



**STREAM**  
**HATCHET**

**Live Streaming Trends Report**

**2024**  
**QUARTER 2**



# EXECUTIVE SUMMARY

## ABOUT STREAM HATCHET'S Q2 2024 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 2024. 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 2024 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:

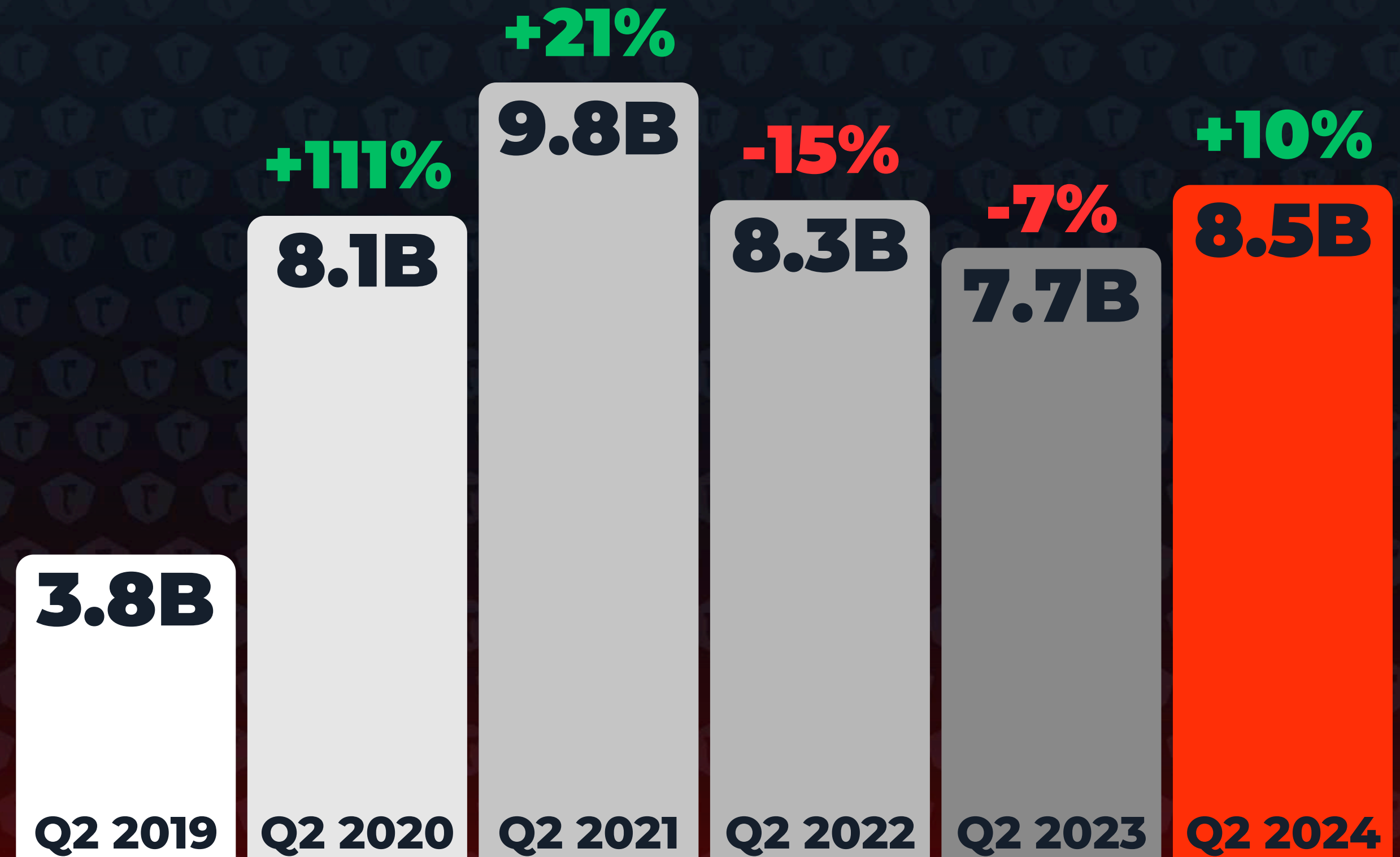
- Live streaming viewership is **up 10% from Q2 2023 to 8.5 billion hours watched**, indicating a resurgence in the industry since the post-pandemic dip.
- **Twitch's** dominance of the live streaming viewership market seems to be declining - in Q2 2023, it held **70% of the market share** of hours watched. In **Q2 2024, that share has dropped to just 60%**.
- The top creators are losing their stranglehold on the market, with the **top 5% of streamers by hours watched** dropping from **98% of the total market share** in Q2 2019 **to just 86% in Q2 2024**, indicating a more diverse market for smaller streamers.



# COMBINED LIVE STREAMING VIEWERSHIP

HOURS WATCHED ACROSS ALL STREAMING PLATFORMS | Q2 2019 - Q2 2024

- Live streaming is experiencing renewed growth in Q2, with a **10%** year-over-year increase, marking the first significant rise since the pandemic, and the **second-highest Q2** in the last 5 years.
- This resurgence is driven by a variety of platforms, including **Kick**, **Rumble**, and **Chzzk**. As a result, live-streaming viewership soared to **8.5B** hours, **787M** more than Q2 last year and **386M** (**4.8%**) more than Q2 2020.

