VIDEO GAME STREAMING TRENDS REPORT

2022 FIRST QUARTER REPORT

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 Q1 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 Q1 2022 video game 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."

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:

- Streaming growth has begun to cool down in Q1 2022, 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 **66%** compared to the same period in 2020.

- Gaming leaderboards are dominated by **Twitch**, with all **Ten** of the top overall streamers and **Seven out of Ten** of the top female creators broadcasting on the platform. However, competitor platforms such as **Facebook Gaming**, **Afreeca** and **Trovo** are quickly gaining market share.

- For marketers looking for further insight into the behaviors of the Twitch audience, we've taken an in-depth look at casual / core Twitch viewing habits. We have found that that Core viewers watch an average of **276 minutes a day**, and therefore are far more likely to be receptive to repeated advertising and sponsorship campaigns.
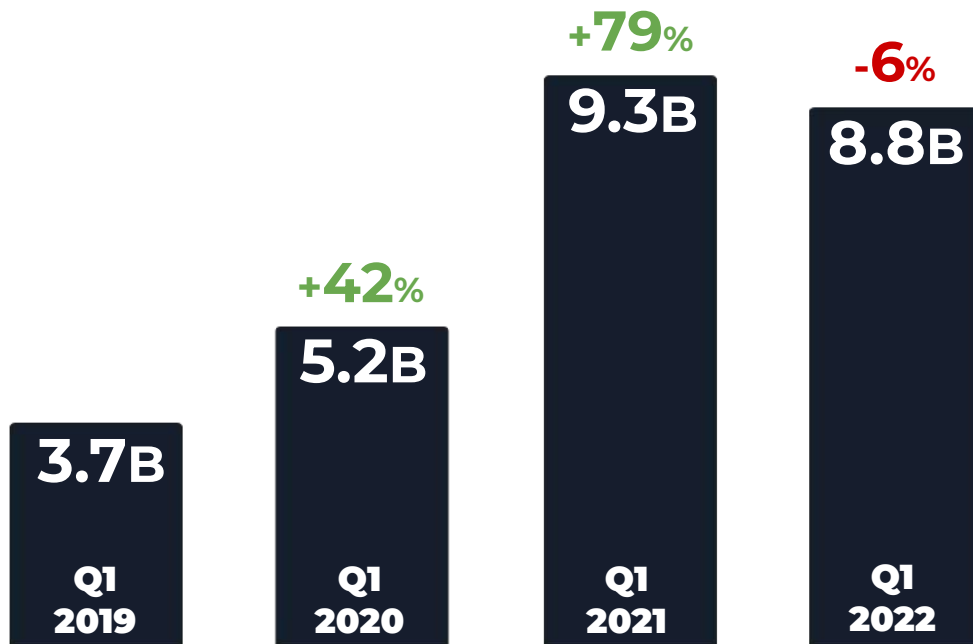
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MARKET INSIGHTS

Combined and individual growth of the leading western streaming platforms

COMBINED LIVE VIDEO GAME STREAMING VIEWERSHIP TRENDS

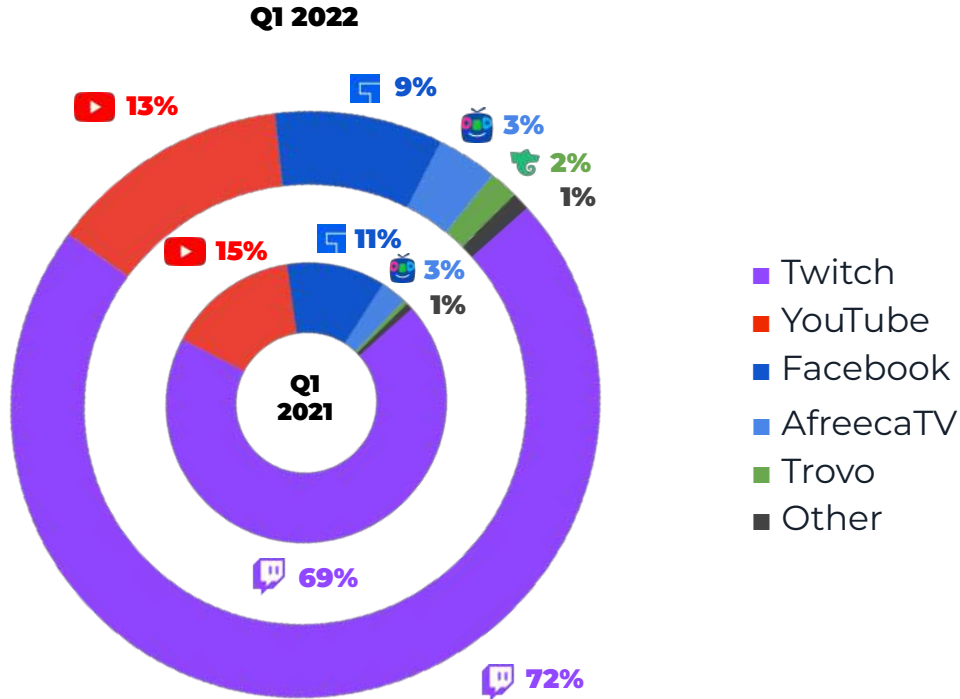TOTAL HOURS WATCHED ACROSS ALL PLATFORMS | Q1 2019 - Q1 2022

+79%

9.3B

-6%

8.8B

+42%

5.2B

3.7B

Q1 2019

Q1 2020

Q1 2021

Q1 2022

Included Platforms: Twitch, YouTube, Facebook, AfreecaTV, Trovo, NaverTV, Mildom, NonoLive, Openrec, DLive, VK, SteamTV, Booyah, GarenaLive & KakaoTV

- The growth rate of video game live streams achieved as a result of lockdowns from the Covid-19 pandemic has begun to stabilize: Hours watched decreased **6%** this year when compared to Q1 2021.

