



STREAM™
HATCHET

VIDEO GAME STREAMING TRENDS REPORT

Q2 - 2020

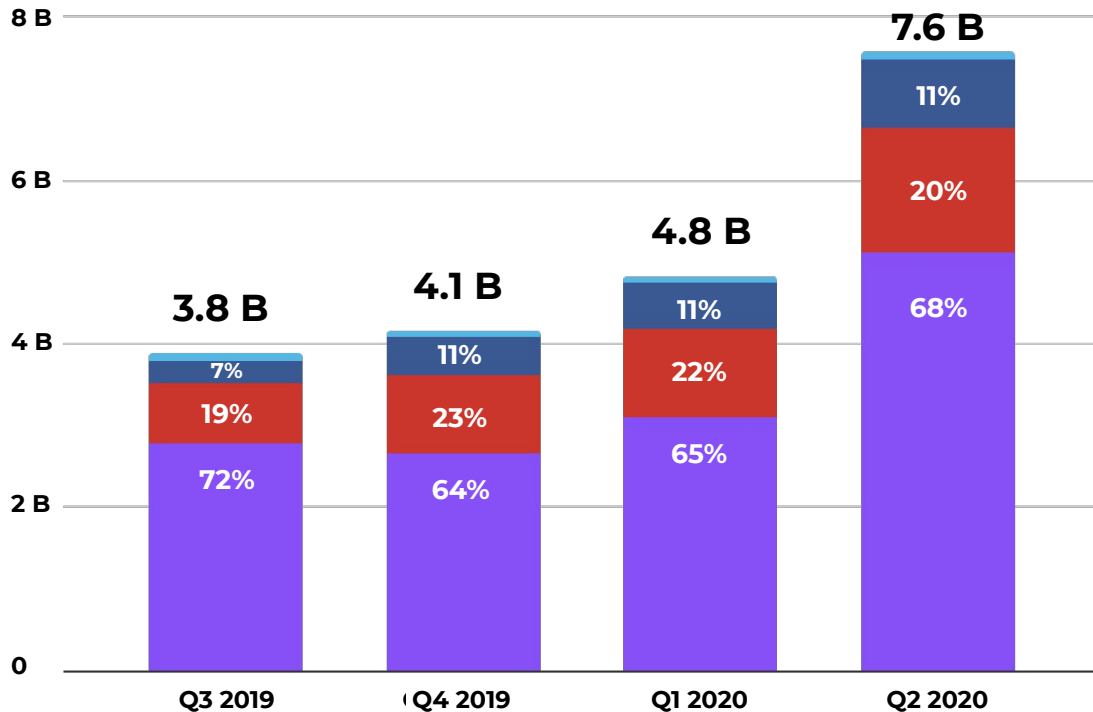


STREAM™
HATCHET



STREAMING PLATFORM GROWTH

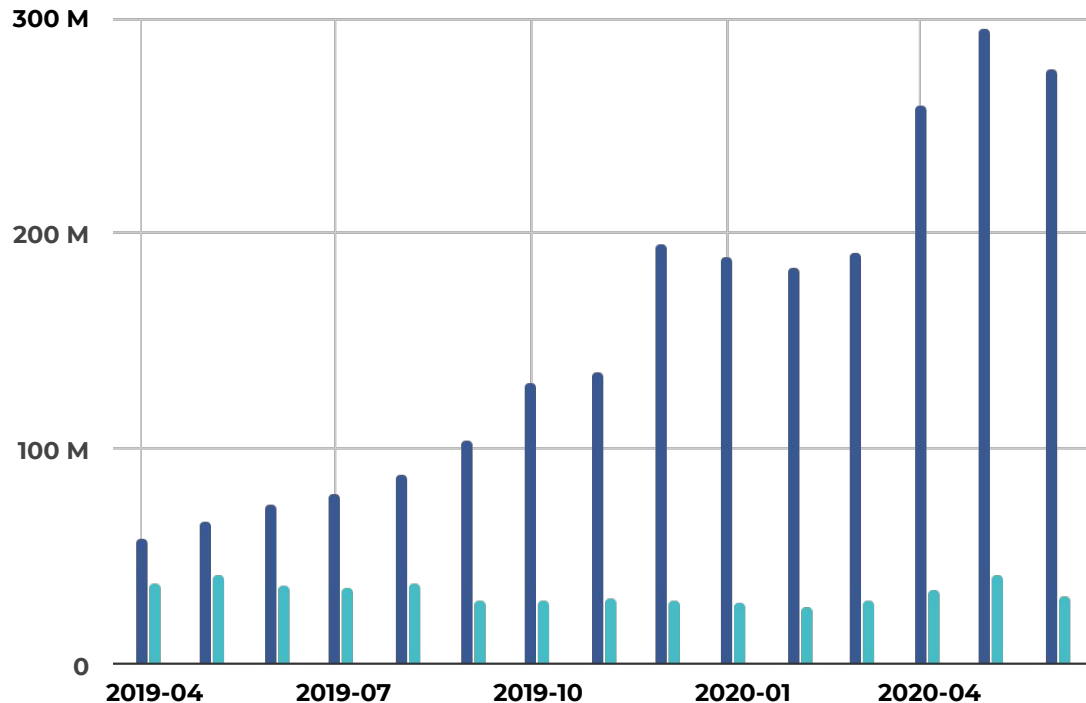
Q3 2019 - Q2 2020 | ON  TWITCH,  YOUTUBE,  FACEBOOK AND  MIXER



- North American-owned streaming platforms grew 97.9% year over year and 57% from Q1 - Q2 2020
- 7.6 billion hours of gaming streaming content watched in Q2 2020 – a record
- COVID-19 pandemic continues to drive growth in hours watched
- Facebook Gaming grew fastest over the past 12 months – 320% compared to 103% for YouTube Gaming, and 84.9% for Twitch
- Mixer's growth rate actually decreased by -5.83% over the past year, which may have contributed the decision to cease operations

