

VALORANT

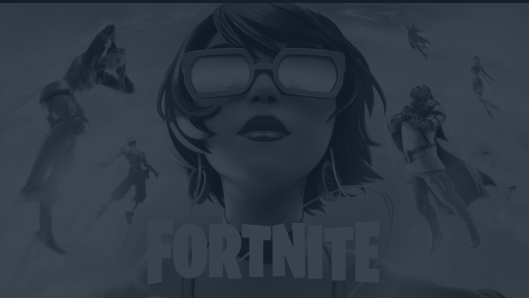


STREAM™
HATCHET

VIDEO GAME STREAMING TRENDS

2022 THIRD QUARTER REPORT

UPDATED 11/18



CALL OF DUTY
MODERN
WARFARE

ABOUT STREAM HATCHET'S QUARTERLY REPORT

- Stream Hatchet's Quarterly Report is a culmination of the biggest trends, stories, and insights from the live streaming and video games industry for Q3 2022. 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 Q3 2022 video game streaming insights report. This time we are changing up the format of our report to showcase even more insight into key trends impacting the video games & esports industries."

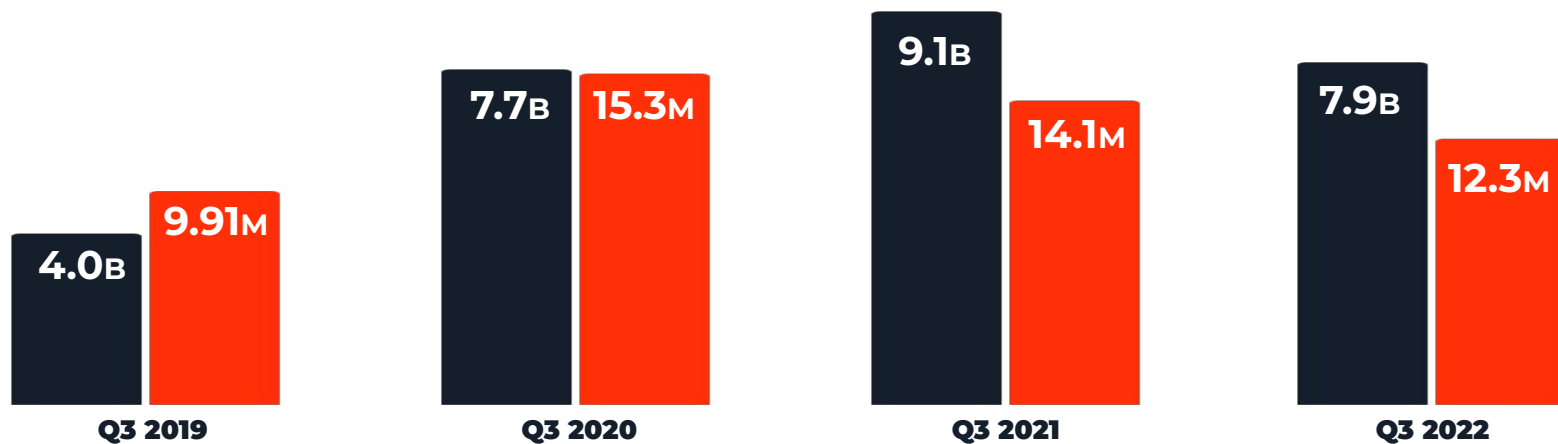
EXECUTIVE SUMMARY

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, creators & esports. Key takeaways include:

- While video game live streaming is down from Q3 2021, viewership is still double pre-pandemic levels. Additionally, esports viewership is up **40%** from Q3 last year; the industry has seen consistent growth over the last 4 years.
- **Twitch** still has a hold on the streaming landscape, but disruptor platforms like **Afreeca** and **Steam** are gaining traction in the esports streaming landscape.
- **VTubing** continues to grow in live streaming; **50%** of the top female streaming creators in Q3 were VTubers. The top 10 VTubers grew an average of **30%** in Q3 compared to Q2.
- **Gambling** live streaming viewership on Twitch was at its peak in Q3 when the platform announced a ban on streaming unlicensed gambling sites in the U.S. The ban went into effect in October, and Stream Hatchet will continue to monitor the impact into Q4.

LIVE STREAMING VIEWERSHIP DECREASES YEAR OVER YEAR

TOTAL  HOURS WATCHED &  UNIQUE CHANNELS ACROSS MAJOR STREAMING PLATFORMS | Q3 2019 - Q3 2022



Both hours watched and unique channels decreased **13%** this year compared to Q3 2021.