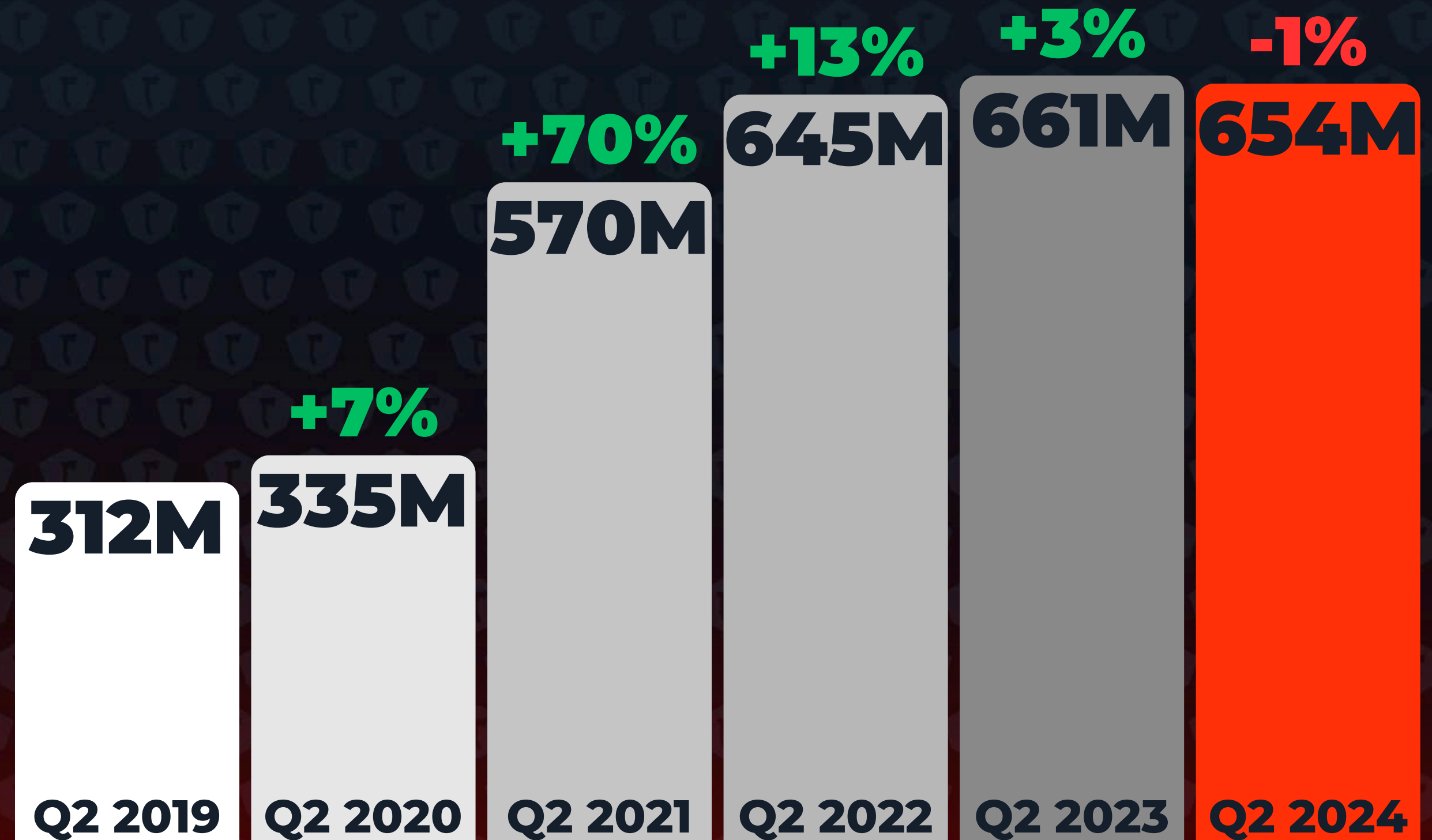




# ESPORTS LIVE STREAMING VIEWERSHIP

HOURS WATCHED ACROSS ALL STREAMING PLATFORMS | Q2 2019 - Q2 2024

- Esports live streaming viewership in Q2 nearly matched last year's numbers, falling short by just **7M** hours watched, making it the **second-highest** Q2 on record so far.
- The most-watched event this quarter was the League of Legends **2024 Mid-Season Invitational**, boasting almost **70M** hours watched and accounting for **10.7%** of the total esports viewership. This was followed closely by the **MPL Indonesia Season 13** with **54M**, and the **2024 VALORANT Champions Tour: Americas League - Stage 1** with **26M**.



# PLATFORM MARKET SHARE

HOURS WATCHED ACROSS TOP 5 STREAMING PLATFORMS | Q2 2024

**5.1B**  
**60.3%**

**TWITCH**

**2B**  
**23.4%**

**YOUTUBE GAMING**

**462M**  
**5.5%**

**KICK**

**451M**  
**5.3%**

**OTHER**

**290M**  
**3.4%**

**AFREECATV**

**177M**  
**2.1%**  
**CHZZK**

- **Twitch**'s dominance in live streaming has weakened YoY, with its market share dropping from **70%** in Q2 2023 to **60%** this year.
- **YouTube Gaming**'s share grew from **17%** to **23%**, closing the gap between the two major platforms.
- **Kick** now holds the #3 spot with **5.5%** of the share and **462M** hours watched.
- **Facebook** has dropped out of the top five, falling to less than **1%**, with **AfreecaTV** taking its place. The new South Korean platform **Chzzk** is now #5 with **2.1%**.



