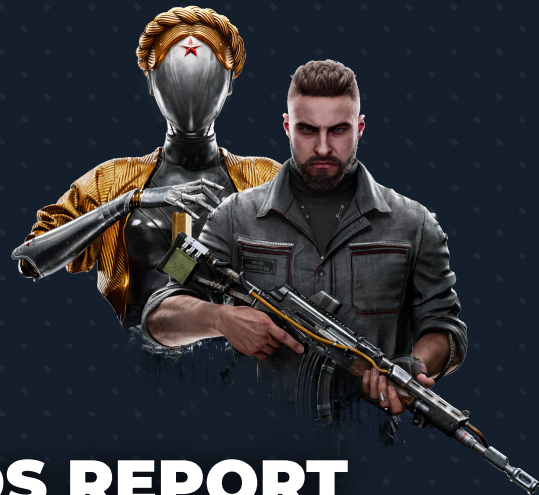




STREAM™ HATCHET

VIDEO GAME STREAMING TRENDS REPORT

2023 FIRST QUARTER



EXECUTIVE SUMMARY

ABOUT STREAM HATCHET'S QUARTERLY REPORT

- Stream Hatchet's Video Game Live-Streaming Trends Quarterly Report is a culmination of the biggest trends, stories, and insights from the live-streaming and video games industry for Q1 2023. Want to be among the first to hear about future reports? [Subscribe to our newsletter today!](#)
- Stream Hatchet works with a consortium of industry-leading analysts and business leaders to understand key trends related to the impact of live-streaming audiences on gaming creators, esports and the broader video games industry.

A NOTE FROM EDUARD MONTSERRAT (CEO)



"We hope you enjoy our Q1 2023 video game live-streaming insights report. We are eager to continue to offer market leading insights in the video game streaming industry, and are thankful for our partners continued support and guidance in framing this unique data set for those working in the video games industry."

Our latest quarterly report offers a detailed outlook into the past and current state of the live video game streaming market, and its relevance to the popularity of streaming platforms, game publisher IP, popular media, and creators. Key takeaways include:

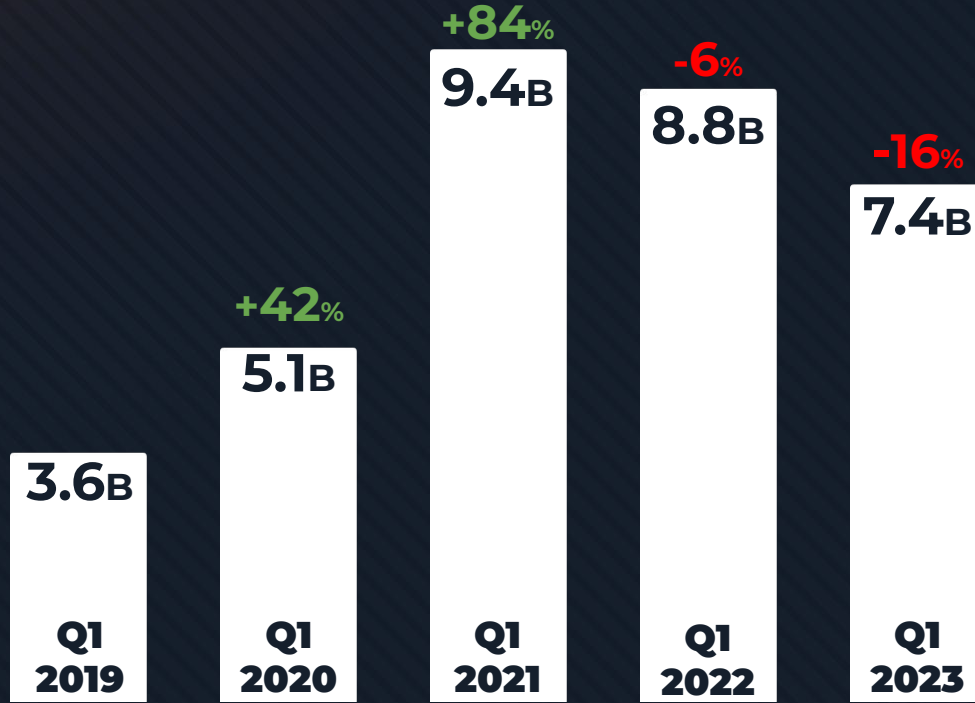
- Streaming growth has continued to cool down in Q1 2023, however it's important to consider the context of where video game streaming viewership was previously. Hours watched across the leading platforms is still up by **46%** compared to the same period in 2020, and more than double Q1 2019.
- **Twitch** still leads the industry for platform market share, and **YouTube** has carved out some more space as well. **Facebook Gaming** has officially dropped to an insignificant percentage, and smaller platforms continue to grow in influence, like **AfreecaTV** and **Steam**.
- Leading live-streaming platforms continue to expand from general video gaming content; **non-gaming content** is on the rise, and sports, specifically **European football**, made up 4 of the top 5 non-gaming live streams this quarter. Fans are also taking to Twitch to talk about their favorite **popular culture** moments, and crossovers between live-streaming, gaming, and other media are becoming more frequent.

