



Musicians on Twitch Creativity, Struggles, and the Reality Behind Live Streaming *By Arthur Ehlinger*

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Explores the experiences of musicians using Twitch to connect with audiences and achieve financial stability, revealing both the creative opportunities and the pressures of maintaining success in a gamified, attention-driven ecosystem.

Musicians on Twitch examines the lives of musicians navigating Twitch's attention-driven ecosystem. Through interviews and observations, it reveals the tensions between creativity, financial stability and well-being, offering critical insights into the intersection of music, technology and creative labour in the digital age.

Readership

This book is ideal for academics, students and professionals in music, digital media and creative industries.

Key selling points

Timely and relevant

Addresses pressing issues

Critical and empathetic

Broad appeal

About the Author(s) / Editor(s)

Arthur Ehlinger is a postdoctoral researcher at CREATE, University of Glasgow, whose work investigates how digitalisation affects the creative industries.

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