

How to Get Your Game Covered by YouTubers

Mike Rose
Gamasutra



GAME DEVELOPERS CONFERENCE™ EUROPE
CONGRESS-CENTRUM OST KOELNMESSE · COLOGNE, GERMANY
AUGUST 11-13, 2014 · EXPO: AUGUST 11-12, 2014



We've already looked at talking to the press





Now let's talk YouTubers



gamasutra.com/youtube



Should you care about YouTuber coverage?

"When DanNerdCubed played Race The Sun and linked our Greenlight page, it had a bigger impact than all of the website coverage we'd had up to that point, combined."

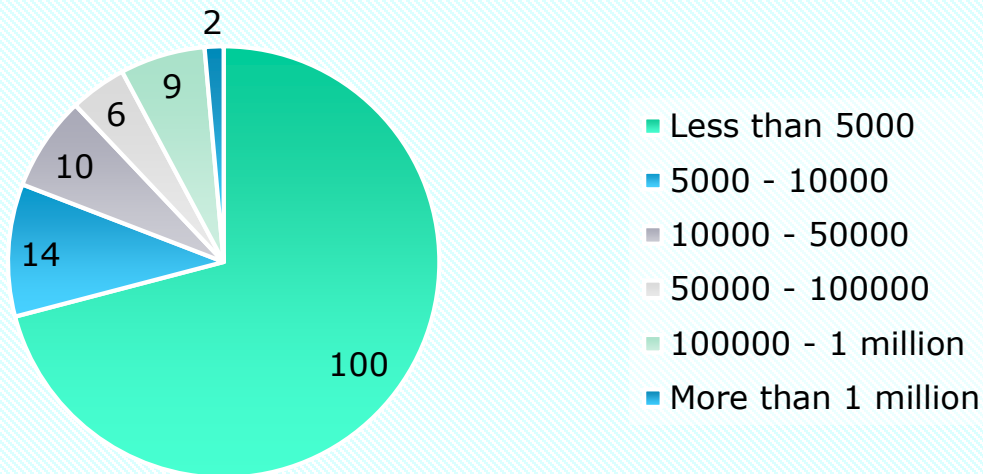
"As far as I've seen, we haven't had a significant spike from written press, but we have seen spikes from YouTube."

"Most indie game success stories on PC in the last year or two have had predominant YouTube coverage."



Before we get started...

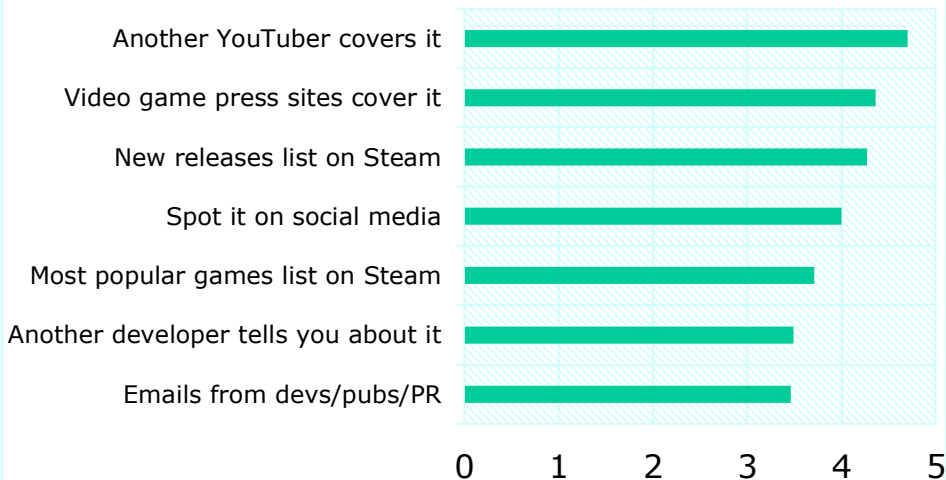
How many subscribers do you have?