MARKET INSIGHTS

Combined and individual growth of the leading western streaming platforms

COMBINED LIVE VIDEO GAME STREAMING VIEWERSHIP TRENDS

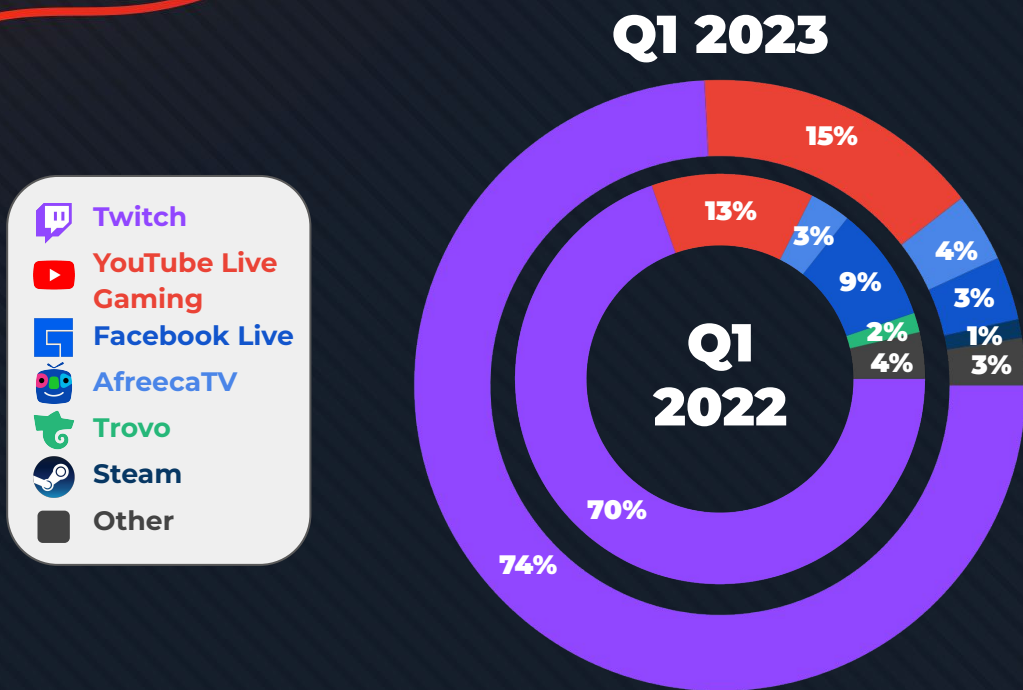
TOTAL HOURS WATCHED ACROSS ALL PLATFORMS* | Q1 2019 - Q1 2023



- This quarter, combined live-streaming viewership across the most significant global platforms has decreased by **16%**.
- However, even with recent declines, live-streaming viewership still stands to be double that of four years ago.
- **Facebook Live's 68.9%** decline in viewership is a major driver behind the industry drop this quarter. The major western platform continues to decline in influence since its standalone gaming app was discontinued in Q3 '22. This quarter, it has fallen from its third place position, with South Korean platform **AfreecaTV** taking its place.
- **Twitch's** hours watched declined by **10%** and **YouTube Live Gaming** remained almost unchanged, increasing by **0.7%**.

