amazonlive

AMAZON LIVE CREATOR:

The basics

What you need to know to livestream on Amazon

Engage directly with shoppers and drive sales on Amazon with interactive live video, using Amazon Live Creator. There are 3 key things to understand and plan for to ensure that your livestreams are successful:

Follow the Amazon Live Creator Community Policy.

Confirm your internet connectivity is sufficient to support the stream. We recommend upload speeds of 5 mbps. Check your connection.

Plan ahead to ensure you've practiced your livestream content and have the right equipment to ensure sound and video quality. Use 'Practice mode' in the app to test your set-up before going live.

In addition to the items above, see below for a comprehensive list of what you need to know before creating a livestream on Amazon.

Understanding the app: Amazon Live Creator

01 Download the Amazon Live Creator app

Once you've downloaded the app, log in with the email and password associated with your Seller Central or Amazon Advertising account. Select your brand and follow the instructions to set up your channel.

02 Confirm you have the most updated version of Amazon Live Creator

Visit the App Store to view the most up to date version.

03 Set your phone to "Do Not Disturb" while livestreaming

While livestreaming, set your phone to "do not disturb" to avoid interruption. You will not be able to use the phone to make or receive calls, emails, or texts while streaming from the app.

04 Charge your device before livestreaming

We recommend fully charging your device or plugging it in before livestreaming. The Amazon Live Creator app may consume battery life at a higher rate than other apps.

05 Do not exit the Amazon Live Creator app once live

Do not exit the Amazon Live Creator app when livestreaming as this will cause the stream to end abruptly. Similarly, don't toggle between apps on the device you are using. We recommend changing the settings on your iOS device to prevent your device from auto-locking. Learn more.

Setting-up your livestream in the app

Press the '**+**' and follow the step-by-step process for creating a livestream. Check out our short walk through video to learn more. Watch now.

01 Choosing a slate image

Each livestream you create needs to have a slate image. We use this as the slate image for your livestream while the video loads, and as a thumbnail for the livestream. If you get an error when trying to upload a slate image, you need to allow Amazon Live Creator app to access your Photos. Go to Settings > Privacy > Photos and enable Amazon Live Creator to access Photos.

02 Adding products

Livestreams on Amazon feature products you choose in a carousel next to the livestream. Choose from the list of products associated with your brand, or use the search bar to more easily find your brand's products. You can edit the order, remove products you added and add more products by selecting 'Edit.'

03 Practice mode

Turning on Practice mode prevents the livestream from being seen on Amazon. Only viewers with the provided 'Practice mode link' can watch. Use practice mode to experiment and learn the app before your first livestream

04 Choosing a start time

We recommend scheduling your livestream in advance using the 'Choose a start time' feature. This allows shoppers to know when you are planning to go live. You can edit the start time, and we will never stream anything unless you return to the app and click 'Go live.'

Creating your livestream content

01 Understand content moderation

All livestreams are moderated live by Amazon to ensure streams meet our community guidelines. If you receive a flag from the moderation team during your stream, the stream will be terminated. To ensure you understand what may result in a moderation flag, please review the Community Policy. This is also located in the Settings section of the app. Read our Community Policy.

02 Technical issues and using pre-recorded video

The most common reason creators receive moderation flags are for technical issues with their livestream. We recommend checking your connection, and using Practice Mode to ensure that your livestreaming set-up does not receive a moderation flag for technical issues.

We don't allow clearly pre-recorded content to be streamed. Moderators will moderate your video if they can tell that it is not live. Looping the same video content is not allowed and will lead to moderation. Read more in our Community Policy.

03 Clearances and content

You are responsible for all content streamed on your channel. Please ensure that you have all necessary permissions and consents from third parties. Read more as you prepare the content for your livestream in our Community Policy.

While you are live

01 Going live

Once your livestream is set-up how, click on the 'Preview' screen. If you are streaming using the iOS camera, you will see a preview of what your live video will look like. If you are using an external camera, you won't see anything on the page. Once ready, click 'Go live' to initiate your livestream.

02 Chatting with shoppers

Engage directly with shoppers using the chat feature by addressing their comments/questions verbally during the livestream. Messages from shoppers can be seen from the 'live' screen within the Amazon Live Creator app.

We also recommend posting an initial chat message when the stream opens so shoppers will see that you are engaged and available to chat. Encourage viewers to chat during your livestream.

03 Product carousel highlighting

You can highlight the product ASIN being discussed during the livestream by selecting that ASIN in the product carousel in Amazon Live Creator app from the app screen you see while you are live. The product carousel is near the bottom of the app. Scroll and tap on a product to feature it front and center for shoppers. As shoppers watch, you can feature the different products you talk about.

04 Follow

Amazon shoppers can now follow your brand directly from your livestream. When shoppers follow your brand on Amazon, they become eligible to receive notifications in the Amazon shopping app when you go live in the future. While you are streaming, encourage shoppers to follow you to receive future updates.

Livestreaming with the iOS camera

01 Sound quality

Ambient noise can reduce audio quality. If possible, turn off air conditioners or other sources of ambient noise. We highly recommend purchasing an external mic that plugs into your iPhone.

02 Video quality

Don't shoot video against a window or other sources of natural light. Mixing light sources (i.e. Daylight and artificial light) tends to affect the overall tint in unpredictable ways.

Sometimes we see camera shake from creators holding the camera while shooting video. This can typically be mitigated by using a tripod.

We recommend using specific lighting to help with your livestreams. Some simple lighting products can really help improve the look of your livestream. Find some suggestions here.

03 Be aware of displaying inverted images

When using the iOS camera as the video source, text displayed to shoppers can appear backwards/inverted. We recommend inspecting your planned shot(s) via the viewfinder on the app's "Preview" page, and practicing with the app prior to livestreaming using Practice mode.

01 Using livestream broadcast software

We recommend downloading and using livestream Encoder software (such as OBS Studio) when livestreaming on Amazon as it will provide you greater control over your audio and video quality.

Installing Encoder software on your desktop or laptop allows you to set up a virtual control room/livestreaming studio, which helps you use and switch between multiple cameras, connect to an external microphone, and insert graphic overlays. To use a broadcast software, simply select 'External camera' in the Amazon Live Creator app. Once selected, the app will provide you with an RTMP URL and stream key to input into the broadcaster software.

When you livestream with an external set-up via broadcaster software, you still need the Amazon Live Creator app to set-up and manage your livestream, as well as to start and stop the livestream.

02 Recommended broadcast software settings for Amazon Live

Video Resolution: 1280x720

Frames per second: 30

AVC Level: 31

Average bit rate: 2800 kbits/sec

Keyframe interval: 2 (we do not support keyframe intervals greater than 4 seconds). For other software, set the keyframe interval to every 60 seconds.