



STREAM™
HATCHET

Streaming Political News Report

TIMEFRAME

LIVE STREAMING // INTELLIGENCE PROPOSAL



GAMING PLATFORMS CONTINUE TO GROW AUDIENCES

GAMING LIVE STREAM HOURS WATCHED ON TWITCH, YOUTUBE AND FACEBOOK HAVE INCREASED X% FROM Q1 2020 - Q1 2021

Audiences on gaming platforms have continued to grow as gaming has further intertwined with pop culture:

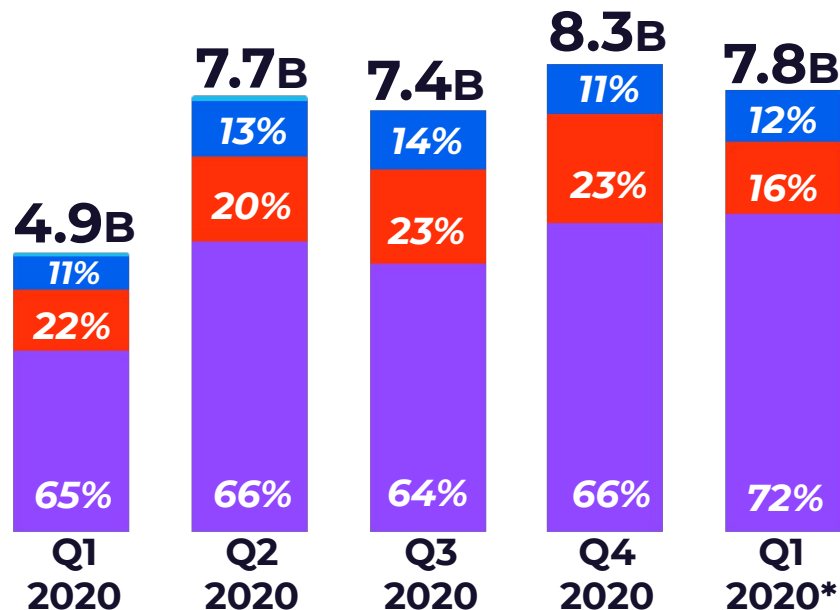
Twitch remains the giant among the western streaming platforms, dominating live events from general gaming to political bouts.

YouTube Gaming has grown steadily, largely on the back of securing some esports broadcast exclusivity and their ownership of the VOD sector.

Facebook Gaming also showed steady growth, reliant on mobile gaming and their global dominance where broadband internet is less prevalent.

With rampant increase in popularity, 2021 is set to be a record breaking year for gaming culture.

LIVE GAMING WATCH HOURS

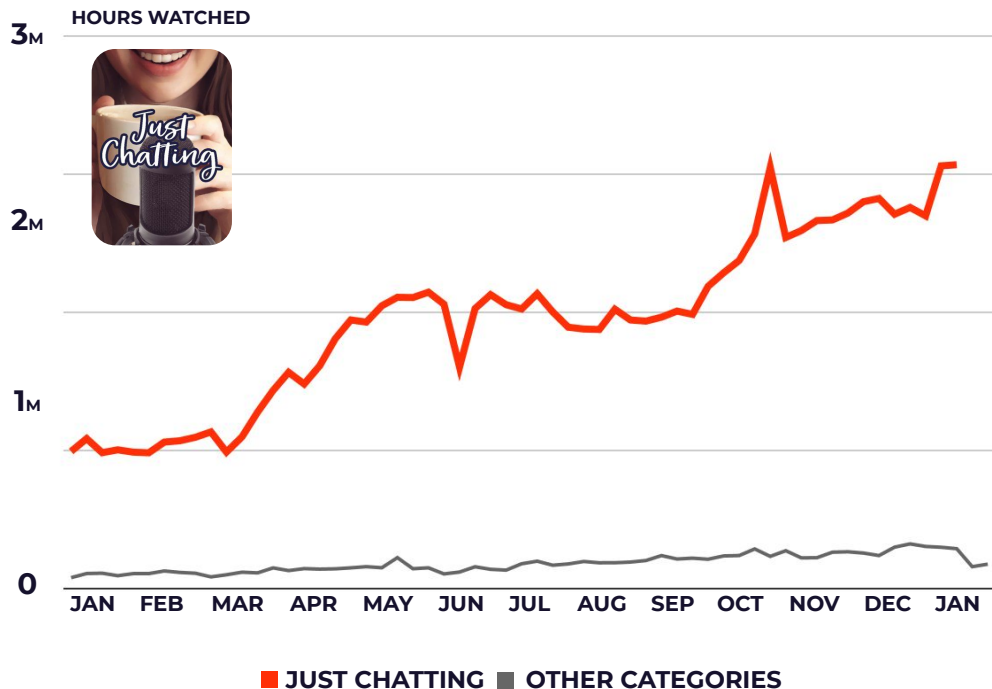


*Data for Q1 2020 is from Jan 1st, 2021 to Mar 22nd, 2021.



