



How YouTubers and Twitch Streamers Can Help Sell Your Games

Mike Rose

tinyBuild Games

@RaveofRavendale

GAME DEVELOPERS CONFERENCE®

MOSCONE CENTER · SAN FRANCISCO, CA

MARCH 2-6, 2015 · EXPO: MARCH 4-6, 2015



Do YouTubers really matter that much?

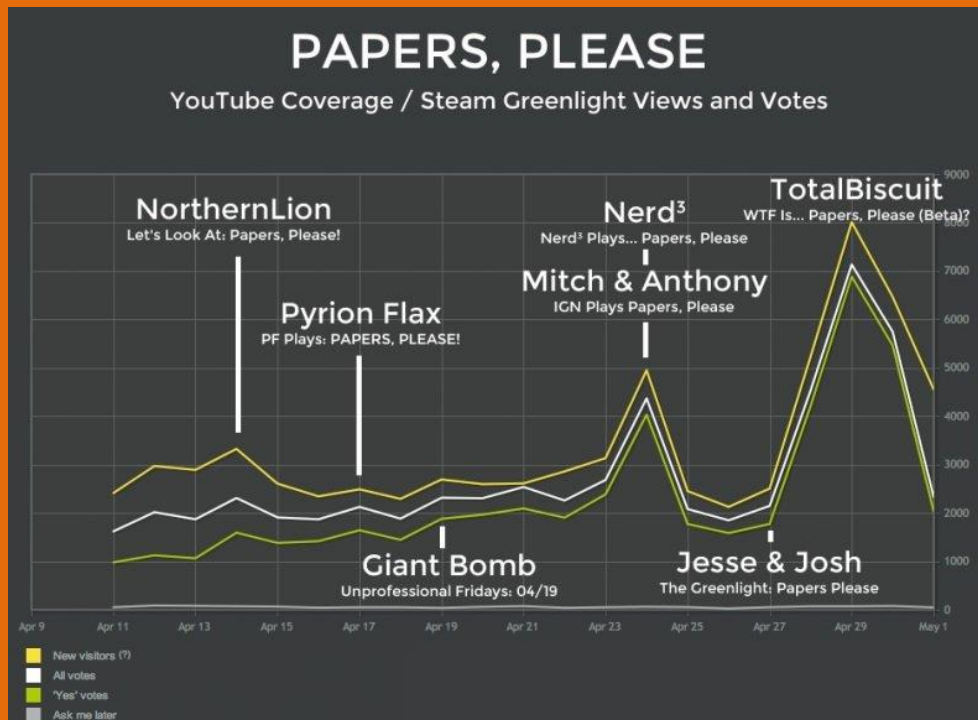
- No Time to Explain got terrible press reviews...
- But YouTubers loved it, and the game exploded
- Press for SpeedRunners yielded no sales...
- But once again, when YouTubers picked up on the game we saw huge waves of players
- Similar patterns for all our other games too!



gamasutra.com/youtube



But don't take my word for it...





But don't take my word for it...





In case you still don't believe me...

- NerdCubed played *Race The Sun*
-> bigger impact on Greenlight than all press
- Big Russian YouTuber played *Skulls of the Shogun*
-> big in Russia (2nd biggest country for units sold)
- TotalBiscuit played *10 Second Ninja*
-> doubled sales a week after launch



What about Twitch streamers?

- When PewDiePie livestreamed SpeedRunners against players during the Gfinity cup...
- we had our biggest sales day to date
- Look at what Twitch is doing for League of Legends, Hearthstone, CS:GO...
- 1m concurrent viewers, 100m uniques a month
- First Twitch conference in September