# PLATFORM DISTRIBUTION

HOURS WATCHED ACROSS ALL STREAMING PLATFORMS | Q2 2024 COMPARED TO Q2 2023



- **Twitch**'s viewership dropped by **5%**, while other top five platforms saw significant increases.
- **YouTube Gaming** improved to **2B** hours watched, while **Kick** showed remarkable growth with a **163%** year-over-year rise, thanks to major streamers like **xQc** spending most of their time on the platform.
- **Rumble**, a new alternative for smaller creators, surpassed **Facebook Live** by over **40M** hours in its first full quarter, becoming the 7th most-watched platform.
- Besides **Chzzk** and **Rumble**, **Bigo Live** also debuted strongly, just behind **Facebook Live**, offering diverse live streaming options like virtual live with 3D avatars.



# RUMBLE: VIEWERSHIP DISTRIBUTION

## HOURS WATCHED DISTRIBUTION ACROSS RUMBLE | Q2 2024

- Over the last quarter, **Rumble** has solidified itself as a promising platform, particularly for smaller creators. It was the 7th most-watched platform in Q2 2024 with **122M** hours watched.
- The platform's viewership is heavily concentrated among its top channels, with the top 10 channels accounting for over half of the Q2 viewership, despite having **8.9K** channels overall. Remarkably, this is the same level of channels as a smaller platform such as **DLive**, that generated only **2.6M** hours watched.
- Most channels are talk shows or news broadcasts, led by **Infowars - BANNED.video** with **15.4M** hours watched (**12.6%**), followed by **The Dan Bongino Show** at **9.2M** (**6.2%**), and **RealAmericasVoice** at **7.2M** (**4.8%**).