SUBCULTURES ON TWITCH: JUST CHATTING VS OTHER SUBCATEGORIES

COMPARATIVE VIEW OF SIMILAR NON-GAMING TWITCH CATEGORIES



Just Chatting is a catchall category for streamers on Twitch to create non-gaming content. This might be something as simple as interacting with the live chat, to expressing

Just Chatting was one of the **fastest growing categories** on **Twitch** in 2020, reaching **180% growth** in hours watched.

Recently, Twitch has released more non-gaming categories expanding the discourse that forms around Twitch streams. In an election year, politics was front in center.

Other categories include: Politics, Sports, Art, Talk Shows & Podcasts, and Stocks & Bonds



POLITICAL STREAMS SKYROCKET IN Q4 2020

STREAM TITLES CONTAINING KEYWORD 'POLITICS' | JAN 2020 TO FEB 2021 DATA ON TWITCH, YOUTUBE, FACEBOOK, ETC.

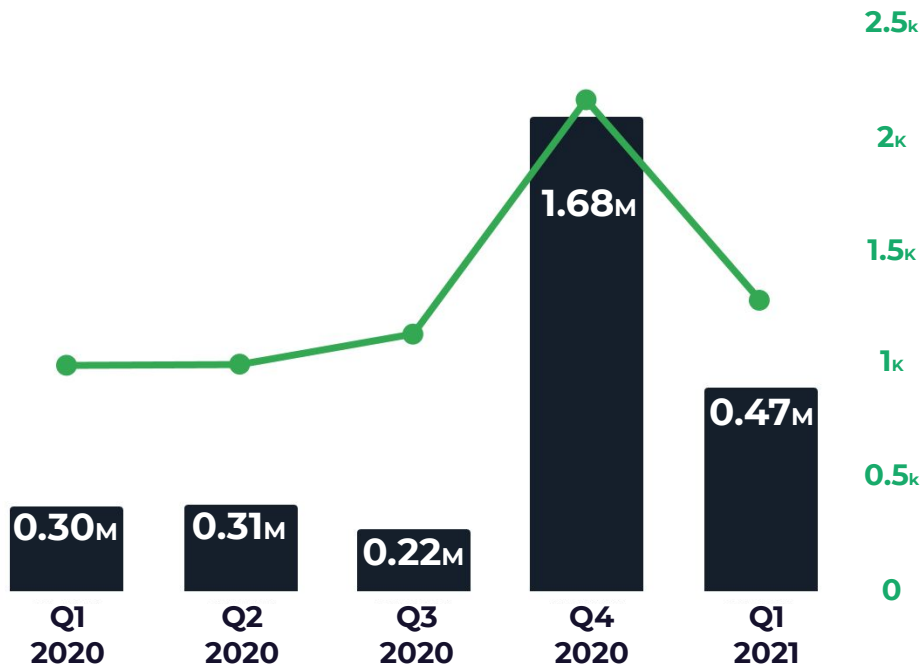
Streamers who included “politics” in their stream titles took advantage of the growing conversation around the 2020 presidential election.

After an initial bump during the key political season, the conversation has remained relevant into Jan & Feb of 2021.

The **top stream** was: “SUNDAY FUNDAY POGGAROO (LIDL Politics)” on  **HassanAbi's** channel (The leading political on Twitch) generating **124K** hours watched.

