

Non Partner Broadcaster Behavior Survey done by 63 broadcasters.

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

Never - **3 (4.8%)**

Once a week - **6 (9.5%)**

Every other day - **10 (15.9%)**

Once a day - **15 (23.8%)**

All the time - **29 (46%)**

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

Yes - **2 (3.2%)**

No - **52 (82.5%)**

Not if I see I'm getting a free game key - **9 (14.3%)**

In general, how do you prefer to be contacted by developers/PR?
(0 = don't contact me here, 4 = best way to contact me)

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(0 = don't contact me here, 4 = best way to contact me) *

	0	1	2	3	4
Email	<input type="radio"/>				
Twitter	<input type="radio"/>				
Facebook	<input type="radio"/>				
Discord	<input type="radio"/>				
Twitch messages	<input type="radio"/>				

<p>Email:</p> <p>0 = 2</p> <p>1 = 2</p> <p>2 = 2</p> <p>3 = 18</p> <p>4 = 39</p>	<p>Twitter:</p> <p>0 = 6</p> <p>1 = 2</p> <p>2 = 7</p> <p>3 = 20</p> <p>4 = 28</p>
<p>Facebook:</p> <p>0 = 42</p> <p>1 = 8</p> <p>2 = 8</p> <p>3 = 2</p> <p>4 = 3</p>	<p>Discord:</p> <p>0 = 21</p> <p>1 = 10</p> <p>2 = 8</p> <p>3 = 17</p> <p>4 = 7</p>
<p>Twitch messages:</p> <p>0 = 11</p> <p>1 = 14</p> <p>2 = 13</p> <p>3 = 18</p> <p>4 = 7</p>	

How do you prefer contact with a developer to be?

Close and personal - **24 (38.1%)**

Professional and short - **15 (23.8%)**

Promotional email blasts - **0 (0%)**

Depends on the developer/game - **24 (38.1%)**

What should a game developer do when contacting you? (Check all that apply)

Message me in multiple spots across my social media accounts (email, twitter, etc.)

- **22 (34.9%)**

Message me once about their game

- **24 (38.1%)**

Message me occasionally with crucial new updates

- **47 (74.6%)**

Message me frequently about small and big updates

- **14 (22.2%)**

Send me a free game key if they want me to try their game

- **35 (55.6%)**

Socialize with me at game conventions-

- **38 (60.3%)**

Other:

- **4 (6.3%)**

1. Message me through different channels if I don't reply on a specific one.
2. Ensure to reply to returned emails about the game or related topics.
3. Be supportive. Take reviews seriously to improve the game. Try to watch streams when the streamer is playing the game.
4. Come hang out and chat in my chat and/or discord

How should a game developer contact you? (Check all that apply)

Message me in multiple spots across my social media accounts (email, twitter, etc.)

- **36 (57.1%)**

Send me a free game key if they want me to try their game

- **40 (63.5%)**

Socialize with me at game conventions

- **42 (66.7%)**

I prefer that developers do not contact me

- **2 (3.2%)**

Other:

- **8 (12.7%)**

1. Email/Twitter
2. Message me via business email occasionally with offers/updates.
3. Maintain relationships from previous companies/games to promote newer projects.
4. Only send a key if I express interest in the game, I don't like feeling like I'm wasting a game copy if I haven't expressed interest yet
5. Single, informative E-mail. Don't over-hype, just tell me what you got.
6. I prefer an e-mail with phone number or e-mail for a return contact. Sending a game key up front isn't necessary before I determine if I would play/review the game.
7. Hang out and chat in my chat and/or discord
8. Message me in one preferred method and only that one method.

How frequently should a game developer contact you?

Message me once about their game - **8 (12.7%)**

Message me occasionally with crucial new updates - **40 (63.5%)**

Message me frequently about small and big updates - **14 (22.2%)**

I don't want developers to contact me, ever - **1 (1.6%)**

What should a game developer NOT do when contacting you? (Check all that apply)

Message me in multiple spots across my social media accounts (email, twitter, etc.)