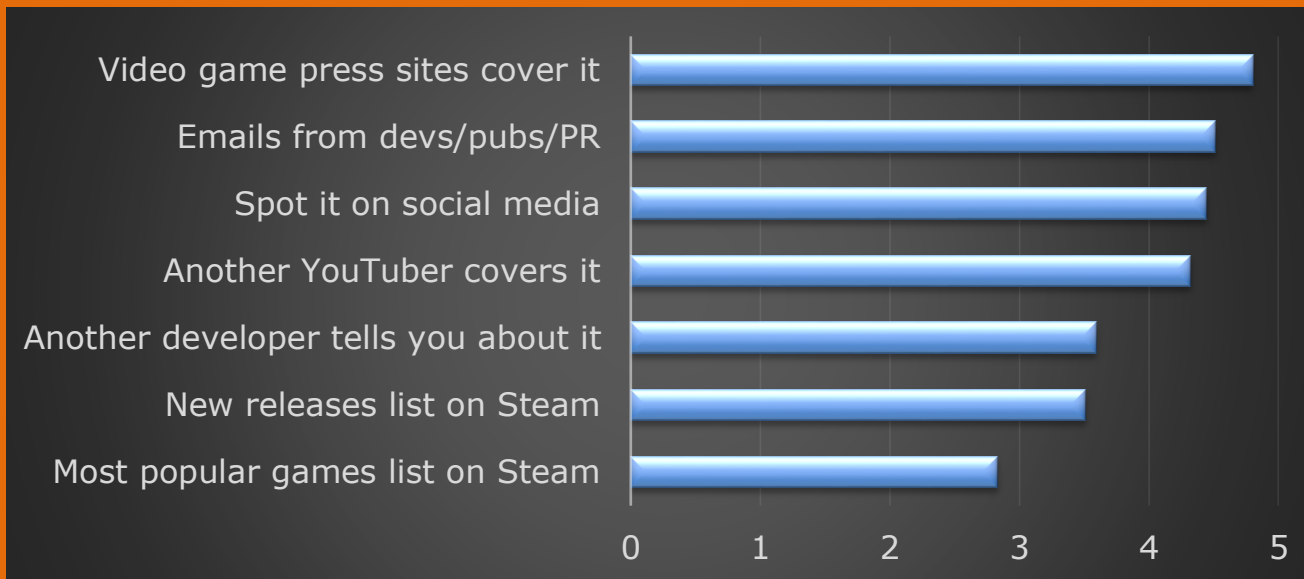


Let's start with YouTubers





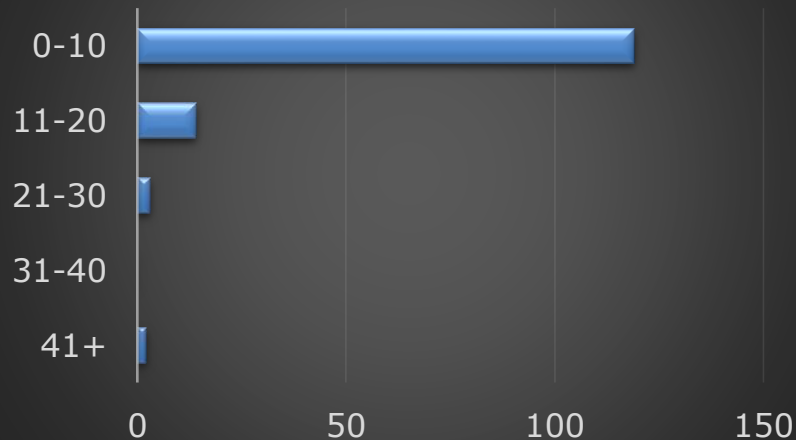
Where do YouTubers find games?



