

VIDEO GAME STREAMING TRENDS REPORT

Q2
2023



STREAM™
HATCHET

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 Q2 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 Q2 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:

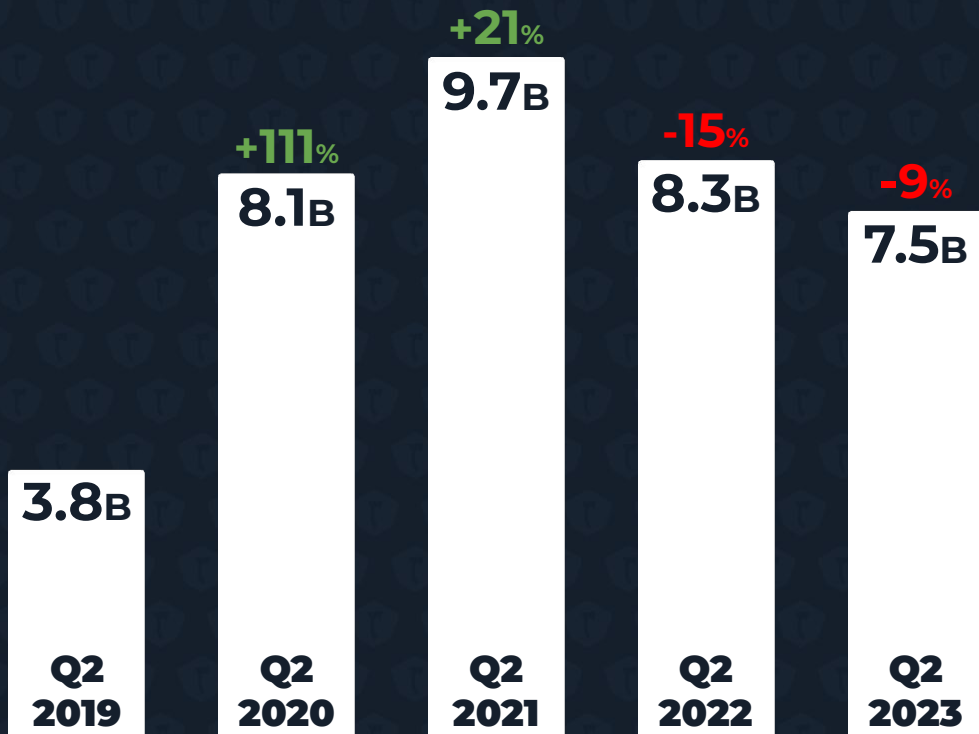
- Streaming growth has continued to cool down in Q2 2023, however it's important to consider the context of where video game streaming viewership was previously. Hours watched across the leading platforms is still up by **97%** compared to the same period in 2019.
- New live-streaming platform, **Kick**, was the 5th most-watched platform in Q2 and made up **2%** of the total market share. Their **95-5 profit split** and the movement of popular streaming creators helped bring an influx of users to the platform, and its performance will continue to be monitored going into H2.
- The success of new game release, **Diablo IV**, from Blizzard Entertainment, has shown how important activating with live-streaming creators can be in marketing new games. **29%** of hours watched in the first week were live-streams of the publisher's "**Hardcore Mode**" challenge, which helped boost popularity among gaming and streaming enthusiasts.

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* | Q2 2019 - Q2 2023

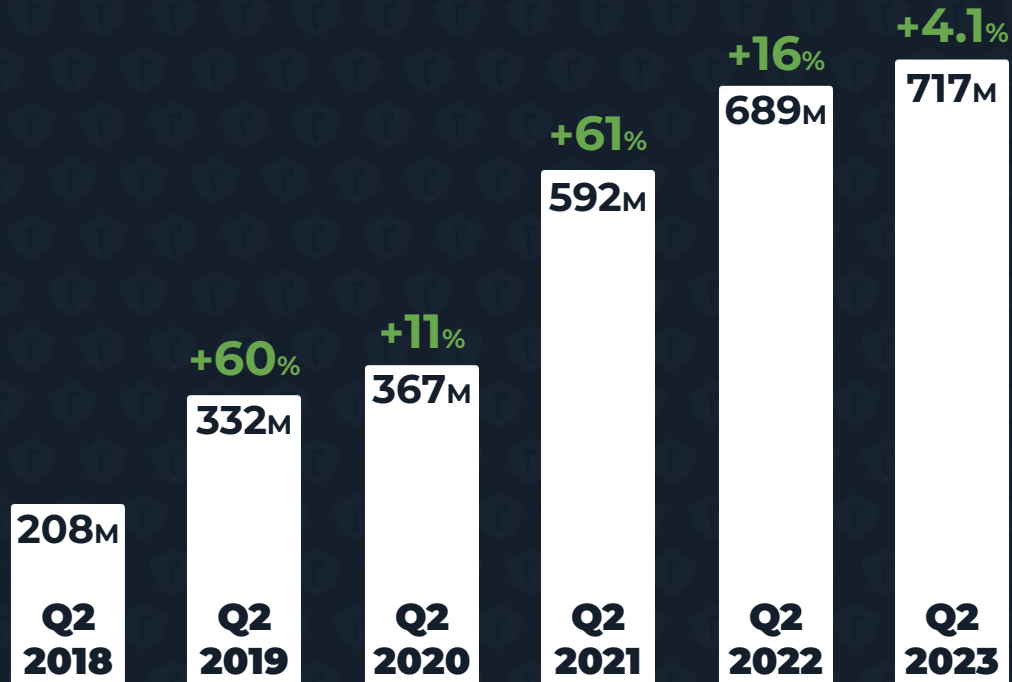


- For the second quarter consecutively, live streaming viewership declined across all platforms, falling by **9%** this quarter.
- Despite this downward trend, the combined viewership is still **97%** greater than 2019's Q2 figures.
- **YouTube Gaming** helped to maintain the numbers year-over-year, with an increase of **4.7%** for the platform. The new streaming platform **Kick** also supported these figures also with almost **176M hours watched** this quarter.
- Major platforms **Twitch** and **Facebook Live** have seen declines of **4.9%** and **56.7%** respectively.