- **31 (49.2%)**

Message me once about their game

- **12 (19%)**

Message me occasionally with crucial new updates

- **5 (7.9%)**

Message me frequently about small and big updates

- **26 (41.3%)**

Send me a free game key if they want me to try their game

- **1 (1.6%)**

Socialize with me at game conventions-

- **1 (1.6%)**

Other:

- **13 (26.9%)**

1. Repetitive, over the top annoying constant messages. That's not cool.
2. Message me frequently about DLC add-ons
3. Make me feel unimportant or unnecessary.
4. Try and force things down throat
5. I've noticed game devs won't fraternize with a lot of non-partnered streamers. This seems not in anyone's interest.
6. Tell me im a trash streamer </3
7. Be rude
8. Expect the streamer to play the game and actively ask when the streamer is going to play the game. (it is quite annoying. The streamer will get to it when they feel they want to.)
9. Message about small updates
10. Send me multiple messages on the same platform
11. Spam my inbox if there is no interest noted in the game

12. expect me to play their game on stream just because they sent me a email. I would rather talk it out first.
13. Not contact me or respond to my contact attempts

Do you mainly play single player games or multiplayer games?

Mainly single player games - **15 (23.8%)**

Mainly multiplayer games - **6 (9.5%)**

Both - **42 (66.7%)**

Do you identify as a variety broadcaster?

Yes - **59 (90.5%)**

No - **6 (9.5%)**

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

Yes - **59 (93.7%)**

No - **4 (6.3%)**

If YES, why?

1. For fun!
2. Its good to test the boundaries and see what games viewers enjoy so you don't get typecast as a one game streamer
3. its fun trying new and different games.
4. Always willing to try something new.
5. I find it fun to try new games that I'm not familiar with and show those games to my viewers so that they can find out if this is a game that they should play or might enjoy.
6. I like playing different things
7. I like to experience different games and would like to show it to my audience
8. if I find something interesting I'll give it a shot.
9. I like trying out new things
10. I'm a gamer
11. A game being outside my comfort zone, may be just because I have not played that genre yet and I may find that I do indeed like it. Of done alpha/beta testing on enough games over the years that uncomfortable territory may be exactly what you need as a streamer. And even though there may be some viewers lost, there is always the possibility of gaining new ones in the process.
12. I like to try new things, discover new games and developers. Some of my favourite games played on my channel were previously unknown games that surprised me and my community.
13. Because it's something new and I'm a curious person.
14. Sometimes it might be some game that can be addictive.

15. As a programmer and someone who has worked on or does work on games I enjoy a variety of game types and love to try new indie games or interesting mechanics
16. There's no harm in trying something new. If I wasn't willing to do that, I wouldn't have found Streamline.
17. Often, playing games outside of the norm are the most entertaining experiences for the viewers.
18. I still want to be a gamer. Maybe I will like this new zone
19. It's always interesting to explore new games
20. Always up to trying new games.
21. It's always fun to try new things
22. New experiences are never a bad thing. I like to try new things and experiment
23. Always like trying new games
24. I like to experience new genres or new game ideas or mechanics
25. Because it might still be pretty fun
26. Variety is the spice of life
27. Most of what i do involves voice acting, but if i strain my voice i need to stream something else.
+ playing the same things leads to boredom and disappointment
28. You never know what will be fun to stream, I also understand that changing things up can make people not tune in...it can hurt a small streamer.
29. it's entertaining for viewers
30. Keeping it fresh for my viewership occasionally
31. I'm always willing to try new things.
32. It's funny to watch me fail. Plain and simple.
33. It looks interesting or a friend/viewer asks me to. Or I'm paid to play it.
34. Gotta try new things in life, same with games. Sometimes it works out, sometimes not.
35. Try it out
36. To prevent burnout
37. well, why not?
38. I have at least one game that I enjoyed previously in every genre, so occasionally going out of my way to pick up something I would enjoy that doesn't usually make it on the channel might broaden the viewer's horizon.
39. I like trying new games/genres, I play a wide variety, so I'm always open to new ideas.
40. Going outside of your comfort zone is one of the best ways to grow. Not only in channel size, but in simply finding new/different things to try.
41. It's fun
42. As a variety streamer making sure that my content is different all the time is key. Getting out of my comfort zone means better reactions for my viewers.
43. My channel is about not only spreading positive vibes and improving mental health, but my own personal exploration of games.
44. I enjoy trying new things.
45. Games with a good story, innovative mechanics or an interesting style always grab my attention. I don't often stream non-family friendly material, however (no slash & gore, for example).
46. So long as it isn't some CoD clone or heavy FPS game I like to try out different things.
47. Always like to experience new games. Even if it might not be something I would usually play.
48. Variation is enjoyable for the viewer, which is me
49. Always looking for new experiences and also provides an additional entertainment opportunity in the learning/failing process.
50. Always up for new things
51. Cuz my community loves to see me fail and make fun of me! I love it!
52. To always be finding that new favorite game to scratch my gamer itch.
53. To expand and find games I haven't tried before!
54. I like all kinds of games and am up for playing anything :)

