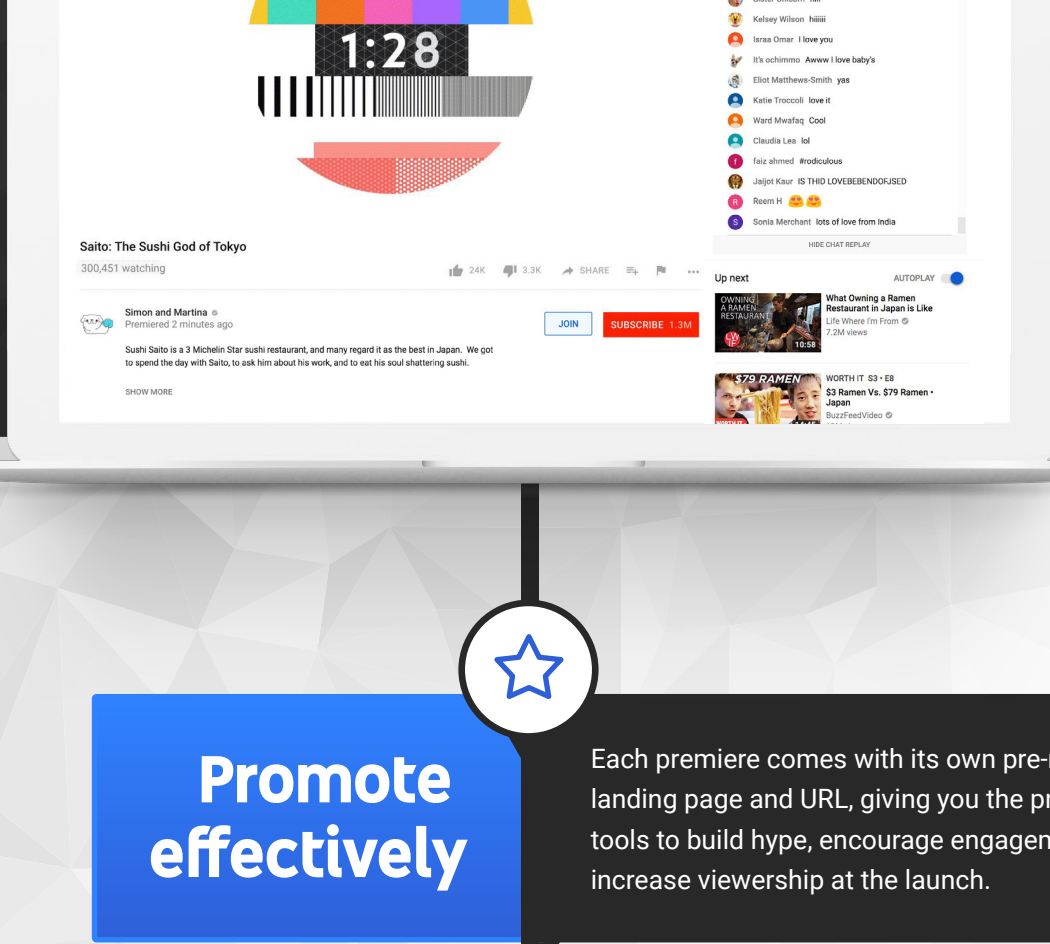


YouTube Premieres

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 in which 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 the launch.

Connect with fans

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!

Unlock new revenue

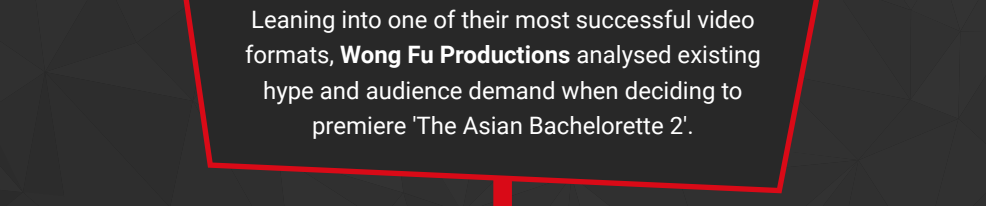
Bringing Super Chat and members-only chat to pre-recorded content, Premieres opens a whole new revenue source for non-live-focused creators!



Before Upload

Programme strategically

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



CREATOR EXAMPLE

Wong Fu Productions

Leaning into one of their most successful video formats, **Wong Fu Productions** analysed existing hype and audience demand when deciding to premiere 'The Asian Bachelorette 2'.