- This decrease in hours watched may be partially impacted by creator fatigue: The average amount of channels that broadcasting at any given moment during Q1 2022 decreased by nearly **13%** from the same time period in 2021.

- In spite of this decrease, video game streaming viewership has sustained as a pop culture phenomenon: Q1 2022 total hours watched is up **140%** relative to the Q1 2019 period.

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VIDEO GAME STREAMING PLATFORM MARKET SHARE

TOTAL HOURS WATCHED ACROSS ALL PLATFORMS | Q1 2021- Q1 2022

Q1 2022

9%

3%

2%

1%

13%

11%

3%

1%

Q1 2021

15%

■ Twitch

■ YouTube

■ Facebook

■ AfreecaTV
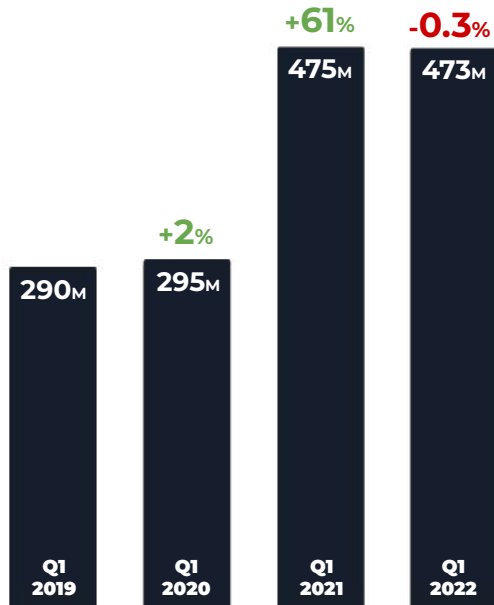
■ Trovo

■ Other

69%

72%

- Twitch continues to hold the lion's share of the streaming market, generating nearly **3/4** of the total hours watched.

- AfreecaTV, a South Korean live streaming platform, has increased its share significantly relative to last year. In Q1 2022, hours watched grew **5%** totalling **286M** hours.

- The platforms with the most significant growth from last year are Trovo, the Tencent live streaming platform, and Naver TV, a South Korean live streaming platform. Trovo grew **188%** to **136M** hours watched, and Naver TV grew **141%** to **47M** hours watched.

Included Platforms: Twitch, YouTube, Facebook, AfreecaTV, Booyah, Naver, Trovo, OpenRec, VK, Garena LIVE, and KakaoTV

STREAM HATCHET

ESPORTS MARKET SEGMENT GROWTH TRENDS

TOTAL HOURS WATCHED ACROSS ALL PLATFORMS | Q1 2021- Q1 2022

TOTAL ESPORTS HOURS WATCHED

290M — Q1 2019

+2%
295M — Q1 2020

+61%
475M — Q1 2021

-0.3%
473M — Q1 2022

Included Platforms: Twitch, YouTube, Facebook, AfreecaTV, Booyah, Naver, Trovo, Mildom, Steam, VK, Garena, OpenRec, Mixer and NonoLive

Q1 2022 ESPORTS PLATFORM SHARE

80%
15%
3%
2%

- Twitch
- YouTube
- AfreecaTV
- NaverTV
- Other
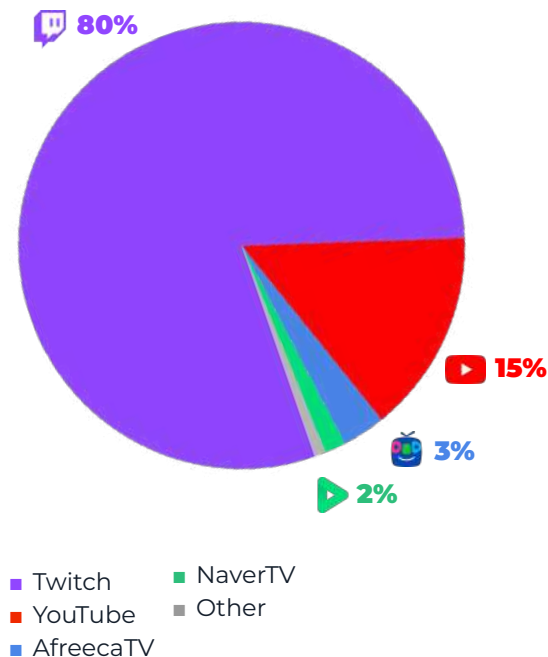
- Esports has continued to rise in popularity each year as gaming continues to break into pop culture. Compared to broader market trends, global esports audiences have been less impacted by the end of the global lockdowns: Total esports hours watched decreased by just **0.3%**.

- From a historical perspective, esports viewership has increased substantially from pre-pandemic levels: From Q1 2019 to Q1 2022, total esports hours watched has grown upwards of **63%**.