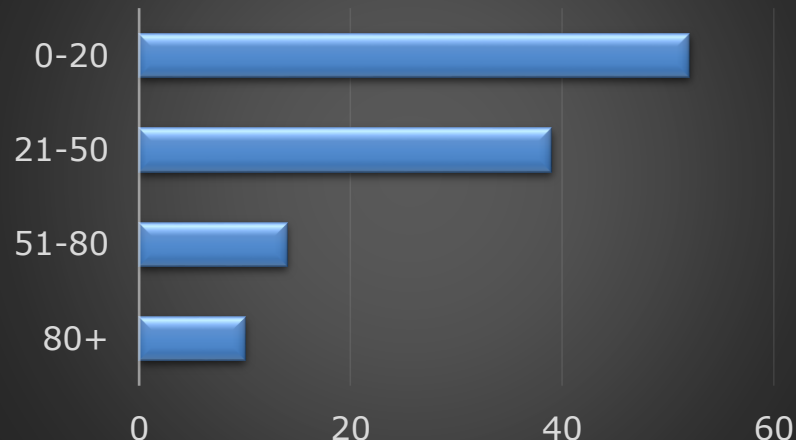


But they receive barely any emails

YouTubers

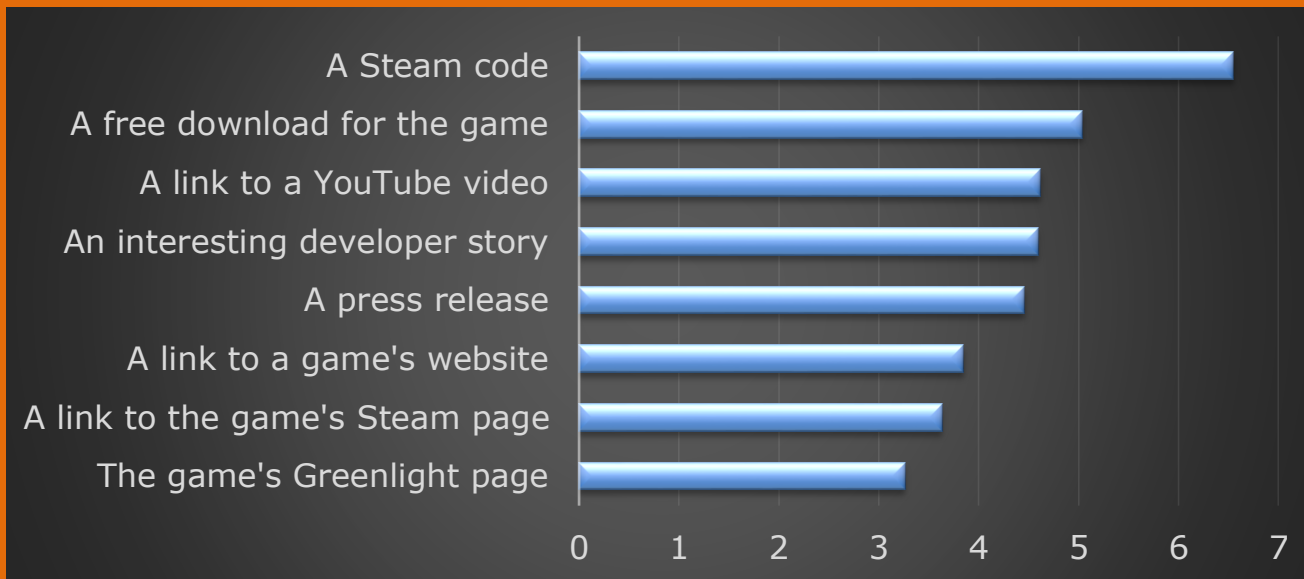


Press





What YouTubers want





Contacting YouTubers

Game Youtubers Megalist						
	Name	Subscribers	Twitter	Facebook	Real Name	
	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, S	en
	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 @thaRadBrad 167K followers	Like 178k	Bradley Colburn	en
	LetsPlay	YouTube 2M	Follow @achievementhunt 310K followers	Like 229k	Geoff Ramsey, Jack P	en
	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	

Thomas Bedenk of Brightside Games has created **The YouTuber Megalist**.

youtubers.brightside-games.com



“Word of mouth does spread like that... People just pay attention to what other YouTubers are playing, and if you see two videos of something new, it makes you think maybe I should be playing it. So yeah, it spreads like that.”

