

How often do you check your (business/twitch) email?

Emails are usually checked at least once a day with most people checking their email all the time of that day. Non partners and smaller streamers check their email almost as often as partnered streamers do. Compared to partners they don't own a business email as often since there is no real need for one at a smaller size.

Do you usually delete PR emails with information/keys from indie developers without reading them?

Almost nobody deletes PR emails of which a couple if they see that they receive a free key. For non partners the free key seems to be slightly more important.

In general, how do you prefer to be contacted by developers/PR?

Email is the most preferred by partners and non partners with twitter as second.

Facebook is for both partners and non partners completely dead, nobody wants to be contacted there and is the least favorite of all the social media.

Discord is quite spread for both groups, some really don't want to be contacted there while some see it as one of their favorite or somewhat preferred place to get contacted.

The biggest difference for partners and non partners is Twitch messages, where partners don't want to be contacted there as second to Facebook, non partners are pretty divided about Twitch messages. All 5 options (0 being least and 5 most) are almost all equally chosen by this group.

How do you prefer contact with a developer to be?

Both the partners and non partners are pretty equal in results, none of them wanted promotional email blasts. About half of them said it depends on the game/developer.

Second favorite was close and personal contact following with half of that professional and short contact.

What should a game developer do when contacting you?

For partnered broadcasters socializing with them during game conventions is their most preferred way of interacting with developers. Most of them also would like a free key if the developer decides to interact with them. Joining the community seems to be an important part for a bunch of broadcasters, this way they can get to know them and their intentions. Having a clear idea of what the developer expects from the broadcaster is important. Some bigger partnered broadcasters want to directly know how much they will get paid for promoting a game. Big developers seem to have preference for some broadcasters but on the other hand some broadcasters love to support indie developers.

For non partnered broadcasters socializing at game conventions is a lot lower because they aren't as established and traveling to these conventions isn't cheap, that doesn't even include the hotel and all expenses during those trips. Partners get revenue from their stream so it's a lot easier for them to go to conventions. For the non partners receiving messages occasionally with crucial new updates seems to be way more important for them. Both partners and non partners are pretty equal if it comes down to receiving free game keys. Non partners think it's important that the game developers return their emails and handle their reviews seriously to improve the game.

How should a game developer contact you?

While some broadcasters prefer developers to contact them via social media like Twitter, most broadcasters prefer email over anything. Looking back at the previous question, for partnered broadcasters gaming conventions are a good moment to meet broadcasters and show them your product or share businesscards. Especially Twitchcon is the ideal location to make contact with broadcasters because there are a huge variety of broadcasters.

Some broadcasters have their own website with an email form they would like to get contacted through, other broadcasters often have their business email on their Twitter profile.

Watching a broadcaster's stream and interact with them and their audience is also a good icebreaker to some streamers.

How frequently should a game developer contact you?

Both partners and non partners prefer to only occasionally get an email with crucial new updates. Partners prefer only to be contacted once about a game following up to that while non partners would rather get frequently messaged about small as well as big updates as a second. From both groups almost nobody wanted not to get contacted.

What should a broadcaster NOT do when contacting you?

The biggest don't for both broadcasters is in the first place spam, nobody wants to constantly get emails about every small change or update. Also being put up a general mailing list is not in their interest. Obviously they wanted to be treated with respect and don't get any rude messages where they are almost forced to play a certain game for example.

Game developers should know when to stop messaging or if the broadcasters hasn't showed any interest by replying or when they said no to the game.

Do you mainly play single player games or multiplayer games?

Both partners and non partners play mainly both single player games as well as multiplayer games. Some broadcasters mainly play just single and a few less than those mainly multiplayer games.

Do you identify as a variety broadcaster?

As mentioned before, both partners and non partners mainly play both single- and multiplayer games. In both groups about 90% identifies themselves as variety broadcasters. Variety broadcasters stream different kind of games that can be, but don't have to be in a certain genre.

Would you play a game that is outside your comfort zone or different from the games you usually play?

Almost all the broadcaster both partners and non partners would play something outside of their comfort zone only about 7% wouldn't. A lot of people are curious to other games and like to be surprised by something new. Some see that it also benefits as a broadcasters to cover unknown territory. Some broadcasters also say it's a great way for their viewers to get to know more games. A couple broadcasters also pointed out it makes you reach a different audience and or more people even though you might lose a few in return. Most of partners and non partners just think it's fun to play new and different games.

The reasons that were giving not to play games outside of the comfort zone were mainly that they don't want to let down their community that expects a certain type of game.

Do you think you'll lose a lot of viewers if you play a game that you don't usually play?

Non partners don't seem to think that they'll lose many viewers if they stream a different game, this was half of all the non partners who took the survey.

Half of the partnered streamers does say that they'll think to lose viewers but they don't care and just play what they want to play. 25% of the partners wouldn't play a game outside of their comfort zone knowing they'll lose viewers.

How important is it to get free games from developers to use for giveaways?

For non partners having keys to give way is not as important as to partners. Al thought it's not a big group that think it's important.

Would you like to visit a game studio?

Most of the broadcasters would like to visit a game studio but for about 30% it depends on the studio itself. Only one person did not want to visit a studio.

Do you have any advice or tips to share with game developers or companies that want to work with broadcasters?

Something that came back from most of the non partnered streamers was, don't forget the small ones. Smaller broadcasters are usually more eager to cover content from smaller game developers than some bigger broadcasters. Getting a dedicated community manager that knows his/her way around broadcasters with established contact is helpful. This person should also help picking the broadcasters that promote the game. It's better to ask a select amount of broadcasters that are a good fit for the game rather than a lot or just aim for the bigger broadcasters for their numbers (this was mentioned not only by non partners but also partners). Broadcasters that like the type of game a game developer has to offer will more likely stream it and show interesting in playing it at all. Developers also shouldn't have to be discouraged if someone turns them down since there will be enough content creators that would love to help indie developers. Have an open and honest relationship with the content creators personal contact and interest in the broadcasters content goes a long way, visiting their streams and showing that you care is important. Creating an event to hype up a game seems to be successful for a bunch of games that have come out, this might also be more interesting for the broadcasters than just being send a key. Some broadcasters will have a community manager or PR person for their stream, be sure to contact those if you want to work with these broadcasters. Giving a key to your game if you really want a broadcaster to try it out helps in most cases a lot. Building a lasting relationship where you also show your human self which goofs around and such is important and will improve the relationship. Some broadcasters will expect money for playing a game on their stream, make sure you have a clear budget and let this know to the content creator what you're willing to spend. Bigger broadcasters have a select and full schedule so they prefer a more easier and straight approach.