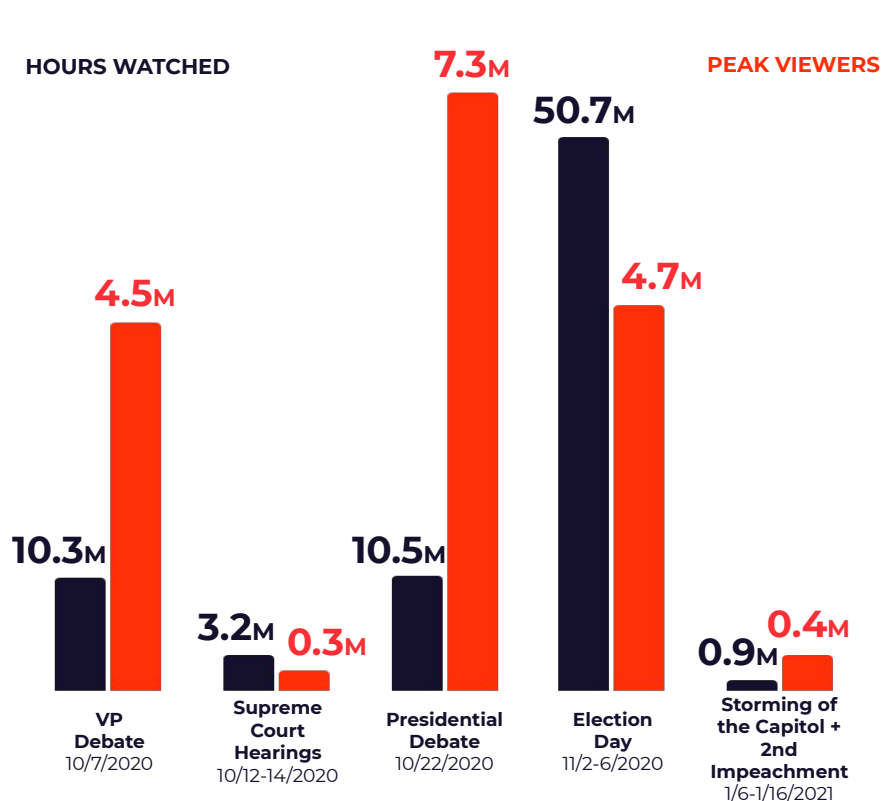
HOURS WATCHED

OF LIVE STREAMS



POLITICS IN LIVE STREAMING DURING THE 2020 ELECTION CYCLE

TOP POLITICAL EVENTS BY HOURS WATCHED AND PEAK VIEWERS, TOP BROADCASTERS ON TWITCH AND YOUTUBE BY PEAK VIEWERS



Election Day was the most watched political event, with **50.7M hours watched**, that's more than the average esports event in 2020 (**3.4M***).

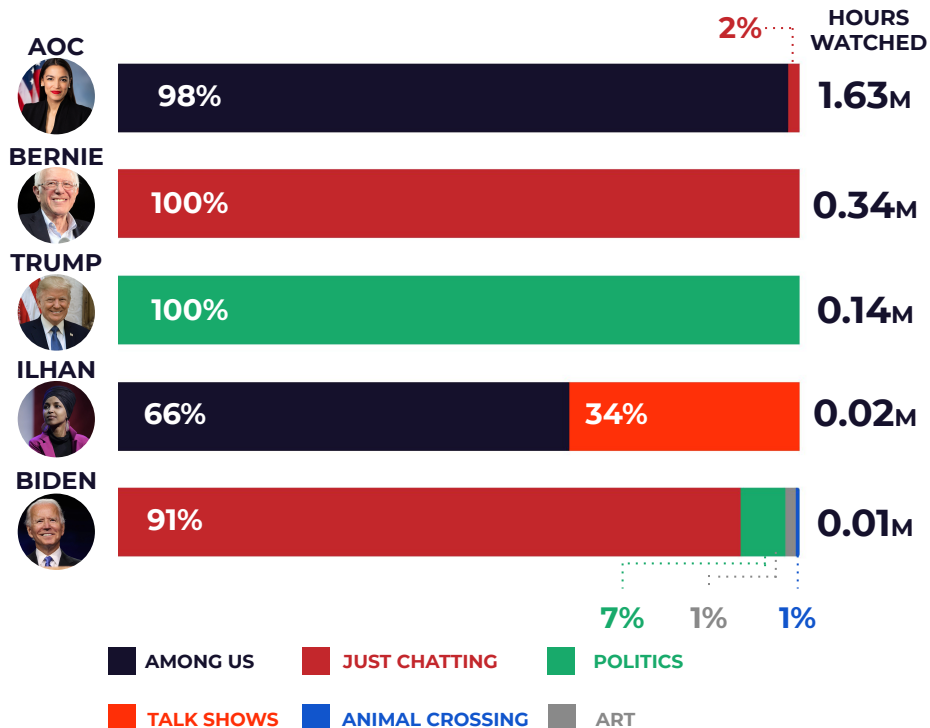
YouTube viewers, congregated around premium broadcasters (ex: ABC, NBC, and FOX), who generate traditional news content.

