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WHAT IS TWITCH?

Founded in June 2011, Twitch is the world’s leading social video platform and community for gamers, video game culture, and the creative arts. Each day, close to 10 million visitors gather to watch and talk about video games with more than 2 million streamers. We invite you to join the millions of people who come to Twitch to stream, view, and interact around these shared passions together.

Landmarks

- 2+ million unique streamers per month
- 9.7 million daily active users
- 17+ thousand members of twitch partner program
- 106 minutes watched per person per day
- 2+ million peak concurrent sitewide viewers
- 46+ million raised by the Twitch community for charity
- 292 billion total minutes watched
WHAT IS TWITCH STUDENT?

The three pillars we strive to uphold are inclusivity, diversity, and collaboration. Twitch Student’s goal is to educate, empower and give students’ confidence to have their voices heard in the gaming and esports industry. We see the future leaders of our industry in the students of today as they’ve shown great promise in their amazing accomplishments, both academically and within the gaming community.

Benefits

OFFICIAL TWITCH TEAM PAGES

OFFICIAL TWITCH SWAG FOR EVENT SUPPORT

OFFICIAL TWITCH PARTNER CHANNEL
WHY TWITCH STUDENT?

Students are the future of our industry and it is our goal to equip students with skills and experiences necessary to participate in the gaming and esports industry. Through clubs, students have continued to amaze us in their ability to challenge themselves, compete in a high level of play and build a vibrant community on campus. With Twitch Student, we offer students the means to create a self-sustaining community and represent their University on Twitch.

CHALLENGES WE FACE

- **LACK OF IDENTITY**
  "Help us, help you." In order for Twitch and game publishers to support you appropriately, please keep track of all the gamer IDs and Twitch IDs so we know how big your gaming community is!

- **FRAGMENTATION — NO CENTRAL HOME FOR A COLLEGIATE EXPERIENCE**
  "Work together to effect change" Twitch helps provide a community page, team pages, and a desktop app to help streamline all of the tools in one place.

- **CONTINUITY — NOT ENOUGH FACULTY SUPPORT**
  "Let's Grow Together" By having a faculty adviser handle the transitions between new student leaders, it creates longevity in the program.
Level Up Progression

Level 1
- Channel setup
- Creating clips and collections
- Consistent broadcasting
- Branding and social media
- Team page setup

Requirements
- Faculty support

Level 2
- Official channel monetization
- Event swag support
- Emoticons
GETTING STARTED

Ready to start your big adventures with the wonderful world of streaming? Let’s take a basic look at the place where most people view your content, the channel page.

YOUR CHANNEL OVERVIEW

THINGS TO REMEMBER

There are handy features like Nightbot which can moderate your feed and send messages at designated times. You can also assign moderators and create commands that your viewers can use. Moderators are important to keep the chat spam-free and crowd-friendly.
TWITCH TEAM PAGES

When you have finished creating the team page, take some time to customize each team member’s channel with modules. These modules can allow your viewers to know who you are and the team you represent at your university.

WHAT CAN YOU ADD

By opening up your panels to edit, you can create your own image dividers to section off each subject that you want to address such as:

— Who you are and what games you stream
— Stream schedule
— What are your technology specs
— Your sponsors and links to your campus website

Whatever it is that you would like the viewers to know, modules are an important tool to tell a little bit about yourself and all the things you’re involved in!
REPPING YOUR UNIVERSITY

The first step of the Twitch Student program is to represent your university with a Team Page.

It brings a more interactive experience for others around the world to learn about your school. You can show off each of your individual members’ sick streams while having all of the information about when they play and who is there.

HOW TO GET STARTED

To get the ball rolling we need a few things from you and your school, so start by emailing twitchstudent@twitch.tv

Then here’s a checklist of what to do!

—Introduce yourself! What school you’re from and what extent of involvement you have with your program
—Official University Twitch Channel
—Desired Team Page Name
TEAM PAGES OVERVIEW PT 2

MAKE YOUR PAGES YOUR OWN
Show off your university's uniqueness both on the campus and within your organization! Having a team page means that you are able to show everyone who is involved and any other platforms and partners that you have.

