



In the era of YouTube and Twitch, professional video gamers rely on home studio setups to broadcast their gameplay to the millions of viewers around the world. Most home studios have humble beginnings, in a basement or in a kitchen. But if a streamer becomes successful, they soon need a set-up capable of an increasingly high level of production to serve a growing audience.

The world's most popular gamer, Tyler "Ninja" Blevins, has nearly 20 million subscribers on YouTube and became the first Twitch streamer to reach 10 million followers earlier this year. Ninja spends about 12 hours a day playing live on Twitch from his basement studio and has brought home as much as \$500,000 a month through subscription fees and donations. His meteoric rise to the top of the video game world with "Fortnite: Battle Royale" has earned him a number of valuable opportunities, including commercials with Samsung, an ESPN the Magazine cover story, and an ongoing sponsorship from Red Bull.

Red Bull recently partnered with Portland-based creative agency Roundhouse to help Ninja redesign his home streaming setup, his primary base of operations. Roundhouse Creative Director Robert Medkeff flew to meet Ninja in Chicago where they discussed how to upgrade the studio and maintain his personal flair. The agency has worked on major gaming-related projects with Red Bull and Twitch in the past, but designing a state-of-the-art studio brought forth a new set of challenges. Roundhouse presented Ninja with a number of potential plans for the studio; once the gamer chose his favorite, they began fleshing the design [Agen Judi Online](#) out with the best possible technology and lighting options.

The studio fills the entire basement room. Red Bull

"His new studio needed to inspire creativity and support multiple types of content, and stand out as the first gaming studio of its kind," Medkeff told Business Insider in an interview.

While most of Ninja's streams consist of him playing at his desk, the new studio encompasses the full basement room. The space was given a custom acoustic treatment and has been fully outfitted with controllable, color changing LED lighting. One wall includes eight different monitors for Ninja to host graphics or playback video from his dedicated video server. Another portion of the room has a dedicated analyst desk in place for when Ninja hosts friends or steps away from the action for a bit. Four different Blackmagic URSA Mini Pro 4K 60 fps broadcast cameras in the room are able to see the action from every angle while a mixture of Electrovoice and Shure broadcast microphones capture audio.

Ninja standing at the analyst desk inside the studio. Red Bull