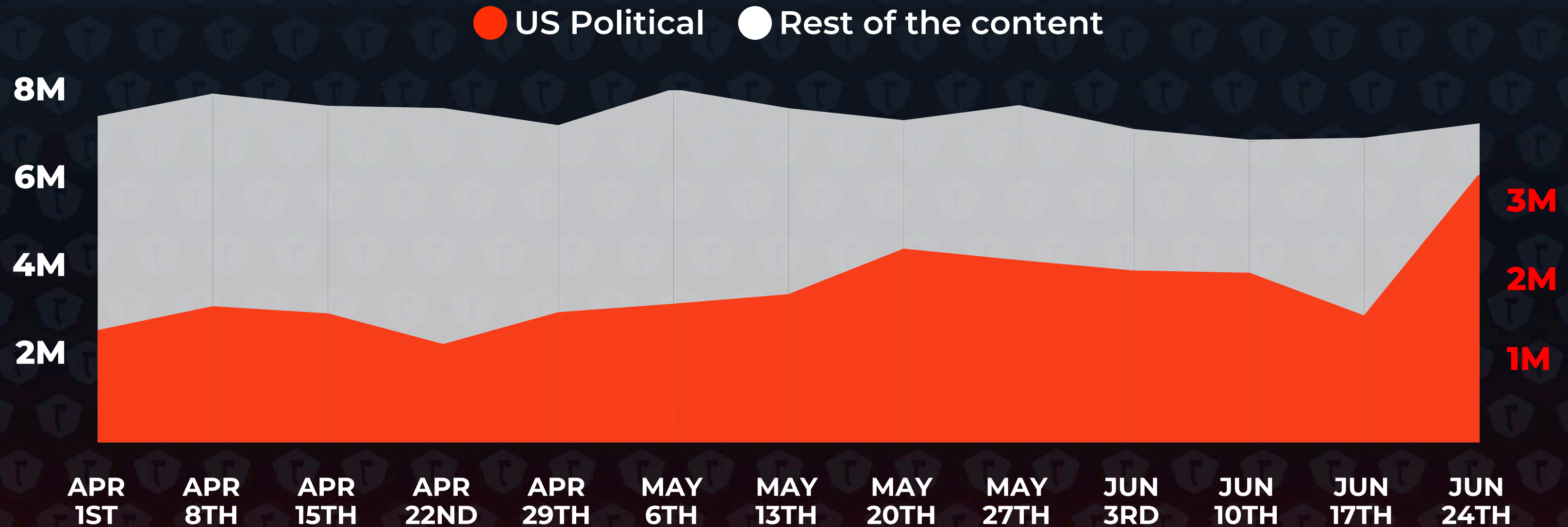
50.2%

TOP 10 CHANNELS | REST OF THE PLATFORM



# RUMBLE: US POLITICAL VIEWERSHIP

WEEKLY HOURS WATCHED DISTRIBUTION ACROSS RUMBLE | Q2 2024

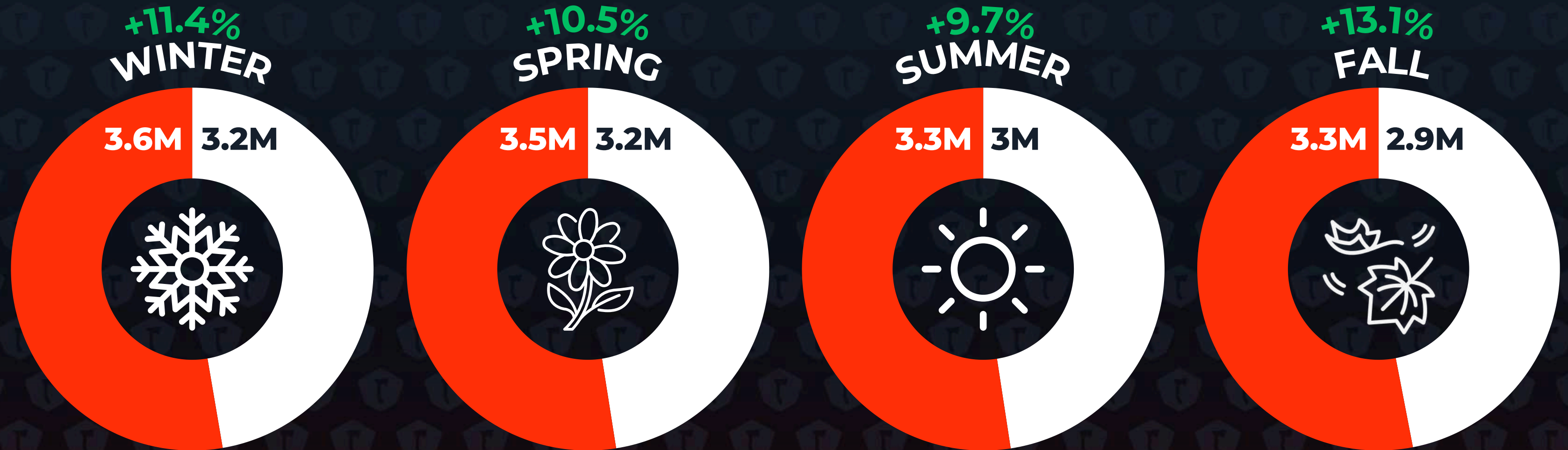


- The significant influence of North American politics on **Rumble**'s viewership is evident through the weekly evolution of hours watched for political content, especially during the week of the presidential debate, the final week of the quarter.
- During that week, streams with keywords like **'Biden,' 'Trump,'** and **'debate'** grew to **3.4M** hours watched, comprising **32%** of the platform's total viewership, which peaked at **10.7M** hours watched that week.



# SEASON ANALYSIS

AVG DAILY VIEWERSHIP ACROSS TWITCH & YOUTUBE GAMING | 2021-23



● Weekends ● Weekdays % Weekend vs. Weekday Comparison

- During **summer**, the average weekday viewership is almost **3M**, while on weekends, this increases by **300K** to **3.3M**, representing a weekday-to-weekend increase of **9.7%**.
- **Summer** has the lowest weekend viewership among the four seasons, and weekday viewership is also lower than winter and spring but slightly higher than fall, highlighting the slow down in live stream demand during the summer months.
- The difference between weekend and weekday viewership in summer is the smallest compared to other seasons, with fall having the highest with **13.1%**, indicating a more consistent viewership pattern throughout the week in the summer months.



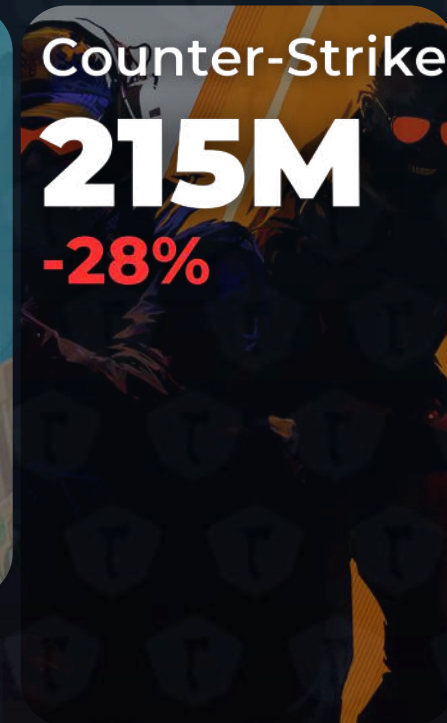
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Seasons are tracked quarterly from January 1st of each year from 2021 to 2023. Weekday average viewers includes Monday to Friday, while weekend viewership covers Saturday and Sunday. The percentage difference shows the increase in average viewership on weekends compared to weekdays.



# TOP GAMES IN LIVE STREAMING

BY HOURS WATCHED ACROSS ALL PLATFORMS\* | Q2 2024



- **GTA V** and **LoL** remain at the top, despite **13%** and **17%** decreases in quarter-over-quarter viewership, respectively.
- **Elden Ring** (released Feb 2022) saw a **331%** surge, rising 22 ranks due to its **new DLC** and high-profile streamers like **KaiCenat**, who contributed over **20M** hours watched, about an **eighth** of the game's total.
- Mobile Legends: Bang Bang grew **27%**, driven by esports events like **MPL Indonesia Season 13**, which generated **43M** hours watched, nearly **39%** of the game's viewership.