Despite this drop, the size of the market is still up considerably from pre-pandemic years, almost double Q3 2019, indicating the lasting impact of streaming.







While fewer creators are streaming, they are streaming for longer; total hours broadcast increased by **7.5%** from Q3 '21 to Q3 '22. 3 million fewer creators were able to generate more hours watched in Q3 '22 than Q3 '20.

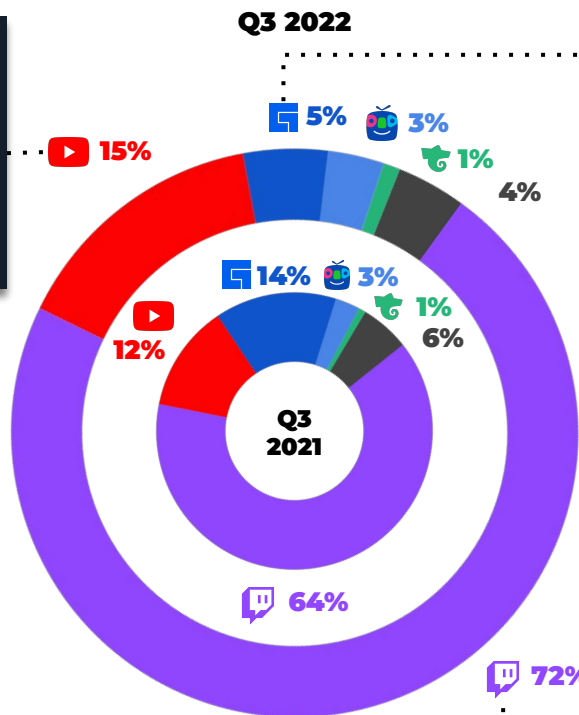
*Included Platforms: YouTube, Facebook, Mixer, DLive, Smashcast, AfreecaTV, Nonolive, Steam, Openrec, KakaoTV, Garena LIVE, CubeTV, Booyah, Trovo, NaverTV, Mildom, VK, Rooter & Loco

VIDEO GAME STREAMING PLATFORM MARKET SHARE

TOTAL HOURS WATCHED ACROSS ALL PLATFORMS | Q3 2021 - Q3 2022

Of the top 3 platforms, only **YouTube** saw an increase in Hours Watched, up **4%** when compared to Q3 '21. Many popular creators have switched from **Twitch** to **YouTube** in the past year, and the impact is noticeable.

-  **Twitch**
-  **YouTube**
-  **Facebook**
-  **AfreecaTV**
-  **Trovo**
-  **Other**



Facebook Gaming generated **70%** less hours watched this quarter compared to Q3 '21. Facebook's unique channels and airtime dropped by **46%** and **56%** respectively.

Facebook announced in August that the standalone app would be discontinued in October, perhaps pushing live streamers to switch to other platforms.

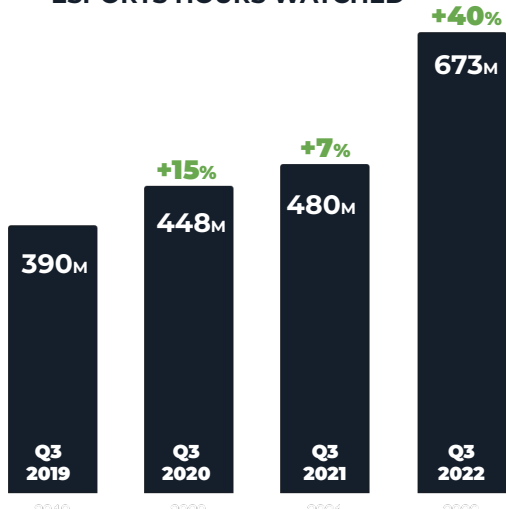
Twitch continues to lead the streaming market, generating nearly **72%** of the total gaming live stream hours watched.

