

- » Discovering what streaming is
- » Finding out what Twitch is
- » Creating a Twitch account
- » Following and subscribing to Twitch channels

Chapter **1**

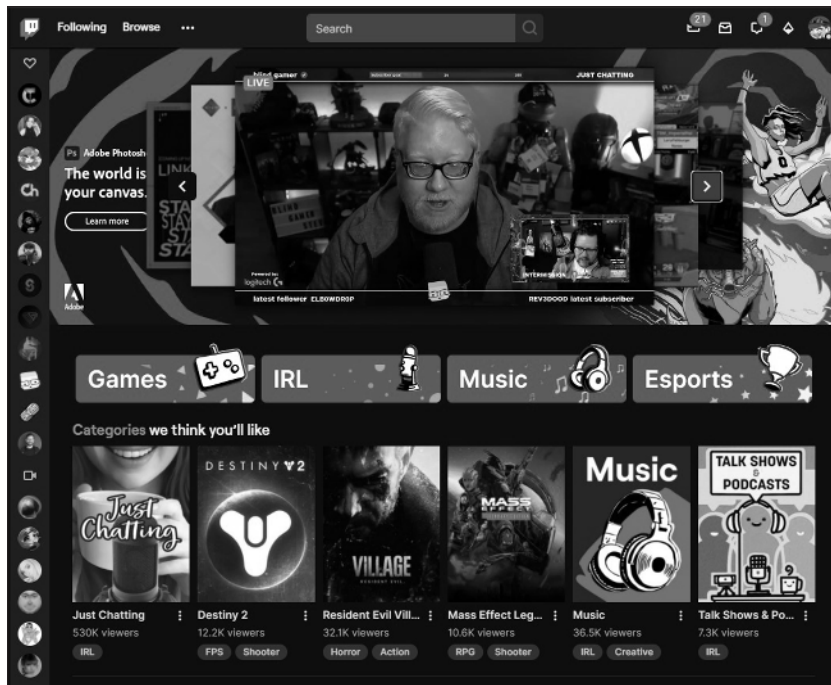
Welcome to the World of Twitch

You ever look around and think, *How did I get here?* I know — that’s a fairly deep question to kick off a *For Dummies* book, but I’ve been doing this a lot lately. Technology, on the whole, is pretty awe-inspiring in how it evolves over such a short amount of time. When you find your niche, it’s also amazing to see how advancements that were considered out of reach, if not impossible, are now plug-and-play or a quick click of an OK button away.

Maybe that’s how you’re feeling right now about this copy of *Twitch For Dummies*. How did I get here? Maybe you’ve heard of Twitch before, and you quickly dismissed it because you’re not a gamer. Or maybe you are very familiar with Twitch, and you’re thinking, “*Yes, It’s my time.*” On the surface, Twitch may appear to be a gamer’s haven reserved for mouse-and-keyboard warriors with lightning-quick reflexes. Look a little deeper, beyond the *Call of Duty* and *League of Legends* channels, and you will find streamers who have made some impression in society by raising money for charity, teaching audiences how to cook carnitas, recording podcasts on science, politics, or pop culture, and even helping others in their creative or personal development endeavors. (See Figure 1-1.)

Whatever the reason, you’re here. You are ready to get your game, your passion, or message out to the world. So I’m going to help you set yourself up on the platform that takes content creation to another level.

FIGURE 1-1: Twitch is known for gaming, but it also features creatives of all backgrounds sharing their passions on an interactive platform.



TIP

One way to decide what kind of stream you want to host is to take a look at other streamers and see how they present their content. You can keep it simple, make a wish list of tricked-out effects, or go full tilt into streams that easily rival ESPN in the way of production value. There's no "one way" to stream, but finding inspiration from other streamers is a great way to develop your own stream.

Creating a Twitch Account

There are two schools of thought when it comes to creating a Twitch channel: *I need the latest and greatest studio gear, the fastest supercomputer on the market, and a full-on production set and crew in order to create a stream of broadcast industry quality that will make people flock to my channel!* school of thought. You also have the *Huh . . . I've got a Broadcast Gameplay option on my console and a pretty decent headset. Why don't I give it a go?* school of thought. Both are equally valid approaches to streaming, sure, but there are a lot of other disciplines and strategies in between. The real questions are how far do you want to go, and will it be worth it — both financially and emotionally — to go that far?