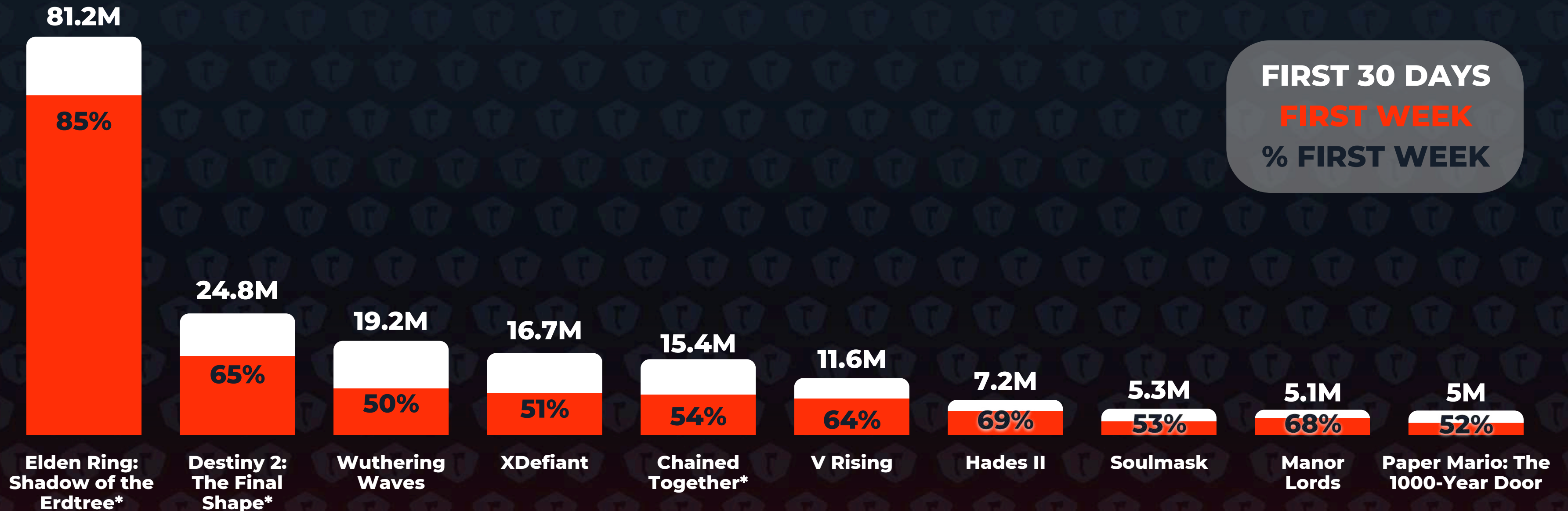
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\*Hours watched represent viewership across all platforms fully tracked for a quarter-over-quarter analysis, excluding those without a full quarter of data in Q1, such as Bigo Live and Chzzk.



# TOP GAME RELEASES

BY HOURS WATCHED IN FIRST 30 DAYS\* ACROSS ALL PLATFORMS | Q2 2024









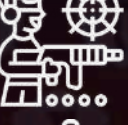



- **DLCs** have dominated game releases this quarter, with **Elden Ring** generating **81.2M** hours watched despite launching just **10 days** before the end of Q2. **Destiny 2** followed with **24.8M** hours, and together, these two titles contributed over **55%** of the top 10's first-month viewership.
- In terms of new game launches, **Wuthering Waves** and **XDefiant** stood out, maintaining strong engagement with **19.2M** and **16.7M** hours watched respectively in their first month. However, their performance was modest compared to Q1 hits like Palworld (95M) and Helldivers II (45M).



# GENRE DISTRIBUTION

TWITCH, YOUTUBE GAMING, & FACEBOOK | Q2 2024 COMPARED TO Q2 2023

HOURS WATCHED | %YoY

	First-Person Shooter	1.2B	-4%
	Non Gaming	965M	-1%
	Action-Adventure	831M	-24%
	MOBA	812M	+3%
	Action	655M	+30%
	Role-Playing	610M	+4%
	Shooter	602M	+4%
	Battle Royale	582M	-6%
	Driving/Racing	548M	+13%
	MMORPG	303M	-12%

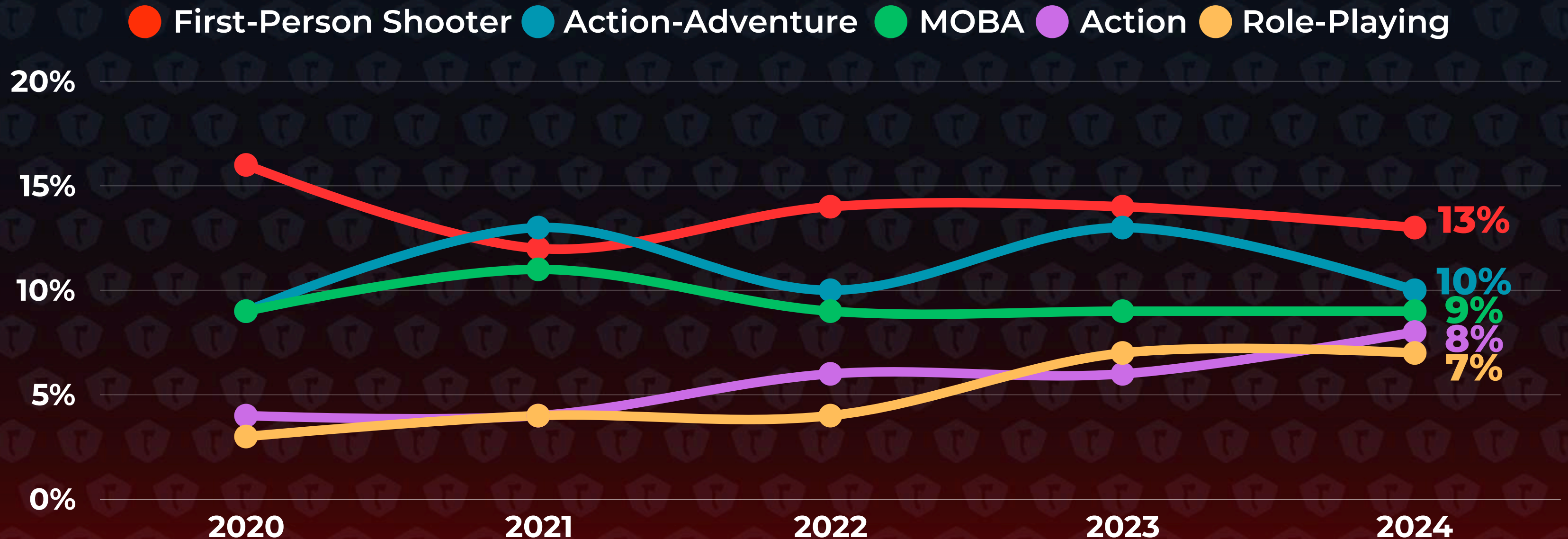
- **Action-Adventure** viewership has significantly declined due to a **lack of new releases** in Q2 2024, in contrast to 2023, which saw popular launches like **Diablo IV** and **The Legend of Zelda: Tears of the Kingdom**.
- Conversely, the **Action** genre has soared in viewership, increasing **30%**, largely driven by the new **Elden Ring DLC**, which accounted for an impressive **24%** of the genre's viewership. Additionally, **Rust** experienced an incredible **150%** YoY increase, thanks to a successful **drops campaign**.