FACEBOOK VS MIXER

APRIL 2019 TO PRESENT |  FACEBOOK AND  MIXER - MONTHLY HOURS WATCHED

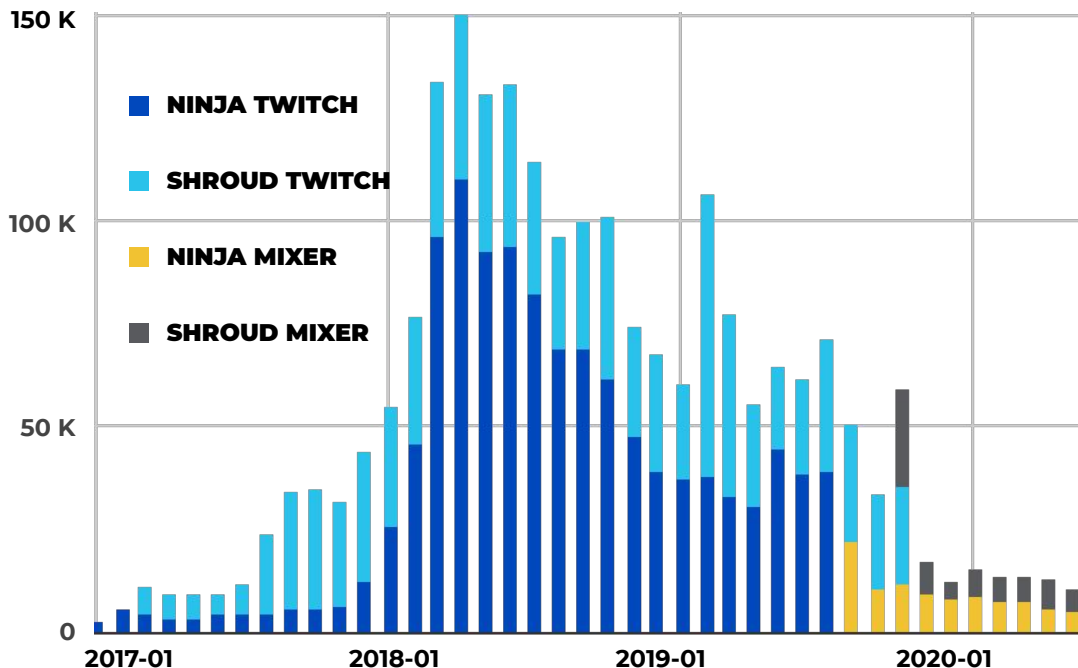


- Launched in Q1 2019, Facebook Gaming quickly surpassed Mixer in monthly hours watched
- Since Stream Hatchet started tracking the platform, Facebook Gaming has grown 396% to date
- Over that same time period, Mixer's hours watched have decreased by -4.43%
- Despite the high-profile, exclusive signing of "Ninja" and "Shroud", Mixer's platform failed to grow

NINJA AND SHROUD / TWITCH AND MIXER

TIMEFRAME | ON  TWITCH AND  MIXER

AVERAGE CONCURRENTS



On Twitch

- From Jan '17 - '18, Ninja's audience increased 10X from 2.6k to 26.5k
- From March '17 - '18, Shroud's audience increased 6X from 6.2k to 38k