*Included Platforms: Twitch, YouTube, Facebook, AfreecaTV, Booyah!, Steam, Nonolive, Trovo, NaverTV, Mildom, DLive, Openrec, KakaoTV, Garena LIVE, VK, Rooter & Loco

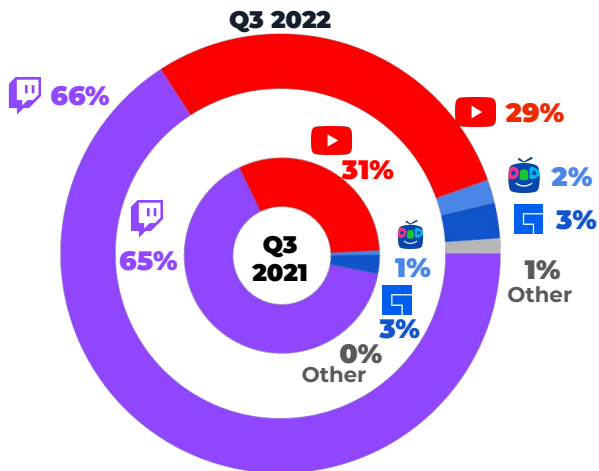
ESPORTS MARKET SEGMENT GROWTH TRENDS

ESPORTS STREAMING STATISTICS | Q3 2019 - Q3 2022

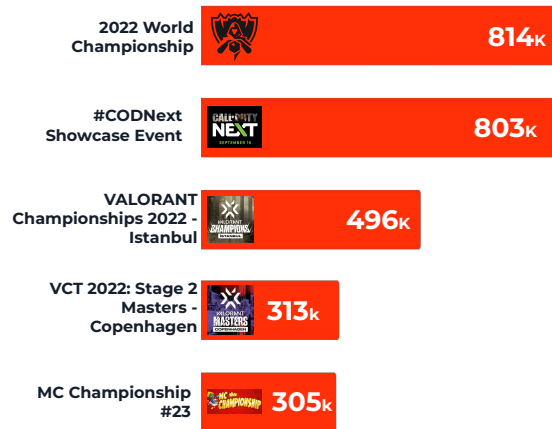
ESPORTS HOURS WATCHED



DISTRIBUTOR MARKET SHARE



TOP FIVE EVENTS BY LIVE AMA



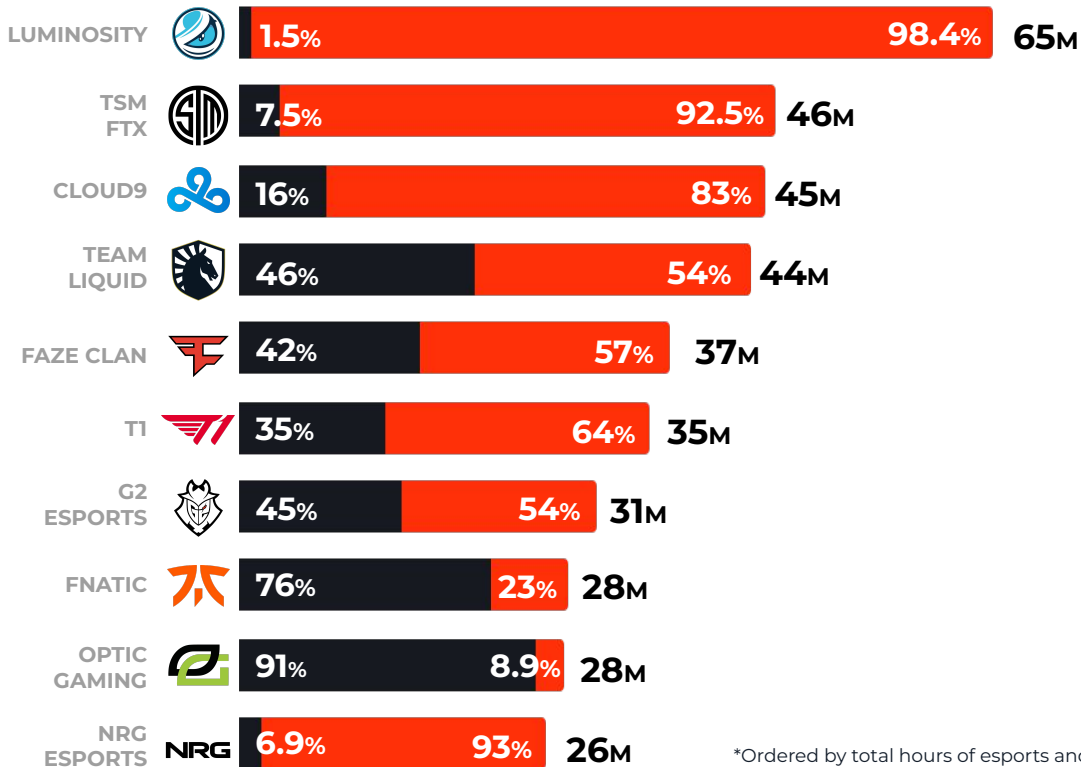
While growth in the broader streaming market has slowed, esports continues to expand audiences at a significant rate; Q3 2022 clocked a **40%** increase in hours watched compared to Q3 2021.