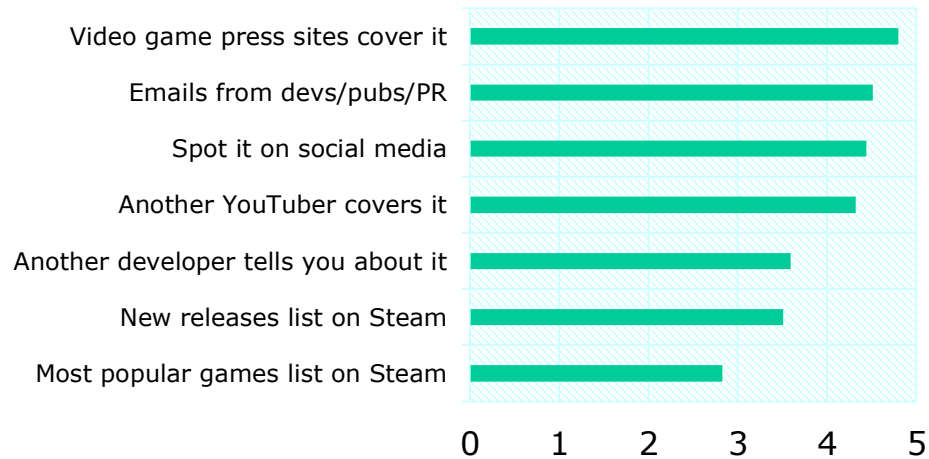


Where do you most often find the games you play and record for YouTube?

Less than 5,000 subscribers



More than 5,000 subscribers





Where do you most often find the games you play and record for YouTube?

- Whatever is big in the games press gets picked up by YouTubers
- YouTubers cover whatever everyone else is covering!
- A presence on Twitter, Facebook etc is a must
- If you want the big YouTubers to cover you game, email is still very important



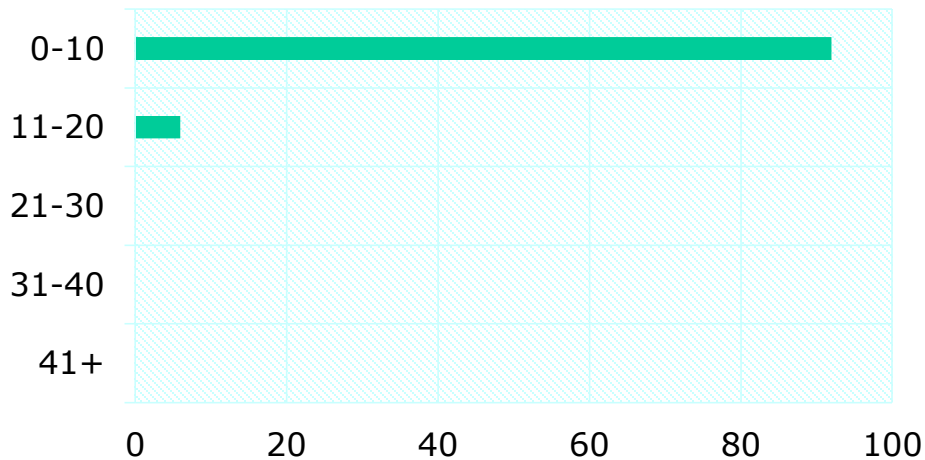
Where do you most often find the games you play and record for YouTube?



