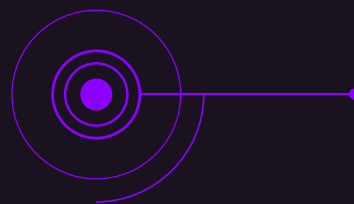
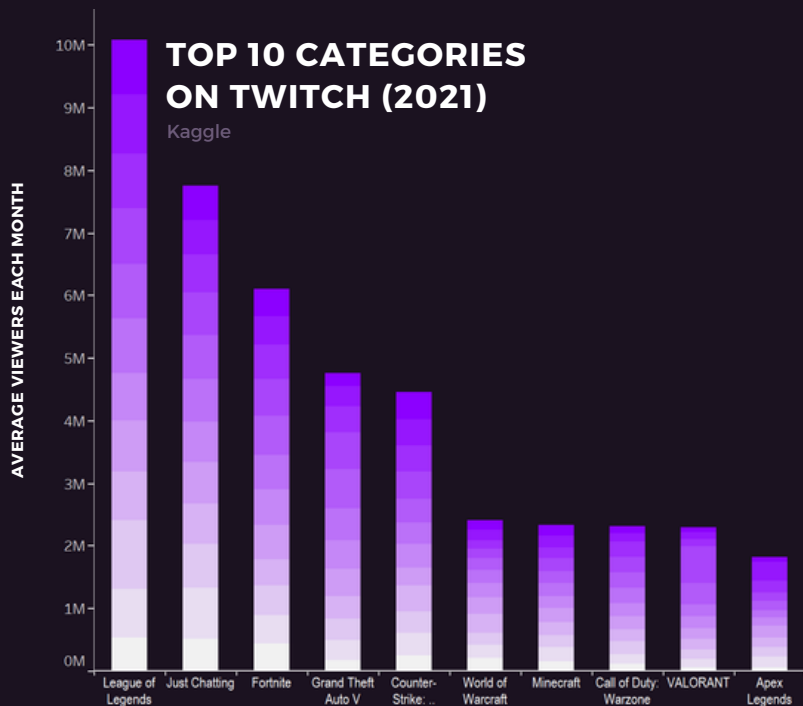


WHAT IS UP WITH TWITCH

All you need to know about the streaming platform



37th in the world for Global Entertainment Engagement



WHAT IT IS

Twitch is an online live-streaming platform originally created for gamers. Viewers can watch professional streamers play a game, which is Twitch's main attraction, but they can also watch content creators do a variety of other things. As the gaming industry grows by the year, Twitch embraces trends and stands as the leader of game-streaming platforms.

WHY IT'S POPULAR

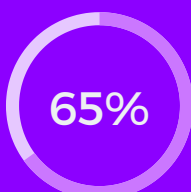
People have always watched others play video games. Friends used to look over each others' shoulders at the local arcade, or they sat by the television with corded controllers, and eventually gathered around the computer as technology evolved. Twitch lets viewers experience the excitement of gameplay and creates a connection with the player. Twitch carries on this tradition by allowing gamers to stream live to anyone wanting to watch.

But there's more to it than simply watching. The livestream allows viewers to interact with the streamer and direct the content. Some may get the chance to play with the content creators, or they can talk with other viewers in the live chat. Either way, there's interaction and a strong sense of connection, because viewers are joining up with people who have the same interests as them.

It's not just a platform for livestreaming, it's a community where viewers can support their favorite streamer and help them make a living doing what they love.

TWITCH DEMOGRAPHIC

GlobalWebIndex



Identify as Male

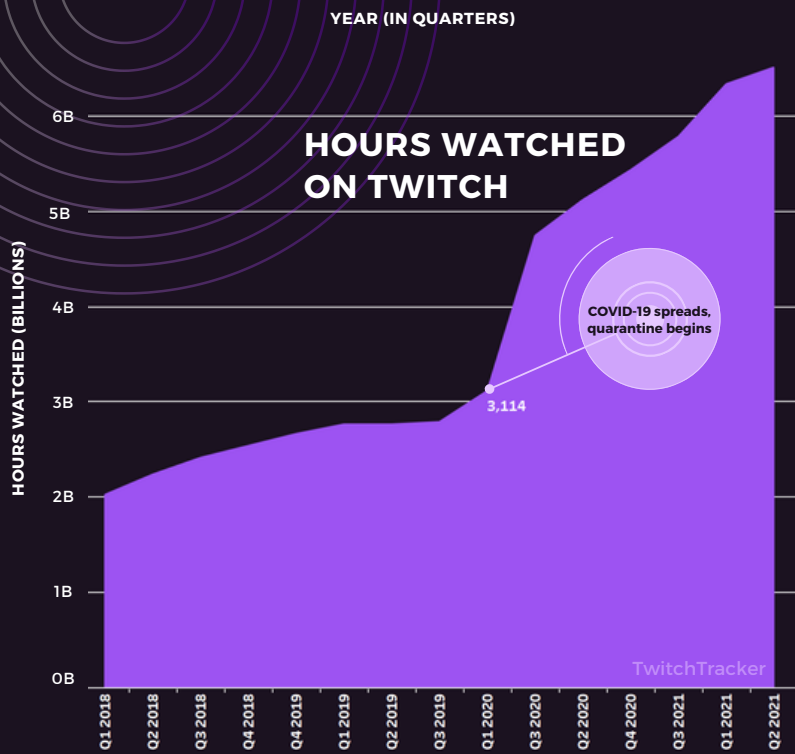


Identify as Other(s)

PERCENTAGE OF VIEWERS WHO SPEND MONEY ON STREAMING CONTENT

Statista





HOW HAS TWITCH GROWN?

Since its inception in 2011, Twitch has seen a steady increase in users. It was already a powerhouse in the streaming world, but when COVID-19 hit the public, Twitch's numbers went on a meteoric rise.

With quarantines, everyone was inside—and if you're inside, you're likely online. The internet became the cultural and social hub for any and all happenings in the world. This left Twitch open for millions to take to the platform with plenty of time on their hands.

The idea of it remains simple: People are and always will be social, and when the social aspects of people's lives are taken away, they'll seek it out in other forms. Twitch is able to safely foster a social environment for both streamers and viewers, which is the reason for its massive growth.

But not everyone began watching streamers play games during the pandemic. People started streaming more under Twitch's Just Chatting category, using it to live-stream everything but games, which changed the platform.

Just Chatting is now Twitch's 2nd most popular category, connecting gamers and non-gamers alike with live-streaming. Here are some popular things to stream that changed Twitch for the better:

SHOWCASING A SKILL

Viewers enjoy watching the process and seeing the streamer grow the quality of their work.

A DAY IN THE LIFE OR TRAVELING

Twitch's viewers come from all over the world. It's interesting to see the complexity of human lives, even the mundane things.

DISCUSSIONS OR REACTIONS

Streamers share their ideas so viewers can discuss with them.

TWITCH USERS

TwitchTracker

2X

From 2019 - 2021, the amount of Twitch users doubled.

TWITCH STREAMERS

TwitchTracker

150%

From 2019 - 2021, the amount of Twitch streamers went from 3.6 million to 9 million, an increase of 150%.