

What is Streamer? How does the streamer profession make money?

The profession Streamer or Streamer refers to an individual who broadcasts live content over the internet from gaming, cooking, art or just chatting and interacting with their audience in real time.

Streamer is an extremely attractive profession for young people in Vietnam as well as many countries around the world because it is considered a profession that brings a huge source of income and fame. So what is a streamer? What does the streamer profession do to make money? We invite readers to follow the article below to find the answer.

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The profession Streamer or Streamer refers to an individual who broadcasts live content over the internet from gaming, cooking, art or just chatting and interacting with their audience in real time.

Streamers often broadcast live content on streaming platforms such as Twitch, Facebook, YouTube.



In Vietnam, there are many famous streamers such as: Pew Pew, Viruss, Misthy, Linh Ngoc Dam. these streamers have a huge following on their channels as well as social networks.



Challenges of the streamer profession

When looking at famous streamers, many people think that this is an easy job that doesn't take much effort. However, like other professions, streamer is also a profession with many difficulties and challenges.

Social prejudice : Although society has progressed, many people do not recognize streamer as a profession, especially parents.

Low initial income : When you first start, you will have to spend a large amount of money to buy some basic equipment to prepare for livestreams. Because you are new to the profession, you will not have many audiences following or supporting you and will not have cooperating brands or sponsors, so your income will be quite low.

Unstable work : No one can guarantee a high number of followers during livestreams. And there are many reasons why your livestream viewership decreases such as unattractive content, being busy with work, being attracted by other events. Therefore, your income will sometimes be less.

Irregular working hours : Many streamers choose to stream in the evening or late at night to attract more views, as well as avoid the restriction of broadcasting at the same time as many other streamers. Therefore, the working hours of streamers are often very different from those of people working in normal companies.

Streamers are vulnerable to harassment : When livestreaming, streamers, especially female streamers, can face malicious comments, sarcasm and harassment.

So how do streamers make money?

Although they have to spend a lot of time working, the results they receive are completely worth the effort they put in. Their income comes mainly from advertising, views and viewer support.

Donate : Donate is a form of voluntary contribution from fans to their favorite streamers to maintain regular activities.

Advertising : Once you have a reputation and a certain number of followers, advertisers and businesses will contact and cooperate to display their advertising banners below your livestream. The amount of advertising money you receive will depend on the number of viewers.

Number of followers: There are some livestream channels that pay streamers according to the number of channel followers.

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