

Livestreaming

Journey to Success



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What is Livestreaming?

As a category, “livestreaming” is separate from just streaming content live.

The hallmarks that distinguish livestreaming include:

- **Hosted by a broadcaster talking directly to the viewers**
The broadcaster “goes live” using a livestream service on the desktop or mobile app, which transmits video of the broadcaster to the viewers.
- **Interactivity between host and viewers**
A chat window sits alongside the video so viewers can post comments and questions to the broadcaster, which the broadcaster responds to via video. Sometimes the broadcaster can split their screen with one viewer and have a direct conversation.
- **Livestreams are not scripted**
It’s done totally live, off the cuff, with no editing. It feels like hanging out with the broadcaster.
- **Enabled by a mobile app or website**
Often with one-click to broadcast and using the camera that’s already on the phone/laptop.



Types of Livestream Services

B2B Services

The first services to simplify livestreaming so that the technology requirements were minimal were made for business-to-business use.

Broadcasters still have to provide their own cameras, microphones, and mixers. They have to pay to use the service, but can charge the viewers. There is no built-in audience on the service; the broadcaster has to promote their online event and draw their own crowd.

For these reasons, B2B livestream services were and still are used by promoters of large events or by artists with a monetisable audience.



Types of Livestream Services

B2C Services

More recently, livestream services were simplified further so that they could be used from a mobile app. These services are meant for use by everyone.

Meerkat was the first app to breakthrough and was very popular at SXSW 2015. Periscope quickly followed and surged in popularity after being bought by and integrated with Twitter.

B2C services are fun for the average person to use because they are free to broadcast from and free to watch, you use the camera and microphone on the device to broadcast, and they have a community of people who could discover you. It lowered the bar dramatically for non-tech savvy broadcasters.





Types of Livestream Services

For the purposes of this discussion, we are talking about these B2C services.





Why are We Talking About This?

Livestreaming is fascinating because it's a totally new social content platform that defies everything we know about what works on social content platforms (like Twitter, Vine, Pinterest, Facebook, etc)...and it is wildly successful.

How the normal social content rules are broken with livestreaming:

Rule: Keep content to a quick 3-5 minutes

Livestream sessions are about hanging out, so sessions are often 1-3 HOURS

Rule: Use quick MTV-style editing to hold interest and keep energy up

There's nothing to edit since everything is in real time. Bonus: no editing skills needed, so anyone can do a broadcast.

Rule: Be entertaining every moment

Just like hanging out with friends, you can just be yourself and not have to put on a show

Rule: Build audience, then attract brand marketing dollars

Some livestream services have monetisation options on the platform, so you can make money directly from your viewers.



Making Money with Livestreaming

Wait, did you just say that viewers pay for this?

YES. In lots of ways, and it adds up quickly.

Ways users optionally pay for livestreams, with revenue shared back to the broadcaster:



Subscriptions



Tip Jar



Premium Chat Emoji



Chat Privileges

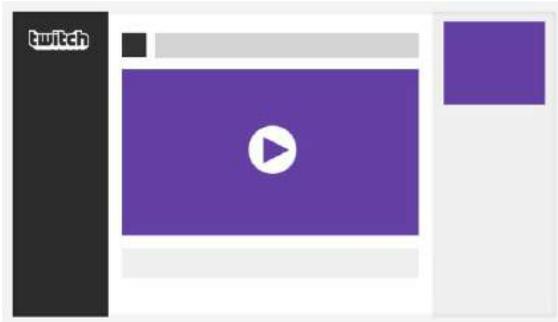


Making Money with Livestreaming

Do the services make money on top of user payments?

YES.

They mostly get revenue from advertising and brand sponsorships. In some cases, broadcasters themselves pay for premium services.



Video and display ad units on Twitch



Coca-Cola sponsored a game competition on Twitch



Livestream Platforms Close Up

Can I see those services again?

Yes, let's look at them one at a time.





