



# Streaming on Twitch - A beginner's guide



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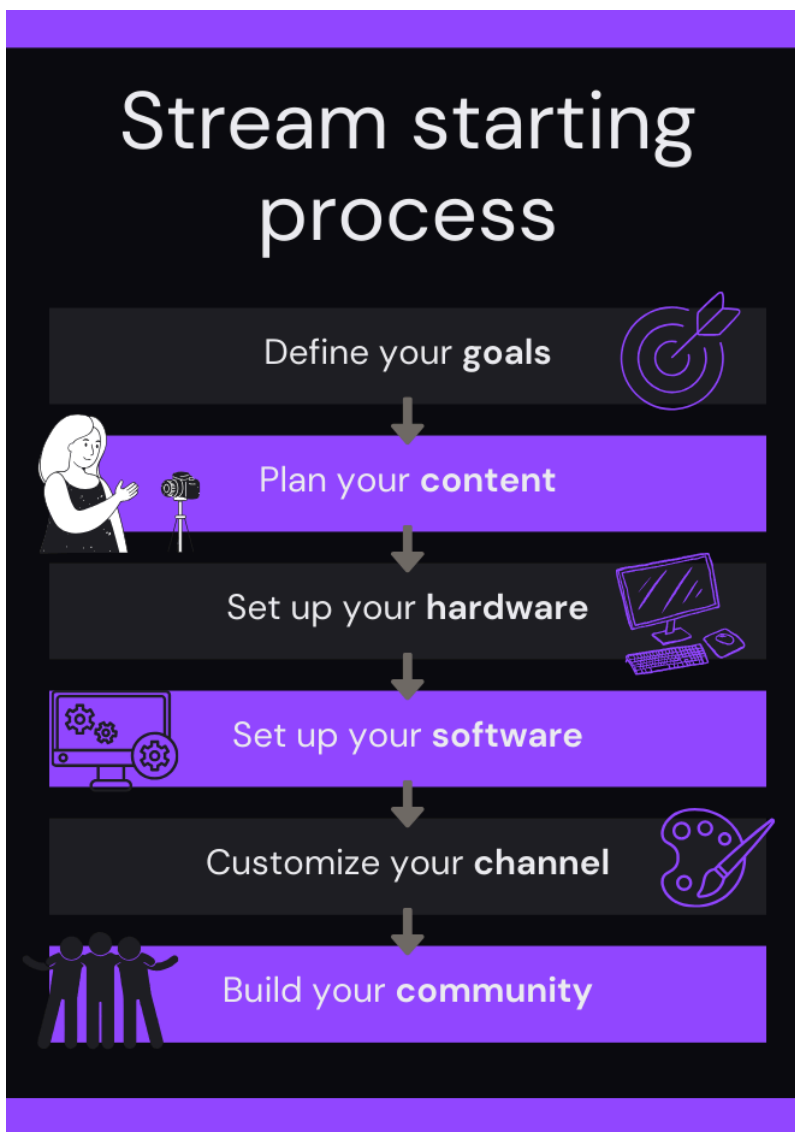
# Chapter 1. How to get started

Make sure you have created an account on [Twitch.tv](https://www.twitch.tv) and have access to a steady internet connection.

This guide shows you what to consider when starting to stream on Twitch, a popular streaming platform.

This guide is for those who aim to make money by streaming.

These are the six main steps to consider while starting to stream:



1. [Goals \(on page 4\)](#)
2. [Content \(on page 5\)](#)
3. [Hardware \(on page 6\)](#)
4. [Software \(on page 7\)](#)
5. [Channel \(on page 11\)](#)
6. [Community \(on page 14\)](#)

## Goals

### Why stream?

The first thing to do is to think about your goals for streaming. Your goals help you narrow down every other decision you need to make in terms of content, hardware and software, and how to design your channel and grow your community.

For example,

- Are you hoping to share content mainly with friends and family or hope to meet new people?
- Do you aim to stream regularly or simply when you feel like it?
- Are you interested in becoming a dedicated content creator with an identifiable brand?

If your main goal is to earn money through streaming, it means your goals will likely also include becoming a **Twitch Affiliate**, and later, a **Twitch Partner**. This guide focuses on the Affiliate Program as the first step.