Twitch is still the premiere place to watch esports, capturing **66%** of the market. Disruptor platforms, including Afreeca & Steam, continue to gain traction in the esports category, amassing a total of **3%** of the market, up from less than 1% in Q3 '21.

*Included Platforms: Twitch, YouTube, Facebook, AfreecaTV, Booyah, Steam, Nonolive, Trovo, NaverTV, Mildom, DLive, Openrec, KakaoTV, Garena LIVE, VK, Rooter, Loco.

TOP 10 ESPORTS ORGS IN LIVE STREAMING

BY Q3 2022 HOURS WATCHED ■ ESPORTS AND ■ CONTENT CREATORS | ALL PLATFORMS



While winning tournaments will always generate viewership, many esports organizations are leaning into content creators as a means of appealing to a broader array of consumers. **8 of the 10** top esports teams generated more than **50%** of their streaming hours watched from content creators.

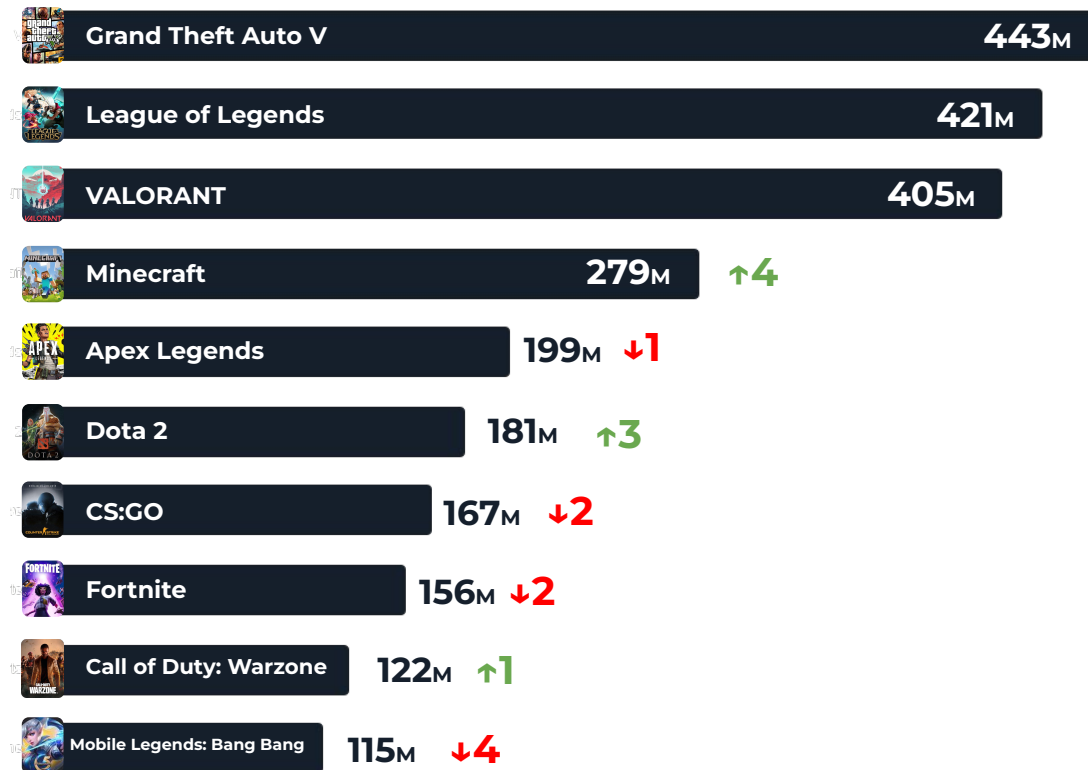
This appears to be the more effective strategy to boost org watchtime with **Luminosity** generating **98%** of their org hours watched from creators.

*Ordered by total hours of esports and content creators combined

*Battle royale viewership not included

TOP GAMES Q3 2022 & RANK CHANGE VS Q2 2022

BY HOURS WATCHED | ON  TWITCH,  YOUTUBE GAMING, AND  FACEBOOK GAMING



It remains challenging for new titles to crack the top of the live streaming charts. The **top 2** games have held their spots on this list since Q1 2021, while VALORANT has held its spot at #3 since Q1 2022.