Audiences on Twitch turned to gaming influencers who co-streamed and responded with their personal views on the discourse.



HOW ARE POLITICIANS LEVERAGING TWITCH TO REACH YOUNG VOTERS?

HOURS WATCHED BY STREAMED CATEGORIES OF TOP POLITICIANS ON TWITCH








Politicians have taken note of how ***gaming as a lifestyle*** is influencing voter opinions, and are building audiences on Twitch.

Trump, Bernie and Biden utilized Twitch as an additional distribution point, restreaming campaign speeches.

Alexandria Ocasio-Cortez (AOC) tried a different approach; engaging directly with the key personalities on these platforms.

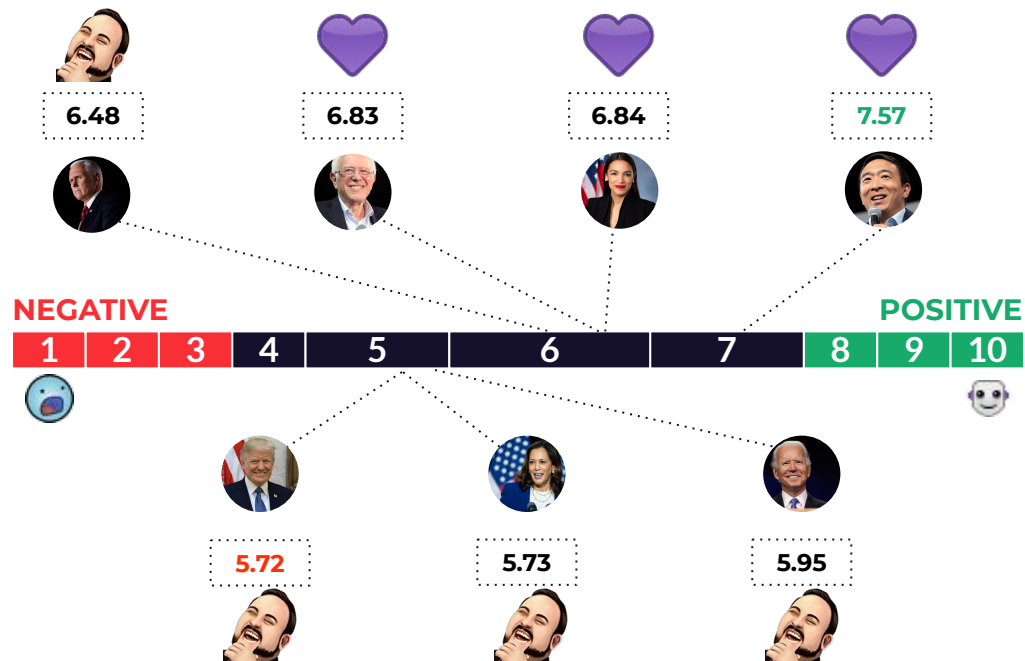
AOC reached a **Peak** of over **400K viewers** on Twitch

streaming  **Among US** with  **Hasanabi**,  **Pokimane**,  **Valkyrae**, and  **Myth**.



WHAT DO GAMERS THINK OF POLITICIANS?

TWITCH CHAT SENTIMENT ANALYSIS OF KEYWORDS CONTAINING NAMES OF POPULAR POLITICIANS



SENTIMENT METHODOLOGY

Stream Hatchet's sentiment analysis focuses on keyword association with emotes, memes, and the nuances of Twitch.

Messages are categorized into groups of positive, negative, neutral depending on emotes and memes at the individual message level.

Depending on how negative / positive the message is, it is then scored between **1 (NEGATIVE)** - **10 (POSITIVE)**.

The Top Emote is listed above the politician to illustrate engagement trends on the channel.

Andrew Yang was the most positive channel scoring a **7.57** as Twitch viewers skew more liberal.

Donald Trump was the most negative **5.72** likely due events occurring near the end of his term.