### Twitch Affiliate Program

Joining the Affiliate Program unlocks monetization options and further customization options for your stream. These include:

- Monetization Tools:
  - Cheering with Bits
  - Subscriptions
  - Ad Revenue
  - Hype Chat
- Video Tools:
  - Transcodings options
  - Subscriber Streams

- Subscriber-Only VODs and archives
- Increased VOD storage from 7 days to 14 days
- Community Tools:
  - Customizable Channel Points
  - Polls
  - Access to Instant Emote Uploads

To join the Affiliate Program, you must meet these 4 requirements:

- Reach 50 followers
- Stream for 8 hours
- Stream on 7 Different Days
- Reach an Average of 4 Viewers

Follow the progress on your Creator Dashboard's Achievements section.

## Content

### What to stream?

A key aspect to consider is what kind of content you want to stream. Twitch is most well-known as a gaming platform, but other categories include Music, Talks Shows & Podcasts, Art, and Food & Drink, for example. Under a general category like Just Chatting, the type of content is very free, as long as it adheres to Twitch Terms of Service.

As a streamer, you can focus on streaming a specific type of content or be a variety streamer with different types of content. For example, a gameplay streamer could be focused on streaming a specific game, whereas a variety streamer would stream different types of games.

Questions to consider are:

- What do you want to stream?
- Who is your target audience?
- Do you want to stream focused content (and if so, what)?
- Do you want to stream a variety of content (and if so, what)?

To grow your stream, it is worth considering what kind of content is in demand. For example, streaming a popular game on its release date might bring new viewers to the channel, but your

stream would also be in competition with countless others streaming the same game. This leads us to some further questions:

- Do you want to stream in a currently popular category?
- Do you want to stream in a category that has been popular over a long time?
- Do you want to focus on a specific niche?
- Instead of the content type, do you want to focus on your personality being the main draw?
- What is unique content that you could bring?

A relevant question is also **when** to stream. How long are the streams? What time and on what days would you stream?

A stream with a regular, predictable schedule is typically easier for viewers to catch. Longer streams also have more potential to draw in viewers over time than very short streams (1-2 hours).

## Hardware

### What is needed to stream

All you need is a streaming device and your content to stream. Some hardware choices make your stream more approachable or easier to manage, and some of these are discussed below.

### Streaming device

To stream, you need a **mobile phone** or a **PC** (desktop or laptop). The more powerful your device is, the less you need to worry about running into issues while streaming.

To make the streaming experience smoother, you can combine your PC with multiple **monitors**.

### Microphone

To allow viewers to hear your commentary during the stream, you can use a microphone. This makes it possible for viewers to connect with you more personally.

Although Twitch is a visual platform, the role of audio is very important. Many viewers have Twitch on in the background while doing something else. To ensure a pleasant viewing experience, you should focus on the quality of your microphone and audio settings.

## Webcam

To allow viewers to see you or what you are doing during the stream, you can use a webcam. You need a camera if it is relevant for your content, such as cooking or painting on stream. You also need a webcam if you use motion tracking software for a Vtuber model.

A webcam is optional for growing as a channel. It may help you to stand out in a thumbnail of your stream, but voice alone is enough for your viewers to connect with you over time.

## Stream Deck

To easily manage your stream options while streaming, you can use a Stream Deck. It allows you to assign hotkeys to specific actions, such as muting and unmuting your microphone. This reduces your time spent managing the streaming software.

## Software

The Twitch website and app can be used for streaming. You can also use different types of software to customize your stream experience. In this guide, two popular examples are discussed:

- [OBS Studio \(on page 7\)](#), a streaming platform
- [Chatty \(on page 10\)](#), a chat software specifically made for Twitch

## OBS Studio

To begin using this software, download and install [OBS Studio](#).

This section tells you how to get started with using OBS Studio.

OBS Studio allows you to significantly customize your stream and edit your audio settings. You can use scenes to add different types of content, such as videos, images or customized alerts. There are 5 key sections to consider: Scenes, Sources, Audio Mixer, Stream Information, and Controls.

