**Amazon rebrands acquired Twitch with new Prime Gaming launch**

Amazon acquired Twitch, a video streaming platform, six years back. Later, after 2 years, they launched Twitch Prime. Twitch Prime is a service offering premium subscription included with the Amazon Prime subscription. Even after the launch under Amazon, Twitch Prime continues staying linked to Twitch. This is going to change the whole scenario with the rebranding and clarifying the integration of Twitch with the subscription of Amazon Prime.

**Services integrated with Prime gaming:**

The Twitch integrated service is now termed Amazon Prime Gaming, and this service has no changes in the service section, all the services and benefits are the same as before. Prime gaming enables the users’ access the exclusive game loots that also include a few free games of PC focusing on SNK titles. The list of these games includes the following:

* Red Dead Online
* Grand Theft Auto Online
* Apex Legends
* Doom eternal
* Samurai Shadow II (PC game)
* Metal Slug 2 (PC game)
* SNK 40th Anniversary Collection (PC game)

Prime gaming also allows the subscription for one channel of Twitch and that too for free. This ensures users supporting their preferred and favorite creators at zero added cost.

**Variances and benefits with new rebranding as Prime Gaming:**

The new change focuses on the name change mostly and involves gaming as Amazon’s core part instead of Amazon being just a link to Twitch. Gameloft revealed a significant change with the rebranding that there will no longer be a need for linking Twitch account for claiming the free games and loot. Instead of that, everything will be accessible to Amazon’s account itself.

Rumors spread of Amazon preparing a new cloud gaming service to ensure its entry into the competition with Google and Microsoft. But, there are no proofs for the same till now! Amazon published some not so successful titles too like Crucible, and this rebranding is the bigger investment by the company in the gaming sector.

**Amazon GM for Prime gaming on the new rebranding:**

GM for Prime Gaming, Larry Plotnick, mentioned in a blog post how Prime members already get a lot of benefits over the basic TV users, they have access to a huge range of new and blockbuster releases in music, movies, and series. Amazon is expanding its territories offering the best gaming service.

Plotnick added that Amazon offers new content to the customers that ensure better and entertaining playing than the other platforms. Irrespective of the genre choices, every type of game lover will have the best experiences with Prime Gaming.