– Ryan “Northernlion” Letourneau



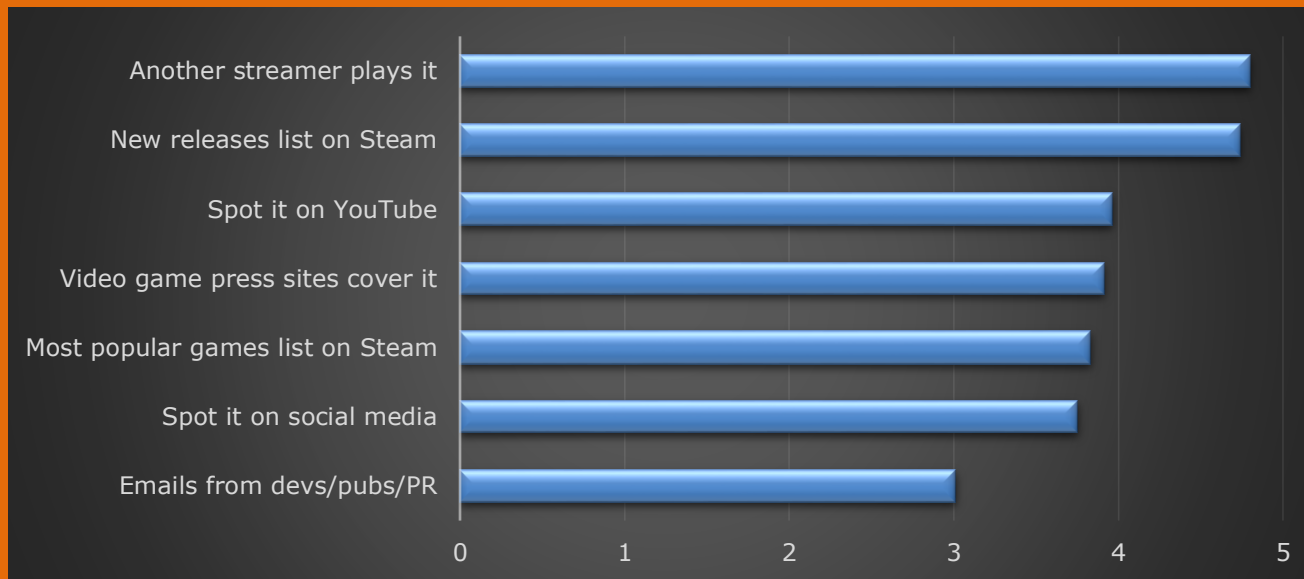


What about livestreamers?





Where do livestreamers find games?