- 55. Depends on the game, I do like trying something different. Don't know if you're going to like or dislike something if you don't try it.
- 56. I love seeing new things and playing new games. Everyone is going to have a different opinion and I consider myself an open minded person that wouldn't mind helping in whatever way I could.
- 57. I love ALL games

If NO, why?

- 1. I want to play games because I like them and because my community knows they can expect that kind of content from my channel.
- 2. No answer
- 3. I'm not sure I could be objective about the game if it's within a style/type that I already dislike playing.
- 4. Because the question didn't offer the answer "depends".

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

Yes that's why I don't (usually) do it - **7 (11.1%)**

Yes, but I don't care - **24 (38.1%)**

No - **32 (50.8%)**

How important is it to get free games from developers to use for give-aways? (1 not important - 10 very important)

1 - 5 (7.9%)	6 - 8 (12.7%)
2 - 3 (4.8%)	7 - 7 (11.1%)
3 - 8 (12.7%)	8 - 8 (12.7%)
4 - 3 (4.8%)	9 - 1 (1.6%)
5 - 12 (19%)	10 - 8 (12.7%)

Would you like to visit a game studio?

Yes - **48 (76.2%)**

No - **1 (1.6%)**

Depends on the game/studio - **14 (22.2%)**

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

1. Get a pr manager who has relationships with casters to promote your games.
2. Reach out to your smaller streamers as they want to grow and help promote new games, software, etc.
3. I have a dual background, one being in PR and the other being in streaming so I'm close to the broadcaster/developer relationship. I find that the best way to connect with broadcasters is to move beyond the "pitch" and spend more time in their communities getting to know the broadcaster and the type of content they create. One-off pitches from large developers with triple AAA titles might work, but in the hype machine that is Twitch it takes more time for an indie developer to get noticed, which is why building those relationships are so important.
4. Keep close contact with the broadcaster during the development and see what you can do for them to get the broadcaster and audience connected.
5. If you setup an event with a broadcaster, maybe tweet/share that X streamer is going live. Helping the broadcaster in turn helps the event.
6. I personally don't like it when an email is too "business-y". So keep it simple
7. This its one of the best way to develop any game, to have a very important information about how its growing.
8. Know the broadcaster and its audience before reaching out and don't blankfire just to get as many people as possible to talk about your game. Find the perfect streamer(s) for your game and focus on them! :)
9. Consider the streamability of your game when approaching casters. Highly interactive casters are less likely to want to stream a game that requires a great deal of focus that would otherwise be spent on chat.
10. Coming from someone that has worked with both partnered and unpartnered streams: NDAs can be a blessing and a curse. If you invite streamers to test your game, but put them behind a NDA, it actually harms them by taking away from their streaming time. In the same sense, some streamers are less likely to play and test your game if it would take away from their schedule. However, if you do have the NDA, when it is finally lifted, make sure to reward the streamers that tested with something like limiting who can broadcast what, or giving them something that they can disperse that other streams are unable to get. Exclusive skins to give away, founders packs, etc... Big names may get you numbers, but big names usually leave very quickly.
11. Be personable and approachable, but don't treat every broadcaster like your best buddy. It feels forced and fake sometimes. I don't recommend throwing keys at everyone going but definitely contact those and be open to giving keys to people who are interested in broadcasting your content. Conventions are a great place to get to meet streamers, but don't forget about those who cannot afford conventions. Social media can be just as great as conventions for communication.
12. If they like the Broadcast and they think it's the right person for their game they should write it in their message. So the broadcaster is more interested about it.

