

What is Rumble App? How the Online Video Platform Works?

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In brief

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When content creators show their content in real-time and chat with their followers, it could be said that they are live streaming. Many TV channels, and social media apps like Instagram support live streaming. This increases the viewership of these media.

While in the beginning, most content creators used to record, edit, and publish their videos to websites like YouTube, Vimeo, and others, creators now use live streaming as a means of earning. Be it streaming a game, music, sports, or anything in between, live streaming is almost completely unedited, that is, you get to see everything that happens in real time.

What Is Rumble?

Now, there is a new competitor amongst the likes of Twitch and YouTube: Rumble. Rumble was launched in 2013, but the initial user base needed to be higher. The website has been growing steadily over the years and experienced a major boom during the COVID-19 pandemic.

Rumble is a live-streaming service that has almost the same functionality as its competition. But here's the interesting part. Rumble offers a slightly higher revenue split than the industry standard, at a 60/40 ratio. You might say Twitch currently offers a 70/30 split. But that comes with its issues, such as you can only earn with this split if you have met the partnership criteria put forth by Twitch, and even then you can only earn up to \$100,000, post which you will return to the 50/50 split.

Also, Rumble allows you to publish sponsored content and earn through it, on top of the advertisement revenue and tips from viewers of the channel. The site also provides copyright protection that ensures no one steals your content, as well as licensing for TV channels, news companies, and other major media outlets, which makes Rumble stand out more compared to its competition.

You can even upload your monetized YouTube videos over to Rumble and monetize it there! More the income, the better.

Now that we know what Rumble is and what it offers compared to its competitors, let's look at how we can use Rumble to our advantage.

How Do You Set Up Rumble

Rumble allows you to watch content without signing up or logging in. But if you want to send a message to the creator's live chat, you will have to sign in.

Before starting Rumble, make sure you have set up your camera and mic, along with your streaming software(OBS, StreamYard, etc), and what content you will stream. Also, make sure your internet connectivity is stable and fast for high-quality streams. Ensure this so that your stream goes uninterrupted and without any hitches.

Set up? Then let's look at how to start your Rumble journey.

Rumble Home

Visit www.rumble.com, and you will be greeted by many live and ended streams by various content creators. At the top, you have the search bar to search for your favorite streamer. If you look to the left of the screen, you can see various channels. You can click on them to go directly to their page and view their content.

If you want a slightly darker background that's easier on the eyes, fear not. Just scroll down on the left side, and at the very bottom, you can toggle the dark mode on. But just know that the difference between the light and dark modes is very minimal, and won't ruin your viewing experience.

If you scroll down, you will see different categories of live streams, such as news, gaming, sports, music, etc. You can click on any of those according to your wish, or you can scroll down ever further to see the expanded version of those categories, with multiple videos on display.

Now that we have become familiar with the home screen, let's click on one of the live videos. On this page, you will see the general video streaming interface. The video plays on the left, in a boxed format, while you can see the live chat on the right. You have to sign in to chat, but we will get to that in a minute.

If you have used YouTube, you would see the similarity between the two platforms' user interfaces. Below the video, we can see the button to follow, ie, subscribe to the channel. Some channels that have been monetized with viewer tips will also show a "Join" button. We also see the like and dislike buttons as well as the comments, and share buttons.

Scroll a little further down, and you can see the comment box (you will have to sign in to see that) and other videos on the website next to the live chat box.

Now that we've looked into the guest access parts of the website, let's see how to get into those "you need to sign in" areas.

Let's Sign Up

At the top right corner of the webpage, you will see two buttons: Sign In and Sign Up. Since we are using Rumble for the first time, let's go with the "Sign Up" option. Here, you have to give your details such as name, username, email, password, date of birth, and country. You could also give your address if you wish to, but it's optional.

After you submit these details, a mail will be sent to your email address for verification. Click on the link in the mail to verify. After verification, you will be redirected to Rumble, and you will find yourself logged into the account. Now you can use the chat, comment, and follow features.

Are you ready to stream? Then come, let's look at how to start your first Rumble video.

Your First Video

Before the first stream, you have to personalize your account a bit. If you look to the top right corner, you can see a circle with a human figure in it. Click on it, and from the pop-up, select "Account Options". Scroll down to see the option to add a profile picture. Click on "Upload Photo" and add some personality to the account. That's it! Now you are ready.

Next to your profile on the top right, you will see a bell and a camera icon. The bell icon is the notifications tab. What we need is the camera icon. Click here to see a pop showing two options: Upload Video and Go Live. If you have a video you want to upload that has already been edited, then select Upload Video.

In the "Upload Video" option, it's similar to YouTube. Just upload a video under 15 GB, add a title, description, and thumbnail, select the visibility, and upload. As easy as that.

But if we are going to stream, then it's a little more complicated than that.

The First Stream

When you click on the "Go Live" button, you will go to a page that shows some instructions on how to stream. It is pretty straightforward, but let's elaborate it a bit further,

Make sure your streaming software is open and set. Click on the "Set up a new livestream" button to start setting up the stream. Now, name your stream and add a description for it. You can upload a placeholder or countdown video before your stream starts. Now, select the channel you want to upload from. Since we haven't created another channel, just click on "Yourself".

Now, select the time you want to go live. There are two options: Right Now and Later Time. Right Now, as the name implies, will let you stream at this moment, whereas Later Time allows you to upload at a different time of your choice (maximum of 24 hours in advance). Click Next.

Here, you will be asked for the licensing option. Select between "Rumble Only" and "Personal Use". Finally, press Submit.

Now, select the "Get The Streamer Configuration" option to get your Stream URL and Stream Key. You will enter this key into the Streaming section of your streaming software. Hit Apply and get ready to Rumble!

Conclusion

Since Rumble is a growing platform, most creators stick to the standard options, such as Twitch and YouTube. But if you wish to increase your income, Rumble is a great way to expand your audience even more. Also, since YouTube and Twitch need you to reach their follower and watchtime requirements, beginners can earn easily and instantly on Rumble. For every approved video, Rumble allows you to get monetized immediately.

We hope this article helped you start your Rumble journey and get a low-risk method to earn money and experience.

Now make the world rumble with your videos!