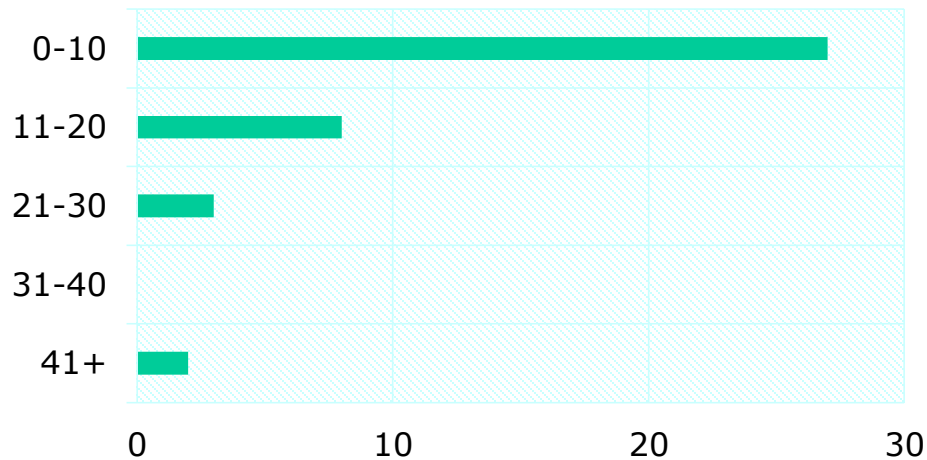


How many emails do you receive from devs, publishers, PR etc each day on average?

Less than 5,000 subscribers



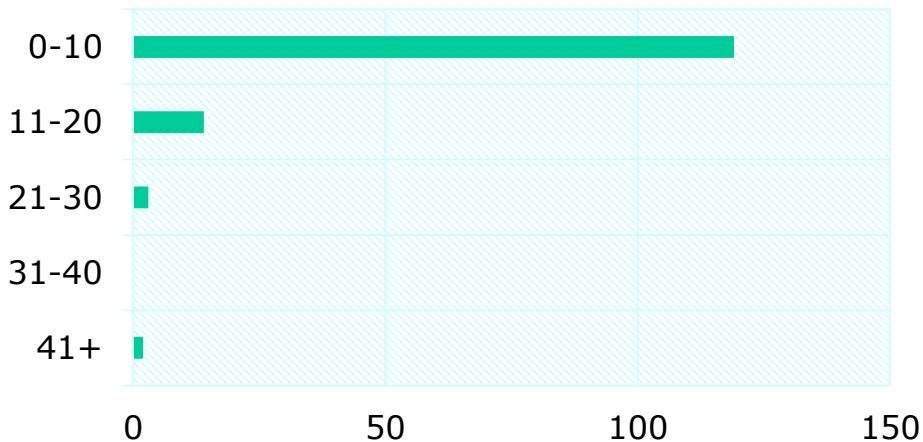
More than 5,000 subscribers



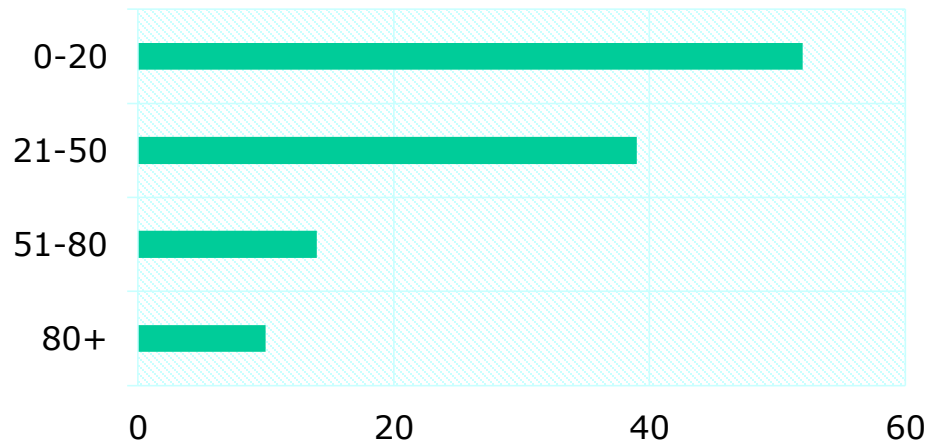


How many emails do you receive from devs, publishers, PR etc each day on average?