YouTubers vs livestreamers

YouTubers



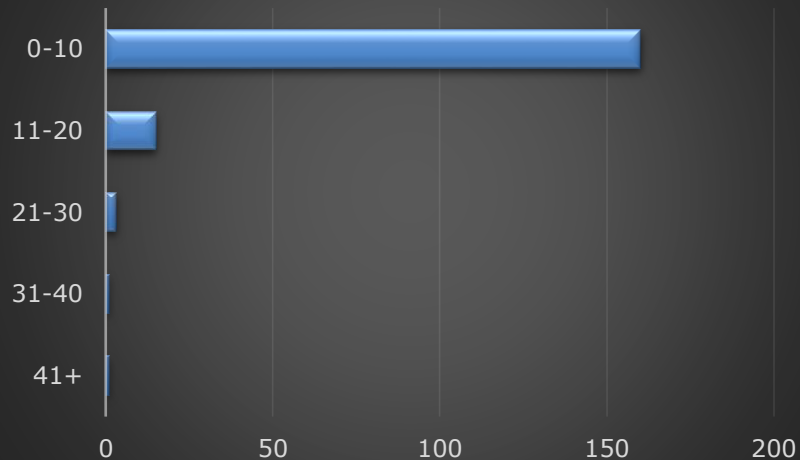
Livestreamers



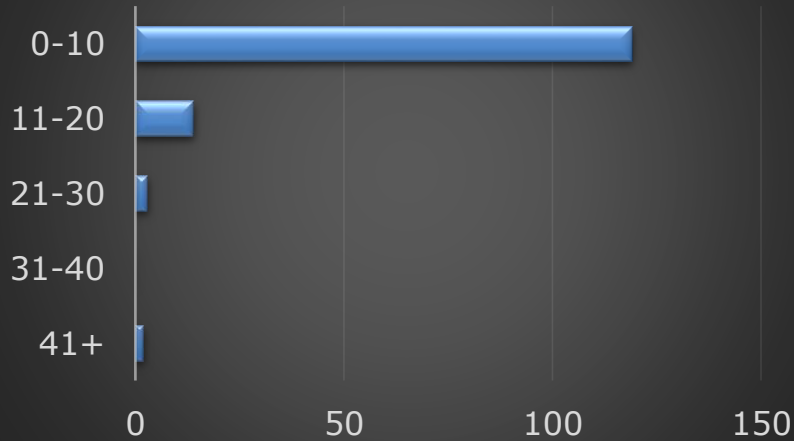


They don't care about emails
because they don't receive any

Livestreamers



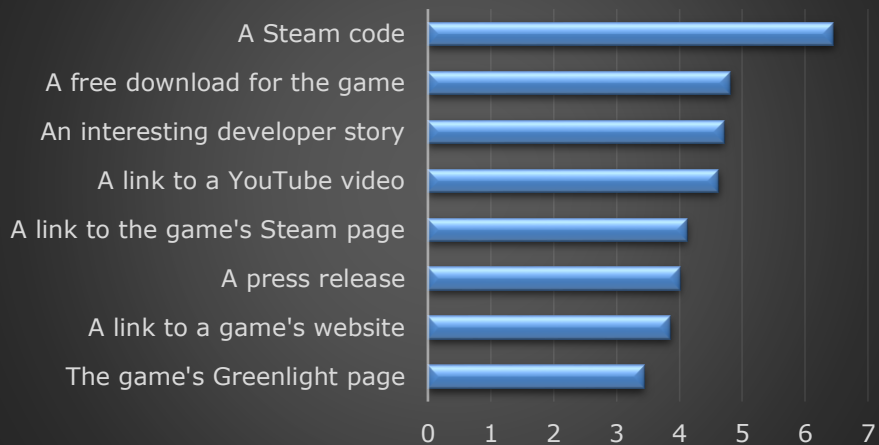
YouTubers



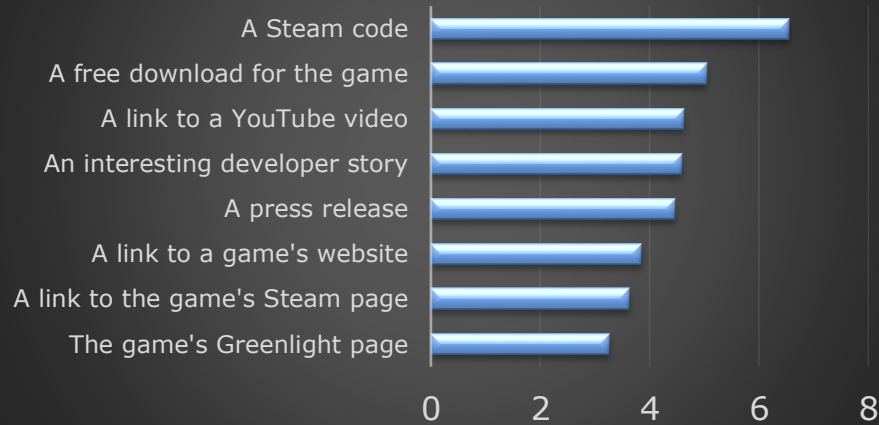


What livestreamers want

Livestreamers



YouTubers





Contacting livestreamers



tinybuild.com/twitch



What are livestreamers looking for?

- Codes to give away to their viewers
- A developer who can send viewers their way
- Early access to a game
- Let's Play videos
- A basic understanding of their channel



What can affect your chances?

- There are video recording/streaming issues
- The logistics of recording are awkward – e.g. a local multiplayer game
- Poor controls, or unfair difficulty spikes
- It's fun to play, but boring to watch

Many YouTubers and livestreamers will skip over games simply because they aren't the kind of games they like playing



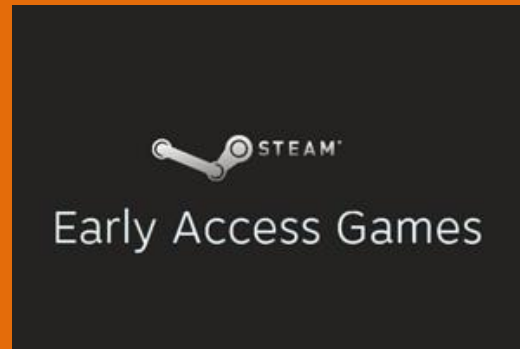
Try recording and streaming your games

- Open Broadcaster Software (OBS)
- Bandicam
- XSplit Broadcaster
- Nvidia ShadowPlay
- Fraps
- Dxtory





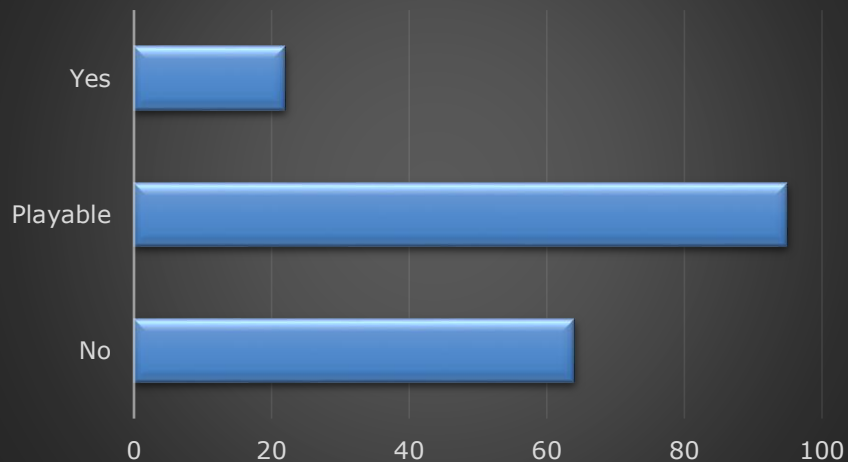
Which platforms get covered?