- Twitch is the definitive place to watch esports content. It accounts for **80%** of the total Q1 2022 hours watched. It's worth highlighting that eastern platforms Afreeca (**3%**) and Naver (**2%**) have captured significant market share relative to other leading streaming platforms.
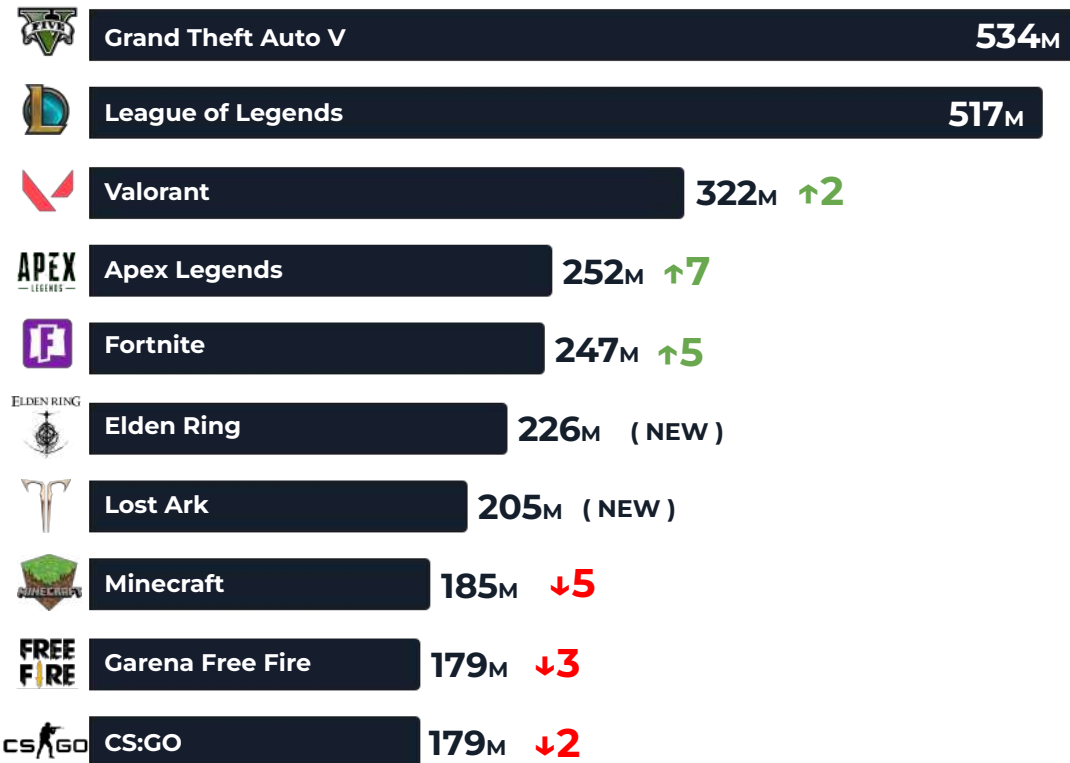
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LEADERBOARDS

Rankings and Insights on the Top Game Categories & Gaming Creators across Streaming, VOD & Social

TOP GAMES Q1 2022 & RANK CHANGE VS Q4 2021
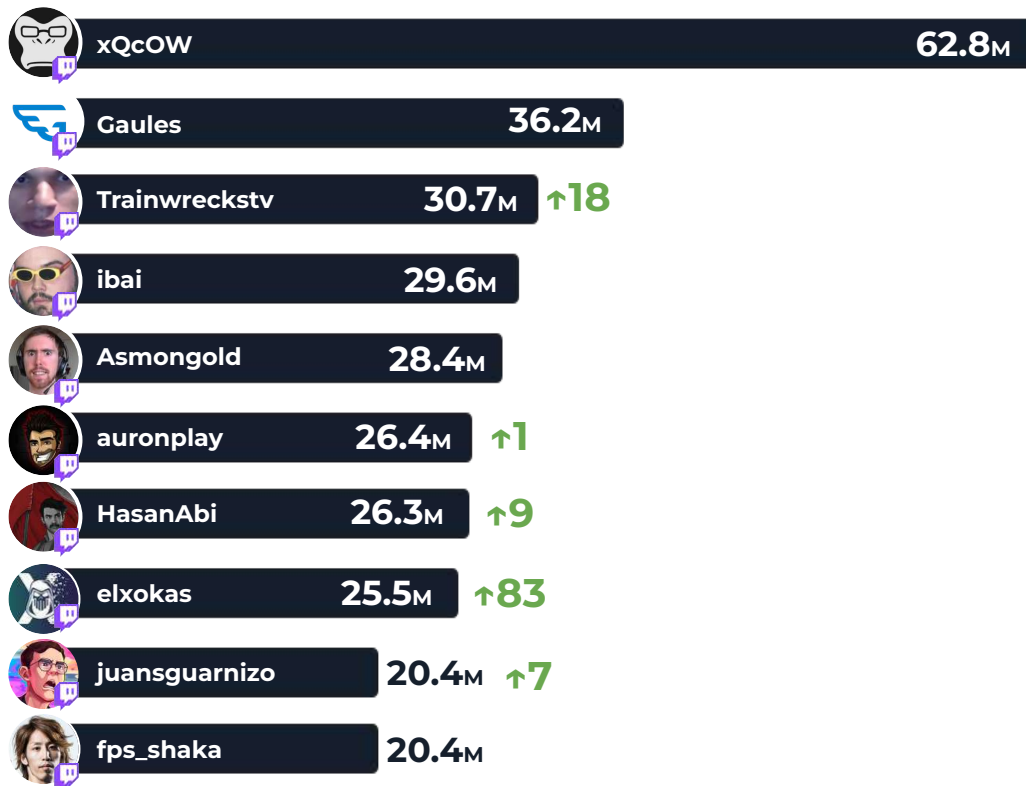
BY HOURS WATCHED | ON ![Twitch] TWITCH, ![YouTube] YOUTUBE GAMING, AND ![Facebook] FACEBOOK GAMING

Game	Hours	Change
Grand Theft Auto V	534M	
League of Legends	517M	
Valorant	322M	↑2
Apex Legends	252M	↑7
Fortnite	247M	↑5
Elden Ring	226M	(NEW)
Lost Ark	205M	(NEW)
Minecraft	185M	↓5
Garena Free Fire	179M	↓3
CS:GO	179M	↓2

- It remains challenging for new titles to reach the peaks of video game streaming. **80%** of the top 10 titles have maintained a foothold on the leaderboard and the top two titles have held their positions since Q4 2020.