ESPORTS VIEWERSHIP CONTINUES TO GROW

TOTAL HOURS WATCHED ACROSS ALL PLATFORMS* | Q2 2018 - Q2 2023



- Despite a 9% decline in overall live-streaming hours watched from Q2 2022 to Q2 2023, esports viewership continues to rise, up 4.1% from Q2 last year.
- **61%** of the esports viewership this quarter was watched on **Twitch**, with almost $\frac{1}{3}$ on **YouTube Gaming**. The remaining **6.6%** was watched on other platforms.



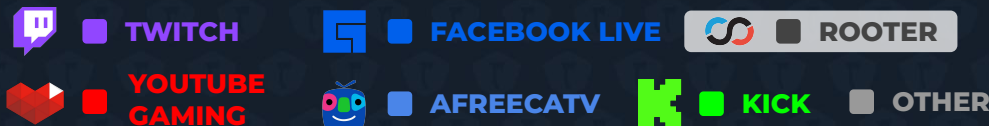
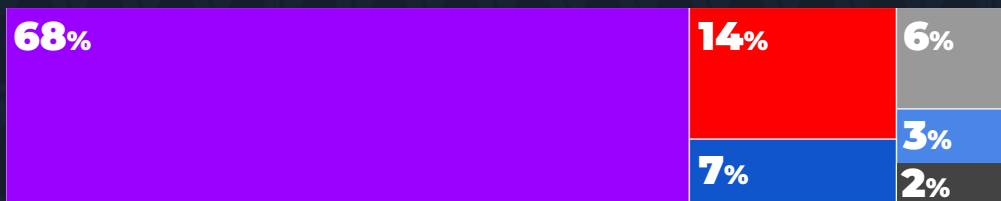
VIDEO GAME STREAMING PLATFORM MARKET SHARE

% TOTAL HOURS WATCHED ACROSS ALL STREAMING PLATFORMS* | Q2 2022 - Q2 2023

Q2 2023



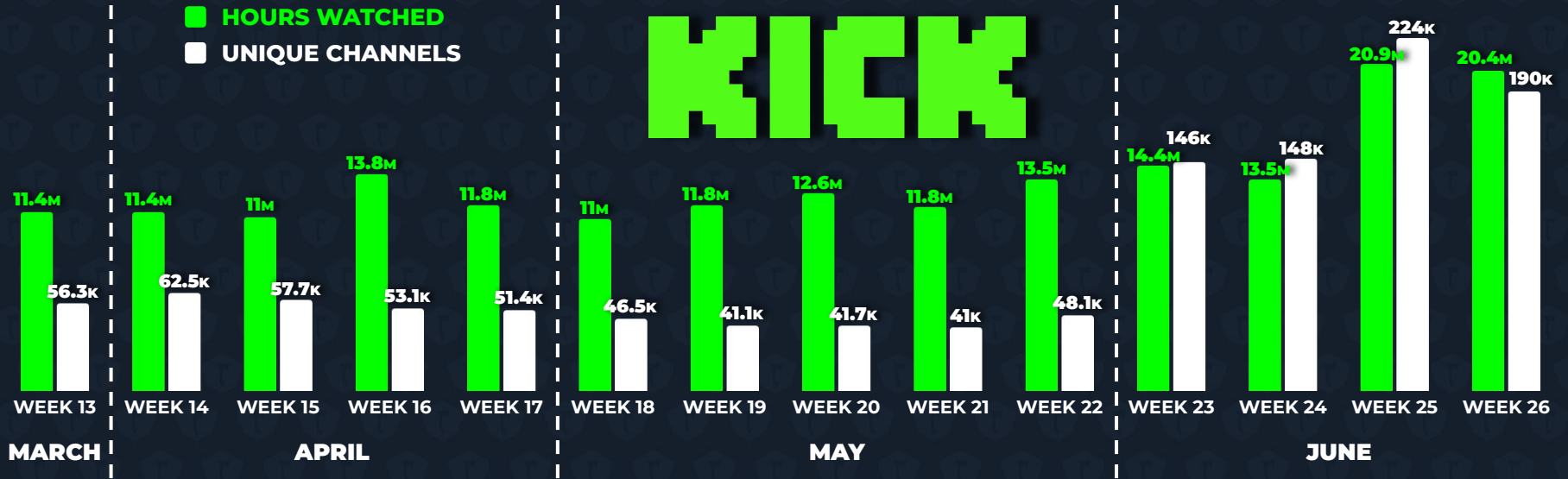
Q2 2022



- 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 Q2 2022.
- **Kick** has taken over as the 5th most-popular platform with **2%** of the market share. **Facebook Live** has **dropped 4 percentage points** to just **3%** of the total market share, on equal footing with AfreecaTV.
- **Rooter** has dropped out of the top and all Other platforms have **dropped 2 percentage points** to **4%** of the total market share.

THE RISE OF KICK

KICK HOURS WATCHED & UNIQUE CHANNELS | MAR 26 - JULY 2



- **Kick** officially launched in January of this year, and by Q2 had secured itself as the 5th most-watched platform in the live-streaming market. While it still only makes up **2%** of the market, its hours watched increased **79%** from the first week of the quarter to the last.
- The number of unique channels going live on **Kick** also exploded in June, growing **204%** from the first week to the last of the quarter, to over **190K channels**. In June, the platform announced new contracts with several high-profile streamers including xQc, Amouranth, and Destiny.