Livestream Platforms Close Up – YouNow, website version

Top broadcasters live right now & viewer count



Broadcasters live now that I follow



Broadcasts organised by topic hashtag



The screenshot shows the YouNow website interface. At the top, there's a search bar and navigation options like 'EXPLORE', 'Go Live', and a notification icon. The main content area features a live broadcast by 'TaeBrooks' on the '#singing' hashtag. The broadcast video shows a man in a dark hoodie and cap, with a 'GO!' button overlaid. Below the video are engagement metrics: 489 likes, 12 shares, and 17:02 duration. To the right of the video is a 'CHAT' window with a list of viewer comments and reactions, including emojis like a thumbs up, a heart, and a ring. At the bottom of the page, there's a 'Watching' section with a row of small video thumbnails of other live broadcasts.

Broadcaster info, top fans



Active chat from viewers reacting to the broadcast



Tip, buy emoji, get chat privileges here



Other live broadcasters also using the same topic hashtag





Livestream Platforms Close Up – Twitch.tv website version

Find broadcasts by game or channel or watch a video



Top channels



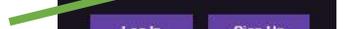
Game being played



Broadcaster playing game



Broadcast stats



The sidebar contains the Twitch logo, a search bar, and navigation links for Games, Channels, and Videos. Below these are sections for 'RECOMMENDED CHANNELS' (listing VGBootCamp, computex1, and TeamSp00ky) and 'MORE AT TWITCH' (listing links for About, Advertisers, Bug, Creative, Cookie Policy, Developers, Help, Jobs, Language, Music, Partners, Press, Store, and Terms). At the bottom are 'Log In' and 'Sign Up' buttons.

A banner with the text 'Enjoying the show?' and buttons for 'Log In' and 'Sign Up'. Below it, it says 'Follow this channel to get notifications when it goes live!'.

TSM Kripp ARENA & Brawl! G2A Give = https://...
nI_Kripp playing Hearthstone: Heroes of Warcraft on SoloMid

A top-down view of a Hearthstone match. A small video feed in the bottom-left corner shows the streamer, nI_Kripp, wearing a headset and looking at the game.

Follow Subscribe \$4.99 Share 28,040 135,132,653 801,683

A banner for a G2A giveaway featuring an Overwatch character and the G2A logo.

A button with the YouTube logo and the text 'YouTube'.

A button with a Twitch subscriber icon and the text 'Subscribe'.

Subscribe to the stream for \$4.99!

Benefits include no ads, subscriber icon in chat, immune to slow mode, subscriber only chat on

A screenshot of the chat window for the streamer nI_Kripp. It shows a list of messages from viewers, including reactions to the game and requests for 'weeb' or 'hentai' content. At the bottom is a 'Send a message' input field and a 'Chat' button.