These are the tough questions of Twitch but allow me a moment to dispel a few misconceptions about streaming right off the bat: Streaming does not demand that you convert your basement into a broadcasting studio. You do not need a set, lighting equipment, or multiple cameras to stream. You do not have to invest thousands upon thousands of dollars to share your gameplay. (I mean, you *could*, but why not crawl before running a sprint against Sha'Carri Richardson?)

Streaming on Twitch is not rocket science. In fact, here's a quick rundown of how to launch a Twitch channel:

- 1. Set up an account on Twitch with a preferred email account and phone number.**
- 2. Find on your gaming console where you can broadcast your game.**
- 3. Select something to play.**
- 4. Start streaming on Twitch.**

If you're thinking, *Now, hold on a minute — if streaming is that simple, then why is this book so chonky?* Well, yes, I did gloss over a few details here, but streaming on Twitch *is* that simple. The details of putting together your own Twitch channel start in Chapter 3 and wrap up in Chapter 9; the rest of this book walks you through all the geek-speak you need to begin assembling your audience and keeping them engaged. You find out how to build and improve your stream and what to do with all this content you're generating. Pepered throughout this love letter to my favorite social platform are recommendations from other streamers because this book isn't just about me. There are some wicked talented people on Twitch. I am most fortunate that some of them took time to talk to me about their journeys.

We've got a lot to do, so let's get cracking.

Press X to begin: The basics

So, with the quick approach I described earlier, you can have a Twitch account activated and running within moments, but that's all you'd have: an empty space with the most basic of contact info and no details to speak of. Right now, you're thinking, *Okay, but when do I start streaming?* I'm going to have you pump the brakes there, Squirrely Dan. Let's start from *the beginning* and then spend some quality time filling in the blanks and understanding this platform.

Here's how you get started:

- 1. Go to <http://twitch.tv> and select from the top-right side of your browser window the Sign Up option to open the form shown in Figure 1-2.**



TIP

You can still watch Twitch streams without being signed up with the platform. However, if you want to take advantage of the Chat features, you need an account.

2. Come up with a username for yourself on Twitch.

This is how you will appear in Chat. Your username can be a nickname you go by, a play on words, or your own name. There are a lot of different ways you can approach the username. Just make sure you're not violating any terms of service (TOS) in creating it.



WARNING

When establishing a username for yourself, avoid picking something overly generic. Usernames like "FortniteLover01" and "LeagueLegends2245" aren't going to stand out in a crowd and will lead to a branding change if your channel grows into something bigger. Additionally, if you are constantly changing your handle, it can become problematic for people to find you — and, yes, trust you — on Twitch. For more on this, see the sidebar "Branding 101: Your username" later in this chapter.

3. Create a password.

4. Enter your birthday.

Again, this is based on an honor system, but the birthday requirement is there to verify your age and ensure it's within the TOS established by Twitch. For more on Twitch's TOS, visit <https://twitch.tv/p/legal/terms-of-service/>.

5. Enter a valid mobile phone number or email.

You must provide both email and phone number in order to verify you are not creating an anonymous account. This was introduced to help stop Hate Raids (which I cover in Chapter 14).

6. After reviewing the TOS and privacy policy and completing the verification steps, click Submit to finish the application.

You now have a place on Twitch, but the current state of your account is a lot like the state of a newly launched Twitter account, where the profile picture and bio are blank, and the username is your Twitter handle. When you come across Twitter accounts like that, you can't avoid a hint of skepticism as to how genuine they are.

So begins the work of completing your Twitch account. If you forge ahead without tending to these details, you will find growth lacking, ease of use a little elusive, and overall performance a challenge. Maybe these details feel tedious, but completing them will grant you a deeper understanding of the platform. The sooner you sort them out, the better first impression you'll make.