GAMING VS NON-GAMING CONTENT

TWITCH & KICK CATEGORIES BY HOURS WATCHED* | Q2 2023

twitch

26%

(1.2B)

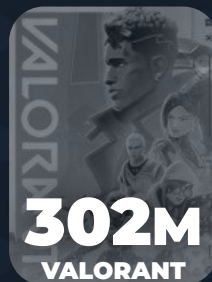
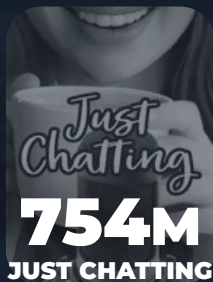
NON-GAMING

74%

(3.3B)

GAMING

TOP 3 CATEGORIES



KICK

68%

(116.3M)

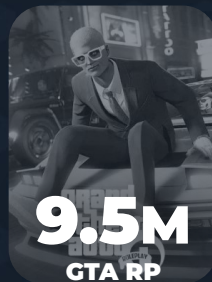
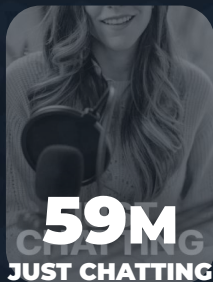
NON-GAMING

32%

(53.7M)

GAMING

TOP 3 CATEGORIES

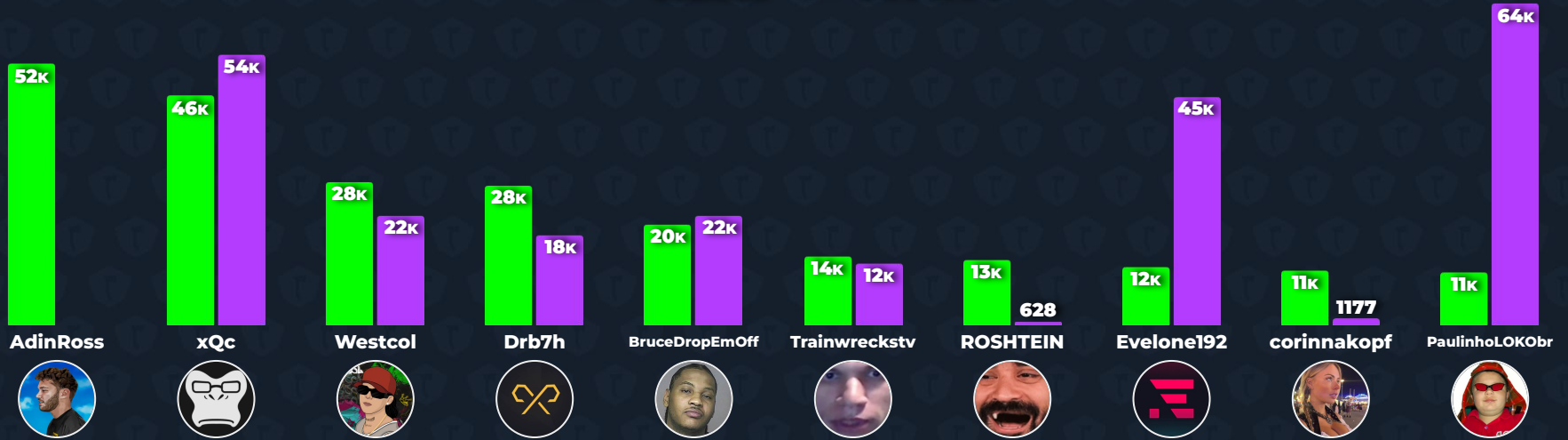


- Almost $\frac{3}{4}$ of **Twitch's** live-streaming viewership is **gaming content**, with League of Legends and VALORANT being its most popular gaming categories last quarter.
- In its first few months as a player in the live-streaming market, **Kick's** most popular content has been non-gaming live streams. More than $\frac{2}{3}$ of its hours watched in Q2 2023 were non-gaming content.
- Like Twitch, its most popular category is **Just Chatting**. However, close behind is **Slots & Casino** with **39M** hours watched. In comparison, Slots was Twitch's 27th most popular category with **43.6M** hours watched in Q2.

TOP 10 KICK STREAMERS

TOP KICK CHANNELS BY AVERAGE VIEWERS COMPARED TO THEIR TWITCH AVG VIEWERS | Q2 2023

 twitch  KICK



- As Kick's numbers continue to grow, some live-streaming creators have either fully switched to the neon green platform or opted to split their time with their original platform. Many of the top 10 creators have been able to either outperform their Twitch average viewership, or come close, with the exception of PaulinhoLOKObr who has seen most of his viewership stay loyal to his Twitch streams.
- Some creators are switching to Kick for the majority of their streams, however, because of perks like the 95-5 creator payment split. In these cases, their Twitch viewership is little or close to zero. 7 of the top 10 Kick creators streamed primarily on Kick in Q2, while xQc, Drb7h, and PaulinhoLOKObr had the majority of their streaming airtimes on Twitch.











LEADERBOARDS

LIVE-STREAMING TOP CHARTS

TOP GAMES IN LIVE-STREAMING

TOTAL HOURS WATCHED ACROSS TWITCH, YOUTUBE GAMING & FACEBOOK LIVE | Q2 2023 COMPARED TO Q1 2023



	League of Legends	393M	
	Grand Theft Auto V	360M	
	VALORANT	351M	
	Counter-Strike: Global Offensive	240M	↑1
	Minecraft	225M	↓1
	Diablo IV	173M	↑30
	Dota 2	172M	↑2
	Apex Legends	144M	↓1
	Mobile Legends: Bang Bang	139M	↓3
	Fortnite	129M	