VIDEO GAME STREAMING PLATFORM MARKET SHARE

TOTAL HOURS WATCHED ACROSS ALL PLATFORMS | Q1 2022- Q1 2023



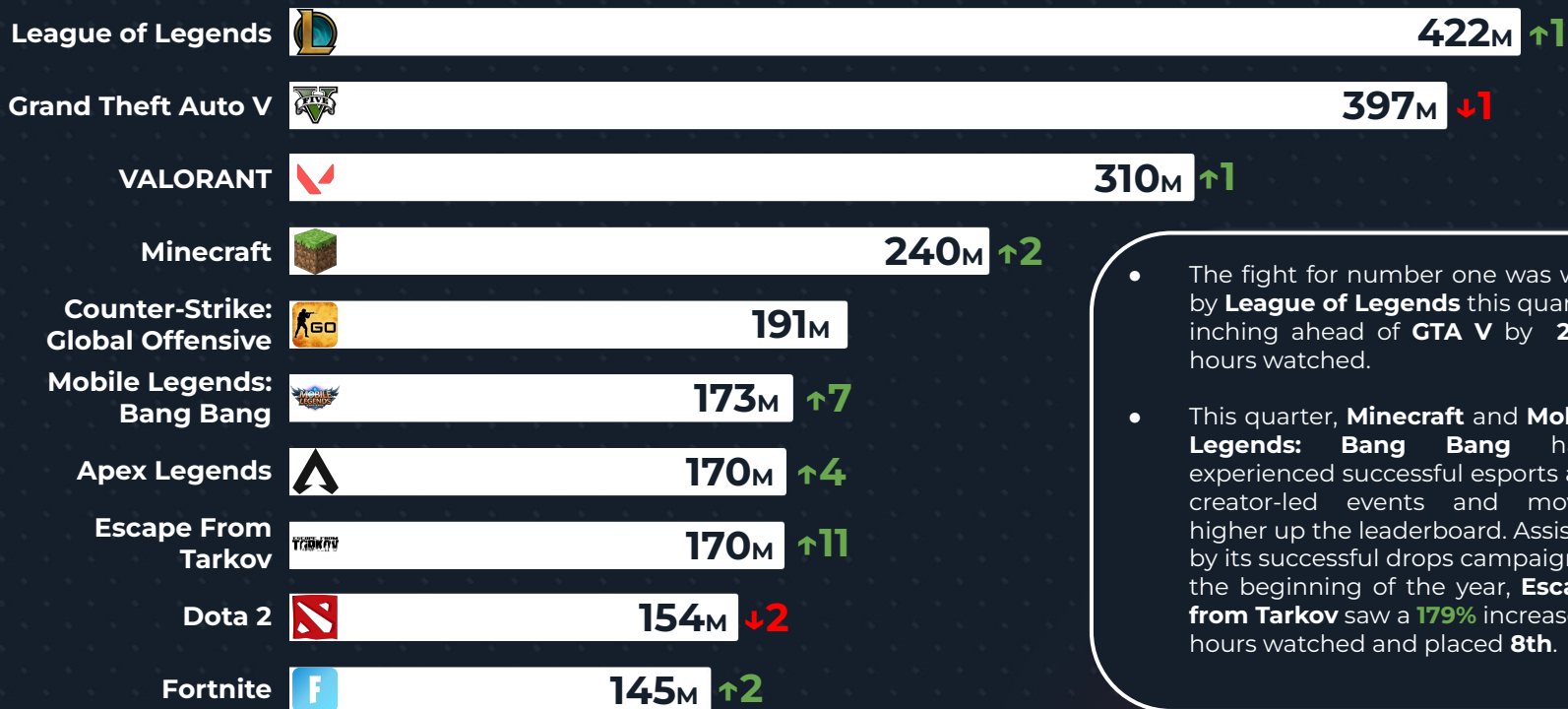
- The two biggest live-streaming platforms continue to grow in platform market share this quarter. **YouTube Live Gaming** and **Twitch's** market shares both grew by **2%** and **4%** respectively when compared to Q1 2022.
- **Facebook Live** dropped to one-third of last year's market share, and **AfreecaTV** overtakes the third place position this quarter with **4%** of the market share.
- Meanwhile, **Steam** rounds out the top five platforms and knocks **Trovo** out of the ranks. The remaining **Other** platforms have lost **1%** of their market share.

LEADERBOARDS

Live-Streaming Top Charts

TOP GAMES Q1 2023 & RANK CHANGE VS Q4 2022

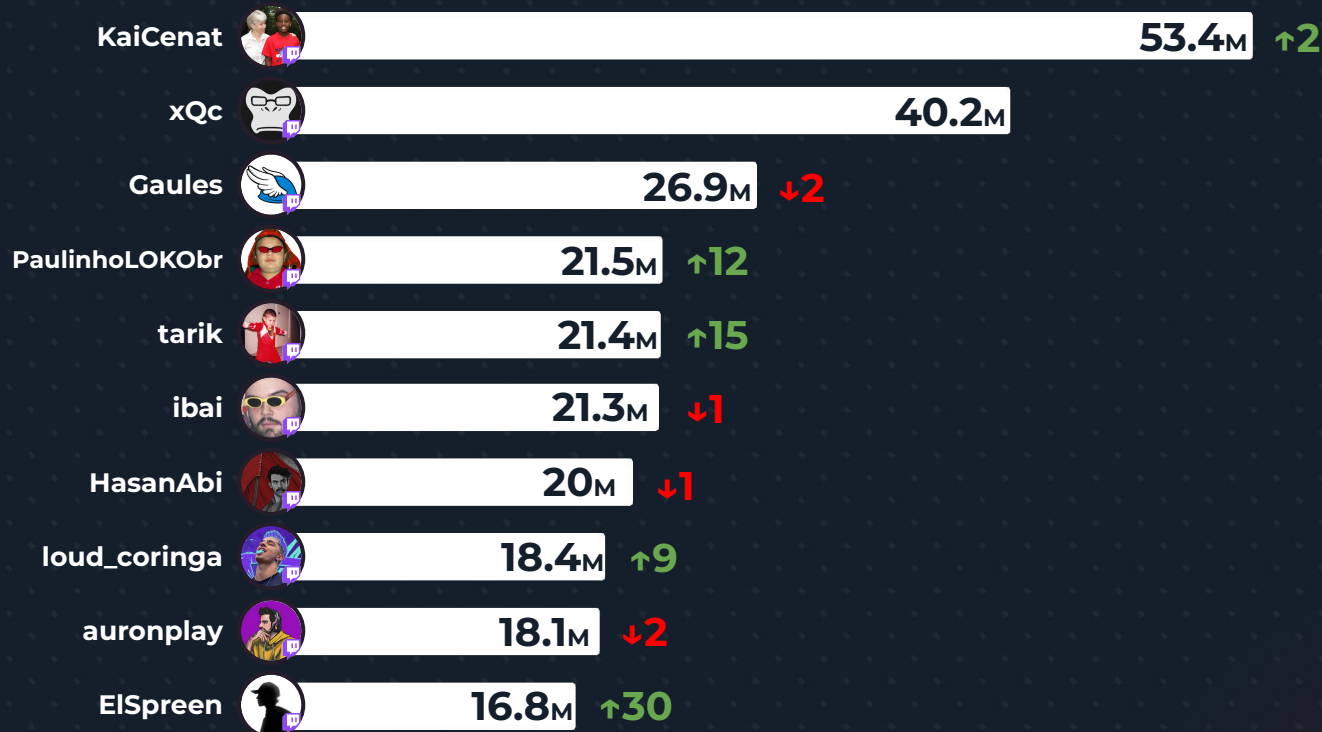
TOTAL HOURS WATCHED ACROSS TWITCH, YOUTUBE GAMING & FACEBOOK LIVE | Q1 2023 COMPARED TO Q4 2022