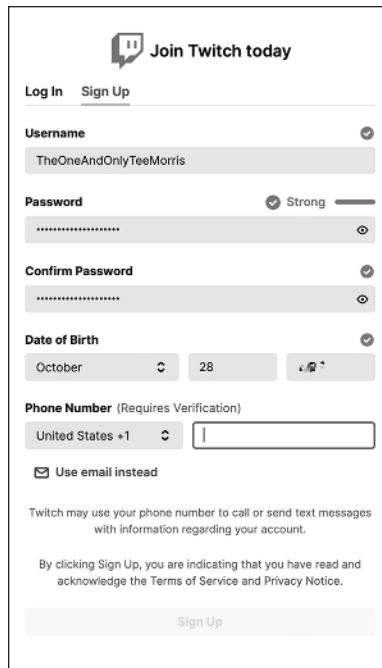
The image shows a screenshot of the Twitch sign-up page. At the top, there is a Twitch logo and the text "Join Twitch today". Below this are links for "Log In" and "Sign Up". The form contains several fields: "Username" with the value "TheOneAndOnlyTeeMorris" and a checkmark; "Password" with a strength indicator showing "Strong" and a checkmark; "Confirm Password" with a checkmark; "Date of Birth" with a dropdown menu set to "October", a text input for "28", and a calendar icon; "Phone Number (Requires Verification)" with a dropdown menu set to "United States +1" and an empty text input; and a checkbox labeled "Use email instead" which is checked. Below the form, there is a disclaimer: "Twitch may use your phone number to call or send text messages with information regarding your account." and a note: "By clicking Sign Up, you are indicating that you have read and acknowledge the Terms of Service and Privacy Notice." At the bottom of the form is a "Sign Up" button.

FIGURE 1-2: Setting up a Twitch channel takes only a few minutes and is free.

“New Twitch, who dis?”: Completing the Profile

When you’re signed into Twitch with a newly minted account, you have a blank slate where you begin assembling a persona for yourself. The *Profile* is where you introduce yourself to the public, often through a brief bio and maybe a few visual touches like a photo or a banner image.

Think of the Profile as the interior decoration of your house. When people walk into your home, they understand quickly what kind of personality you have. That’s what you’re going to build right now:

- 1. Go to your Twitch account on <http://twitch.tv>, select from the top-right side of your browser window the Account Status drop-down menu, and click Settings (located near the bottom of the drop-down menu) to enter your Twitch account’s Profile.**



Your Account Status is always visible on the Twitch website. It tells you what is happening on your channel and shares your activities with friends. You can also go Invisible or enable a Dark Mode scheme for the Twitch website. At present, the icon looks like the default, which is shown in the margin here.

2. Find a good profile picture best representative of you.

The photo can be anything (within reason), but it should be a simple image easily identified at a small size. Twitch recognizes images in JPEG, PNG, and GIF formats. The dimensions of the image should not be larger than 10MB in file size.



TIP

As with other social media platforms, the best profile pictures are simple, basic images. You want backgrounds that aren't too busy and photos that are taken in close-up. So long as you can tell what the image is at a glance, you have a good profile picture.

3. Upload a profile banner image that sets the tone or atmosphere for your account and Twitch channel page.

Twitch recognizes images in JPEG, PNG, and GIF formats. The dimensions of the image should not exceed 1200 x 480 pixels or be larger than 10MB in file size.

When done, your settings should resemble something like my profile, shown in Figure 1-3.

4. Scroll down to Profile Settings and set up your display name for customized capitalization.

For example, my username is "theteemonster" but "TheTeeMonster" is how I want it displayed.

