

The theme and purpose behind this livestreaming approach is to bring awareness to how engaging audiences in streams can help improve stream quality what viewers look for in a streamer by involving them in activities during streams. I use livestream because doing so can help my company to better understand how to better cater to viewer's needs when it comes to livestreaming and use the information for streams for future programs to maximize stream optimization. For the livestream, I will be using OBS to stream from my laptop and the camera that is inbuilt in my laptop for the in the livestream with four different scenes, first one being the intro, second one being me as the focus and the third one will be about the subject followed by the outro. I will be playing a guessing game with the viewers where I show a clip of a video game and the viewers will have to guess what rank that clip belonged to in a poll, well, it was supposed to be a poll but it turns out YouTube poll can only go up to four options which isn't enough for me. So, I just decided to just ask the audience to type it out instead of using the poll. They can discuss amongst themselves or even pit their thoughts and answers to me, and we can go back and forth discussing till the majority wins, then I will click on the answer most people said and then the answer will be shown. This will carry on three times till the end of the videos, signaling the end of the activity session for the livestream. By actively involving viewers through comments, questions, and reactions, we aim to create a more personalized and immersive experience that resonates with audience preferences. As someone who watches streams in my past time, I usually find myself swaying towards streamers who often interact with their viewers as It's not merely about watching someone play a game or discuss a topic; it's about feeling connected, valued, watching a streamer who interacts with their viewers also makes watching them feel more enjoyable due to how authentic it seems as well as how interacting with viewers also keeps them engaged enough so that they will not feel disengaged or distracted if they feel like passive spectators, causing them to leave the stream and find somebody else to watch. Interacting with viewers whether it be through comments, questions or reactions can help create a more personalized experience for the viewers, allowing them to feel valued and appreciated by the streamer which will make them be more inclined to return to the channel. in conclusion, our live streaming approach emphasizes the importance of audience engagement in enhancing stream quality and meeting viewer expectations. By involving viewers in activities, discussions, and interactive experiences, we aim to gain valuable insights into their preferences and interests. Through continuous interaction and collaboration with our audience, we strive to create compelling and memorable live streams that cater to viewer needs and drive engagement.