



# CARRICK AVE PROJECT

## Tech @ 25

“Livestreaming Platforms & Monetization”

Workshop Outline

[www.25carrickave.com/education](http://www.25carrickave.com/education)

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- **Facebook** - [Best Livestreaming Practices for Facebook](#)
  - Facebook PROS
    - Sends notifications to your friends/audience
    - Allows for monetization
    - Can stream directly from Zoom
    - Large existing audience in place
    - Can stream to specific audiences/private groups as well as certain demographics/geographical locations
    - Hashtags allow you to reach a bigger audience (if media is set to public)
  - Facebook CONS
    - Copyright issues
    - Younger audience migrating away
    - News feed buries content quickly
- Facebook Monetization - [Video Monetization on Facebook \(in beta testing\)](#)
  - Still in Beta testing
  - Pages or profiles in the U.S. can qualify to test in-stream ads if they have 2,000 or more followers and have reached 300 or more concurrent viewers in a recent live video
  - You can take in-stream ads during any live video reaching 300 or more concurrent viewers

- You can take your first in-stream ad after having been live for at least 4 minutes. You can take additional in-stream ads after a minimum of 5 minutes between each break
  - Each in-stream ad lasts up to 20 seconds.
- Youtube - [Livestreaming on Youtube](#)
  - Converts to YT video after stream
  - Allows unlisted/public videos of your stream
  - Live comments / chat
  - Provides a paid subscription model for your channel members
  - Allows the opportunity to also make money from advertising, selling merch, & chat requests if you have enough subscribers
  - If you have over 1000 subscribers, you can stream from your phone
  - Allows you to premiere pre-recorded content like a livestream
  - Super saturated - lots of distraction & competition
  - Most popular platform for instructional & how-to videos, so the community is already there.
  - Very easy to access, even for those less technically inclined
  - 2nd largest search engine after google
- Instagram - [Best Tips for Going Live on Instagram](#)
  - Instagram PROS:
    - Lots of people are on Instagram/easy access
    - Notifies people when you go live
    - Easy to stream from your phone
    - Ability to turn off the chat/comments
  - Instagram CONS:
    - 1 hour limit for livestreams
    - Saved video can only be posted to your story for 24 hours after the stream is over
  - Monetization
    - No in-app monetization
    - Must tag Venmo/CashApp/Paypal - has been a very successful way for DJs to make money (either for themselves or a charitable cause)
- Twitch - [How To Make Money on Twitch](#)
  - Twitch PROS:
    - Most popular for DJs/festivals right now
    - it's easy to monetize
    - community is already there
    - easy to link from other social media

- super interactive connection with host / audience
- Twitch CONS:
  - Stream disappears after 24 hours
  - Archive of past content is really short (clips)
  - Community may not be on Twitch already
  - Trolls, trolls, always trolls
- Twitch Monetization
  - Great interface for getting donations
  - Allows you to make money from running ads on your stream
  - TIPS:
    - Aim to show no more than 60 seconds of ads for every hour of streaming
    - Multiple, shorter ad breaks work best. Not all at once, not all at the start or all at the end
  - Subscriptions
    - 50/50 split of money between you and Twitch
    - Need to be a partner or affiliate by having a certain amount of followers and engagement
    - Tiers or levels for different price points & benefits
    - Can 'gift' a subscription to other viewers
  - Bits
    - You get \$0.01 for every click people do in the chat to support or cheer you on during a broadcast
  - Merch by Amazon
    - Shopping link to promote sales during streams
    - Affiliate sale, keep a % of sales
    - Owned by Amazon
  - Has several roles/levels of membership in order to unlock more ways to monetize
    - Creator - basic site login status
    - Streamer level - unlocks chat, followers, analytics
    - Affiliate Level
      - Requires streaming 8 hours per month
      - Can collect subscribers
      - Can get ad revenue
    - Partner Level
      - More time required to unlock
      - More ad revenue opportunities

- **Zoom - [Monetizing Through Zoom](#)**
  - Zoom PROS
    - More exclusive/Very focused audience
    - Better tracking of audience members(info mining)
    - Subscriptions that fit need
    - Chat function
    - Ability to utilize OBS (custom layouts, backgrounds)
    - Allows for registration-only / Easy to control who is there
    - Much more personal, easy to ask/answer questions.
    - Easy to stream to Facebook at the same time.
    - Can easily hit record and save the file to your computer/the cloud to repost wherever you want.
  - Zoom CONS
    - Requires software download for video
    - Stream vanishes after ending if you don't record it
    - Hard to quickly join for new people (software install before joining a meeting)
    - No community features, zero interaction after stream
  - Zoom Monetization
    - Zoom does not take a cut of your profits, but requires a license to put on events
    - Paypal integration
    - Currently requires webinar license - [Zoom Webinar Pricing](#)
      - More you can sell and provide, higher monetization
      - Maximum is 50k attendees
      - Break off into paid discord server/services
- **Discord - [Going Live on Discord](#)**
  - Started for video gaming, most popular use
  - Primarily used for its text & voice channels, but you can also use voice channels to host livestreams
  - Cannot be streamed from your phone - desktop only. \*\*Audio can only be streamed through the Windows desktop version
  - You can use your webcam & screenshare as well (often used to stream video games)
  - Stream is limited to 50 people (usually 10 but was increased because of Covid)
  - Needs a paid membership to stream higher quality (free version allows for 720p/30fps)
  - Private groups/invite only - no strangers will be able to access your stream

- Does not save your video. Once it's done it's gone forever.
- [Launchpass](#)
  - Subscription access to Discord channels
  - Separate software that allows you to charge money to access your discord channel/livestreams
  - Has a free basic service, or paid services with many more features
- Soundcloud - [Monetization Using Soundcloud](#)
  - Great for DJ sets, so if you're a DJ it's recommended you post them to Soundcloud, but only for the exposure. Link to your monetizing/streaming apps/accounts from there.
  - To qualify for monetization through Soundcloud Premier, you have to have at least 5000 plays in the past month in countries where Soundcloud subscriptions and advertisements are available. You also get paid based on how well Soundcloud is doing. Finally, Soundcloud takes 45% of your profits.
- Bandcamp - [Monetizing Your Music Using Bandcamp](#)
  - Used for audio-only content
  - Take 15% of digital sales & 10% of merchandise sales (15% turns to 10% after \$5000 in profit, & percentage only applies to the first \$100)
  - Allows you to charge whatever price you want for your content, and also provides a pay-what-you-want option