5. Scroll down to Bio and write up a brief biography of who you are.

6. Click the Save Changes button to accept your changes.

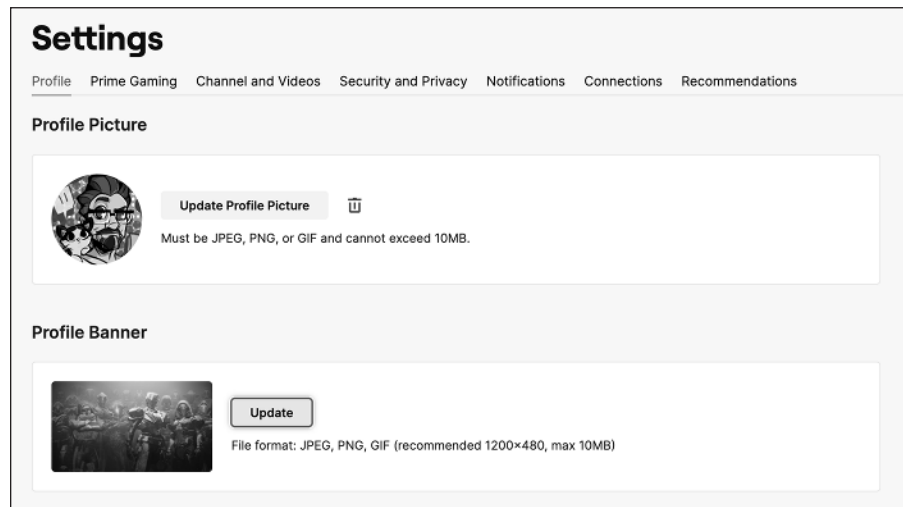


FIGURE 1-3:

When completed, your settings should look something like Tee's, pictured here.

BRANDING 101: YOUR USERNAME

Rarely when you launch into a new online platform — or even social media, for that matter — does the notion of “branding” come to mind. When I talk about branding, I’m not referring to the kind of branding you would do with a cow as depicted in Westerns. Branding is, in a nutshell, your online identity. For example, my screen name on Twitch is “TheTeeMonster,” which connects with my PSN and Steam accounts, TheTeeMonster. When I go live, notifications are sent out on Twitch. Even before going live, I drop promos about it on my TeeMonster Twitter account and Instagram account, TheTeeMonster.

See the pattern here with usernames? This is branding. And it does matter.

By focusing on branding, you make it easier for people to find you, as well as identify you, on Twitch. This consistency helps you strengthen your online identity as well as your online brand.

You want to make it easy for people to find you online. That’s why you may want to think a few steps ahead and find a name that can work across several platforms. I talk more about branding and other ways of promoting yourself positively in Chapter 13.

The Profile section of your settings is now complete, and when people visit your channel, either online or through the Twitch app, they will see a full profile as opposed to the default settings. It’s always wise to put your best foot forward, you know?



REMEMBER

If you decide that Twitch is not for you, go to the bottom of the Settings section and follow the link offered in the Disabling Your Twitch Account section. Never leave a Twitch account (or any social platform, for that matter) unattended. Otherwise, malicious hackers can crack into that account and do some damage to your name and reputation.

You still have a few more details to take care of, but you’re off to the right start.

All in the details: Channel and Videos settings

Once your profile is complete, you can progress to the right of the Settings options. The Twitch Turbo option, simply described, is a subscription service connected to your Twitch account that offers special deals and perks for membership, such as ad-free viewing, longer online archives for past streams, and much

more. Continuing past this, you have Channel and Videos, where you set specific details about your Twitch channel. While you now have an active *account*, that isn't the same as having an active *channel*. There's a subtle difference, and in Channel and Videos you set parameters that help you manage your Twitch channel once content creation begins.



REMEMBER

You may notice a subtle change in the user interface (UI) here. Twitch offers everyone access to a *Creator Dashboard*, a UI that's dedicated to helping you with content management, community management, and a whole lot of other details you'll want quick and easy access to. Throughout the following steps, you'll be jumping between Twitch and your Creator Dashboard:

1. From your Settings page, click the Channel and Videos option.

To access this section from Twitch, click the Account Status drop-down menu and select Creator Dashboard; then select Settings → Channel.

2. You can double-check your username, display name, and bio here. Scroll down to Social Links (see Figure 1-4) and add the five most relevant places for people to find you online.

The social links will appear underneath your stream when you're live on Twitch. They can also be found in your About section when visitors go to your Twitch channel.