Only **2 of the top 10** games are not present in esports. Both **GTA V** and **Minecraft** have maintained high viewership without a competitive esports scene behind them.








Mobile Legends: Bang Bang secured the spot of top mobile game this quarter. MLBB esports generated **49M** HW and it was the mobile game with the most esports watched this quarter.

The popular Minecraft server and Spanish streamer series, **Karmaland V**, resumed this quarter, helping to boost the game back into the top 5.

TOP FIVE NEW GAME RELEASES IN LIVE STREAMING

BY Q3 2022 HOURS WATCHED | ON  TWITCH,  YOUTUBE GAMING, AND  FACEBOOK GAMING

#	GAME	GENRE	LAUNCHING DATE	HOURS WATCHED	PEAK CCV	AVERAGE CCV	1st WEEK VS QUARTER
1	 FIFA 23	Sports	9/27/2022	19,567,677	492,688	203,795	0.00%
2	 Stray	Action-Adventure	7/19/2022	12,643,741	374,695	75,260	+189.94%
3	 Splatoon 3	Shooter	9/9/2022	11,476,278	243,346	68,304	+64.91%
4	 NBA 2K23	Sports	9/9/2022	8,936,487	372,361	53,188	+54.75%
5	 MultiVersus	Fighting	8/15/2022	1,752,809	41,139	10,430	-70.07%
Total				54,376,992	1,524,229	410,978	+48%






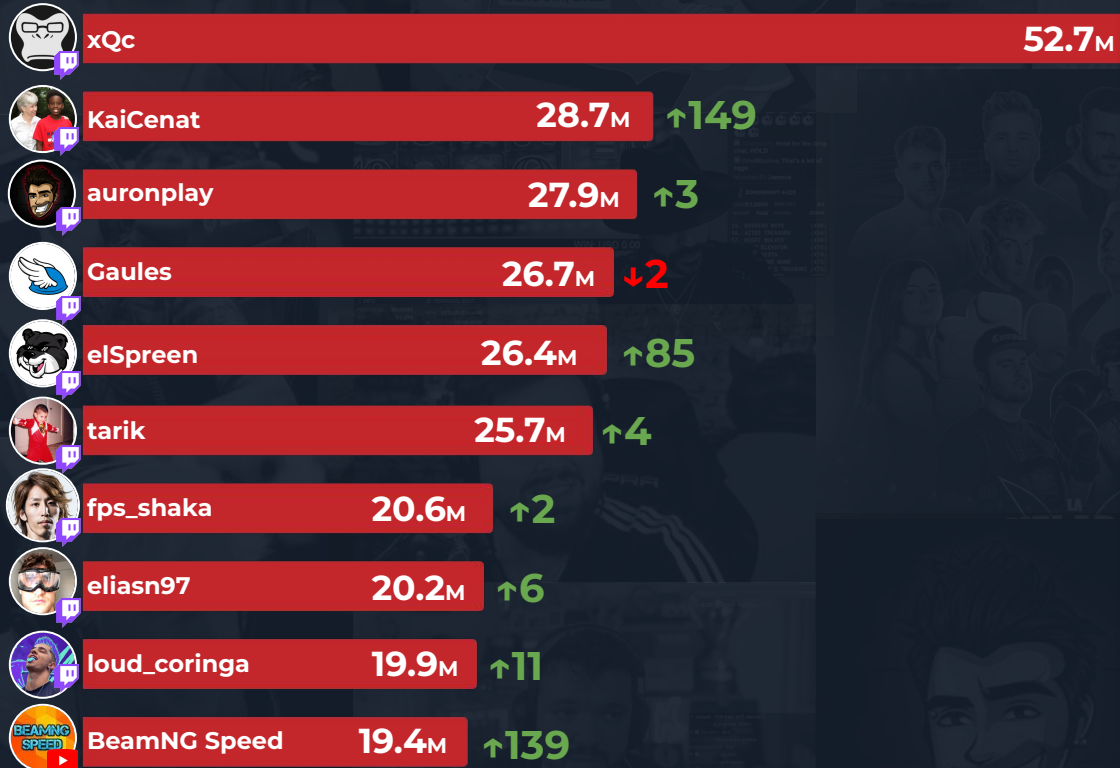
With only 4 days left in the quarter after its release, FIFA 23 still managed to be the number 1 release by hours watched in Q3 2022.

