



Twitch Monetization Guide:

How to Make Money as a Streamer



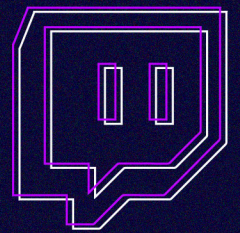
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Streaming can be a lucrative profession for influencers. Streamers can rake in up to \$6,500 a month based on subscriptions alone by making live content and interacting with fans. However, with streaming platforms such as Twitch, there are many more different ways to monetize your Twitch career.

Twitch has competition as the current reigning streaming platform, with YouTube, Facebook Live, and Kick now entering the mix. Regardless, Twitch is the most recognizable streaming platform amongst influencers and creators. These creators include Esports juggernaut Ninja and Spanish-language vlogger Rubius, who moved to Twitch in 2018.

Twitch is a lively, opportunity-rich place for any prospective influencer to build an audience, share your content, and monetize it. There are many different ways to monetize your Twitch career, and there's much more to explore.



TWITCH BACKGROUND INFORMATION

Twitch began in 2011 with its focus on gaming streamers. The platform increased in this niche, quickly becoming the most prominent online streaming platform. In 2014, the company was bought by Amazon, allowing further growth and integration with Amazon's vast multimedia empire.

Like other media-sharing platforms like Youtube, Twitch allows anybody on it to start streaming. If you want to start your own Twitch career, look into guides on streaming from your computer and phone to make the most quality stream!

While initially based on video gaming, the Twitch of today has a much more extensive range of content, with many Twitch streamers streaming activities such as arts and crafts, makeup, and even vlogging their personal life live to viewers. Viewers can respond and interact with the streamers by speaking in the live chat, using emotes, or gifting donations.

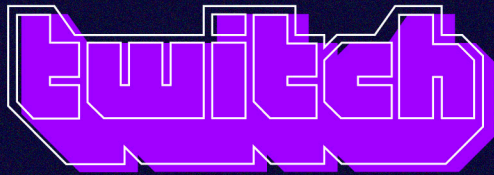
Successful Twitch streamers can apply to be a Twitch Affiliate or Partner with individual requirements. These are listed down below:

CRITERIA	AFFILIATE	PARTNER
FOLLOWERS	50	50+
DAYS OF STREAMING IN THE LAST 30 DAYS	7	12
HOURS OF STREAMING IN THE LAST 30 DAYS	8	25
AVERAGE VIEWERSHIP	3	75

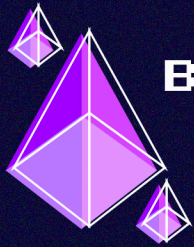


Twitch Partners get a bigger cut of the profits from purchases made on Twitch. All streamers must become affiliates before they can apply for Twitch partnerships. After submitting your affiliate application, you can start monetizing if you get accepted, which most startup creators do.

Unlike Twitch Affiliate, becoming a Partner can take a few tries to get accepted. Some streamers receive denials even with all the requirements met, but with patience and determination, you'll become a Twitch Partner in no time.



MONETIZATION OPPORTUNITIES



BITS

Bits are a currency internal to Twitch, paid by "cheering" a Twitch Affiliate or Partner streamer as a viewer while streaming. You can attach a comment to your payment, and some streamers add functionality to see the comments in real-time, allowing them to respond or interact with it.

By utilizing Bits, viewers can interact more directly with the streamer of their choice. For Twitch streamers, a singular Bit is worth one cent, and while it costs more for a user to send it, larger amounts of bits have discounts to incentivize watchers.



SUBSCRIPTIONS

Subscriptions cost more money and (as the name suggests) are monthly purchases that viewers can buy to support their Twitch Affiliate/Partner streamer of choice. They have different price tags, depending on different tiers, and with this, they have different rewards.

Tier 1 subscriptions are \$4.99/month, Tier 2 is \$9.99, and Tier 3 is \$24.99. The three different tiers give different perks depending on which streamer, giving exclusive emotes, a badge to distinguish you from other viewers, as well as watching the stream ad-free. Anyone can gift Twitch subscriptions to other viewers.

Twitch Affiliates and Partners get 50% of the revenue from these subscriptions, with the other 50% going to Twitch. Depending on how many subscriptions you have and how many choose to renew month after month, this can become a massive part of your Twitch monetization strategy.

Due to Amazon's ownership of Twitch, Amazon Prime members get one free subscription. If a viewer loves a streamer and wants to sub to them each month, they can use their Amazon Prime membership!



PATREON

Patreon is another platform that many Twitch streamers, and influencers across the Internet, use to get funding. Many creative types use Patreon pages to find a source of revenue, post exclusive content, and have an avenue to interact more directly with fans.

If you haven't successfully gotten a Twitch Affiliate or Partner spot, it might be wise to open one as an opportunity for fans to support you financially. In return, you can get them behind-the-scenes clips, opportunities for giveaways, looks at upcoming content, or access to an exclusive, Patreon-only Discord server where you can speak with fans.



ADVERTISEMENTS

Similar to other content platforms, ads displayed on Twitch have a percentage of them go to the streamer whose stream they display over, as long as they are a Twitch Affiliate or Partner.

While putting more ads in your stream might give you more money, it might put off potential viewers who want a more engaging stream experience. It is best to do so in moderation and balance it with other ways to monetize Twitch.



DONATIONS

While subscriptions and bits are ways to donate money through Twitch, Twitch also allows streamers to open up a donation box by linking their PayPal in the stream description.

