

FULL LIVE PRODUCTION



This option is for live streams that require a more polished experience for fans and are more highly produced (e.g. multiple cameras, screen sharing, multiple audio tracks, special effects on screen, etc).

Note that full live production requires downloading an encoder and may require a crew.

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SET-UP YOUR FULL LIVE PRODUCTION

Confirm your channel is ready to host:

- Confirm that your channel [is verified](#) and that you have no [live stream](#) restrictions in the last 90 days. Most YouTube accounts used by artists will be verified, but in case you do need to be verified you will only need to do a quick telephone verification at youtube.com/verify.
- Ensure that you've enabled your channel for live streaming by following the steps below. Webcam is compatible with the latest Chrome and Firefox.
- Reach out to your YouTube contact if you need additional support.

***Note* It takes 24 hours to activate your account for live streaming once you select the camera button for the first time. Please prepare in advance. Ensure that you've enabled your channel for live streaming by following the steps below.**

Enable Live for the first time:

- Visit youtube.com and select the camera button  at the top right corner. Select **GO LIVE**.
- Grant permissions for the YouTube app to access the camera, mic, and storage.
- If prompted, verify your account. Most YouTube accounts used by artists will be verified, but in case you do need to be verified you will only need to do a quick telephone verification.
- If it's your first time going live, you will receive a prompt stating that YouTube is verifying your account for live streaming access. This process takes 24 hours, and you should plan accordingly. After 24 hours have passed, select the camera button on YouTube again to begin your live stream.
- Select **GO LIVE**.

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Setting up your live stream:

- Before setting up the live stream, set up your live streaming encoder. [Learn More](#)
- After you've set up your encoder, go back to YouTube.com, click the creation icon and select **GO LIVE**.
 - Clicking this will take you to the [Live control room](#), or youtube.com/livestreaming, where you can set up your streams and go live.
- At the top or left, select **STREAM**.
- Enter a **TITLE** and **DESCRIPTION**, and select a **PRIVACY SETTING**. We recommend you select private/unlisted if you are not streaming at that moment. Note that anything unlisted can become public via sharing the direct URL.
- You can also add a custom thumbnail that represents your event, schedule your live stream for a later date, and enable monetization (if eligible). You may also upload a custom thumbnail that is a 16 x 9 image. Once done, hit **SAVE**.
- Once you hit **SAVE**, you will be in the Live Dashboard.
- Copy & paste your stream key into your encoder. Always make sure the stream key is the same or else the stream won't start.
- When ready to go Live, start your encoder and once we have received your stream a preview will appear (Note, you are not live yet).
- For more information on ensuring a high quality stream along with audio, see [here](#).

2 GO LIVE

- Click **GO LIVE** on the right hand side and then you are Live!
- To end the stream, click **END STREAM** and stop sending content from your encoder. All streams under 12 hours will be [automatically archived](#).

To manage live streams:

We recommend managing live streams from YouTube Studio. From the YouTube Studio dashboard, you can access current, upcoming, and past live streams. Here's how:

- Go to YouTube Studio or [studio.youtube.com](#).
- Click **VIDEOS**
- Click the **LIVE** tab.
 - Live Now: videos that are currently live streaming.
 - Upcoming: videos that have yet to stream, but are scheduled to be at a certain time.
 - Live Replay: videos that have already live streamed.

You can also access and launch scheduled live streams in the [Live Control room](#), which is part of YouTube Studio, by clicking **MANAGE**. Scheduling live streams allow for your live stream to be discoverable in search, in the subscriber feed, and potentially on the home page.

If you are still using **Creator Studio Classic**, step by step instructions can be found [HERE](#).

You can assign moderators, manage spam messages, block words proactively, and block users from chat or remove chat messages. Learn more about how to [manage live chat](#). Note that there is no ability to add in comments while a stream is scheduled/upcoming and currently Live. Comments will only appear in archive form when the stream is over. For more information, visit the Help Center article for Live Streaming via encoder [here](#).



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BEST PRACTICES FOR FULL LIVE PRODUCTIONS

BEFORE:

- **Note: Artist live stream content should be consistent with healthcare recommended guidelines on social distancing**
- Incorporate the hashtags #StayHome and _____ #WithMe. Some examples include #StayHome and Sing #WithMe, #StayHome and Dance #WithMe. More information on setting up hashtags [here](#).
- Promote live stream in advance on socials, including YouTube [Community](#) and remind fans to tune-in. Include the live stream URL in all social posts. Try using a poll to grow fan interest in the songs to be performed.
- Encourage fans to click “Set Reminder” on the live stream so that they are notified when you are about to go live.
- Begin chatting before the stream goes live to engage with fans and get them engaged for tune in.
- Consider the length of your live stream. YouTube supports long-form livestreams and any live-streams up to 12 hours long will automatically be turned into video-on-demand on your channel. Anything longer than 12 hours should be recorded by your team for manual upload to the channel. If you’re doing a short-form live stream on another app, consider pushing fans to YouTube for the full content.

DURING:

- Use all socials to drive viewers to the Live Stream and include the direct URL link.
- Encourage affiliated artists (if applicable) to cross-promote on socials.
- Use live chat to speak directly with fans, answer their questions, and get them excited about the event taking place.
- Monitor live chat for any issues, and flag them to your YouTube team.

AFTER:

- Your live stream will immediately be available for on-demand viewing. Be sure to:
 - Include any relevant [infocards](#) or [end screens](#) on the video.
 - Include the live stream in relevant playlists on your channel.
- Put all live streams in a “Live Archives” shelf on your channel for repeat and VOD viewing.
- Spotlight fan content about the live stream and event in your [playlists](#) and community posts.
- Update tags, description, and any other relevant information.
- Review [analytics](#) to learn for next time:
 - Focus on view-thru-rate, points where viewers drop off, number of comments, and number of concurrent streams.

Please note: all content in live streams must adhere to [YouTube Community Guidelines](#) and [Terms of Service](#). Make sure you have the necessary content clearances for the live stream, rebroadcast, and audio/ video on demand. Confirm if the performance rights are for Live and/or archive as well. For our full digital events playbook, see [here](#).