

# BROADCASTER PROFILES

Some broadcasters will fit in more than one profile, in that case placing them in the profile that affects the contact you'll have to have with these broadcasters.

## **Professional Gamer**

These broadcasters are the esports players, being on the top of the pro scene playing in teams or alone. Games like Hearthstone, Dota 2, LoL, Counterstrike and other multiplayer games. Pro gamers will pretty much always just stream the game that they play professionally and not play any other games. These gamers will have sponsors that sell hardware and they earn money mostly from entering tournaments.

## **One game players**

These are broadcasters that only and stick to one game.

A good example of one game players are usually speedrunners that play the same game over and over to get a faster score. These broadcasters are not likely to switch to a different game and unless you don't have a similar game to offer will most likely not broadcast another game.

## **One genre players**

These broadcasters are very similar to the one game broadcasters but they play a variety of games in the same genre. A good example is survival/BR games like H1Z1, DayZ and the Culling. Their audiences like watching these types of games so they won't lose many viewers if they switch similar games as compared to switching to a whole different game.

## **Community driven broadcasters**

These broadcasters will always be interacting with their community. Their prime focus is making their community happy and give them fun and engaging content. Talking in their chat and getting to know them and their community is preferred. Of all the broadcasters having more contact with them than others works best for them.

## **Mobile broadcasters**

As the profile name implied, these broadcasters only stream mobile games. It won't be smart if you try to send them a PC game key to check out their stream. They are a little hard to find compared to console gamers since they don't have their own Twitch category, but you can search them via mobile game titles.

## **Console broadcasters**

Broadcasters that stream from their consoles either directly or via a capture card.

The PS4 and Xbox both give the option to live stream directly from the console to Twitch. The easiest way to find these broadcasters is by using the navigation in Twitch to select Xbox or PS4 streamers.

### **Money driven broadcasters**

These broadcasters live stream for a living and are more focused on donations, bits and will very likely stream any game as long as they get paid for it. This might have a less favorable effect when playing a sponsored game that isn't something they would usually play. They'll usually show that it is a sponsored stream which can result in the chat getting negative and calling the broadcasters a sell out. A lot of these broadcasters are bigger and have a busy schedule so a short professional email is preferred.

### **Hype streamers**

A lot of the bigger variety broadcasters are hype streamers, you'll see them playing the popular new games that everyone wants to play and is playing. Usually a bit before the actual release date will these broadcasters be live with these games.

### **Creative broadcasters**

Broadcasters that only stream their creative works like painting, drawing, cosplaying or other creative work. You'll rarely see them play a game on their streams although there are definitely broadcasters who do both. As a game developers you could do something with an art contest instead of letting these broadcasters play your game.