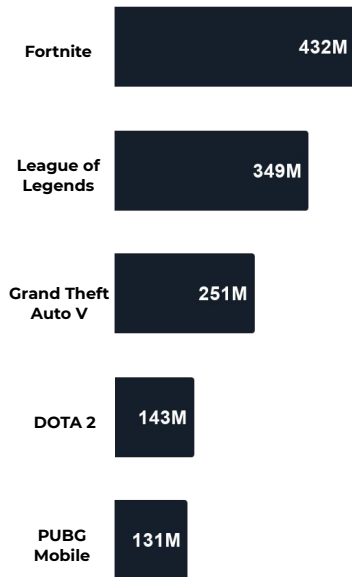
On Mixer

- From May '19 - '20 Ninja's audience decreased by 74%
- During the same time frame, Shroud's audience decreased by 88%

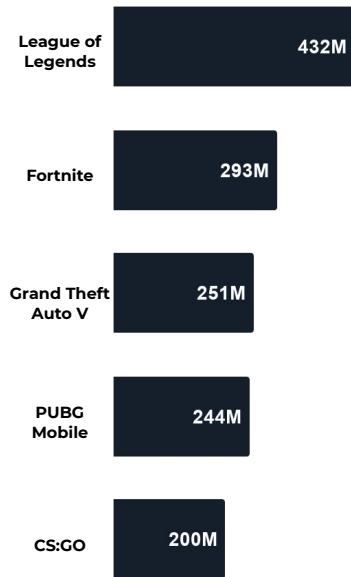
TOP GAMES YoY & QoQ

THE TOP STREAMED GAMES IN HOURS WATCHED - Q1 AND Q2 PLUS COMPARISON TO Q2 2019

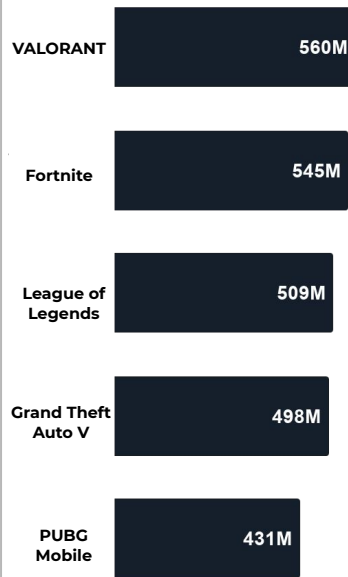
Q2: 2019



Q1: 2020



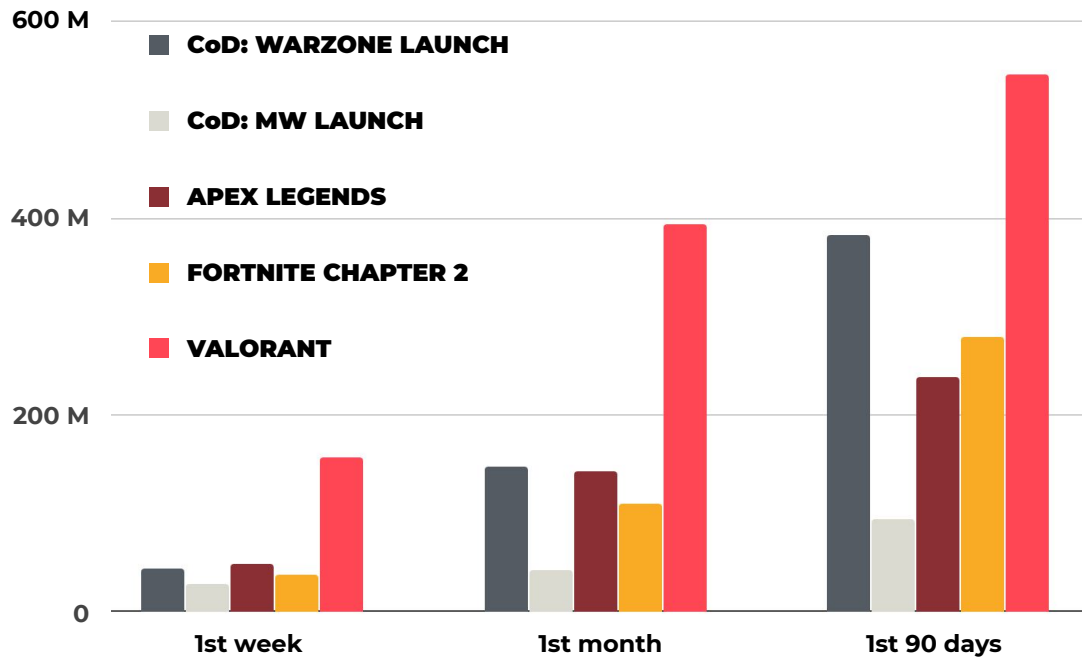
Q2: 2020



- Fortnite grew 85% in total hours watched from Q2 2019 to Q2 2020 but still fell short of VALORANT's viewership
- Grand Theft Auto V grew 98% from Q2 2019 to Q2 2020 due to a surge in interest of role playing content