- Strong game launches from Elden Ring & Lost Ark have propelled both titles into the top 10. Lost Ark's North American release helped it garner a total of **205M** hours watched this quarter. Elden Ring launched just one month before the end of the quarter, and was still able to place **6th** in the most watched titles this quarter.

- Mobile Game streaming has fallen in popularity this quarter; only one game, Garena Free Fire, cracked the top ten. The **2nd** most watched Mobile title, PUBG Mobile, was banned in India, which may have contributed to a **48%** drop in hours watched this quarter.
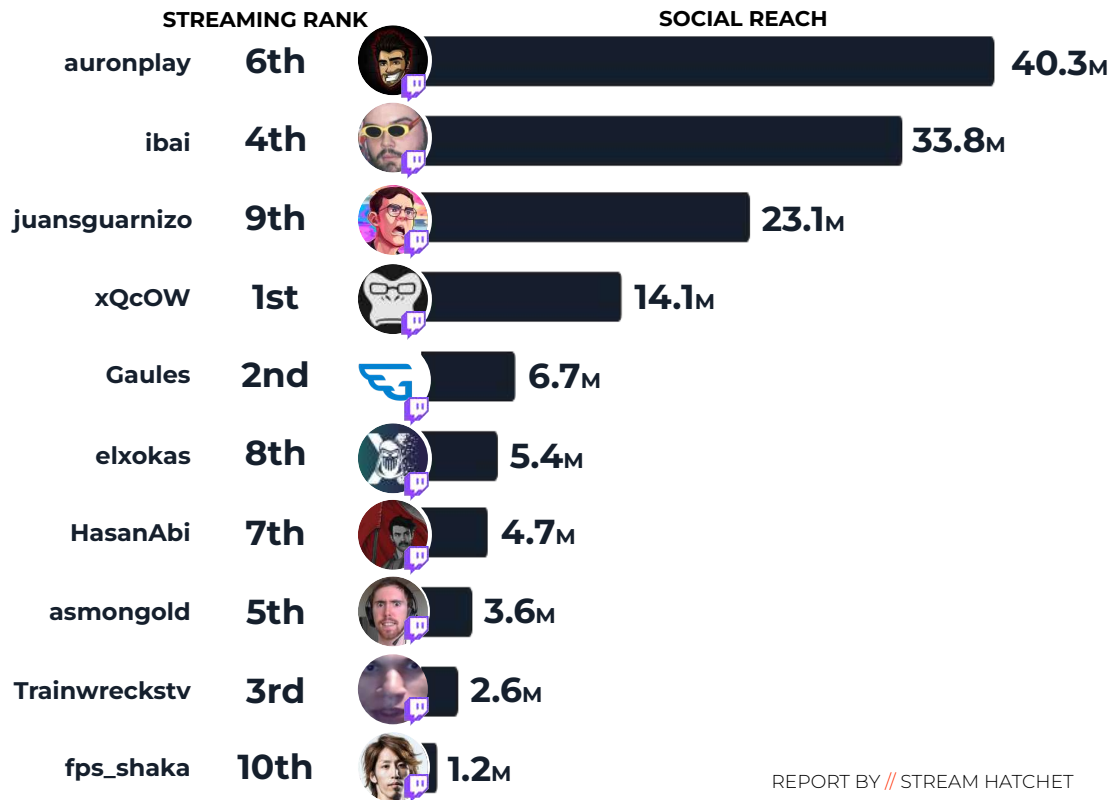
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TOP STREAMING CREATORS Q1 2022 & RANK CHANGE VS Q4 2021

BY HOURS WATCHED | ON ![Twitch] TWITCH, ![YouTube] YOUTUBE GAMING, AND ![Facebook] FACEBOOK GAMING

Creator	Hours Watched	Rank Change
xQcOW	62.8M	
Gaules	36.2M	
Trainwreckstv	30.7M	↑18
ibai	29.6M	
Asmongold	28.4M	
auronplay	26.4M	↑1
HasanAbi	26.3M	↑9
elxokas	25.5M	↑83
juansguarnizo	20.4M	↑7
fps_shaka	20.4M	

- xQcOW once again took the top spot for streaming creators in Q1 2022. This marks the **7th** straight quarter he was the most watched channel across all three major streaming platforms.

- **60%** of this quarter's leaderboard was led by non-English speaking channels as (**4**) Spanish-speaking, (**1**) Portuguese, and (**1**) Japanese creator. Spain contains to be a bastion for streamer culture with streamers like Ibai, Auronplay, and Elxokas dominating the leaderboards.

- Juansguarnizo saw a huge increase in hours watched when streaming the Egoland 2 Rust server, which shut down in early Feb. Juansguarnizo generated **2M** hours watched from Rust alone in Q1 2022.