YouTubers



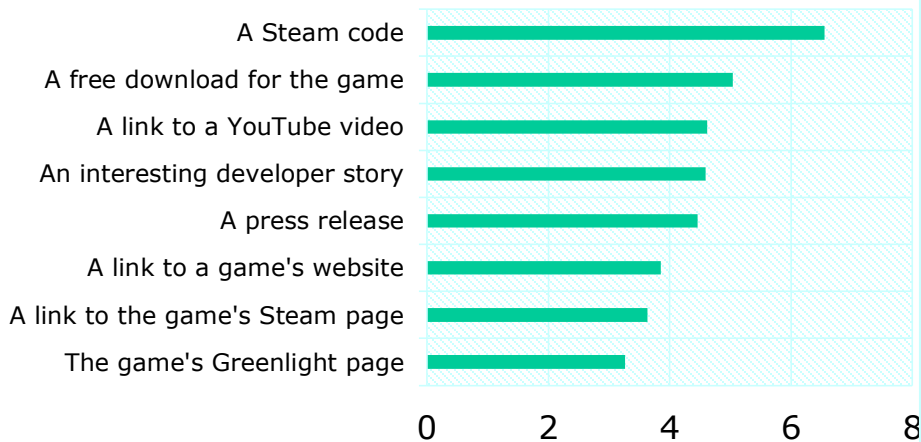
Press



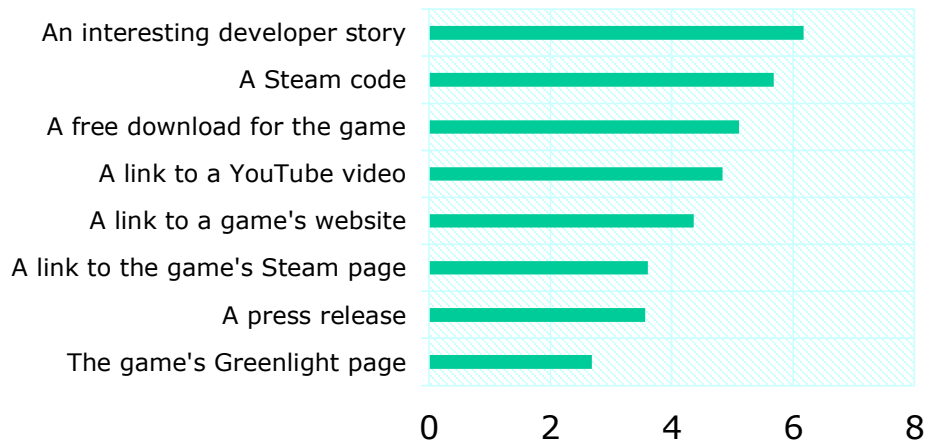


What is more likely to make you pay attention to an email from a developer?