- PlayerUnknown's Battlegrounds (PUBG) Mobile hours watched increased by 227% YoY as mobile game viewership continues to rise
- Two of the top five games in Q2 2020 are more than seven years old (GTA V: 2013 and League of Legends: 2009)

VALORANT DOMINATES GAMING LAUNCHES

1ST WEEK - 1ST MONTH - 1ST 90 DAYS

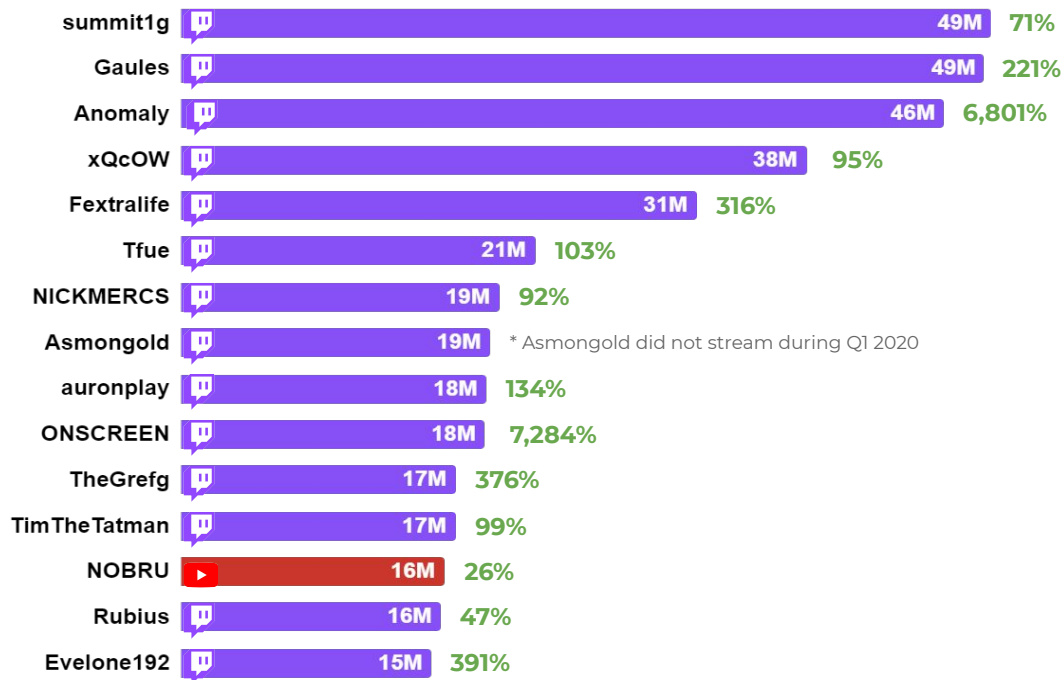


- VALORANT is a new tactical shooter from publisher Riot Games; it has soared since launch week amassing more hours watched than many of the top shooter launches last year from leading publishers.
- It's worth noting that VALORANT did not sponsor any streamers and generated 3X more viewership than competitor launches