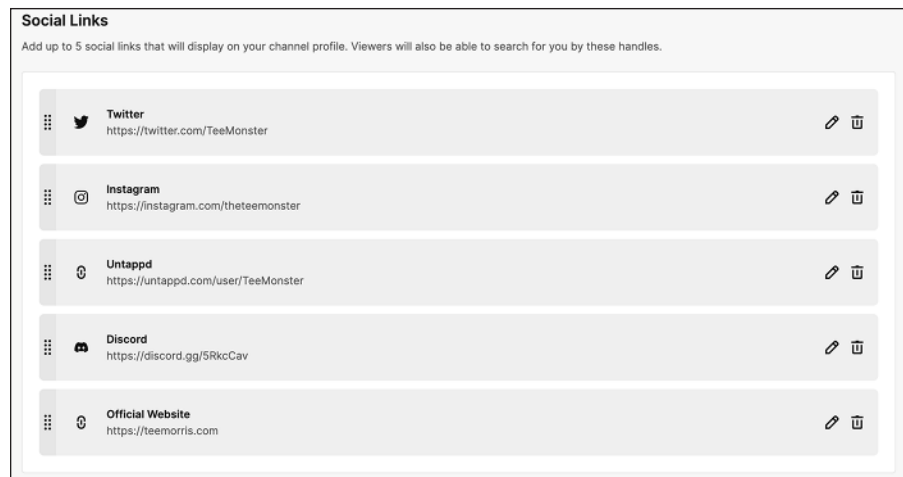


FIGURE 1-4: Social links give visitors to your channel other places to connect with you online.

3. Scroll up to the top of the Channel page and select Brand to review your profile picture, select any color themes you want to apply, review your profile banner, and — at the bottom of the Brand page — upload a video player banner.

The video player banner is an image that works as your channel's placeholder when you aren't streaming or hosting another streamer's channel. Twitch recognizes images in JPEG, PNG, and GIF formats. The file size should not exceed 10MB.



TIP

The video player banner shown in Figure 1-5 was created using Photoshop. Being able to use Photoshop, Canva, or other image editing tools benefits your Twitch channel, so find something in your budget that allows you to learn, master, and apply image editing skills.

FIGURE 1-5: When choosing a video player banner, consider an image that informs people of your stream, such as a schedule change or upcoming special event.



4. Scroll to the top of the page and click the Schedule option.

If you have an idea of what your streaming schedule is going to be, you can map it out here, complete with links to your games or topics of choice. This will appear on your Twitch channel as a handy guide for people to follow. Time zones are even localized to your viewers, wherever they are in the world.



TIP

When you first start as a Twitch streamer, schedules can (and should) be fluid, but the basics should be there so people know when to catch you live. I go more into setting up a schedule in Chapter 5.

5. Scroll to the top of the page and click the Featured Content option.

You can scroll to review the options of Auto Hosting (what your channel shows when you aren't live), your Streamer Shelf (other streamers you recommend), and your Teams (other streamers and organizations you collaborate with).

It may be some time before you have a Channel Trailer, the first option offered under Featured Content, but when you're ready, you can upload it here. I go into creating a Channel Trailer (and its longer version, Highlight Reels) in Chapter 11.

You've taken care of a few of the details, and your account is beginning to take shape. Make note at this point of two other sections of your Creator Dashboard: Stream and Moderation. Both sections are key in not only controlling your stream but making your Chat a positive, fun place to be. These sections are going to be places you will frequent. I talk about them more later in the book — Chapter 8 and 14, if you can't wait.

Controlling the signal: From privacy to connected third parties

Twitch, and social media as a whole, is all about sharing. That's the truth about all these platforms: You reap what you sow. So, garbage in? Garbage out. Quality talk? Quality stream. Twitch, as I stated earlier, is an investment on an emotional as well as a financial level. But what if there are details you don't want to share, or visitors to your channel you don't want to share with? I would be the first to tell you: If you want to keep it private, keep it offline. *And there's nothing wrong with that.* There is no Prime Directive of Content Creation saying you will be cast out if you don't share everything.