YouTubers



Press



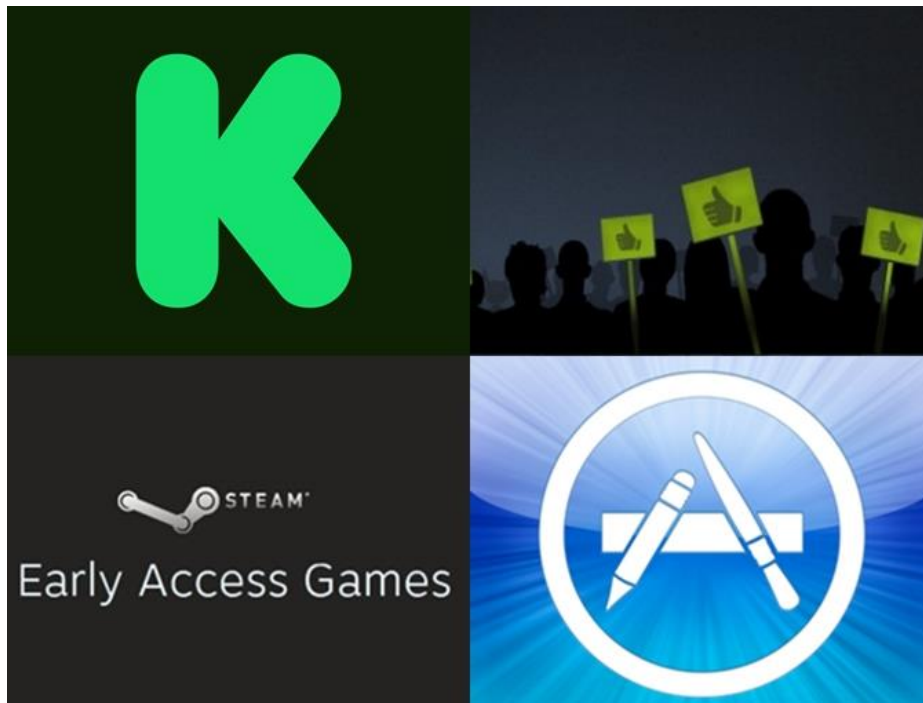


For what reasons would you most likely skip over a game after checking it out?

- Turns out not to be your kind of game/genre
- Video recording/streaming issues with the game
- Multiplayer games can be difficult to record and cover
- Frustrating, due to poor controls or unfair difficulty spikes
- Boring to watch (e.g. RPG grinding)
- Not innovative – want something new to show audience



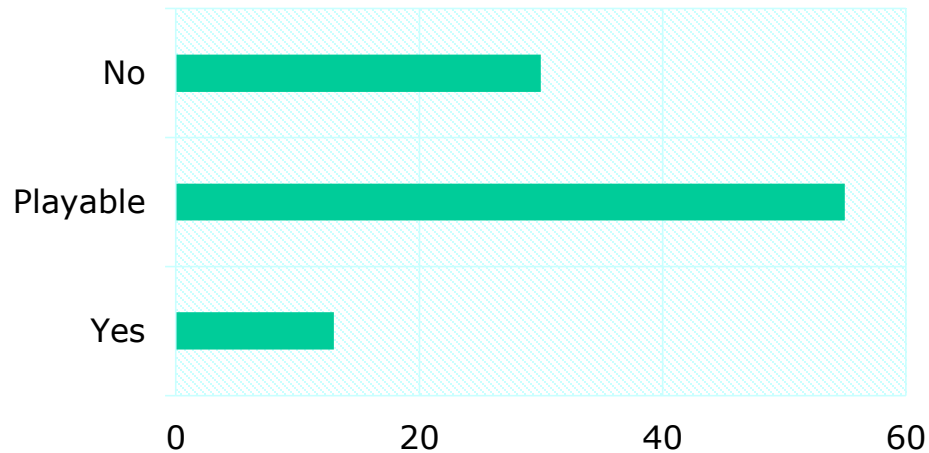
Which platforms get covered?



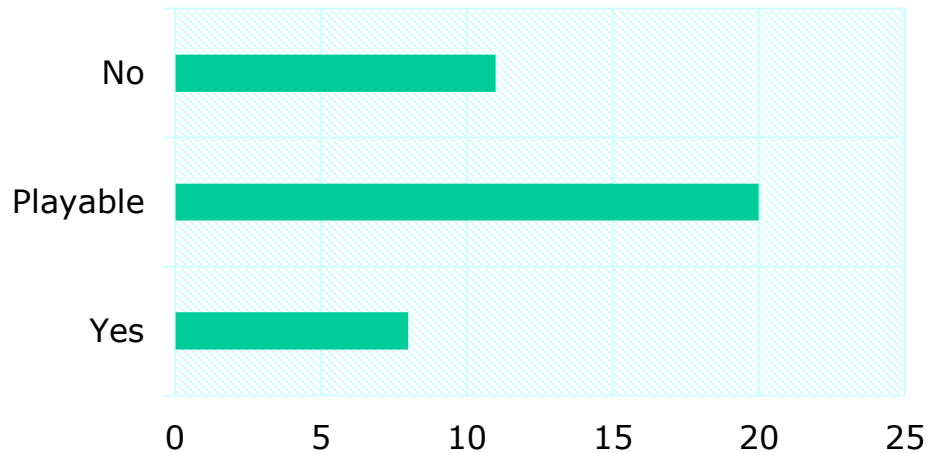


Do you cover Kickstarters?