![Stream Hatchet logo]

TOP STREAMERS REACH ACROSS ALL SOCIAL MEDIA

Q1 2022 | SOCIAL DATA FROM TWITTER, INSTAGRAM, FACEBOOK, TWITCH, TIKTOK, PINTEREST, YOUTUBE, AND TUMBLR. DATA PROVIDED BY SIDEQIK

STREAMING RANK		SOCIAL REACH
auronplay	6th	40.3M
ibai	4th	33.8M
juansguarnizo	9th	23.1M
xQcOW	1st	14.1M
Gaules	2nd	6.7M
elxokas	8th	5.4M
HasanAbi	7th	4.7M
asmongold	5th	3.6M
Trainwreckstv	3rd	2.6M
fps_shaka	10th	1.2M

- Sideqik and Stream Hatchet are subsidiaries of Engine Gaming and Media. Sideqik has provided Stream Hatchet with social reach data to further understand audience trends related to video games media.

- Streaming reach does not always equate to reach across broader social media: The top 3 creators by social reach fall below **3rd** place within a streaming context.

- Conversely, social media reach does not equate to streaming popularity. Despite being the **3rd** most watched streamer of Q1 2022, Trainwreckstv has the **9th** largest social reach.

- Spanish-speaking creators have been the most adept at audience across mediums: The top **three** creators by social reach are Spanish-speaking.

STREAM HATCHET

TOP FEMALE STREAMING CREATORS Q1 2022

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

Creator	Hours Watched
ironmouse	10.7M
Amouranth	8.1M
Valkyrae	6.5M
fuslie	5.1M
Pokimane	5M
Pekora Ch. 兎田ぺこら	4.9M
Miko Ch. さくらみこ	4.6M
다주	4.1M
서새봄냥	4M
arigameplays	3.4M

- The top female streamer for Q1 2022, Ironmouse, is a VTuber who experienced massive growth as a result of a 31-day subathon. During the subathon, she gained over **170K** Twitch subscribers, making her the most-subscribed female streamer and third overall Twitch streamer of all time (Ninja and previously Ludwig).

- Additionally many of the other top female streamers are also VTubers: ironmouse at **1st**, Pekora Ch. 兎田ぺこら at **6th**, and Miko Ch. さくらみこ at **7th**.

- Gaming culture continues to expand to international audiences: **Half** of the top female streamers were non-English speaking creators. **two** Japanese, **two** Korean, and **one** Spanish-speaking creator made up the top ten.

STREAM HATCHET

TOP LIVE STREAMING VTUBERS IN Q1 2022

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

VTuber	Hours Watched
ironmouse	10.7M
Kuzuha Channel	7.2M
Pekora Ch. 兎田ぺこら	4.9M
Miko Ch. さくらみこ	4.6M
Kanae Channel	2.4M
Gawr Gura Ch. hololive-EN	1.7M
フブキCh。白上フブキ	1.7M
Botan Ch. 獅白ぼたん	1.7M
Noel Ch. 白銀ノエル	1.7M
Lamy Ch. 雪花ラミィ	1.7M
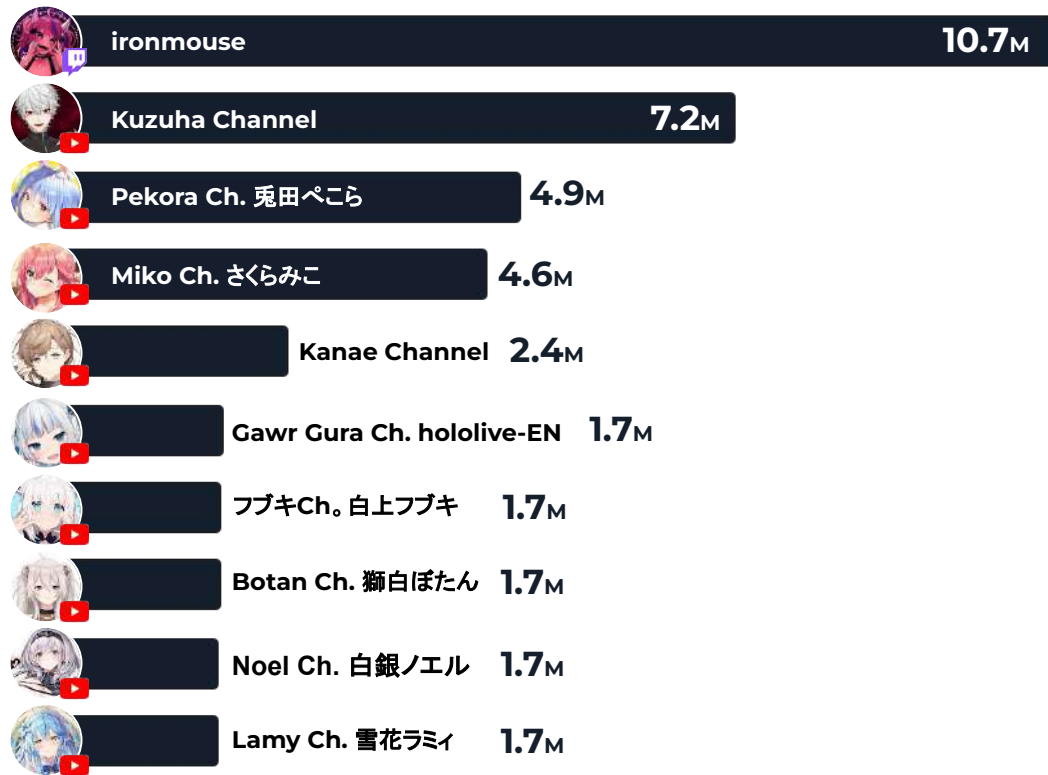
- VTubing, or Virtual YouTubers, are content creators who utilize virtual avatars using computer graphics and real-time motion capture software to take on anime-inspired avatars. The trend has quickly grown into a leading content category in game streaming.