- The fight for number one was won by **League of Legends** this quarter, inching ahead of **GTA V** by **25M** hours watched.
- This quarter, **Minecraft** and **Mobile Legends: Bang Bang** have experienced successful esports and creator-led events and moved higher up the leaderboard. Assisted by its successful drops campaign at the beginning of the year, **Escape from Tarkov** saw a **179%** increase in hours watched and placed **8th**.

TOP LIVE-STREAMING CREATORS

TOP CREATORS BY HOURS WATCHED ON TWITCH, YOUTUBE GAMING & FACEBOOK LIVE | Q1 2023



- **KaiCenat's** recent rise to fame allowed him to jump to number one this quarter, thanks to his **'MAFIATHON'** stream, where he broadcasted 24/7 for 30 days straight and totaled over **46M hours watched**.
- The top 10 consisted of **3 Spanish-** and **3 Portuguese-speaking** creators this quarter. The remaining **4** were English-speaking creators from the USA.
- This quarter's top 10 welcomed newcomers such as **PaulinhoLOKObr** due to the popularity of his GTA V role-play streams, as well as **tarik** and **ElSpreen**, who brought in large audiences while co-streaming prominent esports events.



STREAM
HATCHET

Leaderboard represents the top creators in order of the total hours watched during Q1 2023. Rank change is the variation in the game's position from the Q4 2022 leaderboard.

KAICENAT'S RISE TO FAME

TOTAL HOURS WATCHED ON TWITCH | Q1 2022 - Q1 2023

- KaiCenat's non-stop **30-day** stream, aka the **MAFIATHON**, began in February and continued until March 2nd. He kept the stream interesting with cameos from streamers and musicians, and even had media content available for his audience while he slept.
- By the end of the month, KaiCenat broke an **all-time Twitch record** of **360K active subscribers**.

- In February, **KaiCenat** generated hours watched **10 times** that of January's value and **over double** the total of the previous 3 months combined. Compared to Q1 last year, his viewership is up by over **1500%**.
- Being one of the fastest growing creators this quarter (**72.4%** growth since the previous quarter) KaiCenat claims his spot as the **top creator** and dethrones **xQc** from his almost 2-year reign as number 1.



