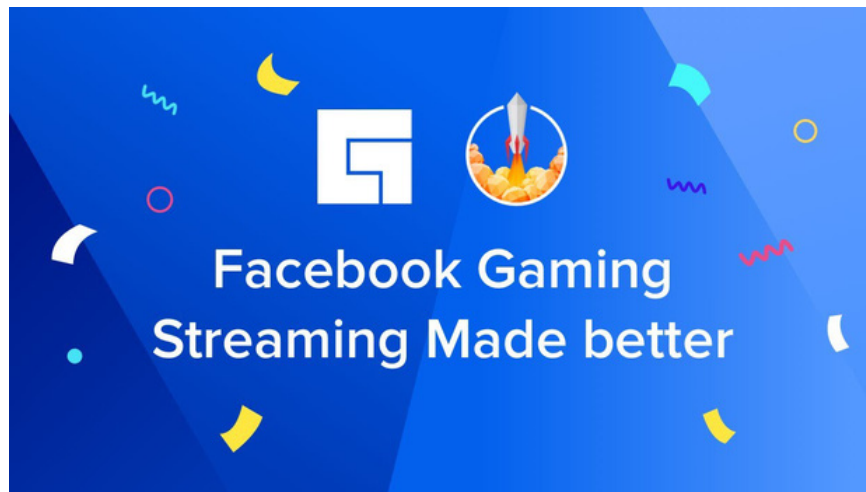


Why a series of Empire streamer was stopped by Facebook Gaming, the core value is not merely an indicator!

The AoE Vietnamese community seemed to be at a standstill when Facebook Gaming suddenly canceled most of its partnership contracts. This made the fate of many Empire gamers gradually go to a dead end.

Just last year, the AoE Vietnam community in particular and gamers in general broke down in happiness when they learned that Facebook Gaming sponsored professional gamers, helping them to have a stable income to cover. life. It can be said that Facebook has opened up many job opportunities for many young Empire streamer who want to start a business.



Facebook Gaming, a new job opportunity for Vietnamese streamers. Photo: StreamElements.

Then, at the end of 2019, Facebook Gaming suddenly opened a "purge", cutting off the contracts of a series of streamers. Since then, leading up to the beginning of February 20/20, the number of AoE players was cut the contract, reducing sponsorship at 30%.

Some names can be mentioned including Sy Yamato, Ky BN, Alonso, Dragonfly, Thunderstorm, Tieu Hiep . So what causes Facebook Gaming to make this decision?

"A person who is an officer may be thanks to him."

The noticeable success and the terrible achievements of many big names such as CS?N, Hong Anh, and BiBi have made Facebook Gaming fully believe in the AoE Vietnam community. Therefore, some small stream

streams, obscure, once played with CSN also easily pass the test parameters before signing a Facebook contract. Another point to note is that the number of players or watch AoE is quite small, tends to decrease. Therefore, when in need, it seems that they only go to vocational institutions, Hong Anh . skip some young, less attractive channels.



The success of the ICB has helped the whole AoE Vietnamese community to be "fragrant".

However, this made the CSNN and other famous players of the Empire village difficult. Specifically, on average, CSN must receive up to 3 matches per day to pull "fame and view" for the less reputable streamer. Moreover, you have to yield at least 1 hour per match without livestreaming.

If the number of people who need to "carry" just a few will not be too influential. But for this event, the number has reached several dozen, making famous AoE streamers unable to "help". Therefore, the departure of substandard streamer is inevitable.

It can be said that this solution both helps the Facebook Gaming platform to develop but also partly reduces the burden of talented content creators / streamers.

"Horses get used to the old ways"

According to information Kenh14.vn find out, the terms of Facebook Gaming contract have many differences compared to the popular streaming platforms in Vietnam. Not only that, streaming channels are not allowed to be profane, swearing, banning pornography (semi-nude or misleading), gambling ads and especially not playing copyrighted music.



Annoying anger has become an integral part of Vietnamese streaming channels.

As seen above, in the taboos that Facebook put forward, most of them have become an indispensable habit of most streamer in Vietnam, such as taking off the shirt, playing music without copyright, killing viewers, swearing. . When reminded, "horses get used to the old ways", do not change. But to improve this problem, it may take a long time, not be able to do it overnight.

"A handful when hungry is equal to a pack when full"

In fact, another reason leading to Facebook Gaming purifying streamer and reducing sponsorship is also partly due to the rapid development of AoE Vietnam platform on Facebook. It sounds like "very ridiculous, but extremely convincing".



Now it's not hard to see AoE matches on Facebook.

Indeed, nowadays, the tracking of AoE matches is no longer as restrictive as before. Many races appeared in the newsfeed of Facebook users or Empire fans.

This is really the crux of the problem. It is this dense appearance that has both helped AoE gain public recognition, but is also pushing it into the abyss. Previously, when you wanted to watch the Sparrows or other top players compete, followers often had to wait, "lining up the slippers" every day to enjoy that talent. That accidentally created a feeling of excitement, excitement, suspense for the audience through each match.



Where was once "lined with slippers to sit" each game of the Sparrow.

However, looking at Facebook Gaming today, AoE matches are constantly being shown publicly. Initially, fans of this game will be very excited because in the end, what they love is also recognized. But as long as, viewers will no longer feel nervous when having to wait for each match anymore but instead is the "betrayal", fed up by their rampant level.

Looking further, although choosing a more fertile land than the Empire, but the League of Legends, League of Mobile, PUBG Mobile, Free Fire, CS: GO or Dota2 streamer also struggled to find a foothold, difficult to break because not Creating many impressive products compared to the previous generation. Because the way of conveying the message, the stream style . is not much different and creative to attract new viewers and retain the old ones. You can be pretty but not interacting with the viewer, playing bad games, boring stream content from day to day, and nobody wants to see it anymore. That makes viewers leave your channel and find new, more exciting names in the Vietnamese streamer village.

In short, this "streamer purification" move is a necessary step for Facebook Gaming to be able to improve the platform when it has to compete with many long-time rivals in Vietnam. In addition, the most core is still the "product" quality on the platform will be improved, attracting more viewers. This is also the law of "natural selection" full of harsh life. The unaltered person will fall back and be eliminated.

Facebook Gaming is Facebook's livestream gaming platform in the world. In Vietnam, users can create livestream games, participate in Facebook's Promotion program and earn donate money. However, if you want to become a Contracting Partner (Facebook Gaming Creator), supported benefits, you must join the Network in Vietnam provided that you pass the background, index, photo test enjoy .

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