13. The only advice is to be try and fit the tone of your company and game. If your game concept is goofy or fun, social media marketing and contact with streamers should match that tone as it makes communications more enjoyable, and makes the streamera more likely to have fun with your games on stream.
14. Do your best not to sound like you sent the same message to 10k other broadcasters as well. Personal is better.
15. Make sure to first contact broadcasters that are already playing games that are like your game
16. Always be Friendly and respectful of the broadcasters methods :)
17. Work with smaller broadcasters as well. It won't hurt. Smaller streamers are still influencers and can get sales. :)
18. I think an open relationship is always best. Also broadcasters need to provide feedback if things are not working as expected (ie bad experience with the game)
Too many companies are holding onto their games until launch, and that creates an atmosphere of distrust. I think a more open one would sell more, because it begins to shift the mindset of gamers to think like devs. That it takes a ton of work to makes good games, and the price tag is worth it.
19. Be nice and respect their passion about what they do. Also, don't forget that streamers are usually big fan of what you do! ;) :D
20. Don't just go with the bigger channels, sure it's the best way to advertise but it shows you care if you go with smaller channels as well and it also boosts their confidence.
21. Not be overly bothersome in contacting in every social media constantly, but be supportive and provide giveaways for the viewers.
22. Realize that smaller broadcasters who have low viewer numbers can be just as influential as the big boys. My channel is very close knit and I am able to carry on full conversations with 15+ individual people, rather than struggle to pick sentences out of a packed chat to reply to. Sometimes they'll want to buy the game I'm playing simply to play along with me.
23. Get a dedicated Community Manager that understands and relates with twitch and YouTube. Be professional but personal and if you're sending a mass email don't pretend you're sending a personal email.
24. Don't forget the host the broadcaster you're working with from time to time. Twitch's host function can be a powerful tool for both parties involved.
25. If you want something to be known just talk to broadcasters. Small or big time streamers, both of them will get it done right? Although big time streamers would get more recognition for the product, possibility of playing a game constantly might be different than a small time streamer who would garner viewers mostly because of a new game. Either way, it'll work? :^)
26. Just because a broadcaster/content creator doesn't have a ton of views, doesn't mean they can't give you publicity. A lot of companies play the 'numbers game' where they send the biggest channels codes and leave out the smaller ones. If a smaller channel posts regular content, why not consider sending them a key? It'll make their day and you bet they will be happy to cover your games in the future.
27. Be professional and courteous first, personal later. Respect content creators' time as you want yours respected as well. Open communication is paramount!

28. While it's not needed to send keys out to everyone, giving a couple out to big names is a great move. I never look for text reviews anymore, but rather look to see if anyone is streaming the game. See how it looks in action and get a real time response from the player seeing how they like it. I enjoy watching and/or participating in launch events. Find a way to build hype around a game and make an event or tourney around it. Crypt of the NecroDancer is a perfect example of what I mean with their NecroThon.
29. Talk to smaller broadcasters
30. If you are providing a review/free copy to the broadcaster, make sure they are willing to disclose this fact to their viewers. Offering to provide a small number of game-keys for giveaways or charity drawings (I stream primarily for children's charities, for example) isn't necessary, but often appreciated. Game developers should also consider reaching out to the various charity outlets about various events they are working at (Extra Life, Operation Supply Drop, etc) - complementary copies to be played at convention booths and perhaps a key or two for prize giveaways at conventions offers the developer exposure and provides an incentive for sign-ups/donations, etc.
31. Talk with us and work with us. Work with the smaller broadcasters, help promote them.
32. ~FREE STUFF~ seriously though, if a broadcaster has early access to an upcoming game, it will make the stream a lot more worth a watch
33. Keep the repetative "hype-building" marketing to the open public forums, don't bring it into private conversations.
34. communication is key, make a connection and reinforce it. Broadcasters can become low cost advertisers with the right direction and motivation.
35. Contact us, we want to work with you!
36. Don't forget the little guys!
37. Just be professional, we are people too! Sell your product to us and make us want to show it to our audience!
38. Game Developers should work together with broadcasters -- the broadcasters are the one who may get more interested in the developer's game if it's showcased right to their viewers. If done right, streams of the games should generate more downloads/purchases.
39. Try watching and connecting with the broadcaster to see if they would enjoy your game to the most of its potential. Just because they are bigger on the viewers side doesn't always mean they are the correct person to demo the game!