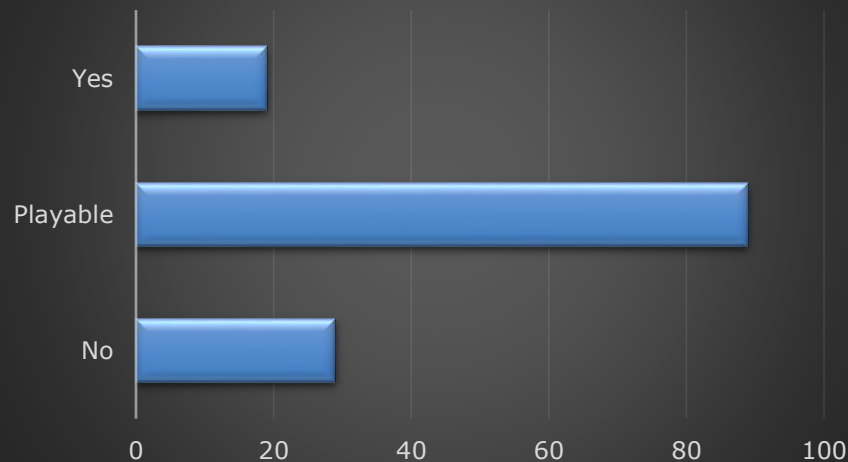


Do you cover Greenlight games?

Livestreamers



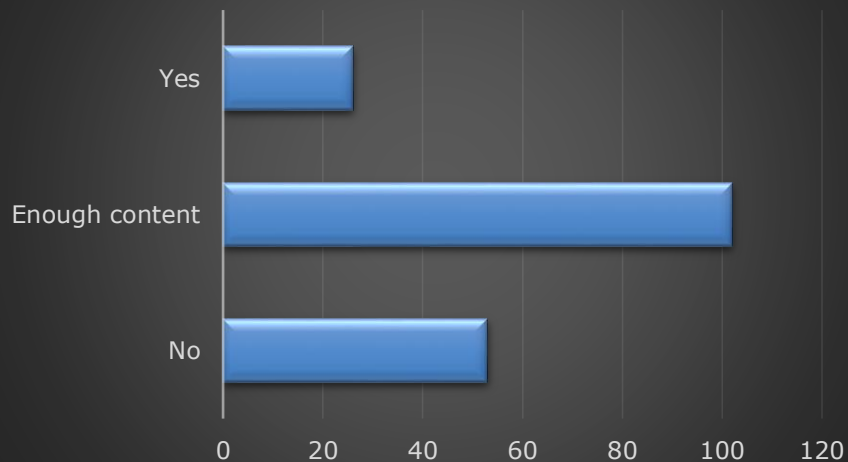
YouTubers



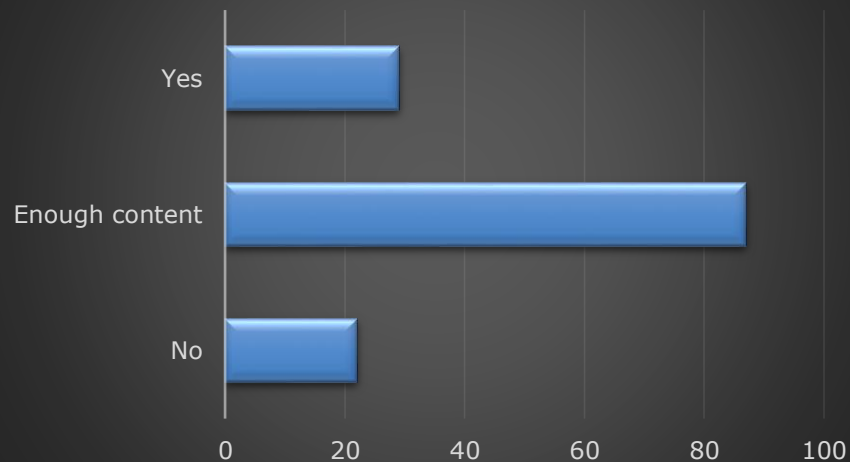


Do you cover Early Access games?