Less than 5,000 subscribers



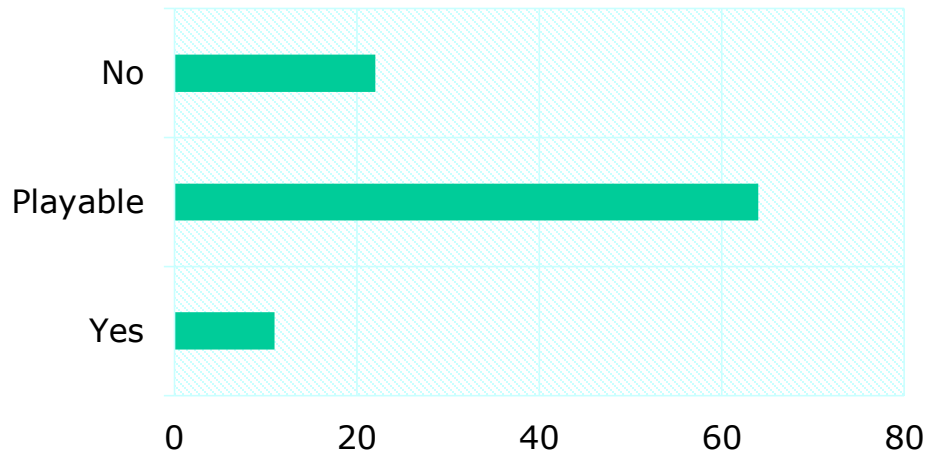
More than 5,000 subscribers



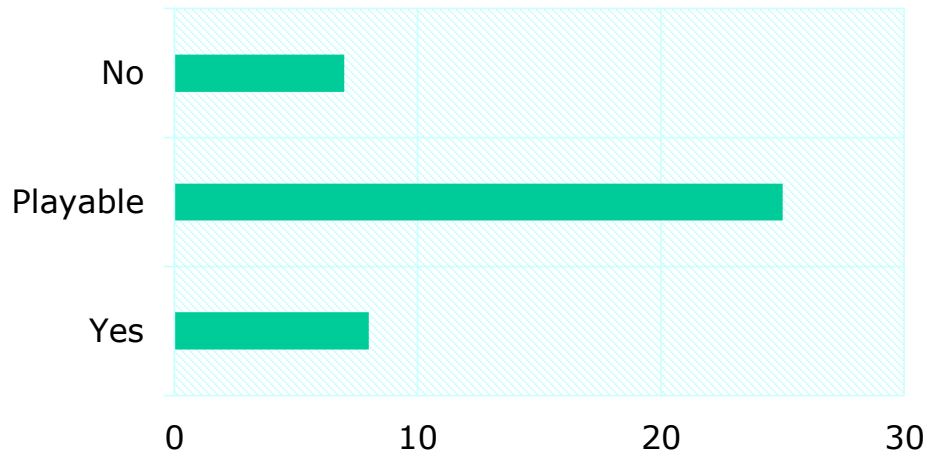


Do you cover Greenlight games?

