

# BEST PRACTICE GUIDE FOR LIVE STREAMING

## How to make the most of live streaming

This guide is intended for musicians who plan to stream live performances of themselves on existing platforms such as Facebook, Twitch and YouTube. If you have questions or need advice - get in touch with your local state music body!

Before you start streaming, ask yourself what you want to get out of it. There are a few reasons to live-stream and they aren't mutually exclusive:

- Generate performance income - a priority for everyone!
- Maintain connection with existing fans - when live performance isn't an option, live streaming is still a good way to keep yourself in your fans' thoughts and build your relationship.
- Sell your music and merch - everything you do online can include messages pointing your fans to your music and merchandise. A lot of people are happy to purchase a digital download or T-Shirt to support an artist.
- Build your fanbase - encourage your existing fans to share your performances to their networks of friends and contacts. You could end up with a much larger audience than you started with.

For each reason work up a strategy that supports it e.g. if you want to sell merch, make sure you include merch links on all your promotional and live stream posts.

### Monetisation

- Once you've worked out why you are live-streaming, you can consider how you'll make direct and indirect income from your performances.
- Direct donation - simply ask your fans to PayPal you a donation. People can be very generous, especially if you are upfront about why you're asking for financial support. This is the quickest and simplest option.
- Set up a Patreon - this can be a good way to get recurring income. But make sure you're able to follow up on your commitments to your fans. For example, don't promise a new song every week if you tend to struggle to write songs quickly.
- Make your stream pay-to-view - Twitch has subscriber-only streams where fans must pay to view ([to qualify for this option](#) you must have broadcast content for 90 unique days previously)

- Advertising revenue - if you use YouTube, [your streams may be eligible for monetisation](#), whereby you earn a share of the advertising revenue generated by your content. You will need at least 1000 subscribers on your channel and 4000 hours of viewing by subscribers to be eligible.

For a more comprehensive list of platforms and monetisation options check out [this list](#), maintained by [Cherie Hu](#).

The best way to choose a streaming platform is consider where you spend most time interacting with your fans, and whether you can make income from it.

Example: If most of your fan engagement happens on Twitter, look at what the streaming option is (Twitter Live aka Periscope) and what monetisation strategy you can use on it (in-app tipping). If your desired monetisation strategy matches the platform and fanbase, that's a good option.

### Check your bandwidth

Live streaming requires good upload speeds. You can easily test your upload speeds at <https://www.speedtest.net/>

Video Standard	Required Upload Speed (minimum)
Standard Definition Video	3 Mbps
720p & 1080p High Definition	5-10 Mbps
4k Ultra Definition	25 Mbps

### Gear

If you have a webcam on your computer or laptop, you can stream. Some platforms (e.g. YouTube, Periscope, Twitter, Facebook) let you stream from a mobile phone. And if you have the resources you can go as far as setting up an external camera for higher picture quality, along with external microphones. As always the best way is to start with something you know well and then upgrade as you start to feel the limitations of your setup. There are many guides to setting up audio/video for live-streaming - [this guide is a good place to start](#).

### Do a test run

Once you've got your gear set up do a test stream. Create a stream and ask someone you trust to watch the stream and let you know if everything is working as it should be. Can they hear you? Can they see you? How's the sound quality? Sort out the bugs and try and get a repeatable process going so you can concentrate on the quality of your performance and not the quality of your stream.

## Promote your stream

Get on your socials and promote the stream! Make sure you give your fans enough notice so they don't miss it. Repeat your message across your socials (Twitter, Facebook, TikTok, Instagram etc) - it's so easy for your post to get lost in the blizzard of all the other posts.

## Get yourself into a Livestream Gig Guide:

The Guardian: [Livestreaming schedule: music, art, literature and events from Australia and beyond](#)

Double J: [We can't go to gigs, so these Aussie artists are bringing gigs to us](#)

If at first you find your livestream audience is small, don't be discouraged. Think about what worked, and what didn't. Adjust your promotion, ask for help, talk to other people who are doing the same thing and ask them what they do that works. It's just like building a physical audience - you have to be ready to hustle and experiment.

## Tax

Remember that all income you make must be declared as taxable income. Be sure to keep money aside so that you can meet your tax obligations.

## Performance rights

Be aware that performing covers in a stream can result in copyright takedowns. Livestream organisers or venues that run the stream like a gig will need to contact APRA to obtain an Online Mini Licence, and performers who take part in the stream should submit their set list for the event as part of their Live Performance Return.

Music Victoria has a [page](#) that collects links to using Facebook, Instagram, YouTube, Twitch.

## About AMIN

The Australian Music Industry Network (AMIN) unites Australia's state and territory industry development bodies to advocate for the rights and well-being of our vibrant music industry. From national policy to local industry issues, AMIN provides frameworks for fair and sustainable industry development.

Got questions? Get in touch!

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