

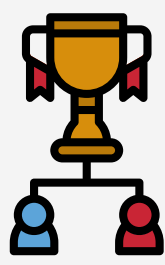


# Types of Broadcasts

When it comes to broadcasting, the type of stream you are hosting is vastly important towards your operation. Topics on twitch change daily for what is trending, and certain schools can specialize their streamers in different aspects to cast a wide net, or have one niche to gain notoriety in that specific topic. Overall, just streaming the games you are playing is a great start, but you should be knowledgeable in these types and the benefits of them to certain audiences to best increase your interactivity

## Community Tournaments

Can be curated by anyone involved, and allows your school as well as adjacent or state-wide schools to mutually benefit each other, by providing twitch viewership across the board, and community engagement from different areas. One example of this is the Michigan Bandwidth Bowl, which is now on it's second year and has gained over 800 twitch followers, and sponsors from Corsair. Creating community tournaments like this to boost through twitch is both easy and effective for growth in your esports organization



## Game Tournaments

Create watch parties or spectating events based around game type that is on a national or international level. Spectating is a large part of the allure of Twitch, so being able to fluidly switch between engaging in twitch broadcasts by streaming, and also providing value to your community by spectating events like the LCS, the International, etc, that provide gamers the ability to see the top level of gaming.

## Tournaments



A community tournament graphic between Western Michigan university and Davenport university, which was streamed on twitch and shared between both Discord channels

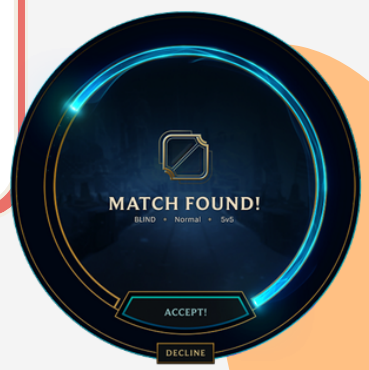


A tournament graphic between Twitch Rivals playing League of Legends. Schools can enter their own 5 person teams and be broadcast by the official Riot Games channel.



## Solo Q

One of the most sought after types of broadcasts on Twitch, Solo Q streams encompass players at your school competing in the local ecosystem of the popular game titles. This can be done with any skill level available, and if sticking to a routine stream schedule and partnered with sponsors like Twitch Student or an esports org, Solo Q can yield great results for recruiting purposes as well. When streaming under this type of broadcast, you should try to interact with your chat between games, and have different incentives for the outcome of the Solo Q game. Additionally, you can duo or team up with other members of your stream to do a 'team stream'.



### Example Streams:

Tournaments :  
Twitch.tv/elohellesports

Solo Q:  
Twitch.tv/zeyzal

Community/IRL:  
Twitch.tv/lara6683

Personality:  
Twitch.tv/lilypichu

Coaching:  
Twitch.tv/coach\_nalu



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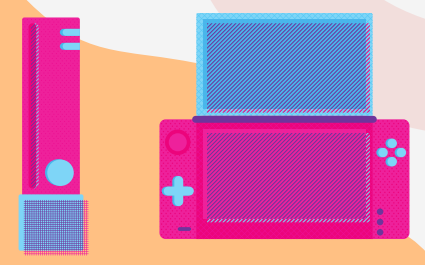
## Community/IRL

Community or IRL streams encompass almost everything that isn't directly gaming. These can be a great way to show off esports spaces, do virtual events that engage with a twitch audience, or entertain viewers through Just Chatting or Live Event streams. A great method found in many esports collegiate team openings, is showcasing their LAN setup within the stream, and holding engaging tournaments of trivia, games like Jackbox which can be played in a community setting, or highlighting the local area. Community streams are able to give the viewers a greater emotional depth into the program and connection to the players



## Personality

Streaming doesn't just have to be about one game, either. Plenty of streamers even at the collegiate level are popular for their personality, and their variety or community streams. These kind of broadcasts allow audiences to connect better with the streamer and their branding. Personality broadcasts require a large understanding of social media outreach, so gaining a handle on that is a good idea.



## Coaching

Coaching broadcasts can utilize players and analysts within your club to the best of their abilities. Gaming is focused mostly on the engagement and spectating parts, but many players are deeply interested in the analytical side or direct coaching to make them better at their desired game. Coaching streams are helpful to gain extra monetary value to your program, as well as engage spectators in your thought process as a coach when watching a professional game.