WHAT CAN YOU ADD
There are plenty of things that you can add to make the team page your own, but start with customizing:

—Your team page to look and feel like your school!
—Your stream schedule
—Your sponsors and links to campus website!

Whatever it is that you would like the viewers to know, banners/separators are an important tool to the tell a little bit about yourself and all the things you are involved in!

BANNERS CAN BE CREATED IN THE IMAGE OF YOUR ORGANIZATION AND CAN SHOW SPONSORS/AFFILIATES
TWITCH TEAM PAGES

twitch.tv/username/dashboard

WHAT'S ON IT?

This is where you can manage your stream and view information about it. This area allows you to edit your stream titles and set the categories that you want to be featured in. It helps that you see all the people who host your channel and how your stream does over time.

NAME YOUR STREAM!

YOUR GENERAL STATISTICS

CHOOSE YOUR COMMUNITY AND GAME
GOT SOME SICK PLAYS?

Well, everyone wants to see them! Show the highlights of your stream by using the clip feature. Your audience can do this too! For the current viewers, they are also allowed to clip the stream in real time.

The cool thing about this is that you don’t have to do all of them if you’re busy destroying the enemies home base. Your clips can be shared from previous videos and shown to others just in case they missed them.

goo.gl/WwkDCS
VODS OVERVIEW

KEEP IT ALL ARCHIVED

Keeping a record of all your sick plays can be great with clips, but you can take it a step further by using VODs. VODs (videos on demand) are a great way to have viewers look at past streams that you have done in all of its full glory, and their easy to do!

By going to settings > channels & videos and scrolling down, you can activate and deactivate your VODs. It's really that easy.

ARCHIVAL TIME

Twitch helps keep all your videos together for a short period of time, and as you work with us, we'll make sure that your content can stay for a longer period of time.

goo.gl/jtdiJm
PARTNERING WITH TWITCH

Once your club has successfully broadcasted 9 hours a week for at least a month, this will begin the process of making your club an official Twitch Partner!

WHAT THAT MEANS
- Subscription Button!
- Ad Revenue!
- Emoticons!
- Event Swag Support!

STEPS TO TAKE
- Email twitchstudent@twitch.tv and CC a faculty member at your school
- Use the mail Subject: "Official School Channel Twitch ID" - Partnership Application

MUST CLEAR ALL OF LEVEL 1

THROW SOME CHEERS TO CELEBRATE THE GREAT MOMENTS DURING A STREAM

EMOTICONS YOU CAN ACCESS

FOLLOW OR SUBSCRIBE! THERE ARE MANY OPTIONS TO KEEP UPDATED WITH YOUR FAVORITE STREAMER.
Have an Amazon Prime account? Good news! Twitch has benefits in conjunction with Amazon including in-game prizes for your favorite games!

Some benefits:
- Free channel subscription every 30 days
- In-Game loot like skins and boosts each month
- Ad-free viewing plus (did we mention there’s a cool crown?)
- Discounts on pre-order box games!

Amazon and Twitch partner up every month for exclusive merch for all sorts of games so check out twitchprime.com for more details.
EXTENSIONS OVERVIEW

twitch.tv/username/dashboard/extensions

ADDING EXTENSIONS

Extensions provide interactive experiences directly on the Twitch video player and in the panels region that are built by 3rd party developers. They allow for two-way communication and interactivity between the streamer, viewers, and the game being played, providing you with a brand new interactive viewing experience.

To get started with Extensions you will first need to head to the Extension Manager in your broadcaster dashboard. On the left hand navigation you will find the Extension Manager. Once you are there you will be presented with a two column view that shows your currently installed Extensions and Extensions that are available for you to install.

goo.gl/Z3eLNm
GEAR UP WITH THE LATEST

Introducing Gear on Amazon, which provides the tools right in your Twitch dashboard to make it easy to earn through Amazon Associates on Twitch.

Your viewers often ask “What's your PC build? Which peripherals do you use? What's your favorite snack bar?” Gear on Amazon lets you configure a list with the products you prefer and recommend. Gear on Amazon is available to Twitch Partners and Affiliates.

