



STREAM™
HATCHET

VIDEO GAME STREAMING TRENDS REPORT

Q3 - 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

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



web

Analytic dashboards of the live streaming platforms



reports

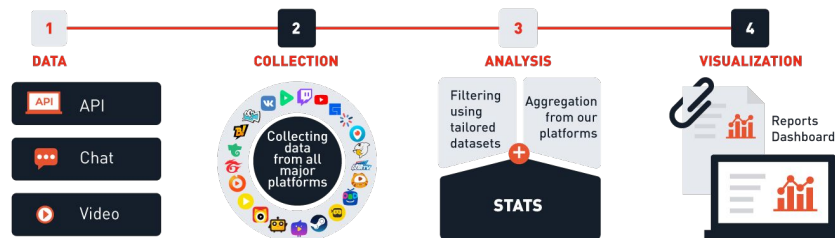
Custom reports for esports events, brand impact, games, sponsorship events and audience engagement



api

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

Methodology



WEEKLY STREAMING HOURS WATCHED INCREASE 73% YOY

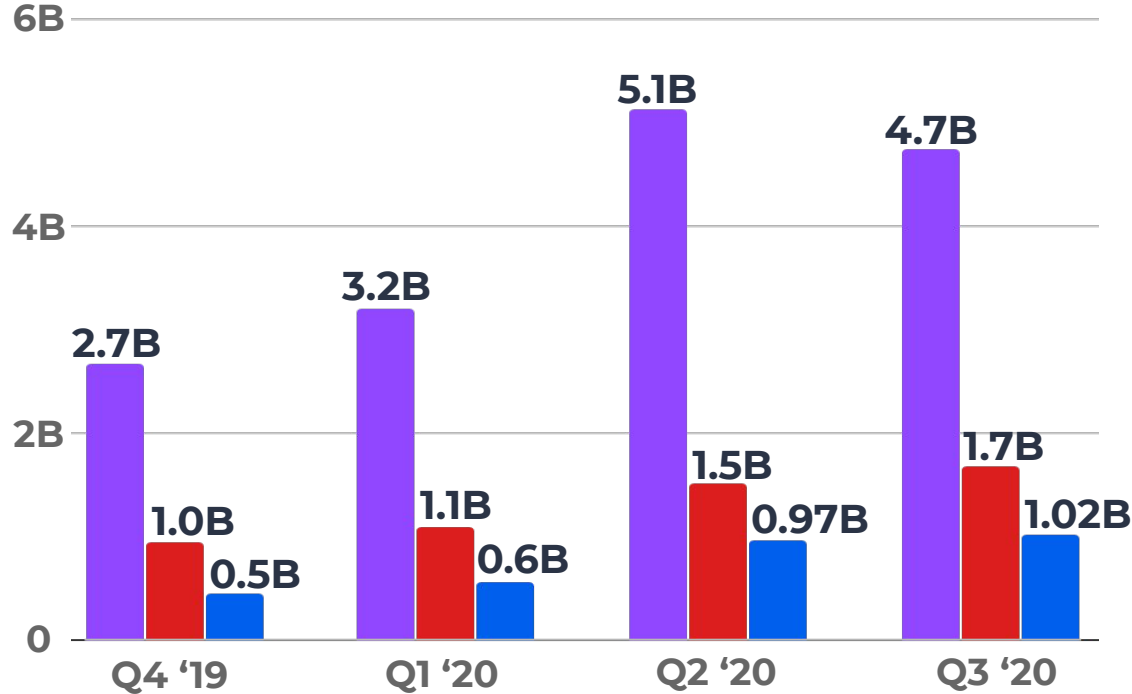
JAN 2019 - OCT 2020 | TWITCH, YOUTUBE GAMING, MIXER, AND FACEBOOK GAMING



- Weekly game streaming hours watched have dramatically increased year over year
- Esports streaming hours had a large increase at the start of the COVID-19 pandemic, but has maintained the momentum since the return of traditional sports
- The average weekly hours watched this year eclipsed ½ billion, a 73% increase from last year's average (291M)
- Q4 is positioned to close off a record breaking year in streaming with major esports events and fall video game release slate