- Not only was ironmouse the **#1** female streamer, she was also the **#1** Vtuber with **10.7M** hours watched.

- Of the top ten, **seven** are represented by Hololive, the leading VTuber talent agency, and generated a total of **17.95M** hours watched. Hololive currently has **68** affiliated VTubers.

- It's important for marketers to examine a variety of KPIs when sourcing influencers: While Gawr Gura is the most subscribed VTuber, amassing a total of **3.9M** subscribers, she is the **6th** most watched VTuber in live-streaming.

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DOES STREAMING ENGAGEMENT TRANSLATE TO VOD VIEWERSHIP?

KPIS FROM CREATORS PRIMARY STREAMING PLATFORM AND VOD VIEWS | Q1 2022

TOP LIVE STREAMING CREATORS

	LIVE HOURS WATCHED	AVERAGE CONCURRENTS	VOD VIEWS
xQcOW	62.8M	72.2K	75.3M
gaules	36.2M	56.4K	1.7M
trainwreckstv	30.7M	34.8K	0.3M

TOP GAMING VOD CREATORS

	LIVE HOURS WATCHED	AVERAGE CONCURRENTS	YOUTUBE VOD VIEWS
Rubius	19.6M	37K	13.6M
VEGETTA777	2.8M	14.4K	57.4M
TommyInnit	1.4M	52K	21.8M

- As Gaming creators continue to increase in popularity, it's crucial for marketers to understand how to measure audiences across mediums. We've investigated the performance of the top streamers as VOD creators, and conversely the performance of the top VOD creators in streaming.

- In general, the VOD first creators have been more successful at growing audience for their live streams. VOD first creators generate **Twice** as many VOD views per Average Concurrent .

- In some cases, certain creators can break the mold: Both xQc and Rubius have been able to generate significant viewer engagement for both live streaming and VOD.

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VIEWER ENGAGEMENT BY FAN TYPE

An in-depth analysis of Casual and Core audience trends in
Video Game Streaming

AN OVERVIEW OF VIEWER ENGAGEMENT METRICS FOR MARKETERS

Q1 2022 VIEWER ENGAGEMENT BY FAN TYPE | ON 🟣 TWITCH

	Share of Twitch Viewers	Share of Sample Hours Watched	Average Mins/Day
CASUAL	92.25%	33%	12 Mins
CORE	7.75%	67%	276 Mins

DEFINITIONS OF FAN TYPE

Casual Viewers
Watch on average of 6 hours of Twitch each month. They typically watch streams to laugh and to be entertained.

Core Viewers
Conversely, Core Viewers watch nearly 5 hours of Twitch each day. They are deeply immersed in streamer culture, and are interested in the competitive elements of gaming including esports.

HOW TO GLEAN INSIGHTS FROM THE DATA

Size of audience is not always the most valuable KPI for marketing campaigns. Measuring **engagement** is often more crucial for marketers to understand whether their messaging is driving attention. As an example, while **Core Viewers** make up less than **8%** of the total audience, they generated **2/3** of total hours watched on Twitch during Q1 2022.

As a result, **Core Viewers** are **24** times more likely to **watch repeated advertising, sponsorship** and other branded content as they watch a significantly larger amount of Twitch content than Casual Viewers. Core Viewers are more likely to engage with more with content on Twitch, be it watching a particular streamer or game and even chatting directly to streamers and participants within Twitch chat.

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MOBILE GAME STREAMING IS CORE COMPARED TO DOWNLOADS

SHARE OF GLOBAL DOWNLOADS BY GENRE

Core
20%

Casino
2%

Hyper Casual
30%

Casual
78%

Others
36%

Arcade
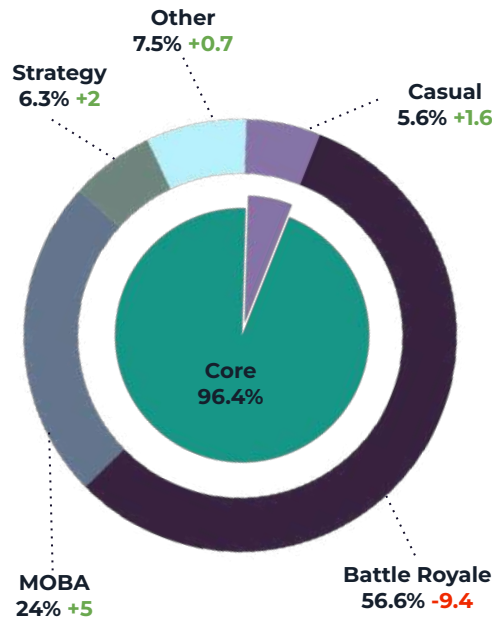12%

Puzzle
15%

Data.ai
State of Mobile 2021 Report
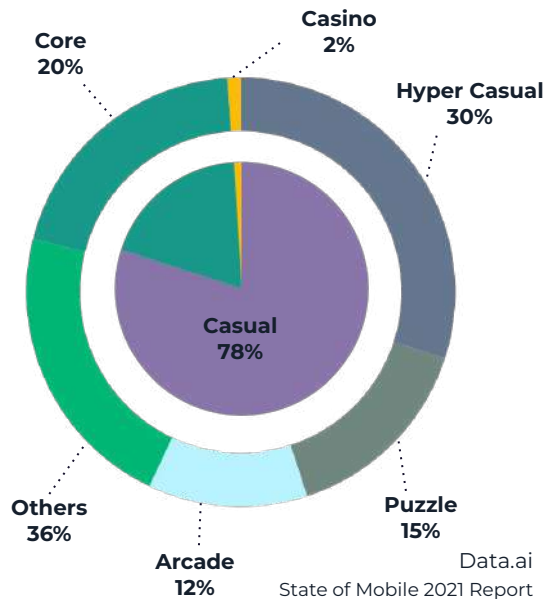
MOBILE GAME STREAMING VIEWERSHIP
Q1 2022

Other
7.5% +0.7

Strategy
6.3% +2

Casual
5.6% +1.6

Core
96.4%

MOBA
24% +5

Battle Royale
56.6% -9.4

Data.ai has defined casual mobile titles as games within genres that typically have faster play times and less competitive elements. Conversely, core games have longer average session times, and feature more competitive elements including esports. Stream Hatchet has elected to compare the 2020 downloads data to Q1 2022 data as there is no significant difference (>2%) vs the prior year (2020) period.