Reserve time for the first set up of your stream. OBS Studio will remember the settings.

1. Create a scene in the **Scenes** section.
2. Select the **Sources** for your scene (webcam, images, captured window, notification alerts...)
3. Edit your audio settings such as microphone volume in the **Audio Mixer**.

4. Edit your stream Title, Go Live Notification and Category in the **Stream Information**. Remember to click "Done".

Go Live Notification is a message that your stream's followers see when your stream goes live.

5. To go live, click Start Streaming in **Controls**.

6. To end the stream, click Stop Streaming.

Figure 1. Scenes

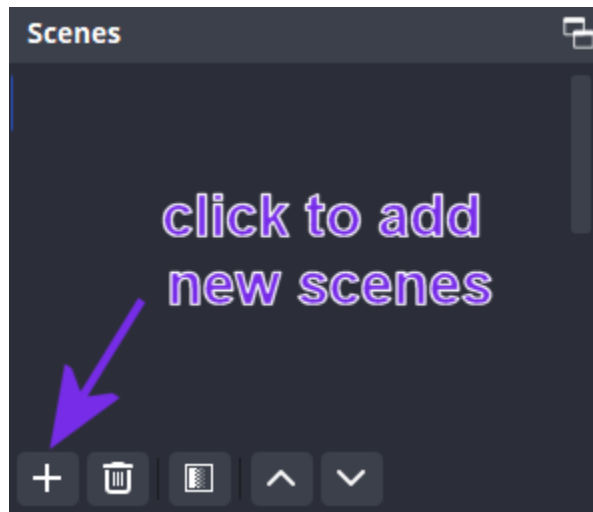


Figure 2. Sources

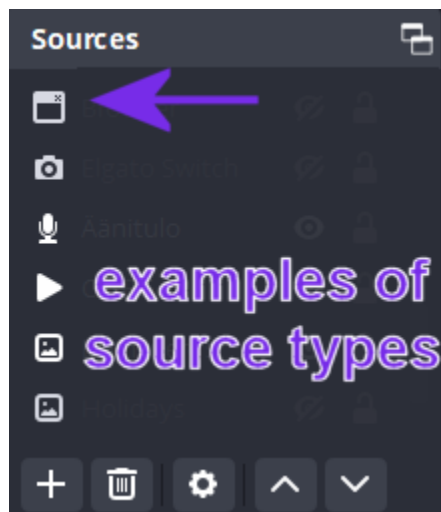




Figure 3. Audio Mixer

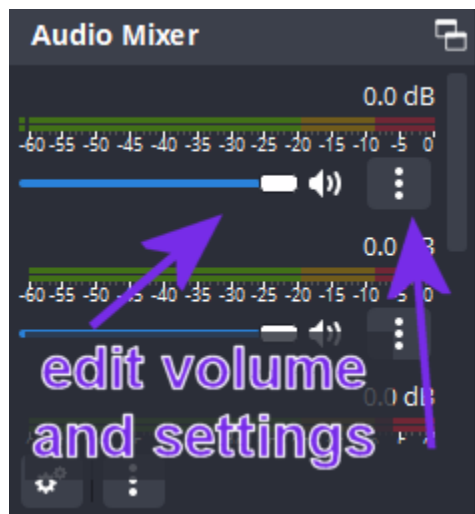


Figure 4. Stream Information

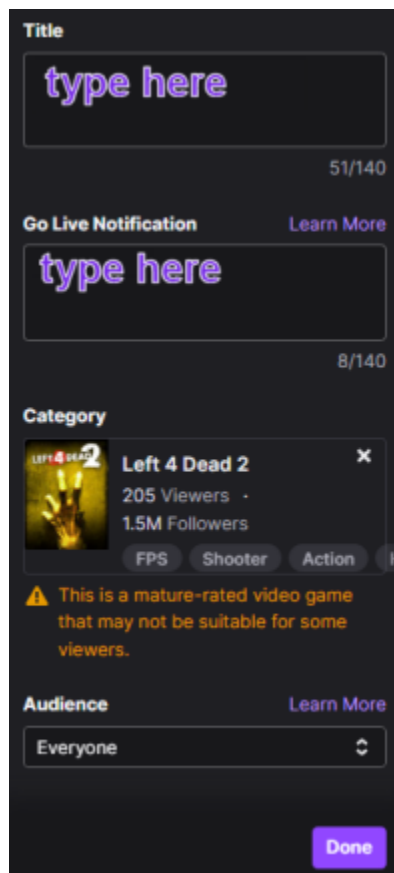
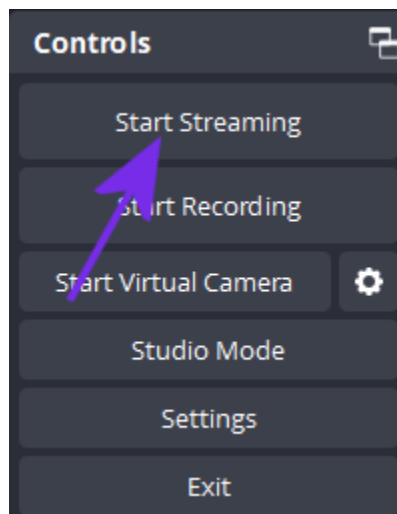


Figure 5. Controls



## Chatty

You can use [Chatty](#) to manage your stream's chat easily during a stream or to open your chat on a different device. This can be helpful, for example, if you need to step away from your main streaming device. Since it was created for Twitch, it supports Twitch-specific features like Emotes and Stream Information. Chatty has the appearance of a traditional IRC Client.