Livestreamers



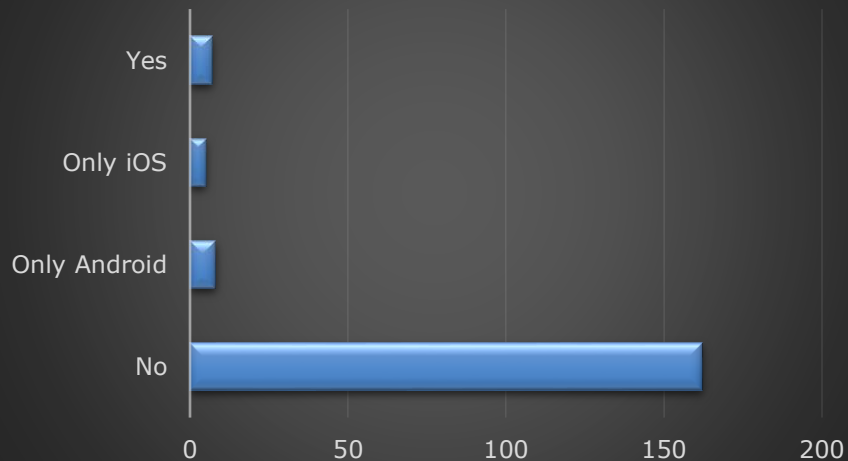
YouTubers



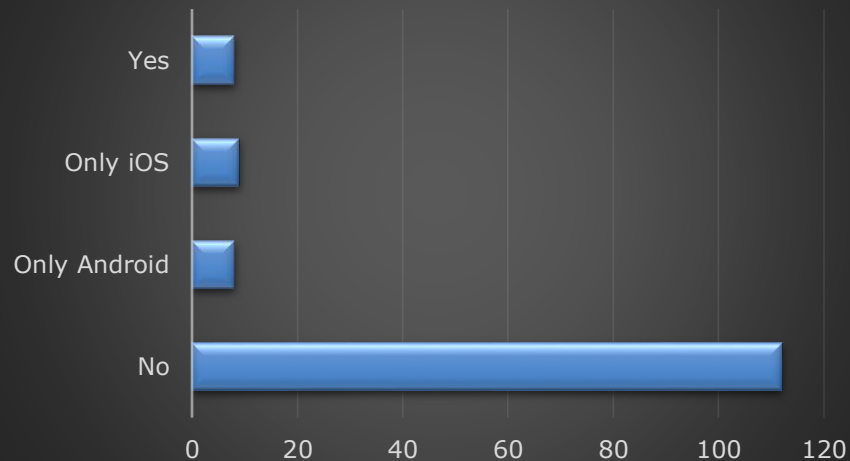


Do you cover mobile games?

Livestreamers



YouTubers





Mobile games on YouTube

- There are still dozens of YouTubers who cover mobile games – AppSpy, Lonnie, etc
- It's worth sending codes out for release day buzz
- If there's a PC version of your game, send that out



tinyurl.com/mobileYouTubers





Paying for coverage?

- Around 20 percent of developers are now considering paying for coverage
- There have been some great success stories
- We rev-shared with PewDiePie. Totally worth it
- Read these stories, and weigh up whether it's worth it for you



The big takeaways

- YouTubers/streamers mainly find games through the press, emails, and other YouTubers/streamers
- They barely receive any emails, so email them!
- Your story isn't so important - just give them your game
- They know what they like, so don't be discouraged
- Try recording your own game to make sure there's no issues
- Livestreamers want to use your game to build a community
- Mobile games aren't so big, but it's still worth trying



Thanks for listening!
Any questions?

Mike Rose
tinyBuild Games
@RaveofRavendale

GAME DEVELOPERS CONFERENCE®
MOSCONE CENTER · SAN FRANCISCO, CA
MARCH 2-6, 2015 · EXPO: MARCH 4-6, 2015