

**Partner Broadcaster Behavior Survey done by 52 broadcasters.**

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

Never - **1 (1.9%)**

Once a week - **2 (3.8%)**

Every other day - **5 (9.6%)**

Once a day - **13 (25%)**

All the time - **31 (59.6%)**

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

Yes - **3 (5.8%)**

No - **47 (90.4%)**

Not if I see I'm getting a free game key - **2 (3.8%)**

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

<p>Email:</p> <p>0 = 0</p> <p>1 = 1</p> <p>2 = 9</p> <p>3 = 7</p> <p>4 = 35</p>	<p>Twitter:</p> <p>0 = 0</p> <p>1 = 2</p> <p>2 = 9</p> <p>3 = 14</p> <p>4 = 27</p>
<p>Facebook:</p> <p>0 = 45</p> <p>1 = 5</p> <p>2 = 0</p> <p>3 = 2</p> <p>4 = 0</p>	<p>Discord:</p> <p>0 = 14</p> <p>1 = 7</p> <p>2 = 14</p> <p>3 = 11</p> <p>4 = 6</p>
<p>Twitch messages:</p> <p>0 = 28</p> <p>1 = 11</p> <p>2 = 9</p> <p>3 = 3</p> <p>4 = 1</p>	

How do you prefer contact with a developer to be?

Close and personal - **18 (34.6%)**

Professional and short - **9 (17.3%)**

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

Depends on the developer/game - **25 (48.1%)**

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.)

- **21 (40.4%)**

Message me once about their game

- **18 (34.6%)**

Message me occasionally with crucial new updates

- **27 (51.9%)**

Message me frequently about small and big updates

- **7 (13.5%)**

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

- **34 (65.4%)**

Socialize with me at game conventions-

- **44 (84.6%)**

Other:

- **7 (13.7%)**

1. Be very clear with your intentions. I'm a mobile gamer, partnered streamer whatever, but often times I get asked to try out or promote new indie mobile games but the main issue is that a lot of developers or promotional staff are unclear about 1) their intentions for contacting you 2) what they want promoted/shown 3) if there's any rules or guidelines.
2. Join the Community. A dev that takes the time to visit at least one stream (preferably while I'm playing their game) and interact directly with my community.
3. Show genuine interest in my stream.
4. It really depends on a per-person basis. Clearly large scale developers like Nintendo and Square can get away with blind contacting individuals for business, but I personally would never entertain the request of an indie developer unless I have had a pre-existing relationship with them
5. E-Mail me with their intent. If they want me to try a game in my free time, I can do that. If they want me to do a stream of it, I can plan for that down the line if it is discussed. Overall I want to know upfront what the company/developer expects from me in the long run. I believe in a sense of trust and honesty, but also dislike beating around the bush, so direct intent is paramount to communication IMO.
6. Message me on a business email & twitter, keep it short & to the point w the amount of pay etc
7. Include trailer and screenshots

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

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

- **29 (55.8%)**

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

- **37 (71.2%)**

Socialize with me at game conventions

- **43 (82.7%)**

I prefer that developers do not contact me

- **1 (1.9%)**

Other:

- **8 (15.4%)**

1. My site's form mail
2. E-Mail me. Twitter DMs are sketchy.
3. In most situations, unless it is a triple A developer, I really don't care to deal with indie developers
4. Keep up contact and chat in and out of game cycles.
5. Message me in one of my social media accounts
6. I don't mind people coming to my stream and getting to know me on a more personal level first. I think that's a very easy way to break the initial barriers.
7. One, short and professional email.
8. reach out without spamming everything

How frequently should a game developer contact you?

Message me once about their game - **16 (30.8%)**

Message me occasionally with crucial new updates - **28 (58.3%)**

Message me frequently about small and big updates - **8 (15.4%)**

I don't want developers to contact me, ever - **0 (0%)**

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.)

- **19 (36.5%)**

Message me once about their game

- **11 (21.2%)**

Message me occasionally with crucial new updates

- **2 (3.8%)**

Message me frequently about small and big updates

- **27 (51.9%)**

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

- **3 (5.8%)**

Socialize with me at game conventions-

- **0 (0%)**

Other:

- **14 (26.9%)**

1. If no new updates keep sending the same mail over and over
2. If I have expressed disinterest, please cease and desist
3. continuously probe me after i have said no
4. Message to much
5. I don't mind any of this interaction personally.
6. Put me on a general marketing email lists.
7. Spam emails.
8. Treat small and big broadcasters differently
9. Their approach should be about their game, not a bribe to try it out for free. The streamer should have genuine interest in trying it out, as should the developer have genuine interest in the streamer. Goes both ways.
10. I dont mind being contacted in anyway i just dont branch out much with other games.
11. Depends
12. All of the above are fine.
13. Not include information and links about their game and their proposal
14. Sell out email to other parties.