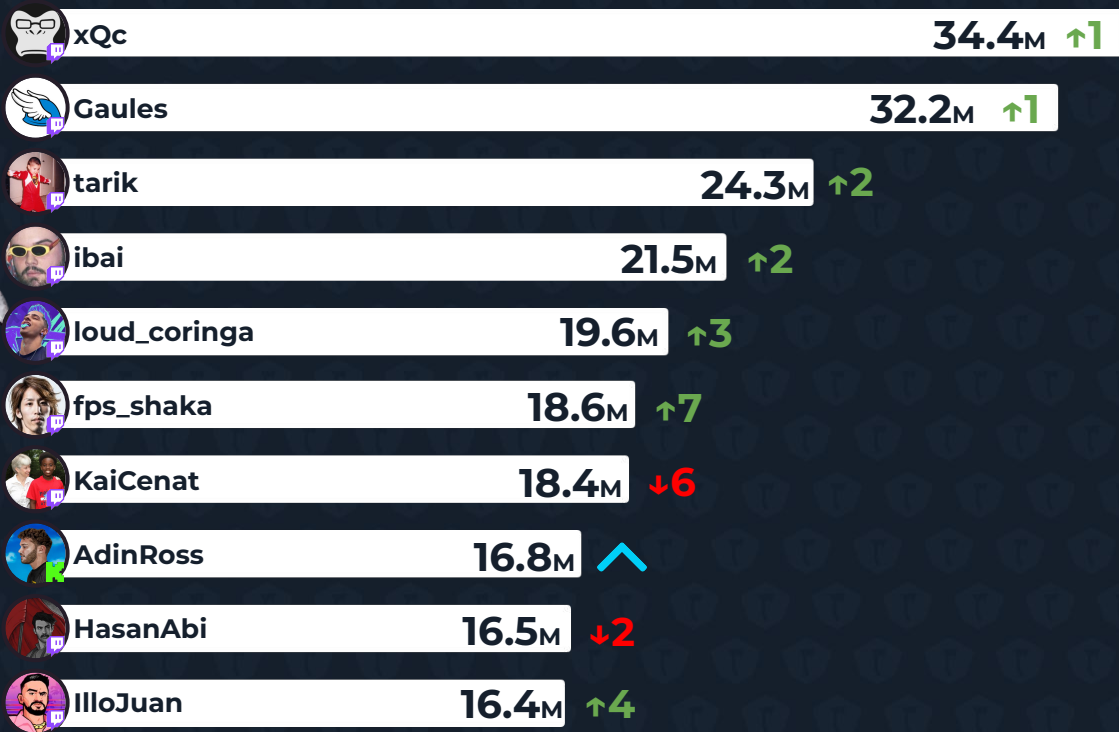
- **League of Legends** has come back out on top for the most-watched game across live-streaming platforms for the second quarter in a row. **GTA V** took the top title for all of 2022 but has remained in second place this quarter.

- New release **Diablo IV** made its way into the top, placing at #6 for the quarter with **173M hours watched**.

- Only one mobile title has made it into the top 10 this quarter, **Mobile Legends: Bang Bang**. Overall, the rankings have stayed pretty stable, with not much movement from Q1.

TOP LIVE-STREAMING CREATORS BY HOURS WATCHED

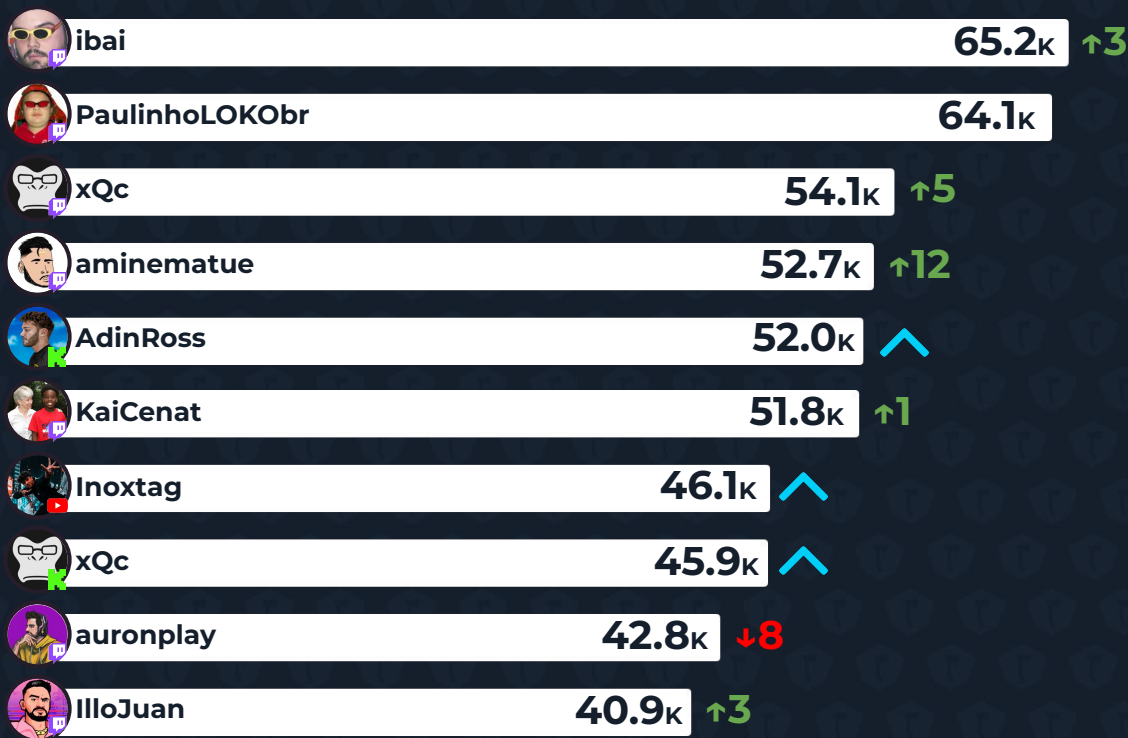
TOP CREATORS BY HOURS WATCHED ACROSS ALL STREAMING PLATFORMS | Q2 2023 COMPARED TO Q1 2023



- **AdinRoss** was the only **Kick** channel to break into the top 10 by hours watched this quarter, premiering at #8.
- The top 10 consists of 2 Spanish-speaking creators, 2 Portuguese-speaking creators, and 1 Japanese-speaking creator this quarter. The remaining 5 are English-speaking creators.
- **xQc** is back on top with the most hours watched this past quarter on his **Twitch** channel, despite having 77 hours of airtime on Kick.
- **fps_shaka** saw the highest growth to get back into the leaderboard. He had almost equal viewership in both League of Legends and VALORANT.

TOP STREAMING CREATORS Q2 2023 BY AVERAGE VIEWERS

AVERAGE VIEWERS ACROSS ALL STREAMING PLATFORMS | Q2 2023 COMPARED TO Q1 2023



- **Ibai** rose 3 levels to the top spot this quarter, mostly bolstered by his co-streaming for MSI and VCS: EMEA events.