- For our Q1 2022 report, we are spotlighting nuances within the mobile gaming market. We have compared App Downloads obtained from the Data.ai 2021 State of Mobile Gaming Report, to Stream Hatchet live streaming viewership.

- In general, the playership of mobile games remains casual, while viewership skews core: Core games made up **19%** of mobile game downloads, however they generate **96%** of mobile games streaming hours watched.

- For marketers looking to build activations with mobile gaming fans, it's crucial to understand that most mobile game streaming viewers are core fans who are deeply immersed in streaming culture and competitive esports.

TWITCH VIEWER INTEREST PROFILE BY VIEWER TYPE

Q1 2022 ENGAGEMENT STATISTICS BY FAN COHORT | ON 🟣 TWITCH

TOP CHANNELS WATCHED BY CASUAL VIEWERS (12 mins per Day)

	H. Watched	Est. H. Watched per Viewer in Q1 '22	Engagement Rate*
auronplay	26.4M	4.5	11%
Fextralife	31.2M	6.9	12%
ibai	29.6M	4.7	10%

TOP CHANNELS WATCHED BY CORE VIEWERS (276 mins per Day)

	H. Watched	Est. H. Watched per Viewer in Q1 '22	Engagement Rate*
xQcOW	62.8M	10.7	12%
Trainwreckstv	30.7M	15.8	11%
Gaules	36.2M	18.9	24%

- When activating with gaming creators, it's crucial for marketers to have a sense of the type of fan they are reaching. While the casual audience typically offers scale, core viewers offer higher engagement in watch time & chat engagement.

- Our analysis examined the top three channels for casual viewers vs the top three channels for core viewers. In general, core viewers watch nearly **three times** as much content of the top streamers vs casual viewers.

- Streamer **Gaules** reaches an incredibly dedicated core audience. His viewers watch him nearly **twice** as long as any channel sampled. Due to the nature of his content, and his long history within esports, Gaules generates significant engagement, **11pts** higher than the other channels within our sample.

*Stream Hatchet engagement rate is defined as the percentage of chat participants of the total unique registered viewers.