It's good to know what's running by default, and exactly what kind of control you have over your Twitch experience, so here are the final steps you need to take to keep control of your account:

- 1. Return to your Account Status drop-down menu in the upper-right corner of the window and select Settings → Security and Privacy.**
- 2. The Contact section is where you find your confirmation email and phone number. Make sure the Enable Additional Account Creation option is deactivated.**

If you limit your accounts to one account per phone number and email, Twitch channel creation is easier to track.

- 3. In the Security section, click the Edit Two-Factor Authentication option to activate or confirm that you are running two-factor authentication.**

Two-Factor Authentication is where, along with your password on Twitch, you enable an app like Authy (<https://authy.com>) to generate a security key on your phone. This additional layer of security is extra protection for your account, which is something I and other streamers *strongly* recommend. This (along with the advice from Step 2) will stop any would-be hackers' attempts to compromise your account.

- 4. Review the Privacy settings to confirm how you want people to reach out to you.**

Whispers are direct messages between you and other members of Twitch. By default, anyone — be they Friends or not — can reach out to you and swap messages and URLs. If you prefer not to manage Whispers, you can block that avenue of communication here.

5. Scroll back to the top of the page and click the Notifications option. Review all the different ways Twitch keeps you informed about what's happening in your account and on your channel.

Twitch has broken down the various ways it notifies you of people going live, Whispers arriving, and special events launching, into the following categories:

- On Twitch
- By Email
- On Mobile
- Per Channel

The Per Channel tab lists every channel you follow. If you decide, after clearing out your in-box, that you would rather not be notified in email when channels you follow go live, you can disable those notifications here.

6. Click the Connections option and review various third-party extensions and services that are connected with your Twitch account.

These different connections — Amazon, Twitter, and so on — are like plug-ins for social media platforms. They all, in some way, help your channel in notifying others when you go live, making the most out of your console's connection to Twitch, and much more. Think of Connections as digital accessories to your Twitch channel.

7. Click the Recommendations option to review any feedback you may have sent to Twitch.

Right now, not only is your Twitch channel looking like it's got some personality, but it's also got a few features running behind the scenes. This is, for sure, a solid start.

Learning at the Feet of Masters: Following and Subscribing to Twitch Channels

This book tells you a lot about streaming and a lot about Twitch. When I first stepped into this community, though, there was no *Twitch For Dummies* as a guide. There were (and still are) online tutorials, and even some Twitch streamers who

offered help in getting a Twitch channel up and running. However, the more people I talk to, the more I realize my journey was similar to the majority of experienced streamers: You stumble into the platform and find yourself in a pretty interesting place, filled with a variety of personalities. Somewhere along this trip, you decide you want to give streaming a shot, and one of the best ways to really understand streaming and the platform as a whole is by watching others.

Whether you're watching someone with a massive audience or perhaps enjoying some time with streamers who are more popular with intimate crowds, a lot can be gleaned from just being part of someone's community.

But how do you join a community? It's so easy that it might surprise you.

Following on Twitch

Anyone can watch. You can easily just jump into a directory and start watching some streamers do what they do with their games of choice. Depending on how much the streamer has opened up or locked down their channel, you may even be able to chat with the host, provided you are logged in to your own account.

So, say you find a channel and you want to support that streamer. The easiest way to do this is to give the channel a follow, as described here:

- 1. Go to <http://twitch.tv> and find a new channel to watch.**

When you go the main page of Twitch, you will be presented with a variety of streamers and the games they play. The more Twitch programming you consume, the more your directory will change and adapt to your interests.

- 2. Watch the streamer for a chunk of time. Give the stream 30 minutes at the very least, an hour at the most.**

It's always a good idea to give a stream a fair shake. You will probably know within a few minutes if a streamer you want to follow is someone you connect with or isn't running at your speed. If you decide to stick around for longer, engage with Chat to see how that goes for you. At any new channel, though, give yourself some time to get to know the overall atmosphere.

- 3. Just underneath the channel stream, located to the right, you will see a Follow button (shown in Figure 1-6). Click that button to follow this streamer.**

Following a channel is free and one way of showing your support for a streamer. By following a channel, you will receive notices when a stream goes live. If you opt out of receiving notifications, live channels you follow will appear in the Following tab in the upper-left corner of your browser window.