# GENRE DISTRIBUTION

## HOURS WATCHED SHARE ACROSS TWITCH, YOUTUBE GAMING, & FACEBOOK | 2020 - 2024

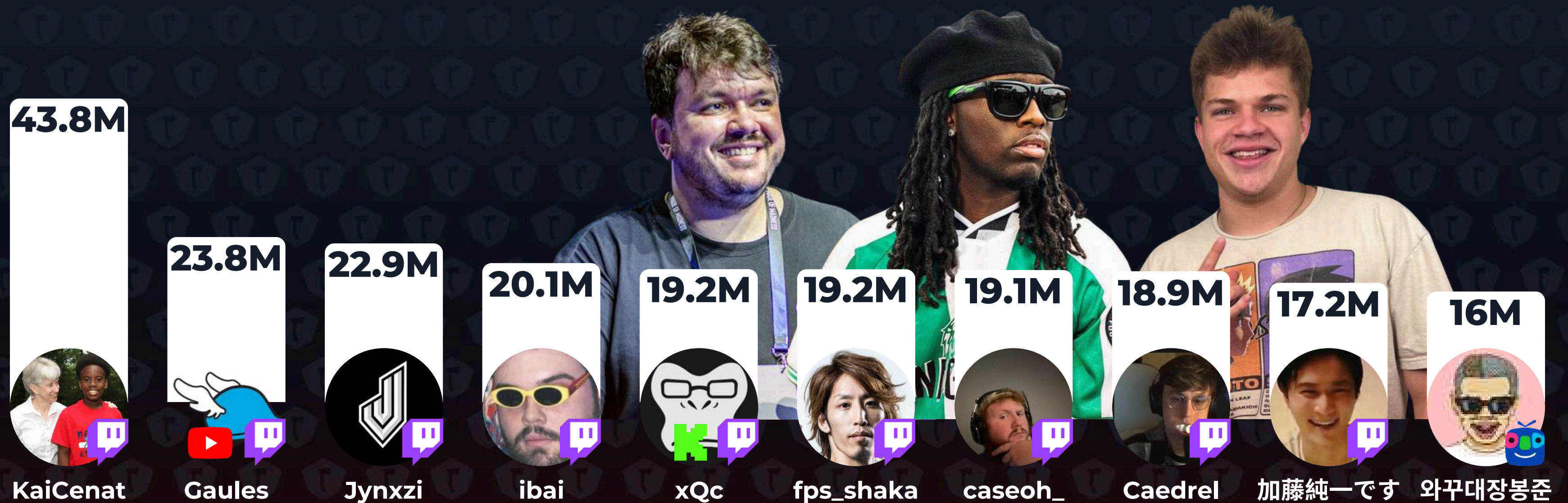
- **FPS** games, which once held a substantial **16%** viewership share in Q2 2020, have steadily declined by **3%** to **13%** by 2024.
- Similarly, **MOBA** games saw a decrease from **11%** to **9%** from Q2 2021 to Q2 2024.
- Conversely, **Action** games **doubled** their share from **4%** in 2020 to **8%** in 2024, and **RPGs** rose **4%** from **3%** to **7%**.
- **Action-Adventure** games, though fluctuating, managed to maintain around **10%** of the viewership share.
- These shifts indicate a move from traditional genres like **FPS** and **MOBA** with dominant esports viewership, to more dynamic ones, with more new releases and game updates.