By donating through Paypal, viewers can guarantee that the streamer they're donating to will receive 100% of their money. It does not grant viewers any integrated benefits, such as with subscriptions or bits, but it is definitely an effective part of your Twitch monetization strategy.



GIFTS

There are ways to receive things from Twitch viewers other than money- there are ways to allow viewers to purchase things for you, such as gifts or food, and send them directly to you.

Throne allows you to post your wishlist to viewers. Throne lets fans to purchase items for their favorite creators and deliver them discreetly. Similarly, the plugin TreatStream allows others to order takeaway food for a streamer, ensuring no private information is released.

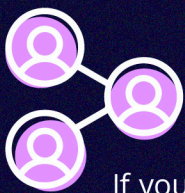
Occasionally, a Twitch streamer or other discerning influencer can open a P.O. box, allowing viewers to send letters or small gifts to a location separate from home. This can make for an entertaining “unboxing” stream.



SPONSORSHIPS



Like any big influencers, streamers can find good opportunities for monetization and marketing by working with companies and brands. If you can integrate a product, advertise a service, or even collaborate directly with a brand on a specific stream, you can earn a good amount of money through that collaboration.



AFFILIATE AND PARTNER PROGRAMS

If you're a gaming streamer, seek sponsorships with gaming brands. Every gamer knows about G-Fuel's prevalence in the gaming scene, but smaller creators love to partner with Rogue Energy, another well-known energy drink company.

Do you research on brand partnerships and affiliate programs to see how you can get involved! Programs like Rogue Energy allow all streamers to become partners or affiliates. However, affiliates that achieve Gold Tier or are Twitch Partners become Rogue Partners.

Do research on what brands interest you to receive benefits on creator programs!





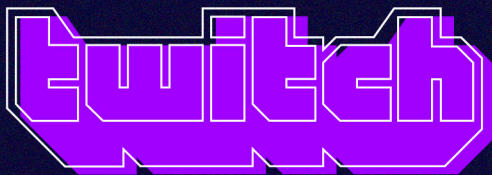
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MERCHANDISE

If you can establish a core fanbase and a relationship with them, you can launch a merchandise line. While clothes emboldened with your name and logo are successes, many Twitch streamers have done promotions with plushies in their likenesses and put their name on designer clothes.

There are many opportunities to make a merchandise brand that fits your brand and style, and can be a successful part of your Twitch monetization strategy.



SUCCESSFUL CAMPAIGNS WITH STREAMERS



▶▶ WRIGLEY'S "FIVE" GUM

Twitch streamers have shown their prevalence in the influencer marketing realm with their help in marketing campaigns. Streamers were at the forefront of their marketing strategy when Razer and Wrigley collaborated on a new chewing gum for gamers.

The brands worked with 18 streamers to market the Five Gum with their "wild box" gifts. Streamers received three boxes with five challenges inside each box, and one of those challenges were sent by the streamer's audience.

Twitch viewers chose what boxes the streamers opened. Razer and Wrigley created chatbot messages, banners, overlays, and other streaming tools for creators.

As a result, their reach was excellent, and viewers were engaged and intrigued in Five gum! The campaign received over 38 million views on Twitch, 13 million of those being unique users. Though their overall earnings were not reported, the brand stated it was an extremely successful campaign.



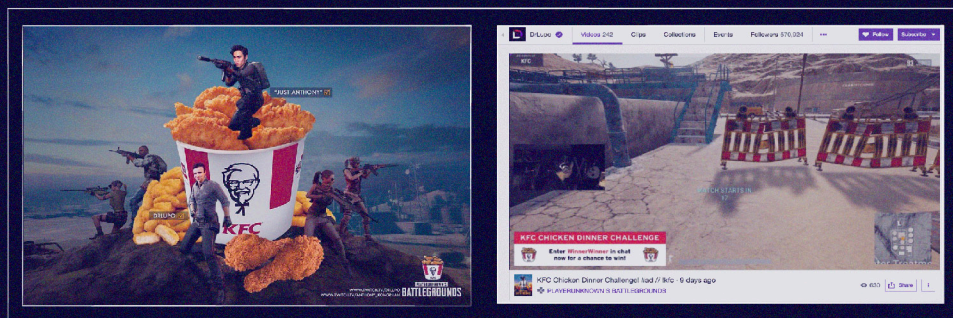


▶▶ KFC'S KILLER MARKETING CAMPAIGN

In 2014, KFC partnered with massive streamers like DrLupo, Sacriel, Sequisha, and Anthony Kongphan. What did KFC do? They created the Chicken Dinner Challenge. What streamers did was simple – they included “KFC” in their stream titles and marketed the fast-food chain with their own humor.

What they did was simple – these streamers included “KFC” in their stream titles and made up funny memes and quotes during their livestreams. Any viewer could win a free \$5 KFC gift card if they wrote “WinnerWinner” in a streamer’s chat whenever they won a match.

Sounds pretty simple, right? \$50 KFC gift cards, unique “loot buckets” with rare PUBG items, and souvenirs were also tossed into the mix. These rewards incentivized participation among viewers. The campaign had a reach of over 5 million users. As a result, KFC did a similar campaign a few years later with Genshin Impact.



TAKEAWAYS

Every streamer’s Twitch monetization strategy is different, and part of the platform’s strength is its flexibility toward various sources of income. Twitch has remained a juggernaut of livestreaming services, even when other platforms have rose to challenge it.

From integrated donations such as Bits and Subscriptions, to utilizing off-website platforms such as PayPal or Patreon, to involving brand advertising or directly receiving gifts from viewers, all of these are different ways one can successfully monetize Twitch.

SOURCES

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