FIGURE 1-6: When you arrive at a new Twitch channel, you can use the Follow option, located at the bottom-right of the stream window.

4. Wait a few minutes, and if the streamer received an alert, they will thank you for the follow.



TIP

Whenever your audience shows any sort of support — follows, raids, subscriptions — it's considered good form to thank the people showing support. Usually, you receive alerts either from Twitch or from third-party services, but it's important to watch your Chat for any notifications. For more on third-party assistants like StreamElements (<https://streamelements.com>), jump ahead to Chapter 8.

With something as simple as a follow, you have given support for a streamer that is tracked both by the channel host and Twitch. These statistics help a channel grow and increase the reach of the streamer. Whenever this streamer goes live, you will receive an email notification. If you want to disable the incoming emails, you can always turn off Notifications when prompted immediately after following a streamer, or go to Settings ⇨ Notifications to disable the email alerts for this channel.

Subscribing on Twitch

While a follow is the easiest and most cost-effective way to show support for a channel, a *subscription* is support for a Twitch channel with a financial investment. Subscriptions are one way streamers make money on Twitch.

STREAMERS OF ALL SIZES

Early in your experience with the platform, the Twitch directory offers you a variety of games and streamers to choose from. What you may want to look at straightaway in the featured thumbnail of these streams is how many viewers that stream has. It's easy to gravitate to the streamers with the larger numbers (larger numbers are defined here as up to 5K viewers watching in real time) and see how they are managing so much activity, but you will also see some streams with a modest number of followers (20 to 30 viewers currently viewing). These smaller streamers can be worth your attention as they have more opportunities to interact with visitors. Large streams will, in many cases, find breaks in their gameplay to engage in their Chat; but in these instances, Chat is an option only for subscribers or the interaction will be, at best, very broad with little to no personal back-and-forth. Each streamer is different, but smaller streams tend to be more intimate, more interactive, and — for those new to Twitch — educational about how to manage Chat and stay connected with visitors to your channel.

Yes, Twitch can actually generate revenue for streamers; for some on Twitch, streaming video games and hosting their Chat is a full-time job. You can jump to Chapter 12 if you want to find out more, but there's a lot to learn before anyone shows you the money.

Subscribing is a “higher level” of following as you agree to send a monthly payment to Twitch, a portion of which is passed on to the streamer. Subscribing to a stream is just as easy as following a streamer, but with a few extra perks as subscribers receive special benefits not available to people who just follow a stream.

Go to <http://twitch.tv> and either find a new channel to watch or visit one of the channels you are following. Use these steps to subscribe to a channel:

- 1. Any Twitch channel you follow, when live, will appear on the left-hand side of your browser window.**
- 2. To the right of the Follow (a heart) and Notifications (a bell) icons, you should see a purple Subscribe button. Click the button to access your options.**

When subscribing to a Twitch channel, you have the option of subscribing at these levels:

- Tier 1 (\$4.99USD/month)
- Tier 2 (\$9.99USD/month)
- Tier 3 (\$24.99USD/month)

These tiered subscriptions unlock a variety of *emotes*, small animated messages or images that are available only to subscribers. These emotes are great representatives for streamers and, in many cases, reflect the personality of the stream itself.

3. Select a tier.

By default, you can select Tier 1 to subscribe, or click Go Above and Beyond from the menu to select Tier 2 or Tier 3.

4. Complete your payment through PayPal, credit card, gift card, or some other payment method.

5. Once your payment is processed, return to the stream you have just subscribed to.

6. Wait a few minutes, and if the streamer received an alert, they will, in most cases, thank you for the sub.



7. At the lower-right corner of your Chat window, you should see two icons. The triangular one is for *bits* (explained in more detail in Chapter 12), whereas the face icon is your emotes. Click that to access channel and Twitch emotes.



REMEMBER

While streamers offer their own emotes (exclusively for subscribers), Twitch offers everyone with an active account a variety of generic emotes. You can use these emotes all over Twitch without subscribing or following anyone.