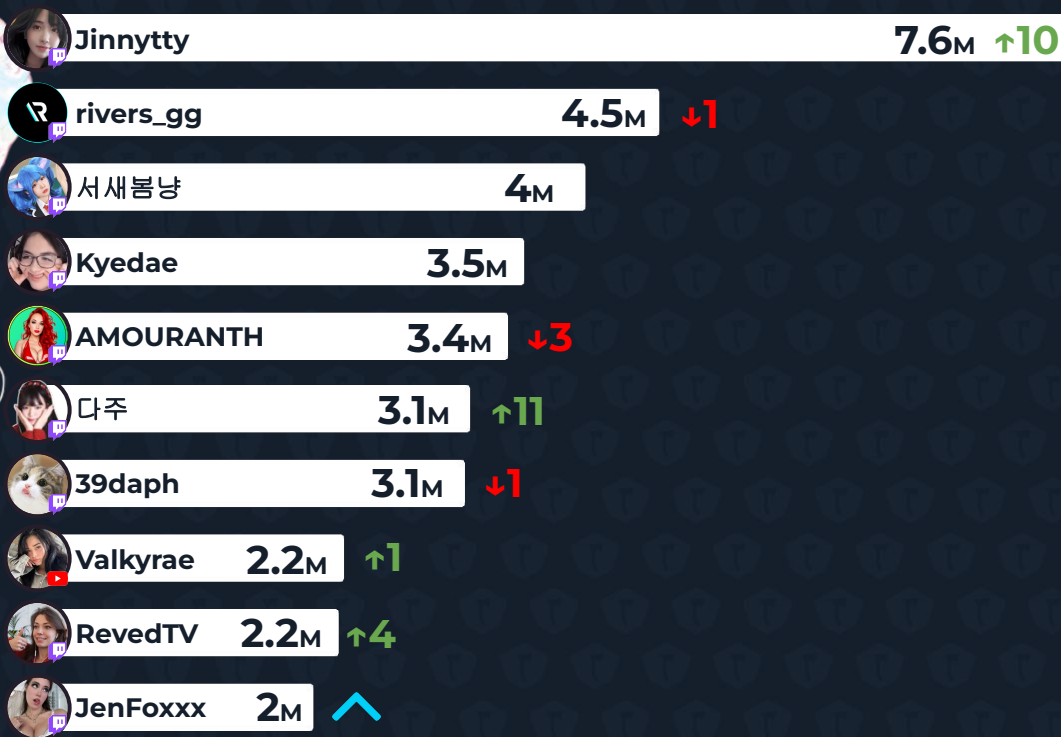
- **AdinRoss** and **xQc**'s new **Kick** channels made it into the top 10 leaderboard this quarter with **52K** and **45.9K** average viewers, respectively.

- While AdinRoss was banned from Twitch in Q1, his Kick channel was able to attract around the same # of average viewers and keep him in the #5 spot.

- The leaderboard features 3 English-speaking, 3 Spanish-speaking, 2 French-speaking, and 1 Portuguese-speaking creators.

TOP FEMALE LIVE-STREAMING CREATORS

TOTAL HOURS WATCHED ACROSS ALL STREAMING PLATFORMS | Q2 2023 COMPARED TO Q1 2023



- **Jinnytty's** live-streaming viewership has skyrocketed, growing **236%** this quarter over last. The South Korean creator is best known for her IRL live-streams covering her travels across the globe.

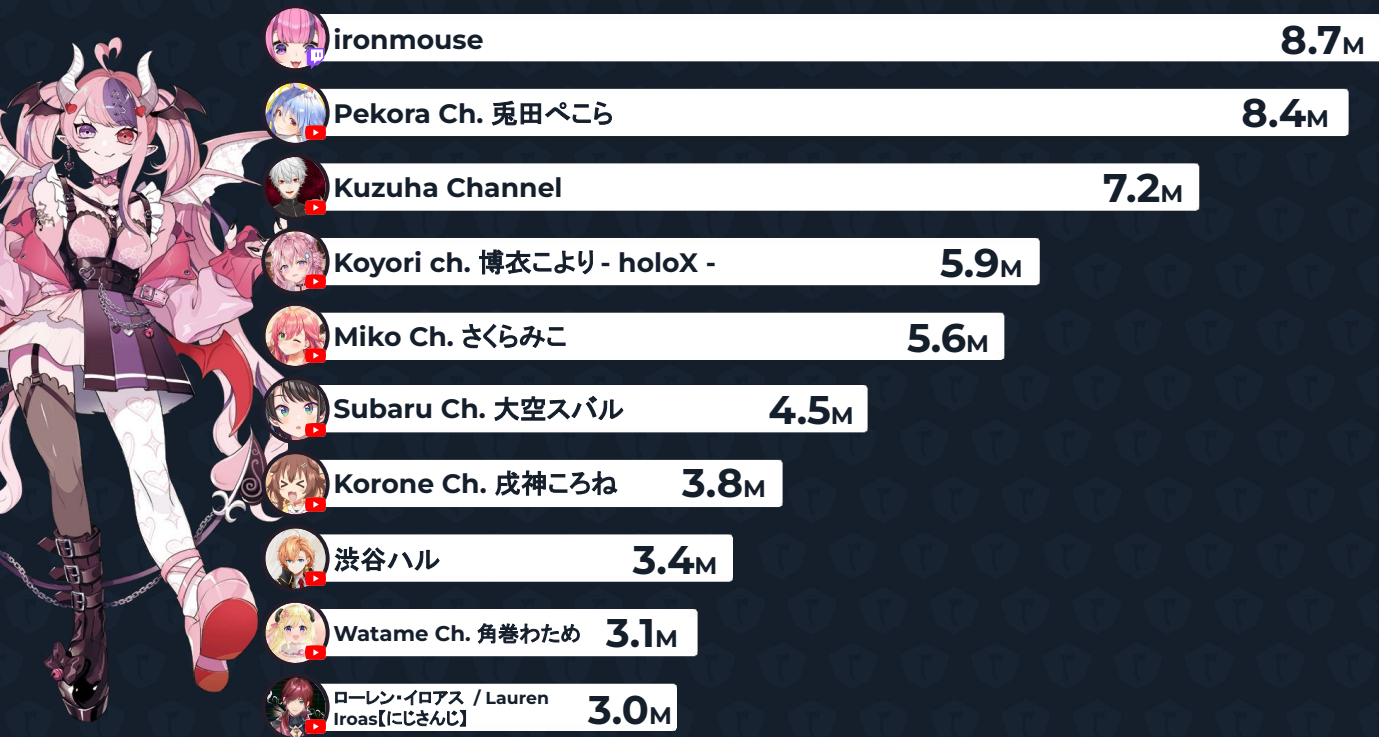
- This quarter's leaderboard includes 6 English-speaking streamers, 2 Korean-speaking, 1 Spanish-speaking, and 1 German-speaking creator.

