



Bounty Board Campaign Set Up Best Practices

“Message to Broadcaster” Section

This section is to provide broadcasters with additional information about your brand or bounty (2,000 character limit). You can provide suggestions, but this section is not to be used to add additional requirements/steps to the bounty. **Any non-sanctioned use of this section will result in rejection of a Bounty Board campaign.**

The following requests are considered non-sanctioned uses of the Message to Broadcaster section:

- Providing click-through or tracking links for broadcasters to share
- Asking broadcasters to take action outside of Twitch (ex: sharing to other social media)
- Providing or requesting direct contact information from or for broadcasters
- Creating additional requirements for the bounty outside of gameplay (ex: requiring that the broadcaster activate a specific extension while they play)
- Asking broadcasters to do unpaid work outside of the bounty (ex: requiring that they play the game for several hours to reach a certain level before streaming)

In order to keep the bounty stream authentic and organic, we recommend you do not provide more than 3-5 talking points/additional suggestions. The best campaigns provide broadcasters with some background information, then allow them to explore and enjoy the content naturally on stream while engaging with their unique community.

Examples of helpful messages to broadcasters

Suggesting talking points:

We suggest you share 2-3 of the below talking points with your audience, using your own authentic voice:

- **[Game]** the next installment in the critically acclaimed shooter-looter series, will launch worldwide on PlayStation 4, Xbox One and Windows PC on **[date]**.
- **[Game]** is a hilarious, story-driven, non-stop galactic thrill-ride, filled with colorful characters, epic enemies and boss fights, and literally billions of guns.
- Play solo or join with friends to take on insane enemies, collect bazillions of guns and loads of loot, and save your home from the most ruthless cult leaders in the galaxy.

Providing more information about the content for broadcasters:

In equal parts high-concept thriller and coming-of-age drama, **[Movie]** follows the journey of an extraordinary young girl raised in the forest, as she evades the relentless pursuit of an off-book CIA agent and tries to unearth the truth behind who she is. Full season coming to **[Network]** in March.

Tips/recommendations for the best streaming experience:

We recommend you pay attention to the tutorial pop-ups as they can be very useful to enjoy the game to its fullest!

If you have any questions about best practices or campaign set up, please reach out to us at bountyboard@twitch.tv.