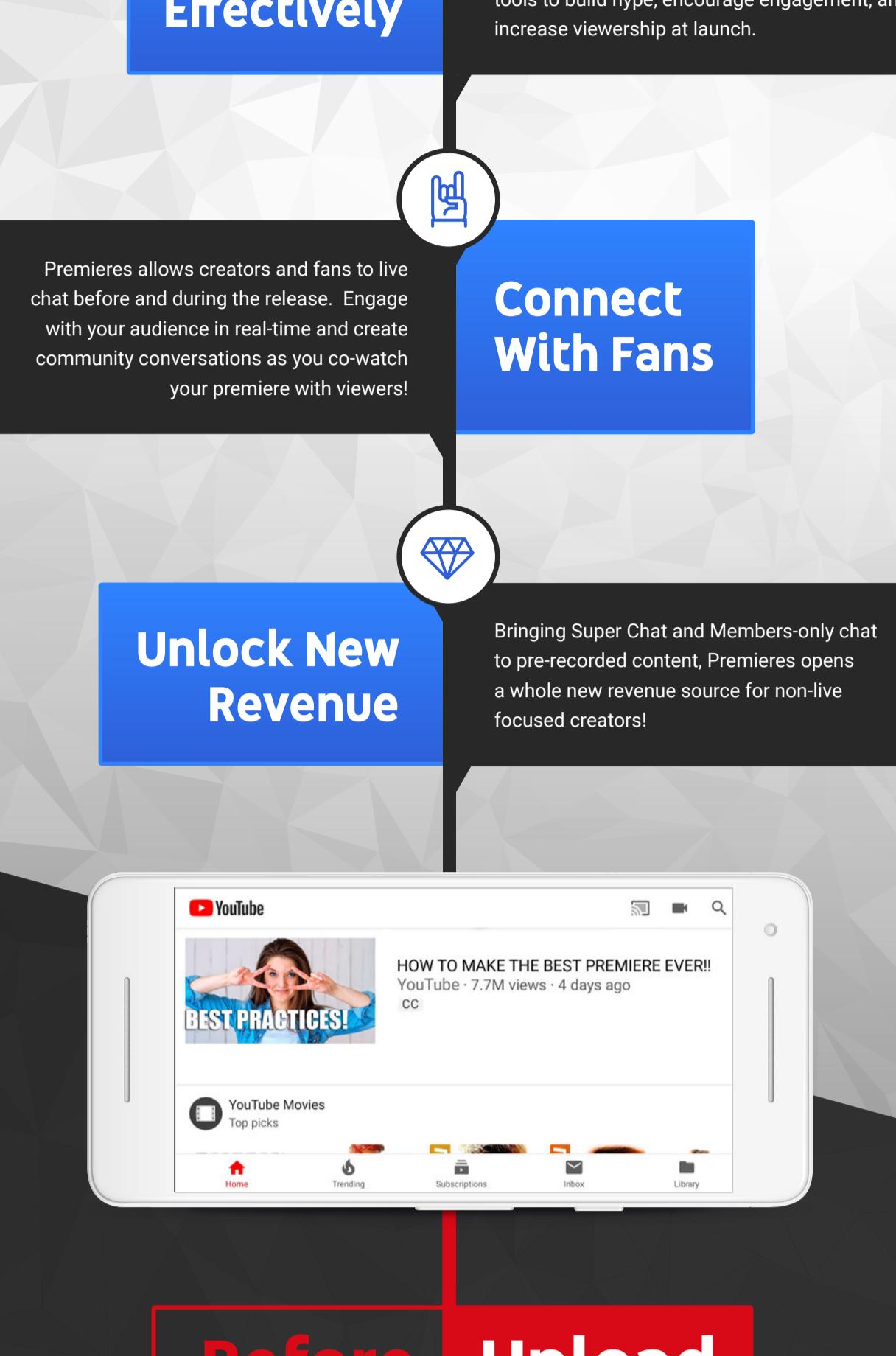


# YouTube Premieres

With **Premieres**, creators can bring together their whole community to watch their newest video in real-time, just like on opening night! Follow the timeline below to learn top strategies for using the feature, and get inspired by the ways your fellow creators have been using Premieres!

Unsure what a Premiere is? Click to the right for more information and a step-by-step walkthrough on how to enable it! [Learn more](#)



## Promote Effectively

Each premiere comes with its own pre-release landing page and url, giving you the promotional tools to build hype, encourage engagement, and increase viewership at launch.

Premieres allows creators and fans to live chat before and during the release. Engage with your audience in real-time and create community conversations as you co-watch your premiere with viewers!

## Connect With Fans

Bringing Super Chat and Members-only chat to pre-recorded content, Premieres opens a whole new revenue source for non-live focused creators!

## Unlock New Revenue

## Before Upload

Build a **Premieres strategy** that takes into account how often you release and which of your videos would most benefit from being premiered!

## Program Strategically

Remember that viewers can begin engaging with premieres as soon as they've been uploaded. For most creators, we recommend uploading a premiere between 60 minutes to 3 hours before release; it's highly recommended that creators are present in live chat during this release window.

## Timing Your Premiere

These are big moments! It's best if your audience knows where, when, and why a premiere is happening. Always announce your premieres well in advance of upload and inform your audience what they can expect if they arrive before the video is live.

## Promote & Educate

Viewers are coming to share this moment with YOU. Be present for each of your premieres and give fans the connection they crave by engaging via live chat for the duration.

## Prepare To Chat

Because premieres are pre-recorded, it's important to plan live chat strategy ahead of release that helps you moderate incoming chats and improves the co-viewing experience for fans.

## CREATOR EXAMPLE

Leroy Sanchez

Leroy Sanchez promoted his premiere of "Preacher" on all his social accounts in the days leading up to release and then went live across all platforms just before to encourage his viewers to jump over to YouTube and tune in!

## Keep It Fresh

iHasCupquake uses the start of every premiere to announce her arrival and remind fans that they can engage with her during the premiere via chat!

## CREATOR EXAMPLE

ItsFunneh

ItsFunneh uses her most dedicated channel members as live chat moderators during her premieres. These Super Fans keep the conversation flowing and help maximize engagement for individual commenters!

## Promote & Educate

When premiering "Trying My Sister's Pregnancy Cravings!", Rosanna Pansino used live chat to create a co-watch experience packed with jokes, fun facts, and direct fan engagement.

## CREATOR EXAMPLE

Manucraft

After the premiere of his Minecraft focused videos, Manucraft invites viewers to join him in a custom Minecraft server for an after party, gaming style.

## CREATOR EXAMPLE

YOGSCAST

YOGSCAST Lewis & Simon use live chat during premieres to shout out loyal viewers, provide comedic answers to fan questions, and encourage their members to "poon the shark" using custom, members-only emoji.

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