- **Valkyrae** continues her reign as the most popular female YouTube creator (not including Vtubers).

- Just Chatting, VALORANT, and Minecraft are the most popular categories among the top 10, though **Amouranth's** primary category is Pools, Hot Tubs, and Beaches; and **JenFoxxx** saw most of her viewership from Diablo IV.

TOP VTUBER LIVE-STREAMING CREATORS

TOTAL HOURS WATCHED ACROSS ALL STREAMING PLATFORMS | Q2 2023 COMPARED TO Q1 2023



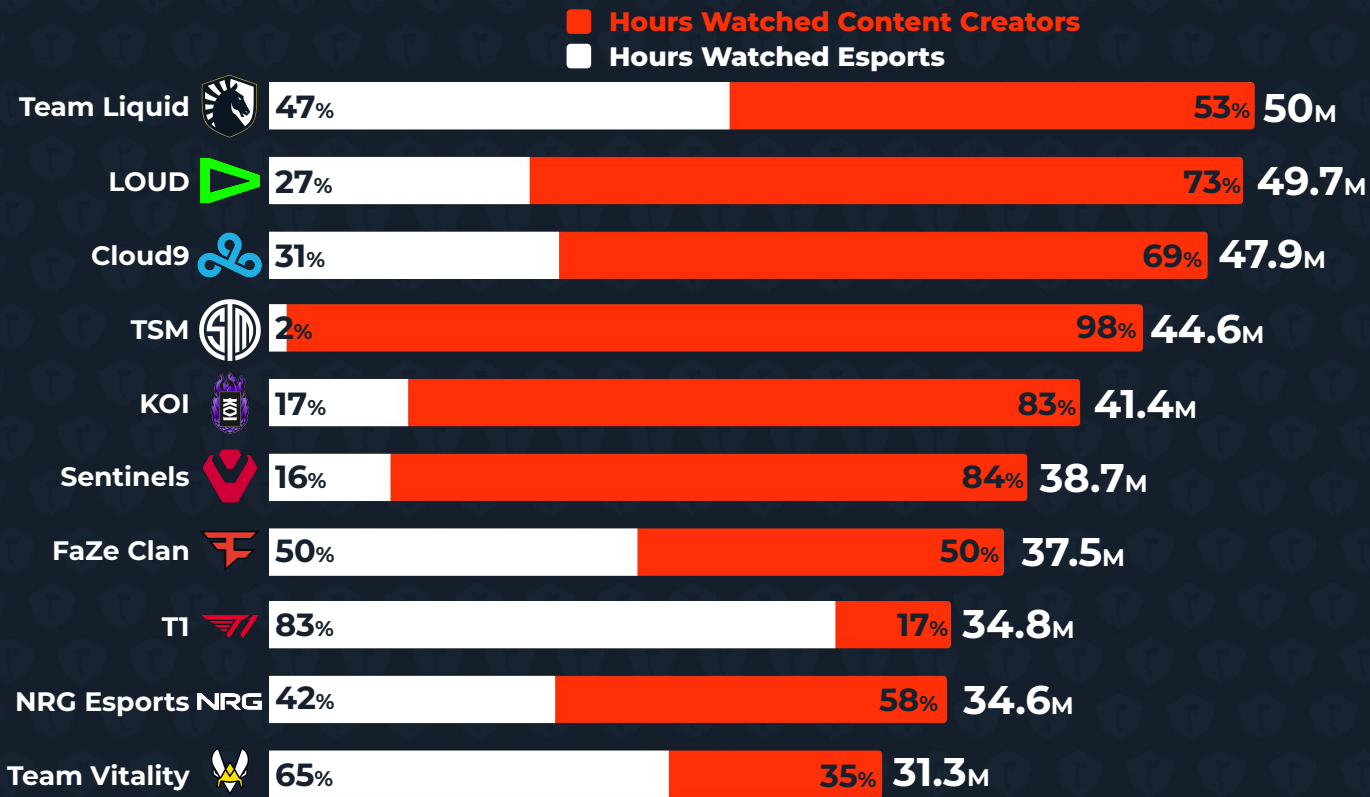
- Female VTubers make up 70% of the top 10 VTubers by hours watched.

- Ironmouse** rose to the top of the charts once again with the help of her subathon at the end of the quarter that helped her become the most-subscribed female live-streaming creator, and 4th most-subscribed creator ever behind only KaiCenat, Ludwig, and Ninja.

- Only 1 of the top 10 Vtuber live-streaming creators stream on Twitch, which is 3 fewer than last quarter. YouTube has been the preferred platform for Vtubers.

TOP ESPORTS TEAMS

BY HOURS WATCHED ACROSS ALL STREAMING PLATFORMS | Q2 2023



- **8 of the top 10** esports teams saw **50%** or more of their viewership last quarter come from **content creators**, which has become the industry norm.

- **Team Vitality's** viewership was boosted because of their CS:GO team's win at the May Paris Major. Almost half of the entire org's viewership came from the event.