MultiVersus is the only new release in the top 5 to see worse performance during its release week. Many creators and viewers flocked to the game during its closed and open beta, but the hype died off by the time of release.

*1st Week vs Quarter: Relates normalized HW per day during the first week after a game is published and during all the quarter.

TOP STREAMING CREATORS Q3 2022 & RANK CHANGE VS Q2 2022

BY HOURS WATCHED | ON  TWITCH,  YOUTUBE GAMING, AND  FACEBOOK GAMING



For the past **2 years**, **xQc** has been the most watched live streamer in gaming. His dedication to stream nearly every single day has helped him achieve millions of hours in watch time.




60% of this quarter's leaderboard was held by non-English speaking creators including **(2)** Spanish, **(2)** Portuguese, **(1)** Japanese and **(1)** German-speaking streamers.

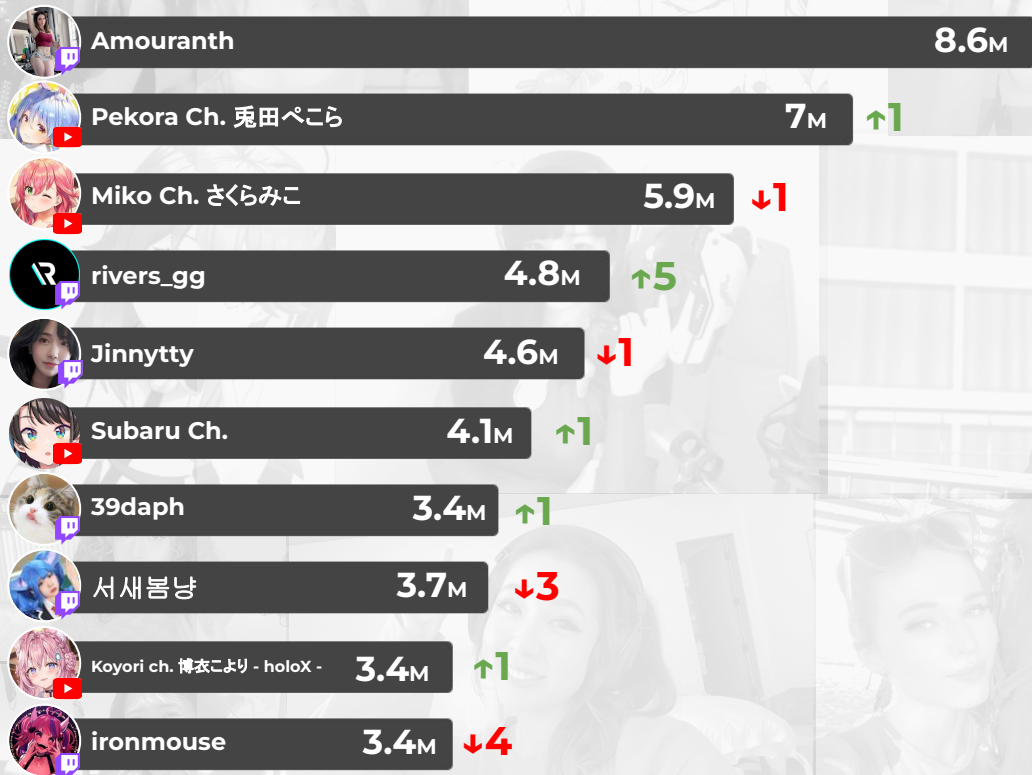


Q3 saw some shake-ups in the top creator leaderboards, with the addition of emerging creators like **KaiCenat** and the absence of top creators like **ibai**, who dropped to #12.

Tarik was once again the creator that generated the most Hours Watched for Valorant, outpacing even the game's official channel.

TOP FEMALE STREAMING CREATORS Q3 2022 & RANK CHANGE VS Q2 2022

BY HOURS WATCHED | ON  TWITCH,  YOUTUBE GAMING, AND  FACEBOOK GAMING



Female gaming influencers continue to grab headlines, however, the gap between the top female and male streamers remains significant. **Amouranth, Pekora Chan, and Miko Chan** are the only female streamers to break into the top 100 overall streamers at **#53, #76, and #100 respectively**.