3.3M

Q1 '22

4.2M

Q2 '22

28.7M

Q3 '22

31.0M

Q4 '22

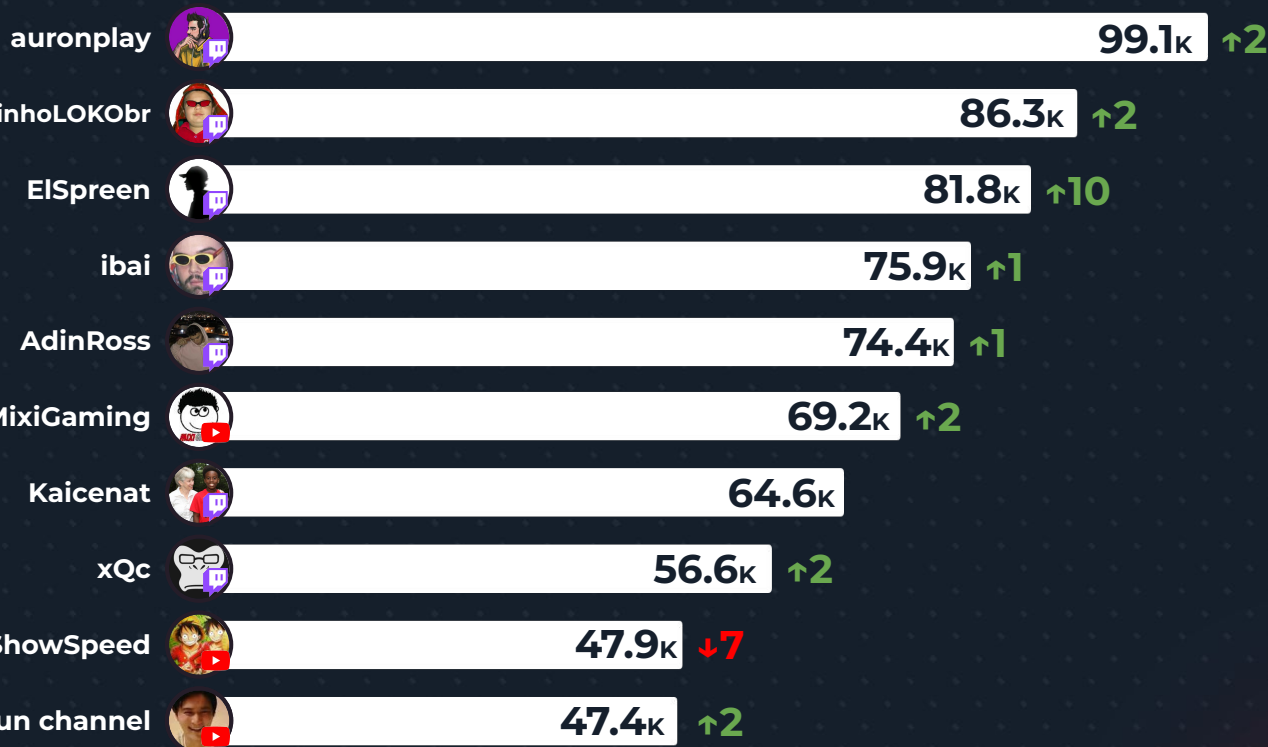
53.4M

Q1 '23



TOP STREAMING CREATORS Q1 2023 BY AVERAGE VIEWERS

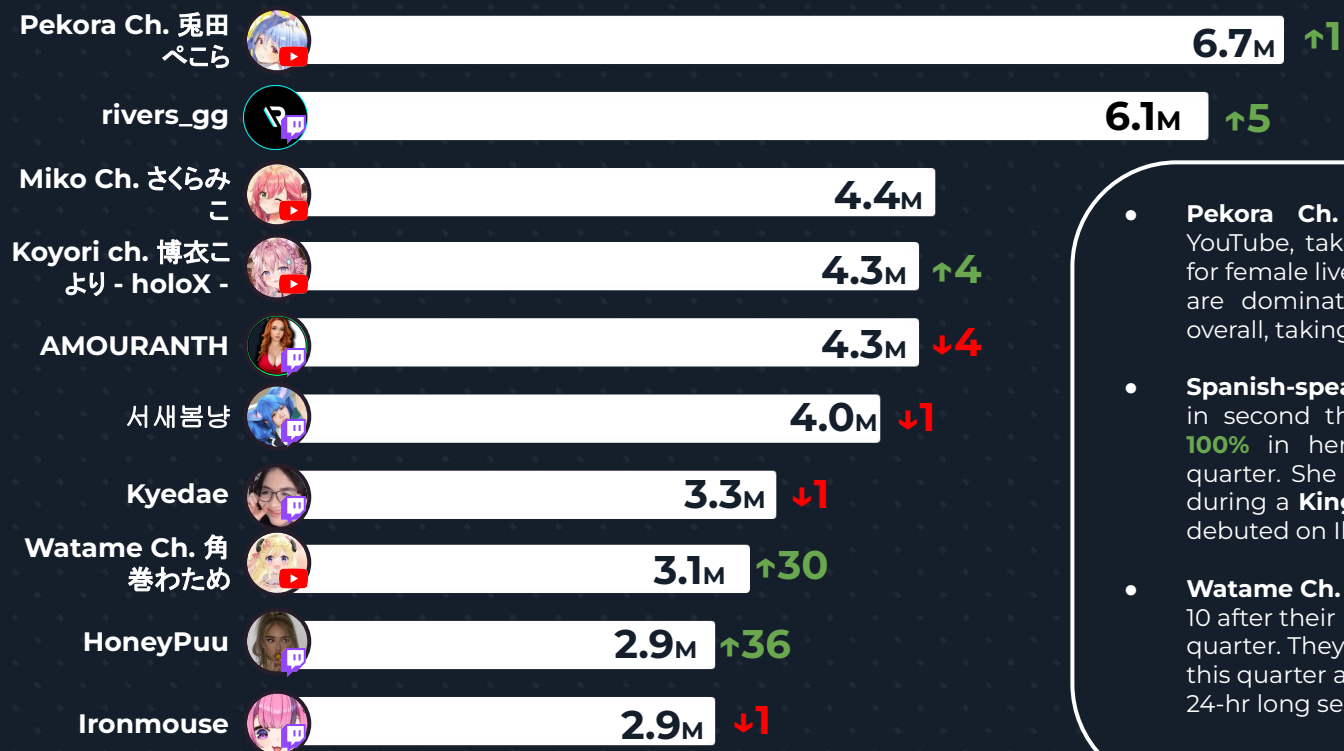
AVERAGE VIEWERS ON TWITCH, YOUTUBE GAMING & FACEBOOK LIVE | Q1 2023 COMPARED TO Q4 2022



- **auronplay** tops the creators leaderboard for average viewers this quarter, 8 positions above his hours watched ranking. He streamed **SquidCraft 2** games this quarter and gathered large audiences throughout.
- **EISpreen**, a fellow co-streamer of this series, had the greatest growth in average viewers (**115%**) compared to Q4 2022.
- Despite being banned from Twitch since the end of February, **AdinRoss** still managed to place fifth.

