StreamGearLab

Twitch vs YouTube vs Kick

Requirements, revenue shares and settings for new streamers. From each platform's help pages.

Side by side (checked Nov 2026)

	Twitch	YouTube	Kick
Start streaming	Immediately	Phone verification. First enable can take up to 24 h	Immediately
First money tier	Affiliate	YPP fan-funding tier	KICK Streamer
Requirements	25 followers, 4+ hours on 4 separate days, 3+ avg viewers (last 30 days)	500 subs, 3 public uploads in 90 days, plus 3,000 watch hours (12 mo) or 3M Shorts views (90 days)	5 cumulative hours streamed
Next tier	Partner (by application)	Ads tier: 1,000 subs + 4,000 watch hours, or 10M Shorts views*	Partner: 75 avg viewers, 30 h, 25 subs, 250 followers and more
Sub/membership share	50% (60–70% via Plus Program)	70%	95%
Max recommended bitrate	6,000 kbps	Up to 17,000 kbps (1080p60)	8,000 kbps
Discovery	Live browsing by category, raids, clips	Search and recommendations, VODs, Shorts	Smaller, less crowded categories

*YouTube has announced that from Feb 1, 2027, new ads-tier applicants need 8,000 watch hours or 20M Shorts views.

Which one should you pick?

If you…	Start on
Play live-first games and love chatting	**Twitch**
Teach, review, or make content people search for	**YouTube**
Want subs income early and already have followers elsewhere	**Kick**
Can't decide	Commit to one for **90 days** before you judge

Same settings everywhere: H.264, CBR, 2-second keyframes. Only the bitrate ceiling changes.

Free tools: streamgearlab.com/tools/twitch-affiliate-tracker/ and /tools/obs-settings-generator/