Using Gear on Amazon, you can quickly configure a list of your recommended products that will appear on your channel page. Say “goodbye” to messy text links. Configure your native and easy to use product list so your viewers can easily find the info on your page and purchase your recommended products.
AMAZON GEAR SETUP

SETTING UP YOUR GEAR

STEP 1 — Go to the “Extensions Manager” in your dashboard, find Gear on Amazon, and follow the instructions. You can also install Gear on Amazon via extensions.

STEP 2 — Follow the instructions to sign up to Amazon Associates and enter your title and description. If you already have an Associates account, you can use your existing account.

STEP 3 — Configure your Gear on Amazon list from Twitch by adding your gear, PC build, peripherals or any eligible product you want to share with your audience!

goo.gl/ajM761
PARTNER WITH US.

Twitch is teaming up with Amazon to give Partners a no hassle way to sell their custom merch on the world's largest marketplace. Merch by Amazon, an invite only service, is opening its doors to Twitch Partners.

We've created one go-to spot on Amazon for you to see all the available Partner merch. Over the next few weeks as Partners start to add their designs, their shirts will show on Amazon under Twitch Partner Merch. Merch by Amazon will let streamers pick from two different types of t-shirts, standard and premium, so that you can have variety in the type of fit you like to wear.
EVENT SWAG

REPPING TWITCH
Twitch can help amp up your event by providing you with some awesome swag. Some items can include t-shirts, drawstring bags, pins, wristbands, and many other cool items!

Things to remember:
— The most important thing to note is that you must clear the entire level one before you can request things from Twitch.
— You must give one month’s notice prior to your event.
— You must record the Twitch IDs of those who attend your event and send the list to twitchstudent@twitch.tv

EVENT RECAP
Remember to take lots of photos! Take them before, during and after your event so that people know what to expect during its entire run! This also allows others to easily share and see what your school is up to, and also helps aid in your presentation decks for future reference.
WHAT IS IT?

Subscriptions provide many fun bonuses and one of them happens to be emoticons. Represent your school and all of the inside jokes on your own channel through sub emoticons! Emoticons are just another way that Twitch can personalize the channel to you, allowing you to create a more significant interaction with your viewers. Just keep it community guideline safe and family friendly.

HOW CAN I GET IT?

Under the Twitch Partnership program there is a tier listing based on how many subscribers you have. Keep in mind that you need to create a subscription prefix before you can upload any emoticons as well!

FORMATTING

Some Partners make their own emoticons while others look to awe-some artists on Twitch. No matter who makes the emoticons remember that they MUST...

—Be in .PNG format (with transparency) and not exceed 25KB

—Include three sizes per emoticon as required for submission: 28 x 28 (PX), 56 x 56 (PX), and 112 x 112 (PX)
Streamlabs OBS is built on top of the core OBS engine and allows for new streamers to setup their stream in under 60 seconds!

Streamlabs OBS is all you need for streaming! Streamlab’s almighty developers have combined a streamer’s essentials like video preview, dashboard, and chat windows in one app with better video quality and lower CPU usage.

Setup your stream in 60 seconds or less and gain access to a huge library of overlays, plugins, and extensions that streamers usually spend hours setting up. Oh did we mention that Streamlabs saves significant CPU and RAM compared to traditional means of streaming?
PITCHING GAMING AT YOUR SCHOOL

PITCH DECK.
A deck is a quick presentation of your business plan and what you would like to propose to either the University, or community for your events and other big projects. They allow others to invest in your idea and quickly share with friends or other supporting organizations.

HOW TO STRUCTURE
When you make a presentation, the most important question that should be answered is the "why?" To get your audience to buy in, be it staff members or your local community, they need to have a reason to want to invest in your activities and events. So start with the larger picture of what esports is, and why it’s important to have at your school. From there, you can expand on your ideas and what resources you need.
Most people will have social media of some sort, be it Facebook, Instagram, or Twitter. Social media allows you to stay connected with people in your communities, but also allows you to easily share information and updates to create even broader interest in your activities and events.

**TIPS**
- Interact with people in your local community via comments.
- Post before and after each event, stream, and activity.
- Use #TwitchStudent tags to make post easy to find!
FOR FEEDBACK AND QUESTIONS EMAIL AT...
twitchstudent@twitch.tv

Different backgrounds. Different ideas. Together, we can change the world.