TOP FEMALE LIVE-STREAMING CREATORS

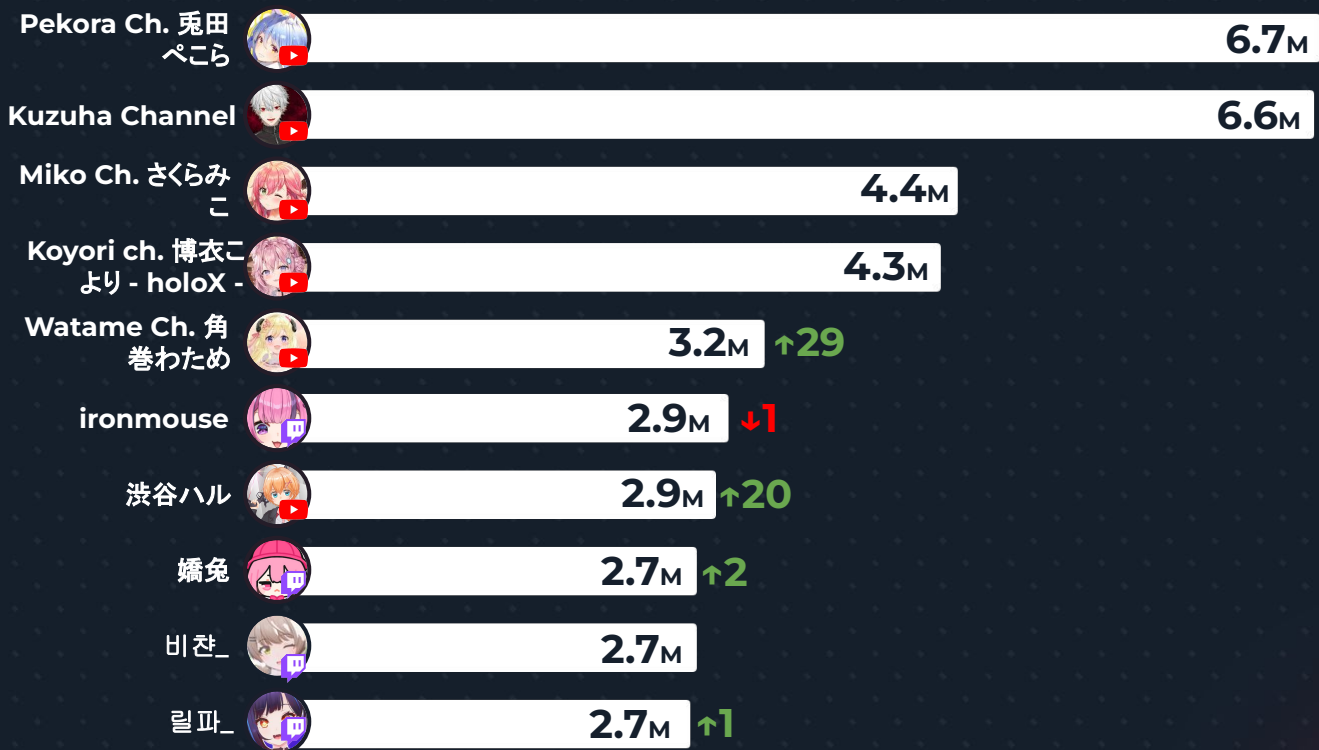
TOTAL HOURS WATCHED ON TWITCH, YOUTUBE LIVE GAMING & FACEBOOK LIVE | Q1 2023 COMPARED TO Q4 2022



- **Pekora Ch. 兎田ぺこら**, a popular VTuber on YouTube, takes the number one spot this quarter for female live-streaming creators. **VTuber** channels are dominating the female creator leaderboard overall, taking a total of **5** of the top 10 places.
- **Spanish-speaking** Twitch creator, **rivers_gg**, came in second this quarter after an increase of over **100%** in her hours watched compared to last quarter. She reached her peak viewership of **164K** during a **King's League** stream where **Ronaldinho** debuted on Ibai Llanos's team.
- **Watame Ch. 角巻わため** and **HoneyPuu** join the top 10 after their hours watched **doubled** since the last quarter. They both had popular Minecraft streams this quarter and HoneyPuu frequently streamed 24-hr long sessions.

TOP VTUBER LIVE-STREAMING CREATORS

TOTAL HOURS WATCHED ON TWITCH, YOUTUBE LIVE GAMING & FACEBOOK LIVE | Q1 2023 COMPARED TO Q4 2022



- **Female VTubers** make up **80%** of the top 10 VTubers by hours watched.
- There are **3 newcomers** to the leaderboard compared to the last quarter's top ten: **Watame Ch. 角巻わため**, **渋谷ハル**, and **비찬_**. Watame Ch. 角巻わため saw the highest growth this quarter, growing **116%** from Q4 of last year, with **1.8M** hours watched from Minecraft streams.
- Many VTubers find their home on YouTube, with only **4** of the top **10** broadcasting on Twitch. The **6** YouTube channels are all **Japanese-speaking** creators, highlighting the prominence of the platform in the country.