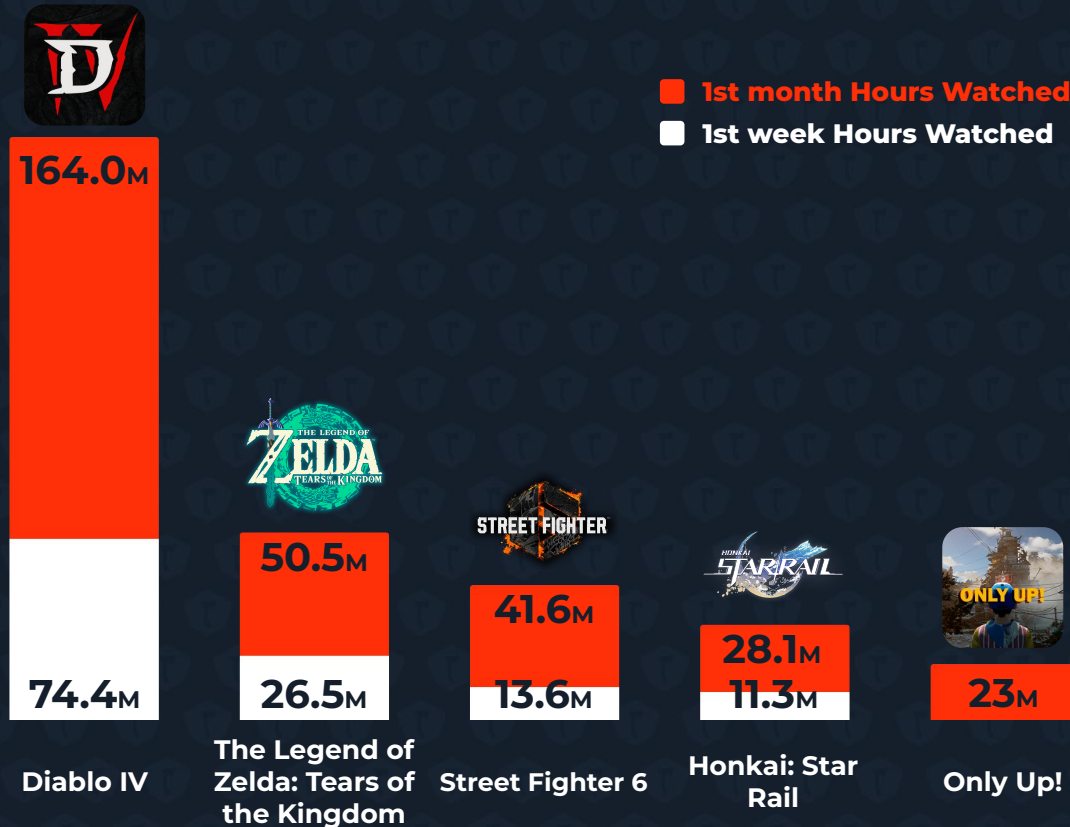
- Brazilian org **Loud** took home the win at the VALORANT Americas League, boosting their esports viewership for this quarter. **Loud_coringa** was the org's most-watched content creator in Q2 and placed 5th on the live-streaming creators leaderboard.

NEW GAME LAUNCHES

A DEEPER DIVE INTO TOP-PERFORMING VIDEO GAME LAUNCHES IN LIVE-STREAMING

TOP NEW GAME RELEASES

BY FIRST MONTH HOURS WATCHED ACROSS ALL STREAMING PLATFORMS | Q2 2023

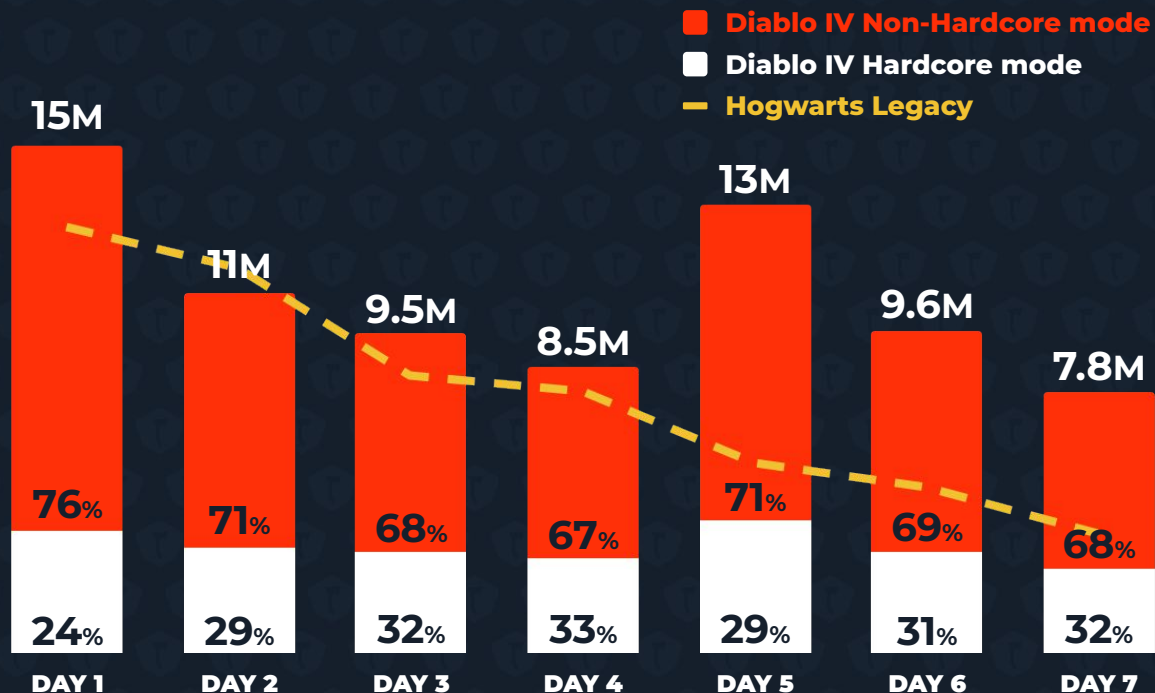


- **Diablo IV** was the most popular new game release this quarter, with **164M hours watched** in the first month across live-streaming platforms.
- While **Diablo IV** and **Hogwarts Legacy** (launched in Q1) had similar first week/early access viewership stats, **Diablo IV** had double the first month viewership of **Hogwarts Legacy**, indicating its lasting presence in the live-streaming community.
- Indie game **Only Up!** made it into the top 5 game releases this quarter due to its challenging nature and high-profile creator streams. While its first week saw little viewership, word of mouth helped boost interest among streaming creators.



