

TWITCH FOR MUSICIANS

PART TWO

OVERVIEW OF PRODUCING AND MONETIZING A STREAM

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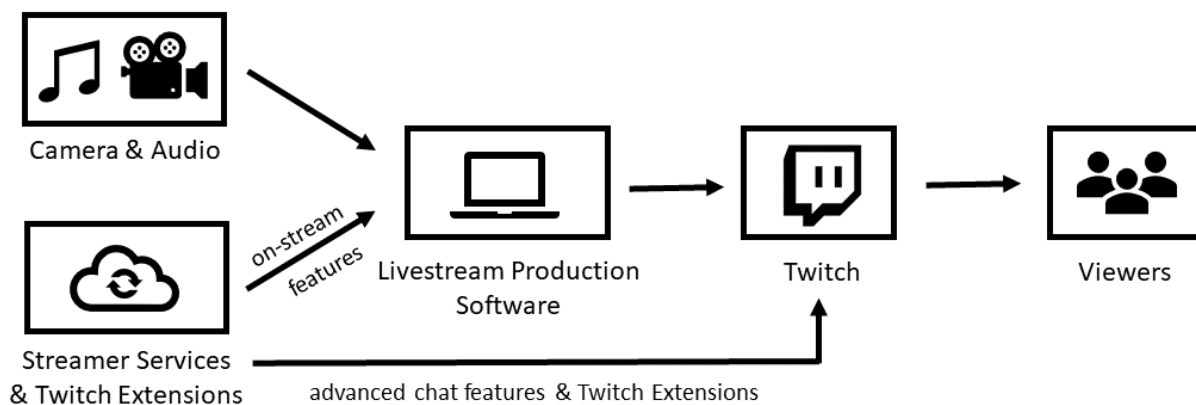
2.1 – TOOLS FOR PRODUCING YOUR STREAM

Twitch is a platform where your channel lives and people can watch and interact with your stream. It has some basic features for viewers, like viewing a stream, chatting, following, and subscribing, and streamers can manage their channel settings, video archives, chat moderation, etc.

To produce a livestream, you use livestream production software. The most popular is Open Broadcaster Software (OBS). Recently, Twitch released its own livestream production software called Twitch Studio. With both, you download the software and use it to produce the stream and go live. It sends the signal to Twitch, which posts the stream to your channel.

Note that Twitch’s mobile app does let you go live directly, though it’s very simple and you don’t have the features available to you that you would with software on a desktop.

This is how all the pieces fit together:



CAMERA & AUDIO

Camera and Audio is the equipment you use to capture your performance. You’ll have a camera on you and audio inputs from your microphone, instruments, or audio mixer/interface. Both your camera and audio inputs will be connected to your computer.

STREAMER SERVICES & TWITCH EXTENSIONS

Streamer services and Twitch Extensions are features you can use to enhance your stream, like Alerts, Overlays, and Chatbots. They are built by companies outside of Twitch.

For most features you see on-stream, you'll program them on the streamer services websites (or apps) and add them to your channel using Livestream Production Software.

Chat features, however, will interface directly with Twitch once you give the chat service (chatbot) moderator-level permission to interface with your Twitch chat.

Twitch Extensions also interface directly with Twitch. They work kind of like apps. There is a marketplace for Twitch Extensions on Twitch and you just install them to your channel directly from there.

There are many companies that provide streamer services, but in this book I'll talk about Streamlabs and StreamElements since they are the most popular. They all kind of work the same, so if you understand how to use these two, you'll pick up the others quickly.

I won't talk much about Extensions unless they provide a feature that a streamer service doesn't.

LIVESTREAM PRODUCTION SOFTWARE

Livestream Production Software on your computer is what you will use to produce the stream. It's like iMovie but for livestreaming. You'll connect your audio and video inputs, design the layout of the video stream, add features like alerts, and mix sound levels. The software then encodes the produced stream and uploads it to your channel on Twitch.

The Livestream Production Software products I'll walk you through is Open Broadcaster Software (OBS) and Twitch Studio. There are others to use, but OBS is most popular.

TWITCH

Twitch is where viewers watch the stream, use the chat, and buy subscriptions and emotes. This is also where you manage your Twitch account and channel settings.

WHICH TOOL YOU'RE GOING TO USE FOR WHAT

Here is a breakdown of which platform, software, or service will provide which feature or tool you'll need to create and manage a livestream channel.

TWITCH	LIVESTREAM SOFTWARE	STREAMER SERVICES
<p>Streamers use these features:</p> <ul style="list-style-type: none"> ▪ Set up account profile and general settings ▪ Set up info on Channel Page ▪ Chat Moderation ▪ Host & Raid other channels ▪ Manage Videos & Clips ▪ Find and use Extensions ▪ Channel analytics ▪ Manage Affiliate and Partner status ▪ Create Custom Emotes ▪ Create Custom Badges for Viewers ▪ Monitor revenue <p>Viewers use these features:</p> <ul style="list-style-type: none"> ▪ Set up profile and general settings ▪ View the stream ▪ Use the chat and Emotes ▪ Subscribe to & Follow streamers ▪ Buy Bits and Cheermotes 	<p>Livestream Production Software:</p> <ul style="list-style-type: none"> ▪ Open Broadcaster Software (OBS) ▪ Branded versions of OBS (Streamlabs OBS, OBS Live) ▪ Twitch Studio ▪ XSplit <p>This is what you use to produce your video stream: set up the design, modules like alerts, camera and audio inputs, etc.</p> <p>This software connects to your Twitch account and sends your produced video stream to broadcast on your Twitch channel.</p>	<p>Services such as Streamlabs, StreamElements, NightBot, and developers with apps in the Twitch Extensions marketplace can enable:</p> <p>Chatbot, Advanced Chat Moderation</p> <p>Alerts, Animations, Event Lists, Progress Bars, other stream personalization</p> <p>Overlays</p> <p>In-chat games and loyalty points</p> <p>Off-Twitch monetization</p> <p>Song List & Request Queue</p> <p>...basically everything else</p>

Livestream Production Platform Types and What They Do