

Streamer

Broadcast live on Twitch, YouTube or Kick for subs, tips and sponsors. Most streams have almost no viewers.

TYPICAL INCOME

\$0

a year, varies widely

INCOME RANGE

\$0 to \$135k

most to the successful few

TIME TO QUALIFY

2 to 5 years

after high school

DEMAND

Limited

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

A desk at home, a bedroom setup, occasionally events and conventions

How you get there

- 1 Pick a game or format** Weeks
Huge games are crowded. A smaller game, a skill or a just-chatting niche gets you noticed.
- 2 Stream on a fixed schedule** Months
Same days, same times. Remember most of your viewers may be in US time zones.
- 3 Reach Twitch Affiliate** Weeks to months
Since June 2026: 25 followers, 4 hours streamed on 4 days, and an average of 3 viewers, within 30 days.
- 4 Grow beyond the stream** 1 to 3 years
Post clips on short-video apps. Most new viewers find streamers there, not by browsing.
- 5 Reach Partner and sponsors** 2 to 5 years, for the few who get there
Twitch Partner needs 25 hours on 12 days and 75 average viewers in 30 days, then a review.

Pros and cons

- + Cheap to start if you already have a computer
- + Live community and real-time feedback
- + Your audience can be anywhere in the world
- Most streamers average almost no viewers
- Long hours sitting still, often at night
- No EI (Employment Insurance) or sick pay by default

Good to know

The leak that showed the money

In 2021 a leak of Twitch payout data covering August 2019 to October 2021 showed that 81 streamers earned more than US\$1 million from Twitch alone. Below that small group, payouts dropped off fast.

The leak left a lot out

Those figures counted only subs and ad money paid by Twitch. Sponsorships, merchandise, YouTube income and outside donations were not in the data, so top streamers earned more, and so did their...

Optional boosts

Clip editing. Being really good at something. Community building. Selling sponsors.

Where these numbers come from

Twitch Blog: Monetization for All (May 2026), including new Affiliate requirements

Twitch Help: Partner Program overview

Tubefilter: Twitch Plus Program changes and the 70/30 split (2024)

Video Games Chronicle: the 2021 Twitch leak and its highest-paid streamers

Numbers checked October 2026. Pay figures are typical full-time annual amounts in Canadian dollars, based on Government of Canada Job Bank wage data and published salary grids. They vary by province, employer and experience. Tuition is for domestic students. Sources, links and the click-through version: <https://career.help/ca/careers/streamer>



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