WHAT IS IMPORTANT TO GAMING AUDIENCES

MOST TALKED ABOUT POLITICAL TOPICS ON TWITCH SEGMENTED BY TOPIC CLUSTER

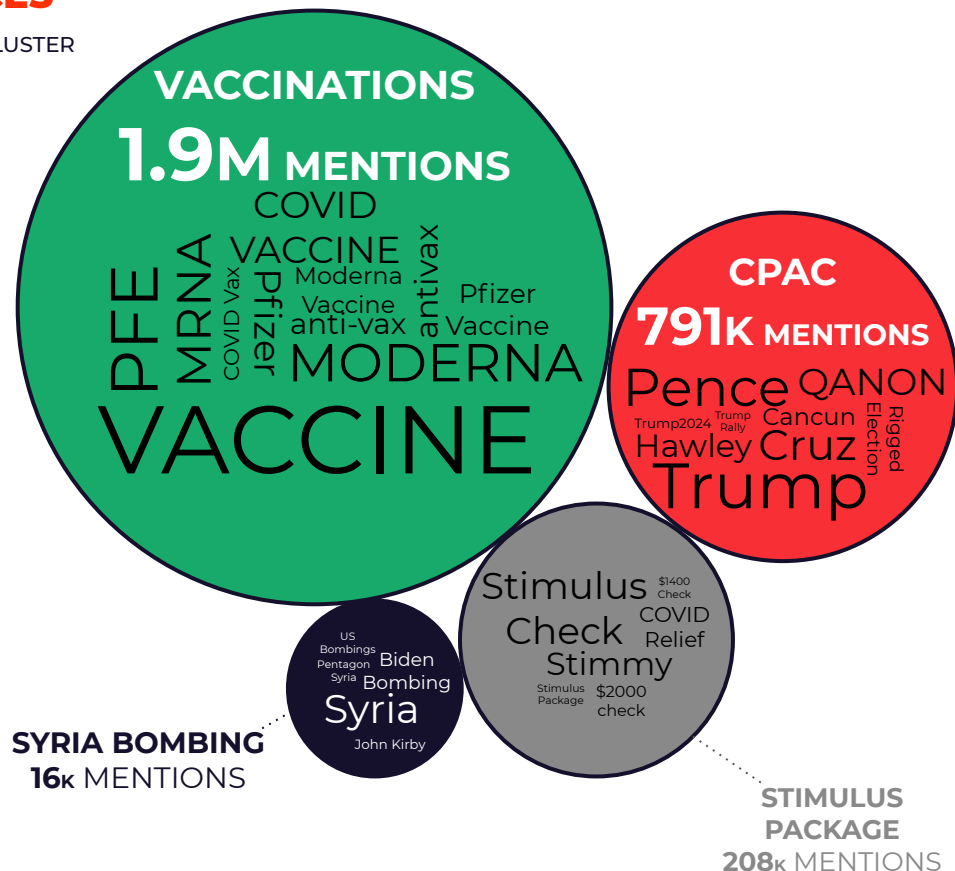
Mentions of **vaccinations** and the global pandemic are at the forefront of political discourse on streaming platforms. **MRNA** and **PFE** vaccines were the most talked topics within topic cluster, often referred to in financial terms as **stock tickers (\$)** on **THE STOCK GUY'S** Twitch channel.

CPAC (Conservative Political Action Conference) conversation Cruz was also the topic of discussion when he flew to Cancun during a state of emergency in Texas.

Stimulus checks were also a hot topic for viewers. The term "stimmy" was the 2nd most mentioned keyword for the topic cluster at 63K mentions across all of Twitch.

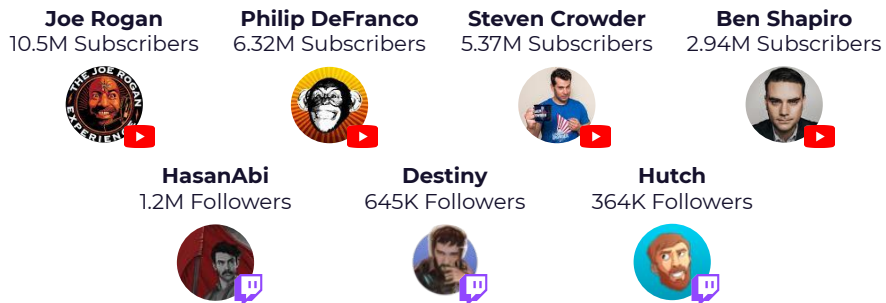
**Vaccinations & Stimulus keywords are measured from July 2020 - Feb 2021.*