Less than 5,000 subscribers



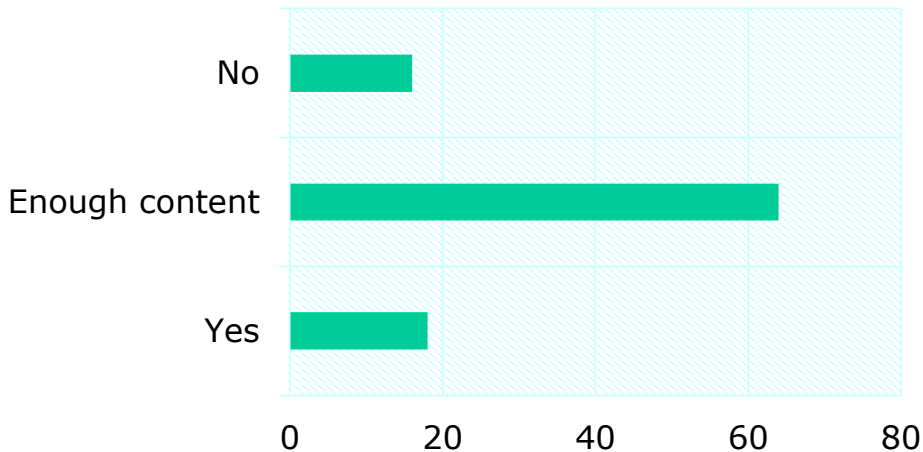
More than 5,000 subscribers



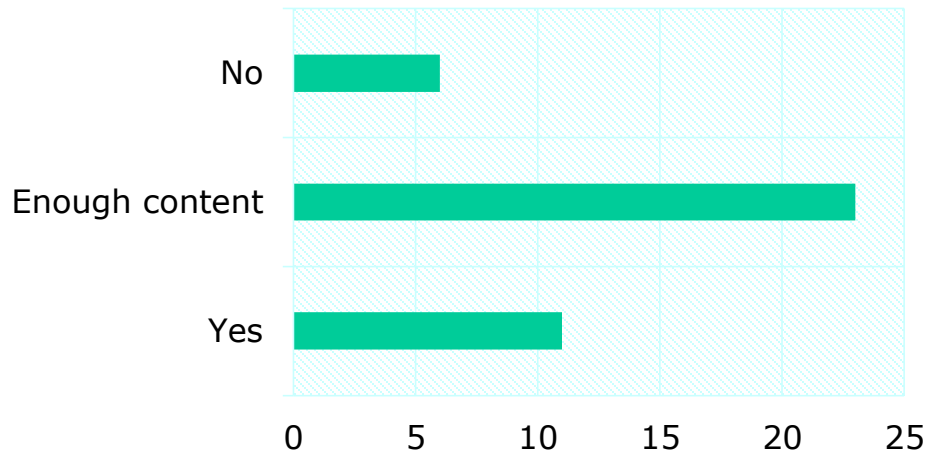


Do you cover Early Access games?