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CASUAL VS CORE VIEWERSHIP OF TOP GAME RELEASES

Q1 2022 | ON 🟣 TWITCH

HOURS WATCHED ■ Casual Viewers ■ Core Viewers

Elden Ring
- 7 days: 77.3%
- 14 days: 67.7%
- 30 days: 58.1%

Lost Ark
- 7 days: 90.3%
- 14 days: 83.4%
- 30 days: 65.1%

Pokémon Legends
- 7 days: 71.8%
- 14 days: 57.8%
- 30 days: 41.3%
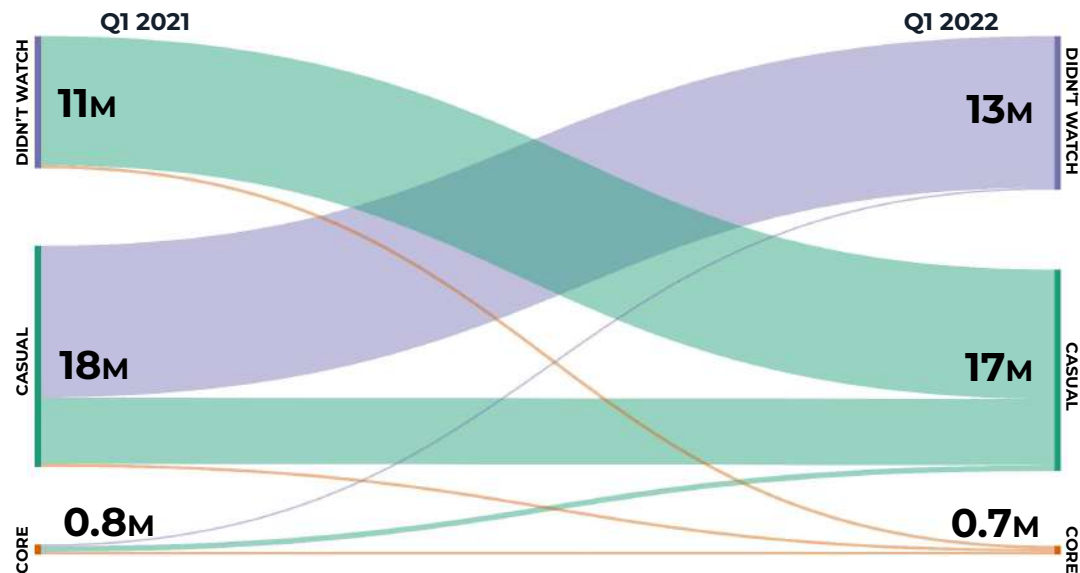
Y-axis: 150K, 100K, 50K
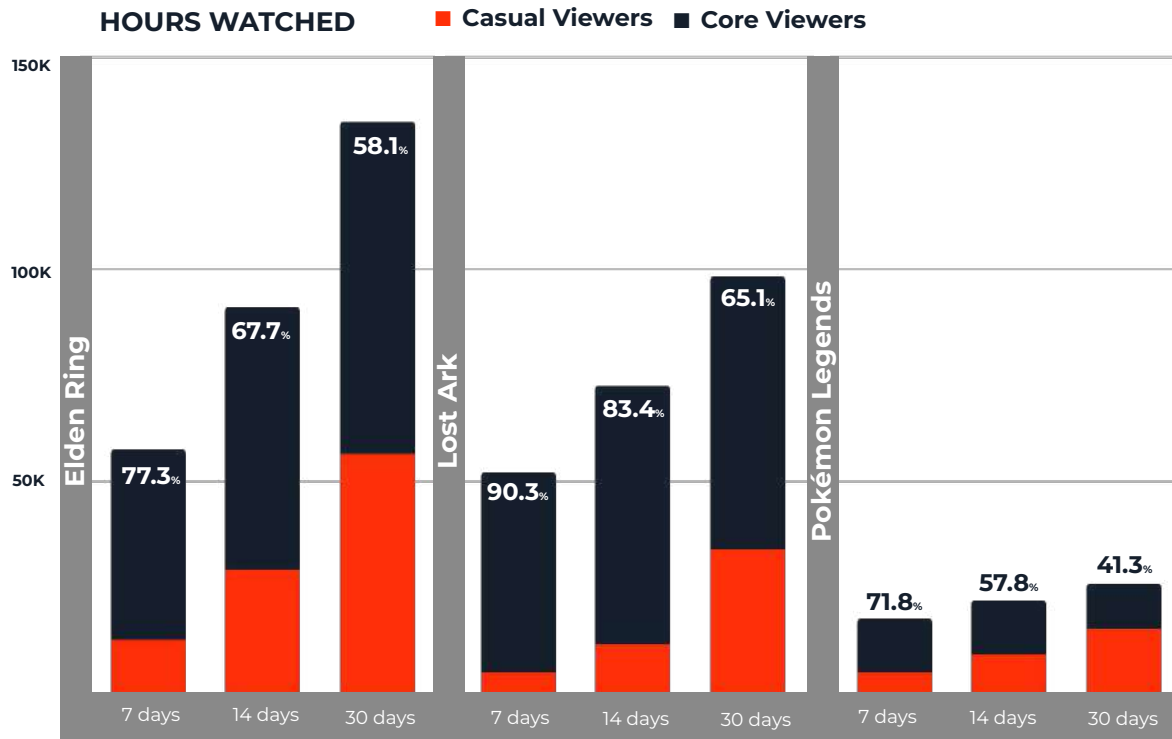
A core viewer has watched at least: 5 hours within 7 days, 10 hours within 14 days, and 20 hours within 30 days.

- For game publishers launching **new titles**, it's important to understand whether viewers are **watching streams** for **creators**, or for the **game content**.

- For the top game releases of Q1 2022, we have segmented viewership into viewer cohorts to investigate hours watched by fan type during key points of the release cycle.

- Elden Ring and Lost Ark have captivated core viewers and as a result have driven success in broader streaming: Both titles were two of the most watched games this quarter (**6th** & **7th**).

- Throughout the games' release cycles, Elden Ring and Lost Ark core viewers have accounted for **over half** of each game's hours watched.

- In contrast, Pokémon Legends: Arceus has not landed with core viewers. The average viewer of Pokémon watched less than **four total hours** 30 days into its release cycle.

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GTA V VIEWER Q1 2021 - Q1 2022 RETENTION ANALYSIS

Q1 2022 | ON TWITCH

Q1 2021		Q1 2022
DIDN'T WATCH	11M	13M DIDN'T WATCH
CASUAL	18M	17M CASUAL
CORE	0.8M	0.7M CORE

2021 ▼ 2022 →	Didn't Watch	Casual	Core
Casual	68.58%	30.06%	1.36%
Core	18.63%	55.11%	26.26%

- For Game publishers operating live ops games, it's crucial to understand retention rates. Viewers can serve as a **top of funnel metric** to help game publishers understand players.

- Since GTA V was the most watched game in Q1 2022, we've taken a look at the retention rates by fan type from Q1 2021 to Q1 2022.

- Most of GTA V's streaming audience is new viewers to the game. **63%** of the Q1 2022 viewers **did not watch** the game in Q1 2021, and became either casual or core viewers.

- While GTA V has gained a significant population of new viewers, it has churned over half of last year's audience: The game lost **68.6%** of casual and **18.6%** of core viewers.

ABOUT THIS REPORT

Detailed Methodology & Company Information

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 METRICS

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.

REGISTER FOR A DEMO!

STAY IN TOUCH

ABOUT ENGINE GAMING AND MEDIA

Engine Gaming and Media, Inc. (NASDAQ: GAME) (TSX-V: GAME) provides premium social sports and esports gaming experiences, as well as unparalleled data analytics, marketing, advertising, and intellectual property to support its owned and operated direct-to-consumer properties, while also providing these services to enable its clients and partners. 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; WinView Games, a social predictive play-along gaming platform for viewers to play while watching live events; UMG, an end-to-end competitive esports platform powering and broadcasting major esports events, as well as daily community tournaments, matches, and ladders; and Frankly Media, a digital publishing platform used to create, distribute and monetize content across all digital channels. For more information, please visit www.enginegaming.com.

www.StreamHatchet.com