HOURS WATCHED TOP WESTERN STREAMING PLATFORMS

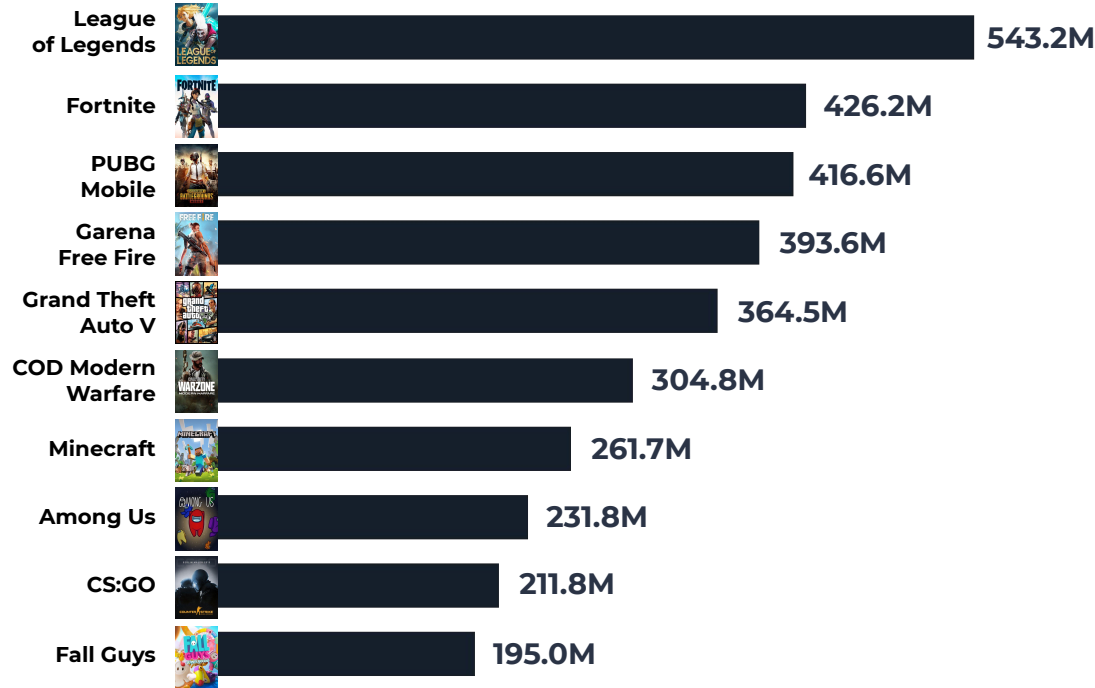
Q4 2019 - Q3 2020 |  TWITCH,  YOUTUBE GAMING, AND  FACEBOOK GAMING



- The top game streaming platforms reached a total of 7.4B hours watched this quarter
- YouTube Gaming experienced the strongest growth with an increase of more than 150 million hours in Q3
- Facebook Gaming is on track to even bigger market shares after eclipsing 1B quarterly hours watched
- In spite of securing partnerships with major influencers like Ninja and Shroud, Twitch decreased its quarterly hours watched by about 375M million