Through Chatty, you gain easy access to some detailed information. For example, the main view shows a viewerlist with both active chatters and lurkers (people who are watching, but not typing in the chat) and timestamps for each message.

To use it with your channel, download and install Chatty and log in with your Twitch account. You can also join the channels of other streams.

Figure 6. Chatty sample view



## Channel

This section discusses ways in which you can show your personality and style in your channel's design. You can learn about three aspects:

- Your channel's [About \(on page 11\)](#) section
- [Visual design \(on page 12\)](#)
- [Audio design \(on page 14\)](#)

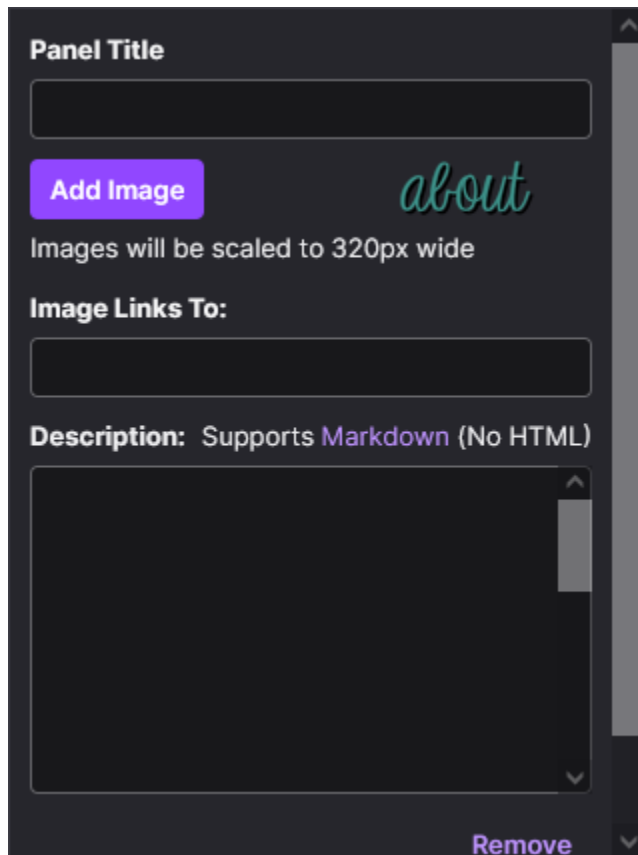
## About

To tell the viewers more about yourself, you can add descriptions in the About section. It is placed under the stream on your channel page.

The main About section includes a summary of you or your channel. Below it, you can add panels with different types of information, such as images and links. You can also use many extensions to customize the appearance.

To make use of monetization options, you can use panels to link to an online tip jar, a Throne Wishlist where your viewers can buy you gifts, or your own merchandise store, for example.