Less than 5,000 subscribers



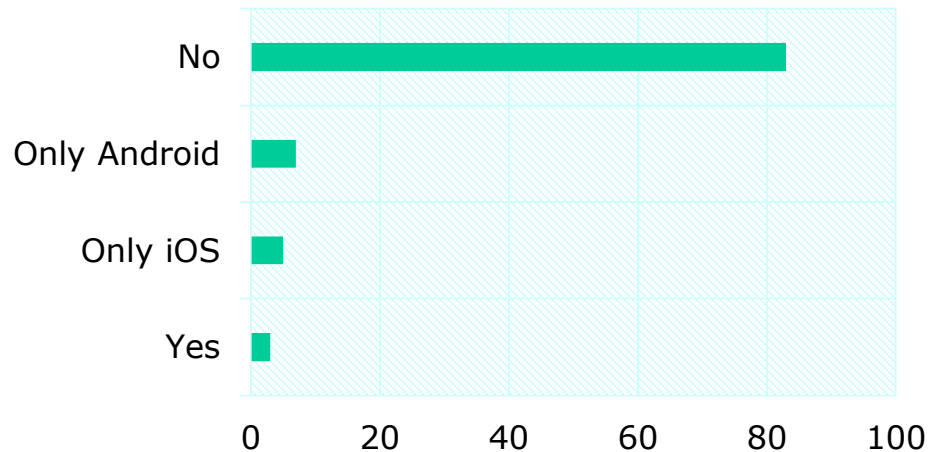
More than 5,000 subscribers



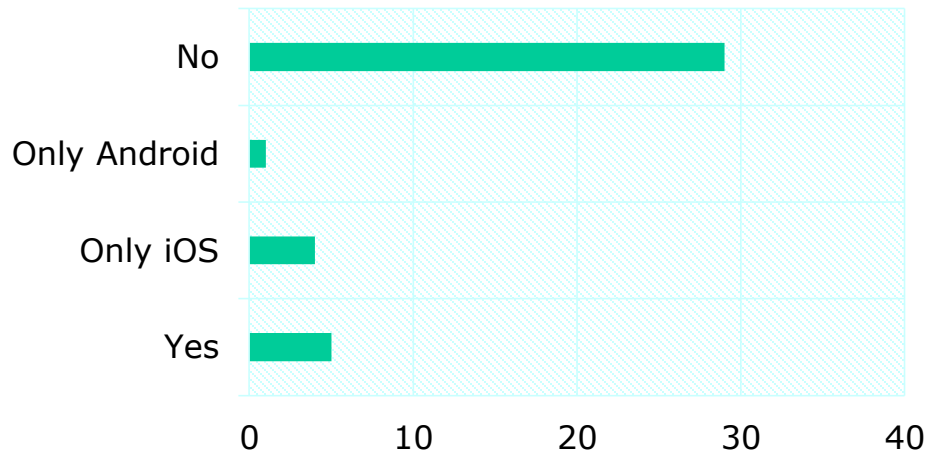


Do you cover mobile games?

Less than 5,000 subscribers



More than 5,000 subscribers





The big takeaways

- YouTubers mainly find games through the press, emails, and other YouTubers
- They barely receive emails, so email them!
- Your story isn't so important - just give them your game
- YouTubers know what they like, so don't be discouraged
- Try recording your own game to make sure there's no issues
- Kickstarters and Greenlight projects are more likely to be covered if they have playable builds
- Mobile games aren't so big with YouTubers



The YouTuber Megalist

Game YouTubers Megalist						
	Name	Subscribers	Twitter	Facebook	Real Name	I
	PewDiePie	YouTube 29M	Follow @pewdiepie 3.4M followers	Like 4m	Felix Kjellberg	en
	RoosterTeeth	YouTube 7M	Follow @roosterteeth 505K followers	Like 628k		en
	CaptainSparklez	YouTube 7M	Follow @CaptainSparklez 764K followers	Like 444	Jordan Maron	en
	TheSyndicateProject	YouTube 7M	Follow @ProSyndicate 1.3M followers	Like 1m	Tom Syndicate	en
	BlueXephos	YouTube 7M	Follow @yogscast 715K followers	Like 383k	Lewis Alan Brindley, Sen	
	TobyGames	YouTube 6M	Follow @TobyTurner 1.1M followers	Like 991k	Toby Turner	en
	SeaNanners	YouTube 4M	Follow @SeaNanners 697K followers	Like 346k	Adam Montoya	en
	Gronkh	YouTube 3M	Follow @gronkh 302K followers	Like 784k	Erik Range	de
	theRadBrad	YouTube 3M	Follow @theRadBrad 167K followers	Like 178k	Bradley Colburn	en
	LetsPlay	YouTube 2M	Follow @achievementhunt 310K followers	Like 229k	Geoff Ramsey, Jack Pæen	
	UberHaxorNova	YouTube 2M	Follow @UberHaxorNova 335K followers	Like 165k	James	en
	MarkiplierGAME	YouTube 2M	Follow @markiplier 255K followers	Like 449k	Mark Edward Fischbach	en
	AntVenom	YouTube 2M	Follow @AntVenom 456K followers	Like 257k	Taylor Harris	en
	LeFloid	YouTube 1M	Follow @LeFloid 190K followers	Like 478k	Florian Mundt	de
	CyprienGaming	YouTube 2M	Follow @cypriengaming 208K followers	Like 664k	"Cyprien Iov", Lucas Hfr	

From Thomas Bedenk
youtubers.brightside-games.com



Now go and...

- Watch my GDC Europe talk on contacting the video game press
- Watch Northernlion's GDC talk on using YouTube streamers to market your game
- Put your plans into action!

Thanks for listening!
Any questions?

Mike Rose

@RaveofRavendale

mike@gamasutra.com



INDEPENDENT GAMES
SUMMIT

GAME DEVELOPERS CONFERENCE™ EUROPE
CONGRESS-CENTRUM OST KOELNMESSE · COLOGNE, GERMANY
AUGUST 11-13, 2014 · EXPO: AUGUST 11-12, 2014