TOP 5 NON GAMING EVENTS ON TWITCH & YOUTUBE LIVE

BY PEAK VIEWERS ON TWITCH AND YOUTUBE LIVE | Q1 2023

4.87M



AO VIVO E COM IMAGENS:
VASCO X FLAMENGO |
SEMIFINAL - VOLTA |
CARIOCÃO 2023

CazéTV

2M



AO VIVO E COM IMAGENS:
BOTAFOGO X FLAMENGO |
RODADA 9 | CARIOCÃO 2023

CazéTV

1.75M



PREMIOS ESLAND
SEGUNDA EDICIÓN EN
MÉXICO by TheGrefg

TheGrefg

1.48M



BRASIL x MARROCOS | AO
VIVO COM IMAGENS |
GALVÃO BUENO NARRA

Canal GB

1.1M



Kings League InfoJobs - LA
FINAL FOUR DESDE EL
SPOTIFY CAMP NOU

kingsleague

- **Football events** represent the **4 out of 5** of the top Non-Gaming streams on Twitch & YouTube, consisting of the **King's League** and **football** matches on CazéTV, highlighting the incredible opportunity for sporting events on the platforms.



CASE STUDIES

A DEEPER DIVE INTO LIVE-STREAMING INSIGHTS

TOP NEW GAME RELEASES

BY FIRST WEEK HOURS WATCHED + EARLY ACCESS HOURS WATCHED | Q1 2023

PORTKEY GAMES
HOGWARTS
LEGACY

69.3M

(50.6% from early access)

RESIDENT
EVIL 4
27.3M

DEAD
SPACE
10.4M

ATOMIC
HEART
9.5M

SONS
OF THE
FOREST
27.2M

- **Hogwarts Legacy** produced **35.1M hours watched** in its 3-day **early access** period, and on the first day of early access broke a **Twitch all-time record** of the highest viewership for a single player game with **1.28M** viewers. During the **first week** of its release the game totalled **34.2M** hours watched, the highest of any game released this quarter.
- While audiences generally get hyped around new multiplayer expansions, 4 of the top 5 games are **single player**. Similarly, the Q4 2022 releases **God of War Ragnarök** and **Pokemon Scarlet/Violet** were also single player and generated **30.1M** and **37.4M** hours respectively in their first week.
- **Sons of the Forest** had the second highest peak viewership of these new releases with **900K viewers**. The highly anticipated game was also **Steam's most wished** game prior to its release.

The top 5 is sorted by hours watched across Twitch, YouTube Gaming and Facebook Live for the game's early access and first week after release day. Hogwarts Legacy is the only released game in Q1 of this year in the Top 5 with an Early Access period.