Do you mainly play single player games or multiplayer games?

Mainly single player games - **11 (21.2%)**

Mainly multiplayer games - **8 (15.4%)**

Both - **33 (63.5%)**

Do you identify as a variety broadcaster?

Yes - **44 (84.6%)**

No - **8 (15.4%)**

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

Yes - **48 (92.3%)**

No - **4 (7.7%)**

If YES, why?

1. You'll never know how a game will perform until you try it.
2. Some games are hidden gems and you will only know if you take a chance to go out of your comfort zone.

3. New audience to appeal to.
4. I have been a variety broadcaster before but have found my two niche spots that I enjoy. My community and I do appreciate and enjoy messing around with other stuff though.
5. Because that is how gaming should be. As a gamer you should always be in search of new exciting experiences to bring your community together and create once in a life time moments.
6. I don't care about viewers, I play what I want to play.
7. I like to expand my horizon, especially if a game is recommended to me.
8. If it was Twitch integrations build in or otherwise benefits my stream/viewers.
9. Don't know if you like until you try it...
10. Try something else can be refreshing and can be positive towards your cast.
11. I can adapt to many genres of games and have been live broadcasting for 9+ years already. If I couldn't adapt, then I wouldn't have picked YES as my answer.
12. It's nice to mix things up and step out of your comfort zone, you can't always live in it.
13. Variety, always interesting to try something different.
14. Always open to try new things.
15. I like new things and I like variety. I don't mind failing of being bad at a game if it's fun.
16. I am currently trying to slowly move my stream to a more variety based stream.
17. I love trying out new things.
18. Good to try new things but it needs to hook me somehow. I don't even know what games I'll enjoy next, but I know when I lose track it's usually a good sign!
19. I understand what my community like to see, however I stream part time for my own enjoyment. If I wasn't worried about the response I would love to try new things. However, if I was pushing for partnership (for example) I would choose my games specifically.
20. I enjoy trying new things and sharing new games with my community and expanding my community as well.
21. It's good for every caster to mix up your play style every once in a while.
22. I've been playing games for about 27 years. If there's a game out there that can challenge my perception of what a game is I am ready and willing to try it. Entertain me, I dare you =P
23. I tend to play games that I want to play, so if something piques my interest I have no problems with playing it on stream.
24. In order to improve as a creator you need to step outside your comfort zone.
25. I like to try new games that I think viewers might enjoy
26. I play games that I think I will enjoy
27. I give every game a shot
28. I guess it's a bit of a trick question. There isn't really any game genre that I'd consider truly 'outside my comfort zone'
29. It is called variety for a reason.
30. I'm always interested in different video game aesthetics. I like appreciating art and animation.
31. If it peaks my interest

32. I like a good challenge. More often than not I find that we fear doing something new on the grounds of fear of the unknown or a preference for comfort in what they know. I find being able to at least try something new gives me a sense of perspective and thrill because it challenges what I know about games and keeps me on my toes.
33. As a child I have been introduced to many genre's of games and I Learned that their can be entertainment found in all types of games good or bad
34. I enjoy new experiences.
35. Trying new things.
36. If your audience can predict your actions or your games too much, then as a broadcaster you've become stagnant and should change something, anything. A new game presents new reactions and opportunities to entertain.
37. Games outside of my comfort zone are the reason i'm on Twitch. The game i'm most known for is a game i would've never played before Twitch.
38. Sponsorships, or new audience.
39. I'm always open to try a game type I usually play. Gives me more perspective and opinions. Maybe I'll like something I never would have thought I would like.
40. Sometimes randomness is good
41. Casting has already broadened my horizons many times. Some games are things I want to play intensely but be bad for the stream as a whole while other games I might not even know if I'll enjoy it and could potentially be good for the stream.
42. Always love new experiences
43. Variety is the spice of life!
44. There are cases in which games I didn't think I'd like, I really loved.
45. It challenged me, but also makes me stand out as variety.
46. The best games are the ones no one plays
47. variety is the spice of life
48. That's the nature of variety gamer. I might not like a particular genre, but I can appreciate whether or not it's a good game. It's also for my audience, not just me. I like supporting indie devs.

