

AMAZON LIVE CREATOR:

The basics

What you need to know to livestream on Amazon

Engage directly with customers 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 [app guidelines](#)



Confirm your internet connectivity is sufficient to support the stream



Plan ahead to ensure you've practiced your livestream content and have the right equipment to ensure sound and video quality.

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 account. Select your registered brand from the options listed and continue to 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. We suggest having an alternate device available for communication.

04 Fully charge your device before livestreaming

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

05 Do not exit Amazon Live Creator 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.

Livestream content creation

01 Be aware of displaying inverted images

When using the "phone cam" video source, text displayed to the viewer/customer can appear backwards/inverted given the way the phonecam captures and displays images. We recommend inspecting your planned shot(s) via the viewfinder on the app's "Preview" page.

02 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/content guidelines located in the "help & contact" section of the app.

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, including releases from people appearing in the stream.

You must obtain copies of executed releases from any celebrities/public figures or from both parents/guardians of any children featured in your livestreams.

Customer engagement features

01 Chat

You can engage directly with customers using the chat feature within Amazon Live Creator or by addressing their comments/questions verbally during the livestream.

We also recommend posting an initial chat message when the stream opens so customers will see that the brand is engaged and available.

02 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.

03 Custom promotions

Use the custom promotions feature to display text of your choice, including a promotional code, which will be displayed in the lower overlay of the livestream video. Visit our [help content](#) for more information on custom promotions.

Encoder livestreaming

01 Using livestream encoder software

We recommend downloading and using livestream Encoder software (such as OBS) 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 to use and switch between multiple cameras, run pre-recorded video as live content, and insert graphic overlays. To use an Encoder, simply select it as your video source in the Amazon Live Creator app. Once selected, the app will provide you with an rtmp URL and stream key to input into the Encoder software on the brand/creator side.

02 Encoder steps

1. Set up your livestream in the Amazon Live Creator app and click on the "Preview" button.
2. Enter the rtmp URL and stream key provided by the Amazon Live Creator app into OBS.
3. Set up a stream in OBS and click on "Start Stream."
4. Click the "Go Live" button in the Creator app after starting your livestream.
5. Conduct your livestream.
6. Click "End Stream" in the Creator app when you are ready to end your stream.
7. End the stream in OBS.
8. Click the "End Chat" button in the Creator app when you are ready to end chat (you can leave it open after ending the livestream in case you have additional commenters to respond to).

03 Recommended settings

Video Resolution: 1280x720

AVC Level: 31

Keyframe Interval: 2 (we do not support keyframe intervals greater than 4 seconds)

Phonecam livestreaming

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.

Preparation and staffing

01 Practice livestream content

It's important to practice what you plan to say, including conducting practice sessions with others that will participate (camera operator, chat/carousel operator, etc). We highly recommend doing a full "dry run" (typically the day before the stream) with the actual content you plan to stream.

Practicing also helps you get more comfortable behind the camera – the more comfortable you are, the more engaging you are.

02 Staffing

While only one livestream can be conducted from one account at a given time, we recommend having someone available to operate the app's engagement feature. This person can answer questions in the chat, feed questions to those on-camera to answer, and highlight the product being discussed.

We support multiple logins to the same account, so one device can be the primary device for video capture, while the other device can be used for chat and product highlighting.

WiFi and connectivity requirements

01 Run a connectivity test

Always perform a connection test to understand your bandwidth availability. Make sure that you conduct the test in the exact location you will be streaming on the day of the event. Your internet upload speed can be tested at <http://www.speedtest.net/>. Make sure that the device you're testing with is connected to the WiFi that you will be using on the day of your livestream. Amazon Live Creator requires a minimum internet connection upload speed of at least 5 mbps for capturing and streaming video from an iPhone. Either a Wi-Fi connection or cellular data plan will work.

02 Do not share WiFi during livestream

Confirm that your wifi is not shared with others. For the stream duration, we recommend everyone except for the Amazon Live Creator device to disconnect from the wifi so as to maximize the bandwidth available to the device.

For questions or feedback, please reach out to amazon-live-support@amazon.com.