8. Click the new emote from your newly subscribed channel to drop its code into your Chat field.

9. Click the Chat button to drop it into the Chat stream.

Now, with following and subscribing (or *subbing*, as you may hear streamers and Chat participants say), you can not only show your support for streamers but also become part of the greater community and maybe pick up a few tips on how to stream, interact with regulars and newcomers, and multitask between the activity you're sharing and the Chat happening just to the right of you.

It's also worth mentioning that when you invest in a channel with a subscription, bits, or even a follow, you're doing so because you *want* to. There's no expectation from either side (and if there is, it's an issue that's best resolved someplace other than live-on-stream) that you always subscribe or throw bits a streamer's way. People show support for a stream because they want to, not because they have to. Support like that makes the relationship between supporter and streamer genuine.

Something to think about.

Other Twitch Resources

If you are reading this book, thank you. Seriously. As a writer, I can say without question that tech books are the hardest thing to write because changes can occur overnight. TOS can be amended. UIs can be upgraded or rearranged, as they already have been between this chapter being written and edited. You name it, the book might end up outdated on release day. That doesn't mean there aren't some evergreen nuggets in this edition.

Still, if you want to find out more or have questions, I have a few suggestions for you to investigate while going through this book. These resources are listed here as additional founts of knowledge and experience that will only help you in becoming a better streamer:

- » **Twitch Help:** While I draw parallels between podcasting and streaming, one thing podcasting doesn't have is <https://help.twitch.tv/>, the official Help Center of Twitch. This book is comprehensive when it comes to streaming, but in the case of a sudden change at Twitch.tv, Twitch Help will be your best and most reliable location online for answers. You can find here a list of commands for you, your moderators, and your Chat to take advantage of during your stream. There are also some cases where Twitch.tv will offer up etiquette and tips on how to improve your stream quality. If anyone online knows anything about Twitch, it's the people at Twitch.
- » **Meetup.com:** When you set yourself up on <https://meetup.com> and perform a search for Twitch, you might be surprised to find others in your area streaming a variety of games as well. Broaden the search to Console Gaming or even esports (if you're the competitive type) and you will find a whole new network to tap into, many of these streamers more than happy to help you out. Meetup.com is a great place to organize anything from a meetup at a coffee shop to a group of 200 getting together in a rented hall for an impromptu brainstorming session. If you don't spot anything in your area, why not set up a Twitch meetup and see who responds — it's free.
- » **Other Twitch streamers:** If you take a look at a streamer's page, you may see one consistent field popping up — the streamer's rig. The host's stream machine often appears in the Chat as the most common question from those new to the channel is, *What are you using to stream?* That's why, on their page, they have it spelled out for you. From the gaming chair to the mouse in hand, ask your favorite Twitch streamer what they think is a solid setup. (Just before asking, double-check to see if they've dedicated a section of their channel page to the rig.) Compare what other Twitch streamers are using and then mix and match. From here, you can start building your own rig and maybe even pick up a few tips in real time on improving your stream.

» **Special events:** In the same vein as Twitch streamers sharing their rigs on their respective channel pages, conventions dedicated to streaming are also great places to pick up tips, tricks, and ideas on how to build and improve your streaming rig, your stream as a whole, or your business around your stream. TwitchCon (<http://twitchcon.com>, shown in Figure 1-7) is exactly what it sounds like: a weekend where thousands of Twitch streamers and fans of Twitch streamers gather to talk about content creation. VidCon (<http://vidcon.com>) is similar to TwitchCon but covers more than just Twitch. TikTok, YouTube, and other video content creators are highlighted here. Then there's the earlier-mentioned GCX (<https://gcxevent.com/>), the East Coast's premier event, featuring top streamers like Ninja, Dr. Lupo, Datto, Geek Chick, and many others. Similar to VidCon, GCX draws streamers from Twitch, YouTube, and other platforms. What better way to learn than from watching the legends in the zone?

FIGURE 1-7: TwitchCon, held in Amsterdam (spring) and California, USA (fall) is the official expo for the platform, offering topics and demos that help streamers grow in all sorts of ways.