### If NO, why?

1. Because if it is not likely that I will enjoy it, my community will not enjoy the stream.
2. I have a particular skillset which helps me attract a unique audience
3. I usually like to stick to specific games, if I'm interested in something I'll usually be interesting reaching out or finding a way to play it.
4. If I cast something outside of my comfort zone solely because it benefits me (money, promotion, etc.) I'd feel like I was betraying my fan-base.

### 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 - **13 (25%)**

Yes, but I don't care - **29 (55.8%)**

No - **10 (19.2%)**

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

1 - <b>1 (1.9%)</b>	6 - <b>7 (13.5%)</b>
2 - <b>0 (0%)</b>	7 - <b>10 (19.2%)</b>
3 - <b>2 (3.8%)</b>	8 - <b>8 (15.4%)</b>
4 - <b>2 (3.8%)</b>	9 - <b>4 (7.7%)</b>
5 - <b>8 (15.4%)</b>	10 - <b>10 (19.2%)</b>

Would you like to visit a game studio?

Yes - **34 (65.4%)**

No - **0 (0%)**

Depends on the game/studio - **18 (34.6%)**

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

1. Treat broadcasters in a professional manner and respect their time
2. Don't feel afraid to contact and become on a more friendly basis. Just as much as you want us streamers to play your game and promote we want to help you guys as well and accept options to be interviewed over discord to build a better bridge between streamer and Dev.
3. Making emails more personal goes a long way with me.
4. Don't be discouraged if someone turns you down. Especially if they have a very cynical mindset towards indie/smaller devs. There's always someone out there that would be happy to help you or work with you. :)
5. Don't blanket your games to just anyone who will play them. find streamers that actually enjoy your game and share your vision if they are big or small. get close and become friends with them and value their feedback... most speak for large communities.
6. Have emails sent from an account that I can reply to if I have questions about their game (or give info on how to reply to them).
7. The likelihood of me playing a game relies on: if I have heard about the game and already looking forward to it, I can be convinced to play it, or I like the developer and I will give the game a chance to support them.
8. Work with community managers or broadcaster that are pillars within the Twitch community. These managers or broadcasters can help identify the streamers with both the quality and style to fit the game's genre and feel. IME this often gets overlooked for a simple numbers based choice, and often results in sub-par advertising by the streamer due to it being a bad fit style or knowledge wise.
9. Open communication and be honest with everything.



10. We are all trying our best so give also the smaller broadcasters the opportunity to work/promote the game of the developers and not stick blindly to the popular side.
11. Don't just go to bigger people and expect a 1 time hit to be something good. Smaller broadcasters/partners that are dedicated will get more people involved in a game rather than "hey come get a free game you'll play once and never again". Quality vs Quantity.
12. Build a relationship with the broadcaster, don't just try and sell your game. Become a friend and chat. We are human too.
13. Be professional, check your spelling! Once or twice for a message is fine, but chasing up on other social media makes you feel hounded. Personalised messages (with first name instead of Twitch name, perhaps) are preferred. I got an email saying "We message you a few weeks ago etc" when I know for a fact they did not.
14. I think some devs can really underestimate how big an impact streamers have on the promotion and success of a game, specifically indie games. I've seen entire game dev departments die because of poorly managed communities and bad interaction with their biggest supporters. S2 Games, Turbine, and other moderately sized game development companies have had entire failures after mismanaging their community engagement and promotions. Not only is it bad for the company, but it's heartbreaking for the fans. I also think some game companies (specifically the ones I mentioned, as well) have a distorted expectation of how game successes work and happen. Yes, you have big and little titles who launch to great acclaim and success, but you also have those games with the slow burn, that gain ground over time, and I think those are a seriously underestimated market, especially when you start talking about micro transactions and profit potentials.
15. Free keys for games really help. It costs a fortune to play many games, a broadcaster has not a lot to lose by playing your game if it's free, plus it doesn't take many viewers to buy your game to make up for that.
16. Work close with streamers. Longterm exposure is one of the best offers you can give a streamer (proven exposure that has an impact beyond the ordinary), giving them something unique to share with their viewers is the second best thing (insider info, easter eggs, hanging out in their streams talking with the streamer, but of course also free copies of games never hurts but shouldn't be the core focus). Let your cooperation go both ways. Developers shouldn't use streamers just for promotion of their own game but should encourage passion and interest for their product. Also make sure the streamer doesn't use you just to get free stuff or ride a hype-wave. The more you can have a friendly, personal contact with the streamer, the better the cooperation will be, and the more fruitful it will be for everyone involved.
17. There is no catch all method for developing a relationship with a content creator. Everyone approaches things differently and just being aware of that can lead to a much healthier relationship!
18. Just be open and honest. Broadcasters (smaller) are not commonly approached. Not sure about larger one's, never been in that situation. They may be wary, make them feel like they aren't only helping YOU, YOUR want to help THEM.
19. If you can work with casters to do more than just play your game on stream, like special events, you'll have a much higher impact.
20. Be sincere, Send in people that understand Broadcasting, Hire broadcasters to be your source of connection to broadcasters. People that understand viewership spikes and flows, Someone that understands the day to day grind of what we do.
21. Devs should not limit themselves to the larger casters. Smaller communities are the most diehard on Twitch and those viewers really interact and engage with the caster and will likely listen to what it is that they are promoting.
22. Give broadcasters your game for free if you want them to stream them. There have been multiple games that I hadn't planned on buying that popped up in my inbox and I ended up streaming the game.