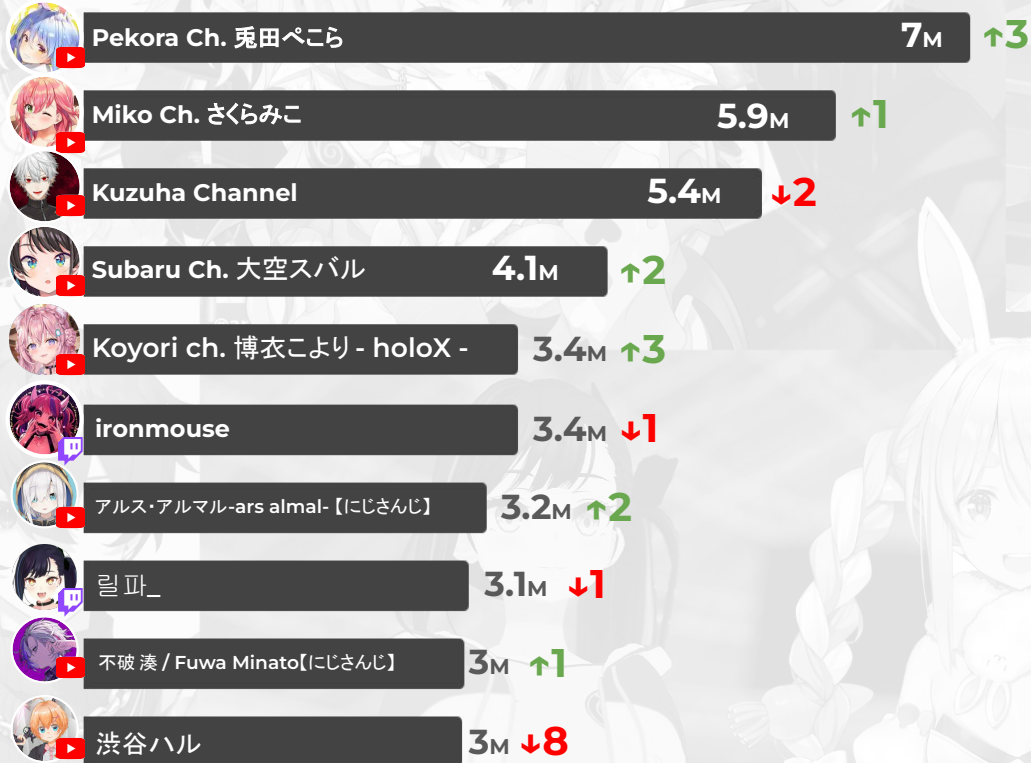
While 9 of the top 10 overall streamers can all be found on **Twitch**, 4 of the top 10 female streamers broadcast on **YouTube**.

50% of the top female creators are non-English speaking, with (4) Japanese and (1) Korean-speaking creators.

The female creator leaderboard also saw some shake-ups this quarter; Pokimane and Valkyrae dropped out of the top 10, while VTubers continue to dominate, making up **50%** of the top 10 female creators.

TOP V-TUBERS STREAMING CREATORS Q3 2022

BY HOURS WATCHED | ON  TWITCH,  YOUTUBE GAMING, AND  FACEBOOK GAMING



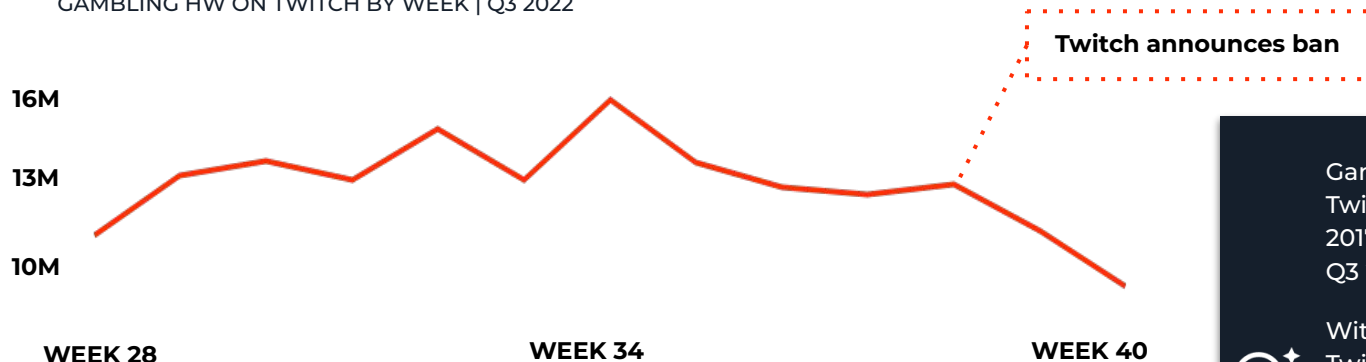
Many of the other top female streamers are also VTubers: Pekora Ch. 兎田ぺこら at **2nd**, Miko Ch. さくらみこ at **3rd**, Koyori ch. 博衣こより - holoX - at **7th**, and ironmouse at **8th**.

