



EVERYTHING YOU NEED TO KNOW ABOUT YOUTUBERS BUT  
WERE AFRAID TO ASK

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# Background

- Radio for 5 years
- YouTube since early 2012
- Twitch since mid 2013
- Featured on **GOG.com** and **youtube.com/videogames**
- Co-host of The Roundtable Podcast



# Outline

- What can YouTubers do for your game?
- How YouTubers/developers can interact
- FAQ on these topics
- What you can do to help them
- Our process
  - My process
- Recommended contacts
- Resources available to you

# What YouTubers Can Do For Your Game

- Boosts from traditional press are becoming less significant.
- YouTube may be more impactful for you than 'standard' coverage.
- Many independent developers have seen noteworthy success as a direct result of the impact made by YouTube and Twitch coverage of their game.
  - I.E. Thomas Was Alone; The Binding of Isaac; Nuclear Throne; Spelunky; Disco Dodgeball; Papers, Please

# Indie YouTube Success

- **Erik Asmussen | Robot Roller Derby Disco Dodgeball**

On whether YouTube/Twitch coverage has a direct impact on a game's success



***“Because of YouTube coverage I was able to build up a large enough community to sustain a multiplayer game”***

***“Almost every player I ran into said they found out about the game from some large YouTube video.”***

***“Without YouTube, the game certainly would have been dead in the water at launch.”***

# Indie YouTube Success

- **Douglas Wilson | Die Gute Fabrik, SportsFriends**

On whether YouTube/Twitch coverage has a direct impact on a game's success



*“YouTube/stream coverage is a better sell for games you can **immediately go buy and play yourself.**”*

*“Our **sales on PSN SCEE increased** in Dec and Jan. ... **tied to this video** [a Saudi Arabian Let's Player made].”*

# Interacting with YouTubers

- Be engaged
  - Take the time to become familiar with the creators you're hoping will cover your game
- Know what kind of coverage you're looking for
  - Critical coverage may be better for your circumstance

# Interacting with YouTubers

## Markiplier

- Generally fun and easy-going
- Tends to make games look much more entertaining than they actually may be
- Massive audience



## Jim Sterling

- hilariously critical
- Will rip your game a new one if he sees fit to do so
- Large audience

## Joe Mirabello | Tower of Guns



*“Certain press cater toward certain games. Don't waste the time of press who won't be interested in your game. Similarly, get to know the YouTuber or Twitch [broadcaster]. If you KNOW they are going to slam your game for something, is it worth fixing that something?”*



# Interacting with YouTubers

## The Introduction – Tips for composing your email

1. Be succinct.
2. Include code (or download).
3. Have a trailer. Make it a good one.
4. Personalize it. No blanket emails.
5. Be persistent, but don't be annoying.

# The Process of Covering Games

## My Process

1. “Star it for later”
  1. Quick skim of dev emails
  2. Mark interesting looking games
  3. Check for code or download
2. In-depth look at emails for coverage
  1. Read through descriptions; prefer when they're short.
  2. Garner a decent understanding of what to expect
  3. Check for trailer
3. “Game to play” pile

# FAQ – Developer and YouTube Interactions

- How can I (as a developer) help?
  - A) Provide code freely and up-front
  - B) Be on Twitter. Please be on Twitter.
  - C) Remind us!
- What do you look for when choosing what to cover?
  - Mostly subjective, but earlier guidelines are noteworthy here.
- How should I interpret it when you don't respond to my email?
  - Two likely scenarios:
    - 1) They didn't like it. Which sucks.
    - 2) They wanted to play it, but forgot. Remind them!

# Resources

- Distribute()
  - <https://dodistribute.com/>
- Presskit()
  - <http://dopresskit.com/>
- Big List of YouTubers
  - <http://videogamecaster.com/big-list-of-youtubers>

# Recommendations

- Northernlion
  - Let's Look At (variety coverage + Early Access)
  - <http://www.youtube.com/northernlion>
- RockLeeSmile
  - Indie Impressions (massive variety, daily episodes)
  - <http://www.youtube.com/RockLeeSmile>
- MathasGames
  - Judge Mathas (variety coverage)
  - Under the Hood (Early Access)
  - <http://www.youtube.com/MathasGames>
- Game Mob
  - Mobile coverage
  - <http://www.youtube.com/tangentsLP>
  - <http://www.gamemob.com>

## Closing Thoughts

- **Derek Yu | Spelunky**  
On Spelunky Steam debut week



*“...you guys are way better ... at getting across what's cool about the game.”*

*“YouTube and Twitch are better than demos.”*

*“The vids are so easy to pass around, too—they're like living stories.”*

*“I just give them space and let them do what they're good at.”*