Active chat from viewers reacting to the broadcast



Buy emoji, chat here



Links to subscribe or watch the broadcaster's YouTube channel

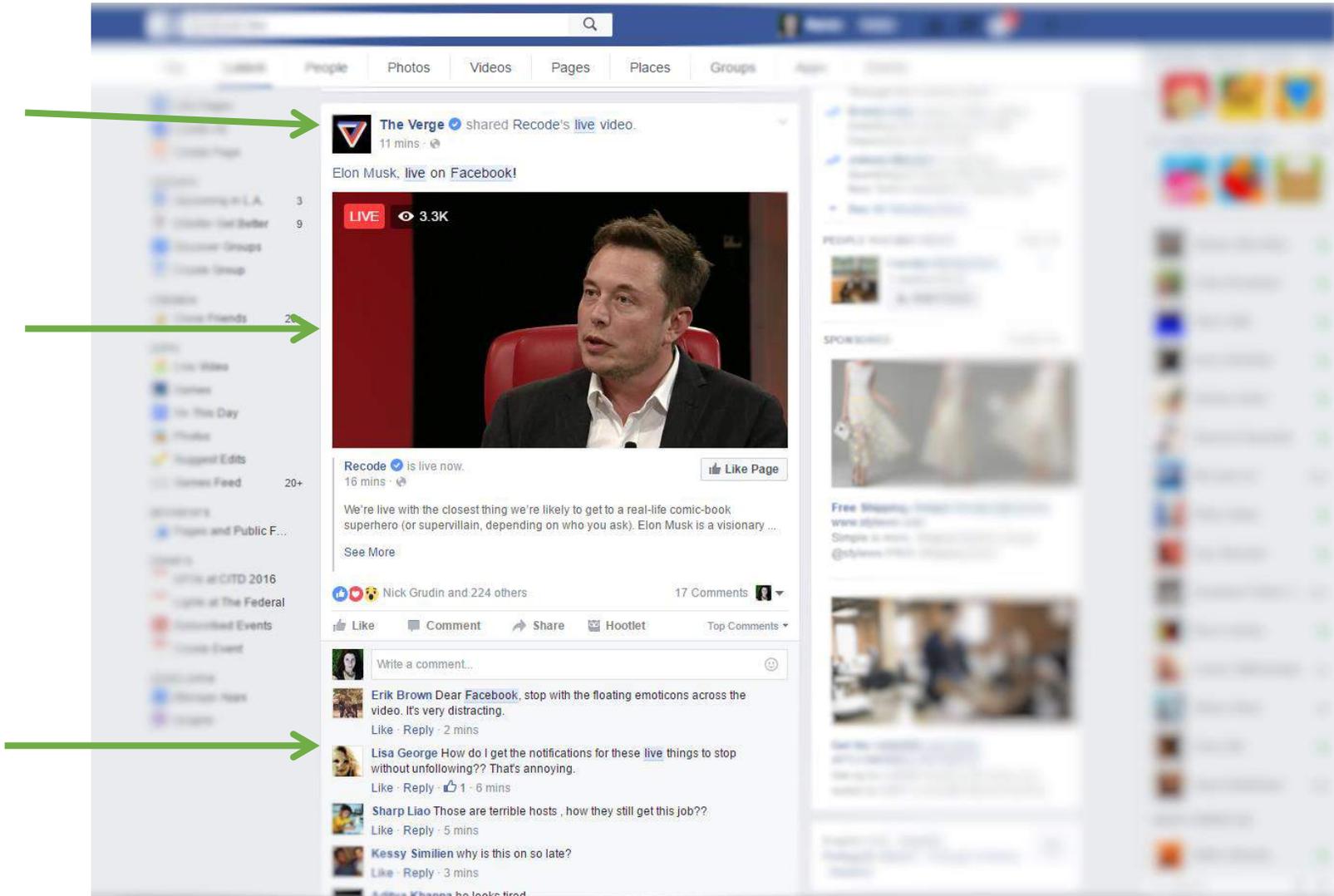


Livestream Platforms Close Up – Facebook Live

Facebook account hosting the broadcast

Broadcast

Live chat



Broadcasts on Facebook happen on the host’s Facebook page. You can opt to be notified when the host goes live again. Videos are typically stored on the host’s page.