VTubing continues to experience growth in live streaming; **8** of the top **10** VTubers saw growth from Q2 to Q3 this year. 不破 湊 / Fuwa Minato【にじさんじ】saw the highest percentage of growth, with their hours watched growing **138%** from Q2 to Q3.

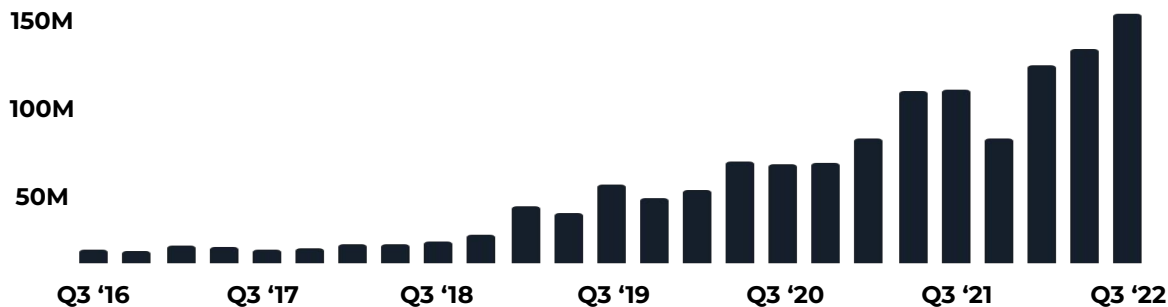
On average, these 10 Vtubers increased their hours watched by **30%** when compared to last quarter.

GAMBLING ON TWITCH HITS PEAK IN Q3 AS BAN IS ANNOUNCED

GAMBLING HW ON TWITCH BY WEEK | Q3 2022



GAMBLING HW ON TWITCH BY QUARTER | Q3 2016 - Q3 2022



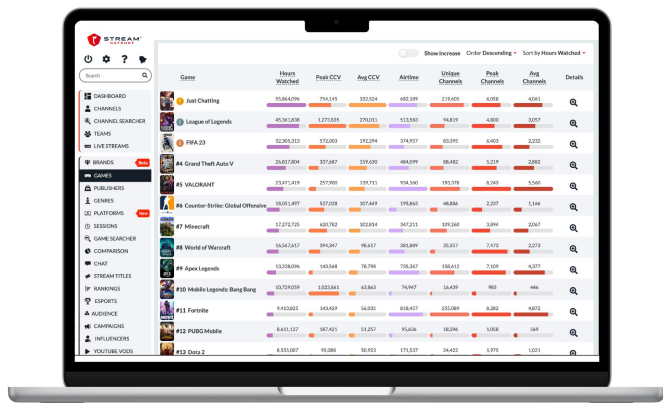
Gambling live stream viewership on Twitch has been climbing steadily since 2017, peaking at **149M hours watched** in Q3 2022.

With just 10 days left in Q3, however, Twitch announced a ban on streaming sites unlicensed in the U.S. like Stake.com, a slots site popular with streamers like TrainwrecksTV and xQc. The ban went into effect in Q4 on Oct. 18.

In the last week of Q3, gambling viewership on Twitch was **32%** lower than the highest week of the quarter.

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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ABOUT ENGINE GAMING AND MEDIA

Engine Gaming and Media, Inc. (NASDAQ:GAME) (TSX-V:GAME) provides unparalleled live streaming data and social analytics, influencer relationship management and monetization, and programmatic advertising to support the world's largest video gaming companies, brand marketers, ecommerce companies, media publishers and agencies to drive new streams of revenue. The company's subsidiaries include **Stream Hatchet**, the global leader in gaming video distribution analytics; **Sideqik**, a social influencer marketing discovery, analytics, and activation platform; and **Frankly Media**, a digital publishing platform used to create, distribute, and monetize content across all digital channels. Engine generates revenue through a combination of software-as-a-service subscription fees, managed services, and programmatic advertising. For more information, please visit www.enginegaming.com.





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