# TOP 10 CREATORS

HOURS WATCHED ACROSS ALL STREAMING PLATFORMS | Q2 2024 COMPARED TO Q1 2024

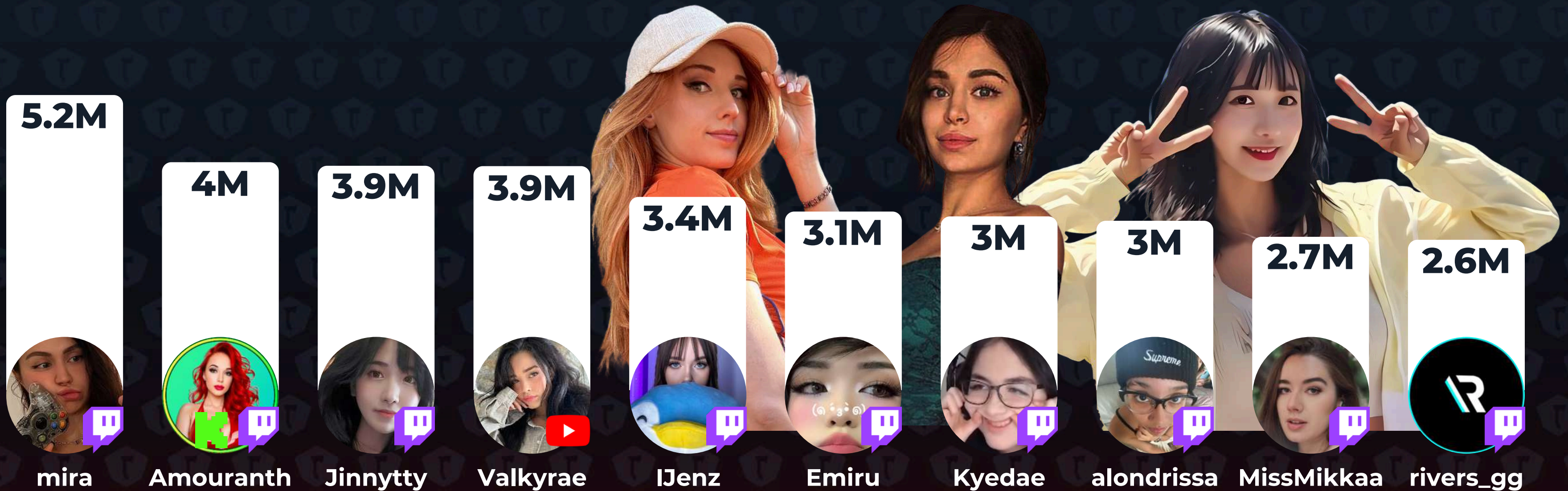


- **KaiCenat** moved up four positions to claim the **#1** spot this quarter, with a **78%** increase in viewership. While he usually streams primarily in the Just Chatting category, his **2 Elden Ring** and **Red Dead Redemption 2** marathons and shifted his primary category to Elden Ring, accounting for **46%** of his hours watched during Q2.
- **Gaules** was dethroned to **#2**, despite broadcasting on both **Twitch** and **YouTube Gaming**. Even with fewer **Counter-Strike** esports events this quarter, he garnered **13.3M** hours of viewership from co-streaming these events.
- Besides **KaiCenat**, the only other channels to see significant increases were **Caedrel** and **와꾸대장봉준**, with a **28%** and **12%** growth, respectively.



# TOP 10 FEMALE CREATORS

HOURS WATCHED ACROSS ALL STREAMING PLATFORMS | Q2 2024 COMPARED TO Q1 2024



- **Mira**, a rising **IRL** and **Just Chatting** personality, tops the leaderboard with a **28%** surge in viewership, surpassing **Amouranth** for the #1 spot.
- Interestingly, **7** of the top 10 female streamers primarily engage in **Just Chatting** rather than gaming.
- However, **Valkyrae**, **Kyedae**, and **MissMikkaa** focused mainly on **GTA V**, **VALORANT**, and **Elden Ring**, respectively. Additionally, Kyedae co-streamed five different **VALORANT Champions Tour** regional events, accumulating **626K** hours watched.



# TOP 10 VTUBERS

HOURS WATCHED ACROSS ALL STREAMING PLATFORMS | Q2 2024 COMPARED TO Q1 2024

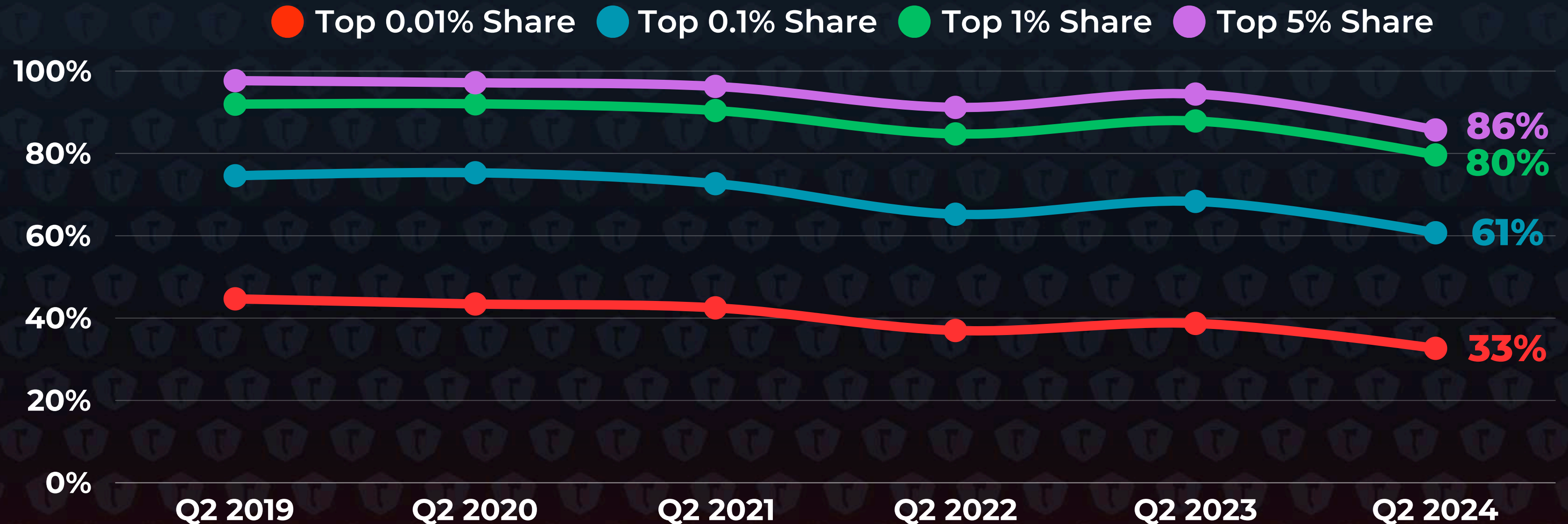


- Despite being a predominantly **female-dominated** space, **two** of the **top three** channels this quarter are led by men.
- **Kuzuha Channel** saw a **27%** increase in viewership due to his **GTA V** streams, securing the **#1** spot.
- Meanwhile, **Aqua Ch. 湊あくあ** and **고세구!** saw remarkable increases of **392%** and **202%** in viewership respectively, earning them spots in the top 10.
- In contrast to female streamers, only one of the top 10 VTubers had **Just Chatting** as their primary category: the English-speaking VTuber, **ironmouse**. The most popular category among the top 10 was **GTA V**, with **three** streamers primarily playing the game.



