compound your Twitch persona.

First, consider using Discord and Reddit to engage with your streaming audience. Going back and forth with your audience's health means you can fine-tune your stream to your audience's needs. Second, post your feed to social media. Facebook/Instagram Reels, YouTube Shorts, and even TikTok videos can help you reach a larger audience. You can then transfer those platform ratings to your main Twitch channel!

Interact with viewers during streaming

Interacting with your audience will ensure your chat box is never empty! The streaming chat box will ensure that the algorithm understands the popularity of your stream, which means it will recommend your stream to a wider audience.

Ask the audience questions, whether direct or rhetorical. Reply to their comments, have a healthy back and forth, and you'll invite more ratings. Also, try to follow a streaming schedule so people form a habit pattern of watching your stream. Make sure you alert your viewers the next time you go live.

Fine tune your Category

Streams on Twitch are categorized. This affects how Twitch's algorithm works and whether or not you will be discovered. What you post should be category-specific and should not falter. Ideally, you should figure out what the category appeals to and try to shape your stream to suit your audience's perspective.

Streaming niche

Your streaming universe will also determine how the Twitch algorithm works. Based on the types of games you stream/play, the algorithm recommends those games and genres to viewers watching similar games. Therefore, you have a better chance of being discovered.

PUBG and Fortnite may be all the rage, but if you're a new streamer trying to break into the market, it's going to be super saturated. These are some of the most common streaming games you'll have a hard time sticking with. Ideally, you should focus on games on the fringes of popularity, build a loyal following, and then move on to more popular games.

Obviously, no one is telling you to stop playing Fortnite or PUBG, but they shouldn't be your only concern. At that point, the Twitch algorithm will hopefully start putting you at the top of the list due to your existing viewership.

Your Personality!

How you stream is as important as what you stream! The Twitch algorithm will be drawn to feature those channels where the streamer is talkative, humorous and interactive. This will ensure that the algorithm will feature the humor category as well as the game category.

Target complete stream viewers

Finally, keep your audience engaged to the point where they stick with the entire broadcast. This will ensure a high number of full stream views on your channel. The Twitch algorithm will determine that your stream is attracting viewers right to the end, so recommend it to others.

Pros and Cons of Twitch

Pros

- ✓ Fun
- ✓ Exciting
- ✓ Meet new people
- ✓ Rewarding
- ✓ Good Hobby
- ✓ Enlightening
- ✓ Twitch Allows Users to Generate a Healthy Income
- ✓ Twitch is the Most Popular Streaming Platform Around
- ✓ Aspiring Esports Players Can Promote Themselves

Cons

- ✗ Long hours
- ✗ Trolls
- ✗ Stressful
- ✗ Unpaid Job
- ✗ Repetitive
- ✗ Twitch Takes a Cut Revenues

- × Content is Exclusive to Twitch for a Limited Time
- × Streaming Channels Are Hard to Moderate