TOP 10 GAMES IN STREAMING

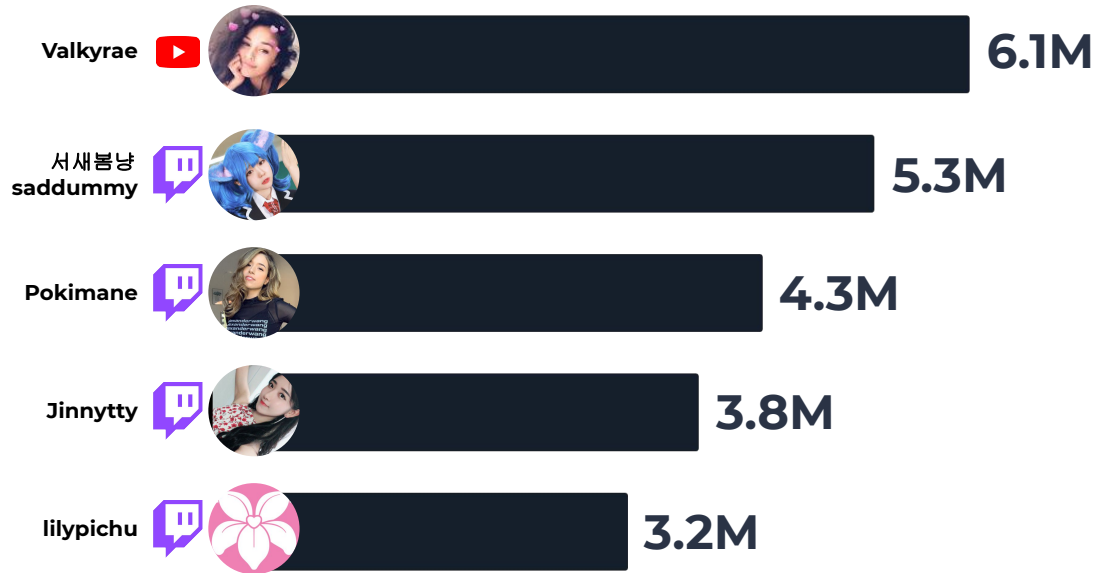
Q3 2020 HOURS WATCHED | ON  TWITCH,  YOUTUBE GAMING, AND  FACEBOOK GAMING



- League of Legends was the most watched game of Q3 with a sizeable portion of the viewership coming from its esports leagues
- Mobile games continue to grow each quarter as PUBG Mobile and Garena Free Fire secured the third and fourth spots on the list
- The Battle Royale genre maintains a large market share with three of the top five games in Q3
- Party games like Among Us and Fall Guys have demonstrated that gaming audiences crave personalities as much as they do skill

TOP 5 FEMALE GAMING INFLUENCERS

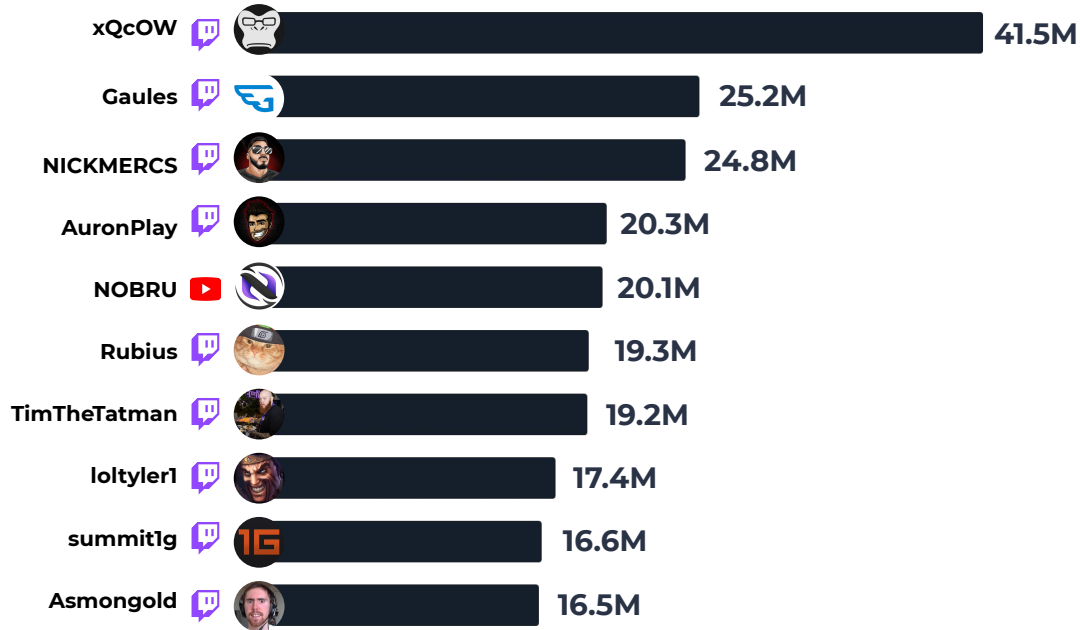
Q3 2020 HOURS WATCHED | ON  TWITCH,  YOUTUBE GAMING, AND  FACEBOOK GAMING



- Finishing in the #1 spot for female gaming influencers is Valkyrae, a variety streamer from esports organization 100 Thieves
- Valkyrae streamed 13 unique game titles this quarter ranging from Apex Legends to Dungeons and Dragons
- Three of the top female gaming influencers live in the United States, with the remaining from South Korea

TOP 10 GAMING INFLUENCERS

Q3 2020 HOURS WATCHED | ON  TWITCH,  YOUTUBE GAMING, AND  FACEBOOK GAMING



- Variety streamer, xQcOW, tops the charts as the most watched influencer of Q3 2020
- xQcOW streamed more than 100 unique game titles this quarter and reached a peak audience of 124k viewers
- NOBRU was the only YouTube Gaming influencer to top the charts this quarter
- Live streaming continues to expand to global audiences with 4/10 creators living outside the United States

TOP 5 ESPORTS EVENTS BY HOURS WATCHED

Q3 2020 | ON  TWITCH,  YOUTUBE GAMING,  FACEBOOK GAMING, AND  AFREECA



- While many traditional sports leagues went offline due to challenges with COVID-19, the esports industry quickly pivoted to remote events to capture audiences
- League of Legends – published by Riot Games – continues to lead as the most popular global esports title
- The two most popular esports events from Q3 originated from the Asia Pacific region
- League of Legends events were responsible for more than 64% of the total hours watched of the top five events in Q3



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