# TOP CHANNELS ANALYSIS

HOURS WATCHED SHARE ACROSS ALL PLATFORMS | 2019 - 2024



- Over the years, the share of viewership held by the top channels in live streaming has **gradually decreased** across all tiers, allowing smaller creators to gain more visibility.
- In Q2 2019, the **top 0.01%** of channels commanded **45%** of viewership, which fell to **33%** by Q2 2024, a **-12%** decrease.
- The **top 0.1%** saw a drop from **75%** to **61%**, a **-14%** reduction. Similarly, the **top 1%** share declined from **92%** to **80%** (**-12%**) and the **top 5%** fell from **98%** to **86%** (**-12%**).
- These trends indicate that larger creators have less of a stranglehold on the market, opening up more opportunities for **smaller creators**.



# ABOUT THIS REPORT



# STREAM HATCHET METRICS DEFINITIONS

## **HOURS WATCHED**

The total number of hours the audience watched the channel over the selected timeframe.

## **PEAK CONCURRENT VIEWERS**

The maximum number of viewers watching the channel at the same time reached within the selected timeframe.

## **AVERAGE CONCURRENT VIEWERS**

The average number of viewers watching the channel during the broadcasting time within the selected timeframe.

## **AIRTIME**

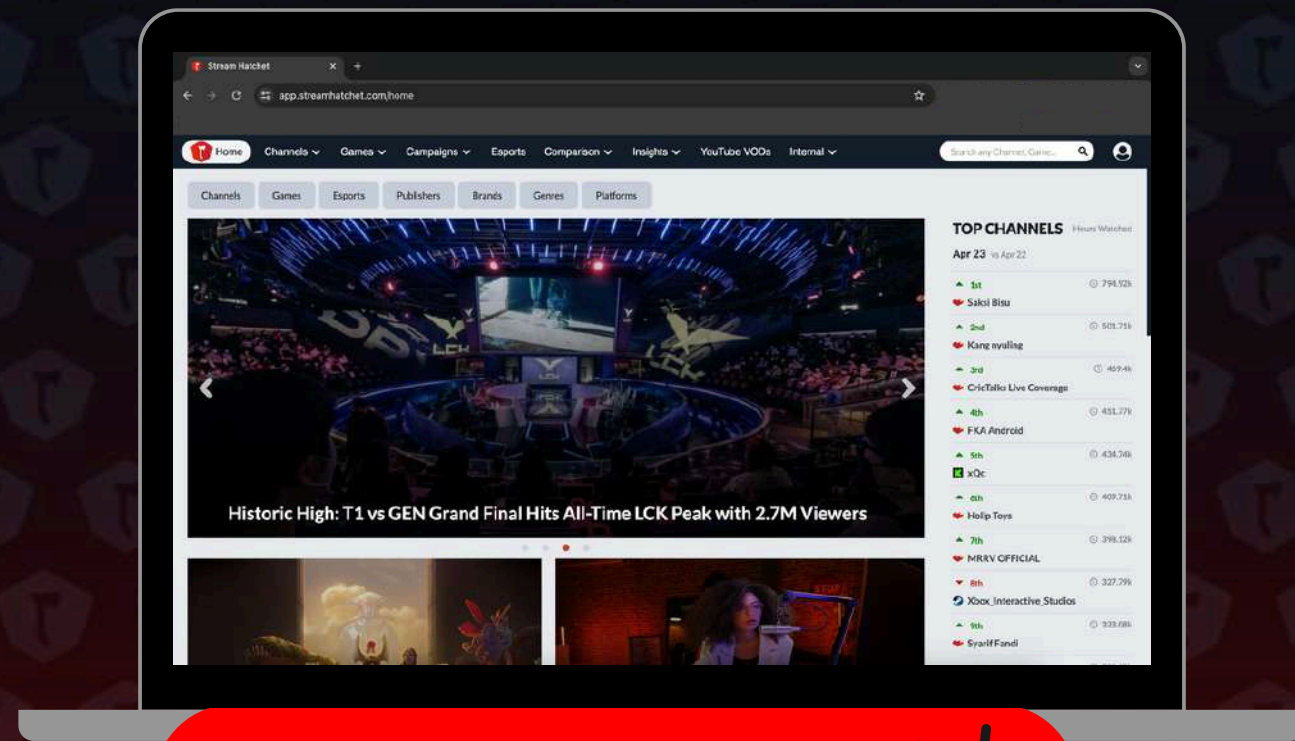
The amount of time that a channel broadcasted live in hours.



# 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. To learn more, visit [www.streamhatchet.com](http://www.streamhatchet.com).



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# ABOUT GAMESQUARE HOLDINGS, INC



GameSquare's (NASDAQ: GAME) mission is to revolutionize the way brands and game publishers connect with hard-to-reach Gen Z, Gen Alpha, and Millennial audiences. Our next generation media, entertainment, and technology capabilities drive compelling outcomes for creators and maximize our brand partners' return on investment. Through our purpose-built platform, we provide award winning marketing and creative services, offer leading data and analytics solutions, and amplify awareness through FaZe Clan, one of the most prominent and influential gaming organizations in the world. With one of the largest gaming media networks in North America, as verified by Comscore, we are reshaping the landscape of digital media and immersive entertainment. GameSquare's largest investors are Dallas Cowboys owner Jerry Jones and the Goff family.

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