TOP INFLUENCERS Q2 2020

Q2 2020 | ON  TWITCH,  YOUTUBE, AND  FACEBOOK

HOURS WATCHED & % GROWTH FROM Q1 2020

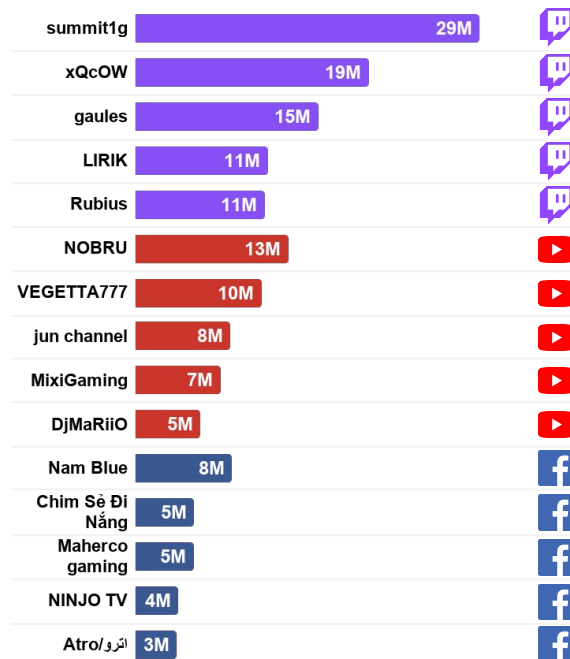


- summit1g continues to lead as the most watched gaming influencer, from Q1 2020 to Q2 2020 his audience increased by 71%
- Gaules, a Brazilian streamer, is on the cusp of surpassing summit1g. His viewership grew by 221% over the last quarter
- ONSCREEN (7,284%) & Anomaly (6,801%) piggybacked off the success of VALORANT, showing strong growth over the quarter
- YouTube streamer NOBRU also has a successful Twitch channel (8.2M hours watched). Across both platforms he ranks as the fifth most watched influencer

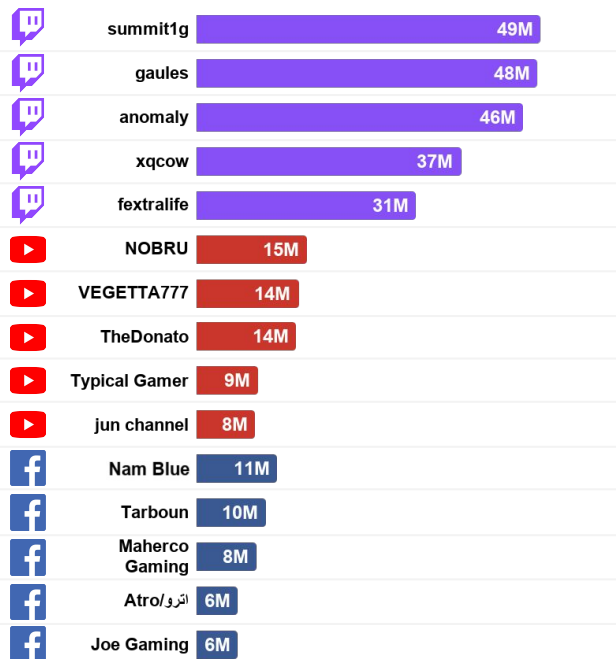
TOP INFLUENCERS BY PLATFORM

Q1 - Q2 2020 | ON  TWITCH,  YOUTUBE, AND  FACEBOOK

Q1: 2020



Q2: 2020



- Top Twitch streamer “summit1g” grew his viewership more than 70% from Q1 2020 to Q2 2020
- The combined hours watched of the top five streamers on Twitch grew 149% from Q1 2020 to Q2 2020
- The hours watched of the top five YouTube streamers grew 40% from Q1 2020 to Q2 2020
- Facebook generated 67% more hours watched from their top five streamers in Q2 2020 than in Q1 2020



- **Stream Hatchet** provides live streaming data analytics from the leading video game streaming sites to power data-driven solutions leading to innovation and growth through the aggregation of readily accessible data.
- **Stream Hatchet** offers live streaming data analytics solutions to game publishers, marketing and influencer agencies, esports organizations, and brands to help them leverage their products or services across the gaming and esports industry through data-driven decisions.
- **Stream Hatchet** analyzes 6 million broadcasting channels daily across 20 unique platforms around the world, transforming around 2.5 Terabytes of data into 50,000 pieces of actionable analytics and business intelligence tool sets.

OUR SERVICES



web

Analytic dashboards of the live streaming platforms



reports

Custom reports for esports events, brand impact, games, sponsorship events and audience engagement

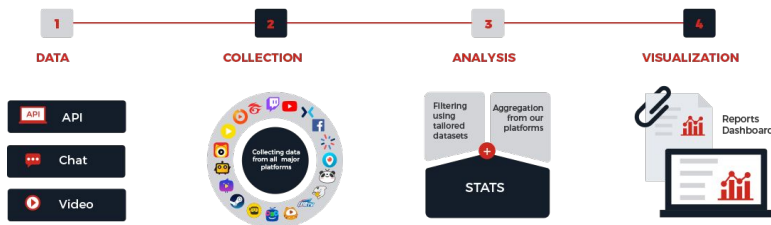


api

Our API enables you to build your esports solution using **Stream Hatchet** infrastructure and data

We provide **Business Intelligence** products tailored to the needs of the organizations around esports and the livestream scene.

Methodology





STREAM[™]
HATCHET

streamhatchet.com