***CPAC & Syria Bombing keywords are measured from Feb 2021.*



LANDSCAPE OF POLITICALLY ACTIVE INFLUENCERS

KEY POLITICAL CONTENT CREATORS ON YOUTUBE AND TWITCH / LIVE VIEWERSHIP COMPARISON OF STEVE CROWDER AND HASANABI



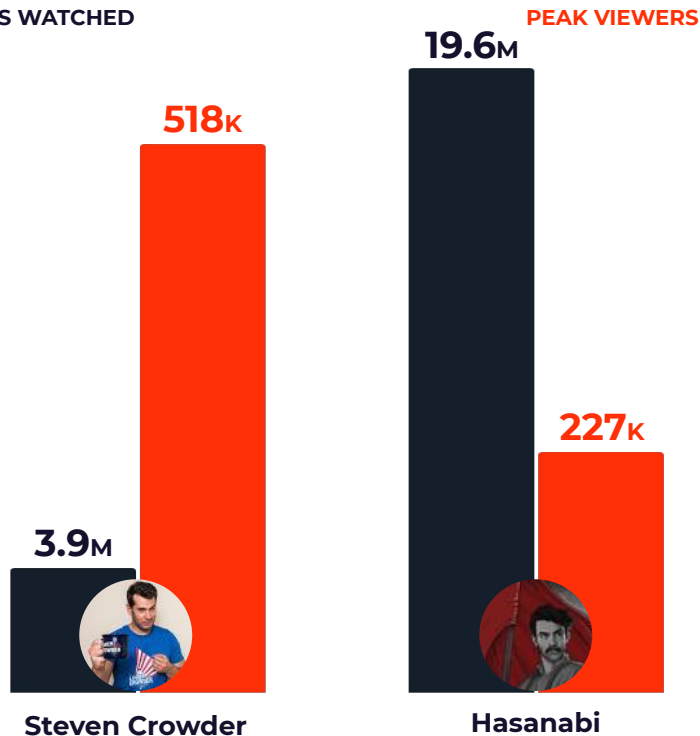
As the leading video on demand (VOD) platform, for user generated content, YouTube, enables creators with diverse opinions to cultivate audiences of various viewpoints. The leading Twitch creators concentrate around progressive conversation topics.

Steven Crowder (right-wing) and **HasanAbi** (left-wing) are two of the biggest political live streaming influencers.

Crowder is more of a VOD creator: however has reached significant **Peak Viewers** while **co-streaming election day coverage**.

Hasanabi has become one of the most popular streamers on gaming platforms (**Ranked #17 in 2020**)

HOURS WATCHED



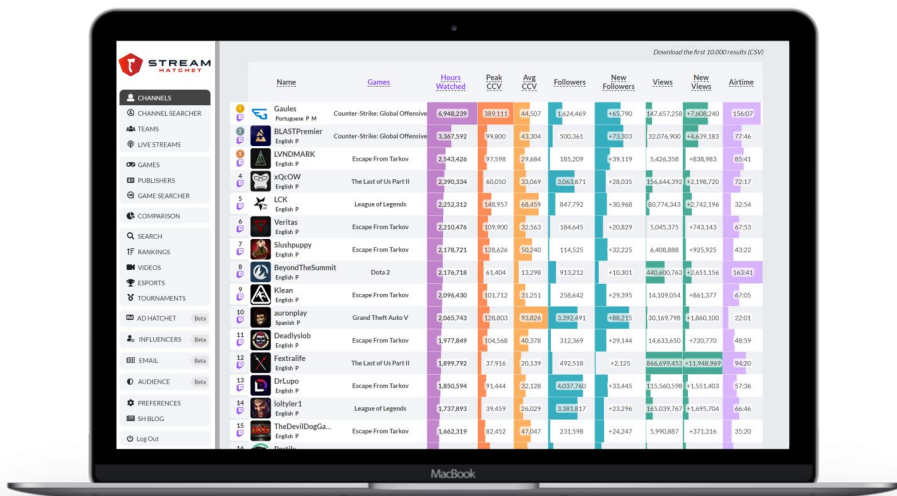


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