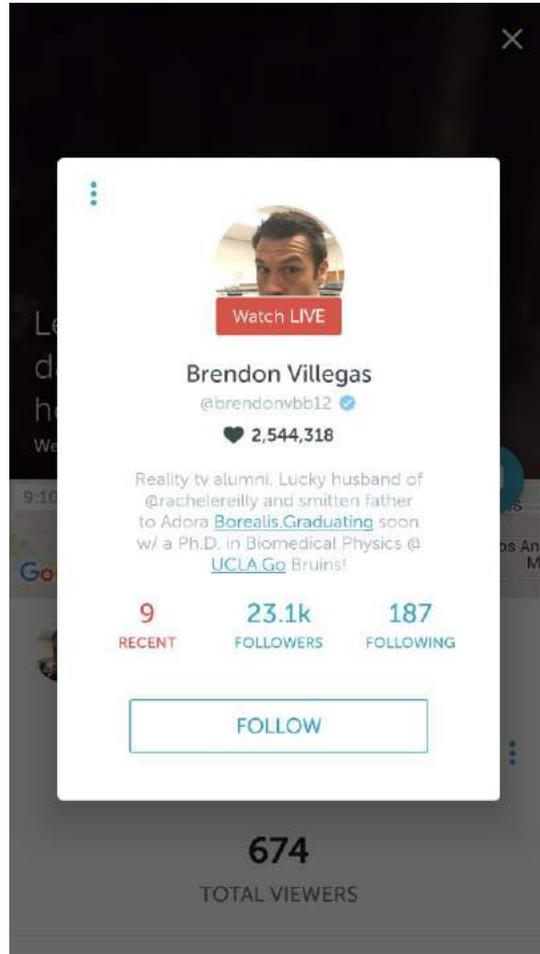
You start a broadcast when you post by selecting the broadcast icon (next to tag, location, etc). Your followers are notified you went live.



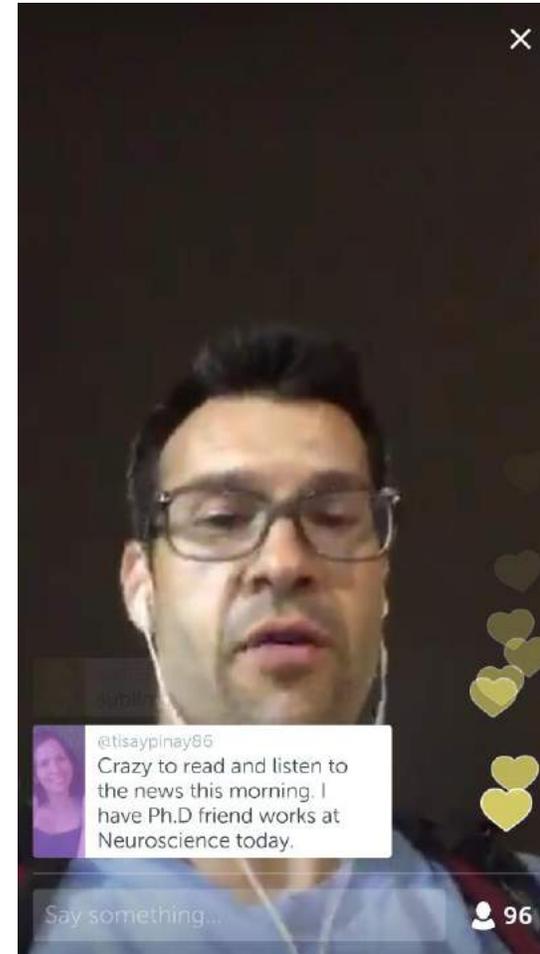
Livestream Platforms Close Up – Periscope, mobile version

Main screen for finding broadcasts to watch

Let's watch this one



Broadcaster's profile page + follower stats



Live broadcast



Chat feature. Click the lower right above the viewer count to release hearts.





Is This a Fad?

Don't think so. Check it out (stats as of June 2016):



Sold to Amazon for \$970M
100M monthly viewers
1M+ broadcasters
106 minutes avg per session
~50% spend 20+ hrs/week
73% male



\$30M in funding
100M user sessions/mo
150k broadcasts/day
70% under age 24
55% female
Music is the top category
In DVD launch, Caspar Lee and Joe Sugg sold 8000 units in 40 minutes



Sold to Twitter for \$86M
10M user accounts
1.9M daily active users
1M users in first 10 days
15% of top brands on Twitter use Periscope regularly



Is This a Fad?

Some companies livestreaming now...

BuzzFeed

ACTIVISION | BLIZZARD™



(((SiriusXM)))
SATELLITE RADIO

**America's
got Talent**

29 REFINERY29

THE
HUFFINGTON
POST

AL ROKER



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