TOP 10 STREAMER AWARDS WINNERS Q1 VIEWERSHIP

2022 STREAMER AWARDS CATEGORY WINNERS RANKED BY HOURS WATCHED | Q1 2023

Streamer
KaiCenat



53M

Variety
xQc



40M

Just Chatting
Hasanabi



20M

LoL
LolTyler1



13M

Battle Royale
iitzTimmy



4.6M

Legacy Award
Jerma985



3.4M

VALORANT
Kyedae



3.3M

VTuber
Ironmouse



2.9M

FPS
Aceu



2.2M

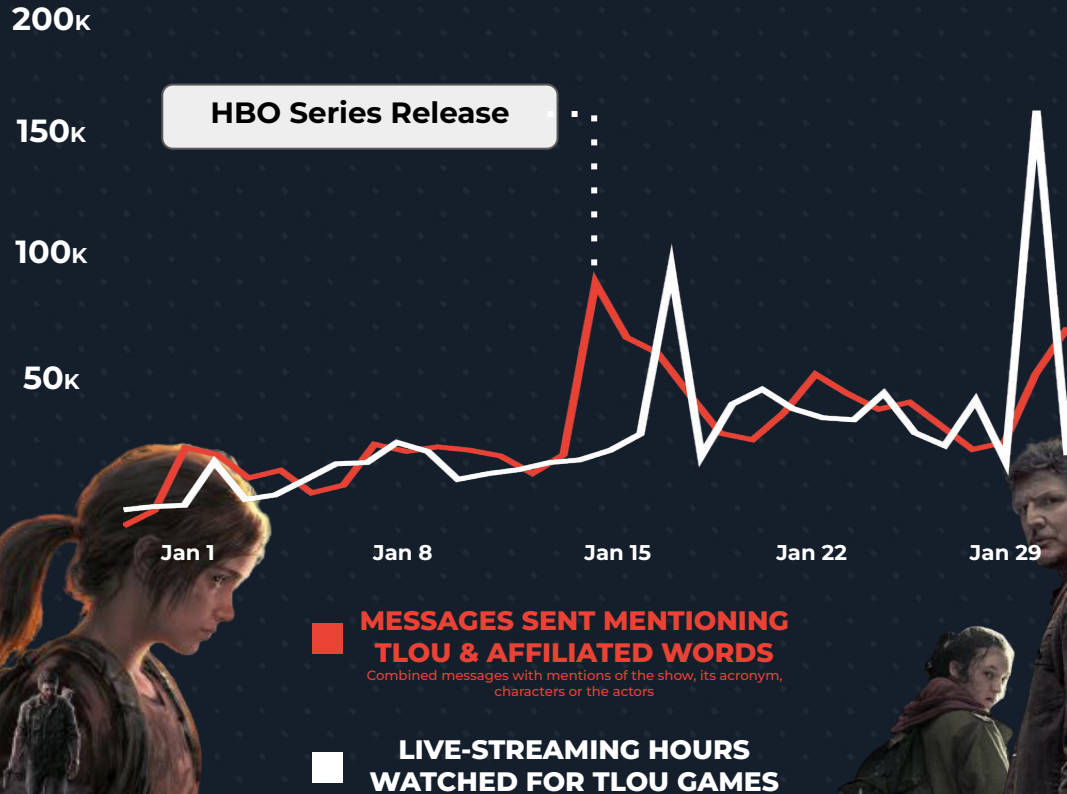
Best Soulslike
MissMikkaa



1.9M

THE LAST OF US CASE STUDY

CHAT METRICS ACROSS TWITCH, VIEWERSHIP METRICS ACROSS ALL 3 WESTERN PLATFORMS | JAN 2023



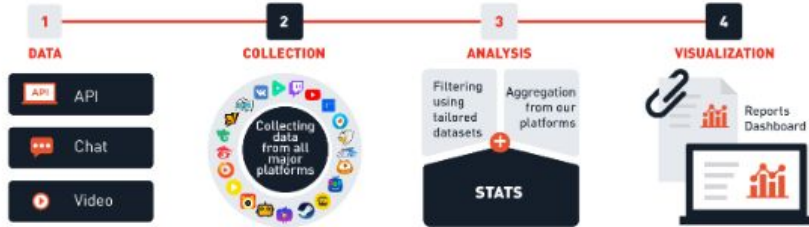
- The **Last of Us (TLOU)** HBO television series released on **Jan 15th** and **Twitch chat** messages related to the series reached almost **100K** the **following day**.
- These messages mentioned characters, the franchise or actors in the show, and there were over **1M messages** sent containing words affiliated with the series in the fortnight following the show's release. This is **27%** higher than the two-week period prior, showing the lasting effect of the franchise on Twitch viewers.
- A similar trend is seen in **live-streaming viewership** of the two TLOU games, with an **107%** increase in hours watched for the two weeks directly after the airing of the first episode. And beyond that, TLOU games more than **doubled** their viewership this quarter when compared to Q4 2022 (**106%**).
- The games' combined viewership peaked on **Jan 31st** with **179K hours watched**. On this day, popular Spanish streamer **auronplay** played the game during a stream that had an **average audience** of **85K**.



ABOUT THIS REPORT

METRICS & CONCEPTS DEFINITIONS / APPENDIX

DATA COLLECTION PROCESS



Stream Hatchet aggregates live-streaming, VOD and social media data through 3rd party APIs. This data is then classified and enhanced through manual data labeling, automated tagging, contextualization and then visualization to provide analytics and insights to the world's leading video game adjacent businesses.

STREAM HATCHET DEFINITIONS

HOURS WATCHED

The total number of hours the audience watched the channel over the event time frame.

PEAK CONCURRENTS

The maximum AMA value during a specific time of the broadcast.

AVERAGE CONCURRENTS

The average concurrent viewers the channel had during the event.

TWITCH UNIQUE REGISTERED VIEWERS

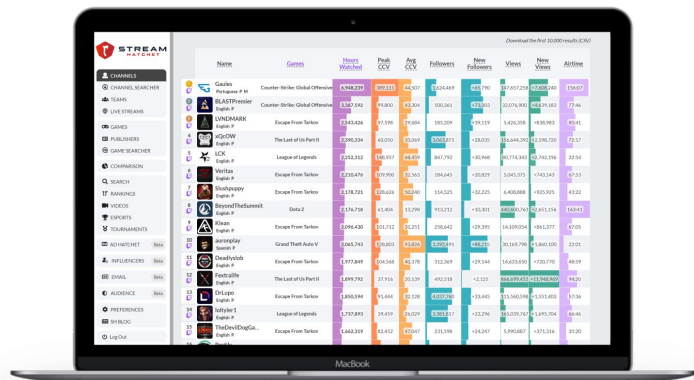
Unique Twitch registered viewers that watched the streamer during the period.

HOURS BROADCAST

The total time the channel was live during the event.

ABOUT STREAM HATCHET

Stream Hatchet provides data from the top video game streaming sites via a robust business intelligence platform. We power insightful, informed decisions leading to innovation and growth through the aggregation of dynamic, granular data.



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GAMESQUARE

ABOUT GAMESQUARE HOLDINGS, INC

GameSquare Holdings Inc. (NASDAQ:GAME) (TSXV:GAME) is a vertically integrated, international digital media, entertainment and technology company, which leverages an audience of over 290 million followers. GameSquare's leading audience and platform enables global brands to connect with gaming and youth culture audiences. GameSquare's end-to-end platform includes **Code Red Esports Ltd.**, an esports talent agency serving the UK; **GCN**, a digital media company focusing on the gaming and esports audience based in Los Angeles, USA.; **Cut+Sew (Zoned)**, a gaming and lifestyle marketing agency based in Los Angeles, USA; **Complexity Gaming**, a leading esports organization operating in the United States; **Fourth Frame Studios**, a multidisciplinary creative production studio; **Mission Supply**, a merchandise and consumer products business; **Frankly Media**, programmatic advertising; **Stream Hatchet**, leader in live gaming and esports streaming analytics; and **Sideqik**, a social influencer marketing platform. For more information, please visit www.gamesquare.com.





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