DIABLO IV VIEWERSHIP AND HARDCORE MODE

BY FIRST WEEK HOURS WATCHED + EARLY ACCESS HOURS WATCHED | Q2 2023



- **Diablo IV** was Q2's most popular video game release in streaming and was able to generate prolonged buzz in the live-streaming space with its Early Access (EA) period as well as its "Hardcore Mode."

- On the first official day of release after EA, **Diablo IV** generated 13M hours watched, just 2M fewer than day 1 of EA. In comparison, **Hogwarts Legacy** in Q1 saw a steady decline after day 1 of release.

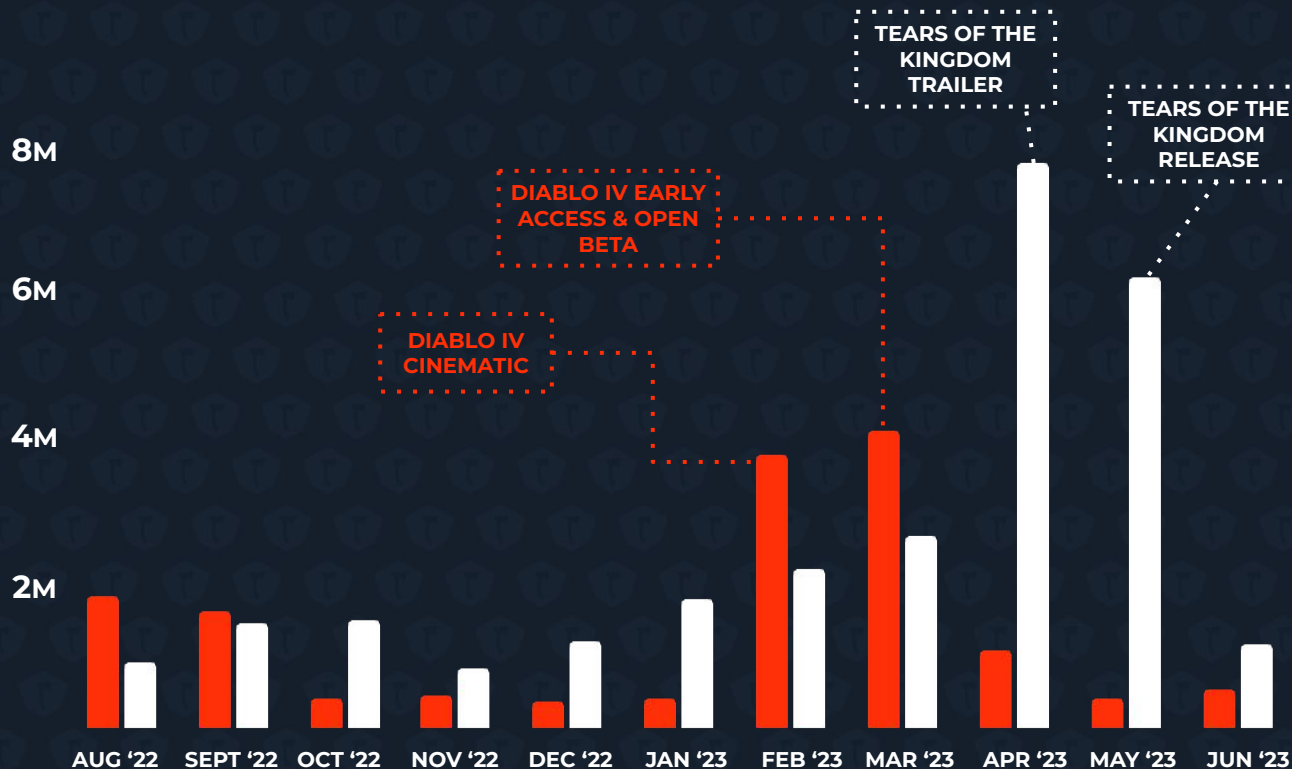
- **Diablo IV**'s publisher, Blizzard Entertainment, created a "**Hardcore Mode**" rewarding the first 1000 players to pass with their name on a real-life statue. This challenge was extremely difficult to complete, and had creators streaming their playthroughs, inspiring others to take part as well.

- **29%** of the game's viewership in the first week of release was from streams with "Hardcore Mode" in their titles, showing the dedication of streamers to Blizzard's challenge.



GAME RELEASE PR BOOSTING OLD GAME VIEWERSHIP

■ **DIABLO III** & ■ **BREATH OF THE WILD HOURS** WATCHED ACROSS LIVE STREAMING PLATFORMS | AUG '22 - JUN '23

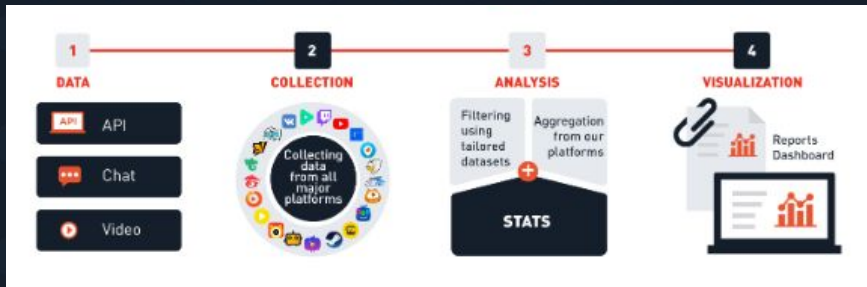


- When preparing for a new game launch, utilizing live-streaming creators can be a great way to build hype for new games and boost performance for old ones in the process.
- **Diablo IV** and **Zelda: Tears of the Kingdom** both launched in Q2 of this year, and in the lead-up to their releases, their prequels saw increased viewership across live-streaming platforms.
- In February when the **Diablo IV** cinematic was released, **Diablo III's** viewership jumped **749%** to **3.8M hours watched**. It increased even more the next month in the lead-up to the **Diablo IV** early access and open beta periods.
- **Zelda: Breath of the Wild** saw **194%** increase in hours watched to **7.8M** in April when the **Tears of the Kingdom** trailer premiered.

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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GAMESSQUARE

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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