Timing your premiere

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 the live chat during this release window.

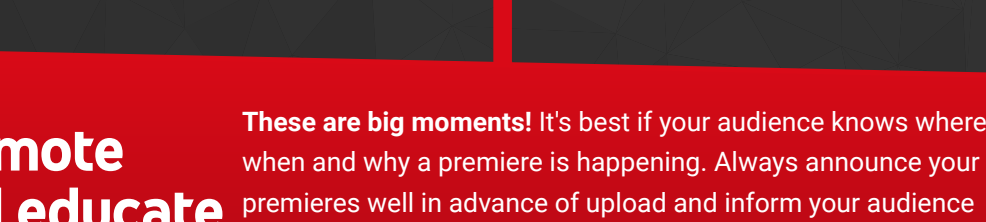
Keep it fresh

While premiering every release may make sense for once-a-week creators, daily uploaders can consider spacing out their premieres to keep the moments feeling special!

Prepare to chat

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

[Click here for help with live chat!](#)



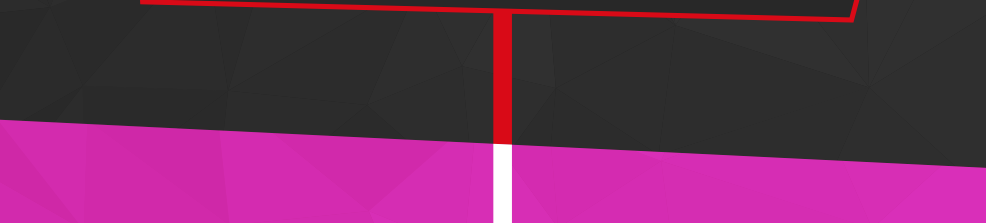
CREATOR EXAMPLE

ItsFunneh

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

Promote and educate

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.



CREATOR EXAMPLE

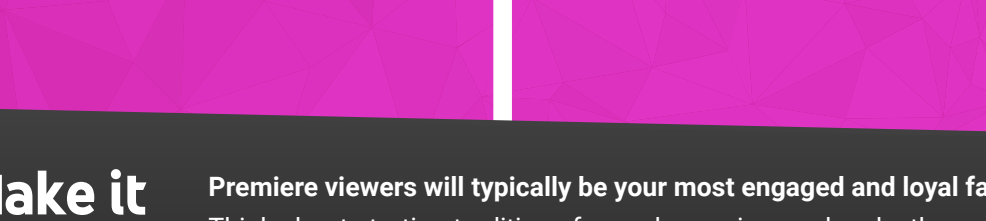
Leroy Sanchez

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!

During Release

Be there for fans

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



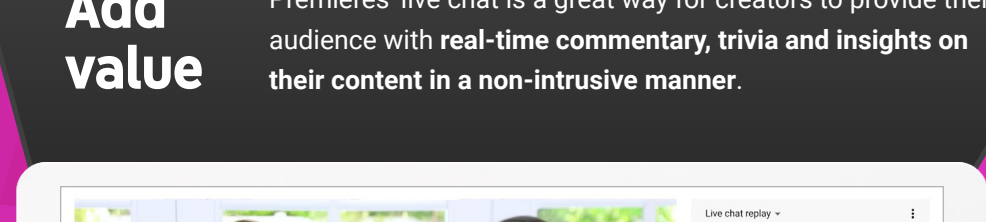
CREATOR EXAMPLE

iHasCupquake

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!

Make it special

Premiere viewers will typically be your most engaged and loyal fans. Think about starting traditions for each premiere and make the event special for viewers via features like memberships and Super Chat!



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 'pooon the shark' using custom, members-only emoji.

Add value

Premieres' live chat is a great way for creators to provide their audience with **real-time commentary, trivia and insights on their content in a non-intrusive manner.**



CREATOR EXAMPLE

Rosanna Pansino

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.

After Show

It's not over till it's over

The end of a premiere doesn't need to be the end of the conversation with your audience. Follow up your premieres with supplementary content and encourage viewers to leave any lingering questions in the video comments!

Continue the conversation

Creators can use the watch page to **live chat with viewers for a short period following the end of a premiere video**. This post-show time is an excellent opportunity to answer questions, get feedback on the premiere and direct viewers to a post-show VOD or livestream.



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.