Figure 7. Panel example



The image shows a dark-themed interface for editing a Twitch channel panel. At the top, there is a label "Panel Title" above a text input field. Below this is a purple button labeled "Add Image". To the right of the button, the word "about" is written in a green, cursive font. Underneath, a note states "Images will be scaled to 320px wide". Further down is a label "Image Links To:" followed by another text input field. Below that is a label "Description: Supports Markdown (No HTML)" above a larger text area with a scrollbar. At the bottom right of the panel is a purple button labeled "Remove".

## Visual design

You can give your channel a unique appearance in many ways. This guide shows you how to edit your channel settings and suggests ideas for scenes to use.

The visual design of your stream is one key aspect for building your brand. Make sure that your visual design is consistent and that the different elements support each other. To create a pleasing design, try to use a similar colour scheme in your channel page and stream.

### Channel settings

Navigate to Creator Dashboard > Channel > Brand to edit your Profile Banner and Video Player Banner. These are visual elements that viewers can see when your stream is offline.

## Scenes

There are countless ways in which you can use scenes to customize your stream's appearance. To do this, use software like [OBS Studio \(on page 7\)](#) to create and manage scenes. This section focuses on these three options:

- Starting, Ending, and BRB scenes
- Overlays
- Other on-screen elements

**Starting, Ending, and BRB scenes** are dedicated scenes you can use at different points of the stream. Use the Starting scene in the beginning of your stream and the Ending scene at the end of the stream. Use a BRB (Be Right Back) scene when you need to take a break during your stream. You can design these scenes to look any way you like. You can also purchase ready-made scenes online or hire an artist to create ones for your channel.

You can use **Overlays** for your stream to visually structure its content. An Overlay typically segments stream information into different panels and windows, such as the main content window, webcam window, chat panel, and so on. You can design and set up your own Overlays, purchase them online, or hire an artist to create them. Use an Overlay by adding it as a source to a scene.

Figure 8. Overlay example



**Other on-screen elements** include any additional visual details for your stream. For example, if you are using a webcam, you can add a frame around it. To add moving elements in your stream, use GIFs

or videos. To have these visual elements show up in your stream, add them as sources to scenes. To activate them at specific times, toggle the visibility of each element on or off.

## Audio design

Using a microphone is only one way to include audio in your stream. Remember to monitor audio settings of any audio sources that you use. Loud music or sounds can be distracting or even drive away viewers if they do not fit the context.

### Music

The music that you use in Twitch should be DMCA (Digital Millennium Copyright Act) free to avoid copyright infringements. You can find various genres of free music on platforms like Spotify or YouTube. Another option is to use video game soundtracks as your background music.

While selecting your music, consider the atmosphere that you aim to create. Consider also when it makes sense to use music, or whether music is needed.

Music can be played as part of the system sound (the general audio input that is captured by your streaming software).

### Sound effects

Sound effects can add a unique flair to your stream, but consider when to use them and how. You can find a variety of sound effects hosted online or create your own. To use sound effects, add them as a source in a scene or play them through your system sound. To add hotkeys for playing specific sounds, you can use a [Stream Deck \(on page 7\)](#).

## Community building

To grow as a channel, it is key to consider different ways in which to grow your community.

Some relevant aspects to this are discussed in this section.

### Authenticity

To have an approachable stream, you should try to be as authentic as you can. This includes being faithful to your personality, way of speaking and mannerisms, and choosing a visual design that reflects your uniqueness. You can use other streams for inspiration, but copying is inadvisable. If you feel comfortable as yourself, your viewers will also feel more comfortable in your stream.

To build good relationships with your viewers, make note of regulars, show gratitude, and generally treat viewers respectfully.

### **Discord server**

[Discord](#) is a social platform that you can use to host a discussion server and to keep in touch with your community outside your stream schedule. You can use it to talk over voice, video, and text with your community and keep it updated with stream-related news.

### **Social media**

To increase your discoverability as a streamer, you should consider using other content creation platforms, such as YouTube, TikTok, or Instagram. You will have an easier time getting started if you already have a following on one of these platforms.