



UTOMIK STREAMING AFFILIATE PLAN

(v2.1)

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What is Utomik?

Utomik is your #1 gaming subscription service. Access hundreds of fantastic games in one affordable monthly subscription. Weekly new releases and a ton of content to discover. Utomik is 100% hassle free. Play your games fast and easy without large downloads and installs.

With over 70 publishing partners including Warner Bros. Games, Ubisoft, Disney, SEGA, Epic Games, Deep Silver, and Paradox Interactive, we are leading the industry when it comes to subscription gaming. We release about 20 games every month, so our library is rapidly growing. We pride ourselves in having a wide variety of titles including classic blockbuster AAA games, retro titles, new and overlooked indie gems, and even casual games.

Love discovering what else is out there? Utomik makes it really easy to just start up a game and try it. No worries!

Who are we?

Utomik is an innovative USA based startup with Dutch roots and was founded in 2014 by Doki, Chris, Mark and Rob (all Dutch guys) who have been active in the gaming industry for over ten years. We felt the time was right to offer gamers a new way to play their games. Freedom of choice. Discover more.

It's our mission to bring the best possible games in a monthly subscription and we are proud to say many leading publishers have joined our movement!

Want to say hello? We love making friends! Catch us on [Twitter](#) or [Facebook](#).



Streaming about Utomik

We offer several ways to stream about Utomik, sorted into different tiers – each with their own perks. Depending on your Follower size you are eligible for one or more tiers. The free tier is available to everyone and we welcome you to try out and stream about our service – *completely free of charge*.

Streaming Tiers

Like to get access to Utomik and broadcast about our service? See our available options below and contact frank@utomik.com to get started, and for more information. Please understand we retain the right to disapprove a request at all times when we see fit.

Free

You get:

- Free 30 days unlimited access to Utomik
- Possibility for extra 3-month free access to Utomik upon review

Requirements:

- 50 – 1000 Followers
- Broadcast / Vlog at least once

Silver

You get:

- Free unlimited access to Utomik
- Custom Affiliate link & Page to earn a commission per signup (see design below)
- Merchandise to raffle (Keys)

Requirements:

- 1000 - 2000 Followers

Gold

You get:

- Free unlimited access to Utomik
- Custom Affiliate link & Page to earn a commission per signup (see design below)
- A free Utomik T-Shirt to wear while broadcasting
- Merchandise to raffle (Shirts, Keys, Specials)
- You get promoted across our social media (50K+ reach)

Requirements:

- 2000 - 5000 Followers

Platinum

You get:

- Free unlimited access to Utomik
- Custom Affiliate link & Page to earn a commission per signup (see design below)
- A free Utomik swag box (T-Shirt, snapback, coffee mug, etc.)
- Merchandise to raffle (Shirts, Trial Codes, Specials)
- You get promoted across our social media (50K+ reach)

Requirements:

- 5000+ Followers



All You Can Game. Cancel Anytime

Utomik is your unlimited PC gaming subscription.
Play games fast, after downloading a small part.



[Streamer]
offers you 14 days
30 days free Utomik

*"Damn, this gaming service should be in
every Streamer-Starter-Toolkit!"*

Start your free 30 day trial

\$ 5.99 p/month. Cancel anytime.

[Streamer] favorites:



(What your custom landing page will look like)

Our Audience & Games

Gamers who like Utomik are generally people who love playing a variety of games and are on average 25+ years or older. Hey, we've heard of a 2-year old hamster totally digging' Utomik, but exceptions happen you know. Hardcore CoD players will likely pass on us, but lovers of the latest quirky indie gem will rave about our deep selection of games.

Utomik prides itself in offering a wide variety of older and new games, making it a perfect fit for those who enjoy gaming but don't necessarily have the time, money or headspace to keep up with all latest high profile releases or are invested in playing one specific game only. Utomik provides an incredibly easy, low friction way to browse and launch games. You might discover a new favorite and – without headaches.

- Utomik target audience is avg. 25+ years older - exceptions exist ;-)
- Gamers who like playing a variety of old and new games
- Gamers who like discovering unexpected games
- Hardcore? No sirree
- Great for families? For sure

No new AAA games?

Just like with movies, there is a commercial lifecycle to games. Upon initial release it's sold per unit at its maximum price (usually \$60 dollars these days). After a few months it becomes cheaper before eventually going into all sorts of blow out sales and discounts. Because Utomik is a subscription service priced at \$5.99 per month (at time of writing) it is not possible to have certain titles in a subscription on launch-day, or even in the year after. However at a certain point in a games lifecycle it becomes a perfect fit for subscription and can even make more money this way than through traditional unit sales.

What does this mean? Well it means that as Utomik and subscription gaming becomes more accepted as a business form, games will end up in a subscription sooner. Just like Spotify and Netflix, the time it takes for series or music to become available rapidly increases. It's no longer only the "old" stuff and this trend will continue.

How does Utomik work?

*I've heard Utomik lets you play games ridiculously fast.
So how does that work, like technically?*

Good question! Utomik is not a video streaming service like OnLive or Gaikai. Our technology downloads a small part to your hard disk, enough to start playing quickly. The rest loads to your PC while you play and is cached for the next session. Enjoy the real game, without lag and 100% original quality. Built on proprietary smart downloading technology, Utomik allows you to play games after downloading just a fraction of its total size, and without installation hassle.

[Learn More](#)

Rules

While we do not intend to censor or restrict you in any way, a simple rule applies:

- No intentional hateful/disrespectful actions towards our publishing partners and games

This does not mean you are not allowed to say you don't like a certain game, publisher or Utomik itself. You may do so freely if it's done in a respectful way.

Affiliate Link

You will receive a personal Utomik affiliate link if we think your channel is a good fit with us. We don't care about the amount of followers you have. If you show a certain level of passion, love for the medium, and community interaction, it's highly likely we will be awarding you with your own affiliate link.

Merchandise Fulfilment

- Handled by Utomik

Questions & Contact

Have a question about streaming for us? Write a message to frank@utomik.com

Experiencing a technical issue with Utomik? Send an email to ticket@utomik.com and include as much info as you can. Our support crew might ask for log files and additional info.