23. Know the person and the brand they are. It will help :D
24. Keep up a social contact beyond email blasts etc. Bullshit with me on Twitter, send dumb GIFs to my inbox, be a friend and community member first and you'll benefit from a much wider appreciation by the communities you target.
25. Make sure your game doesn't suck and bugs out all the time
26. Your first message to me should not be a solicitation to check out your game. I won't do it. Don't ever expect free advertisement. Allocate your budgets accordingly. In most situations, you will be paying significantly more for advertisement than actual development. It is a harsh reality, but unless you are producing Triple A quality titles, traffic will not just magically appear.
27. Share your intent upfront and have confidence in what you do. Love your product and take criticisms gained from both testers and outside viewers alike while moving forward, but don't let it rule you. As a developer, you have a perspective that a consumer and gamer don't have, but so does the consumer. Remember to ask yourself along the way if you as a CONSUMER would invest in something like this. That's not saying sell your soul to the generic in the interest of making money, but rather think about how consumers react, how much time people have to play, and the level of engagement your game brings. While it's fine to make a game with stopping points, having a game people can freely pick up and put down on a whim makes way for your title to be overshadowed. Think about how your title engages your player and feed that sense of reward for performing the task you've given them. Maintaining interest is key.
28. Just get in touch and offer a good game :)
29. Try your best and every approach to someone is different. Not everyone share the same opinion
30. allow influencers to book their own flights and repay them, often they need to travel with another person and its very complicated having a flight booked by the developer, then having your partner try to book the same flight and a nearby seat. (related to studio visit)
31. Be genuine. I actually did a panel on this at Twitchcon. I could talk all day.
32. Be brief in your emails, be personal when contacting broadcasters. Watch our stream for 30 minutes or check our previous games played, check our twitter, we make what we like pretty apparent. Cold calling with a game key and an explanation of a game is like a used car salesman ad, in email form.
33. Be polite and brief about it, perhaps try to reach out specifically to variety casters only or try to see if the types of games you're making fit the broadcaster
34. Don't think giving a game key to a broadcaster is enough. Realize the time, effort and free promotion they are giving your game. They are giving it a chance. Don't take advantage of new broadcasters. Their time is just as valuable. Understand the different tiers of broadcasters and compensate accordingly.
35. Try harder to get your games to broadcasters who are known for streaming the same genre of game you are making. Not just popular channels or people looking for free games/channel views.
36. It can be quite a challenge when you're trying to shop around for many broadcasters, but knowing the caster is very important. A giveaway-heavy stream will love extra codes while those might be wasted on straight-play streams. A community focused stream might benefit from having a (confirmed) dev pop in and chat/answer questions during the game. What types of games do they normally play/enjoy streaming and how can you pitch it to them in those regards?
37. We're gamers that usually run a tight schedule.easiest way to catch our attention is always keep it easy basic & straight to the point.
38. Make communication simple and intuitive. Make sure your game is listed on Twitch with correct artwork (not the purple ? box). Actually visit the streams of people you want to work with, become an active member of Twitch. Be clear with your proposals regarding payment, sponsorships, duration of broadcast etc.

39. Don't focus on follower count, look for communities that are solid, with a bond of trust between the streamer and audience. More sincere connections equate to better potential sales as opposed to a larger streamer who might stream more sporadically and won't truly enjoy the game because it was more of a business decision to play it.
40. Approach everyone big or small status, to help grow your game.
41. Keep it short and to the point. No one has time and broadcasters in general are their own managers, PR, and everything else a company normally employs multiple people for. Traditional press releases are pointless and go in the trash. Hang out in broadcaster chats.
42. Make whatever initial communications you send out a concise and well-structured package that represents what you're offering or want to discuss. Leaving things very open-ended for me personally is the main thing that puts me off.