

Project Report: Analysis of peoples interest in livestreams of popular video games

Kevin Kocев

Friedrich-Alexander-Universität Erlangen-Nürnberg
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Introduction

Main question:

Are popular video games also popular livestream formats?

Why?

- Better understanding of streaming market for publishers
- Predict how successful game-related streaming formats will be

Methods

- **Top games on Twitch 2016 – 2023**
 - Monthly data of Top 200 games on Twitch
 - e. g.: hours watched/streamed, average viewers and streamers
- **Popular Video Games**
 - Game data about different games from Backloggd
 - e. g. genre, platforms and development team

- **Top games on Twitch 2016 – 2023**
 - Remove columns, e. g.: Rank and Streamers
 - Remove categories not related to games, e. g.: Just Chatting
- **Popular Video Games**
 - Remove columns, e. g.: Summary and Rating
 - Plays to numbers
 - Platforms and Genres to comma-separated strings

Results

Results

Video games by genre

x-axis:

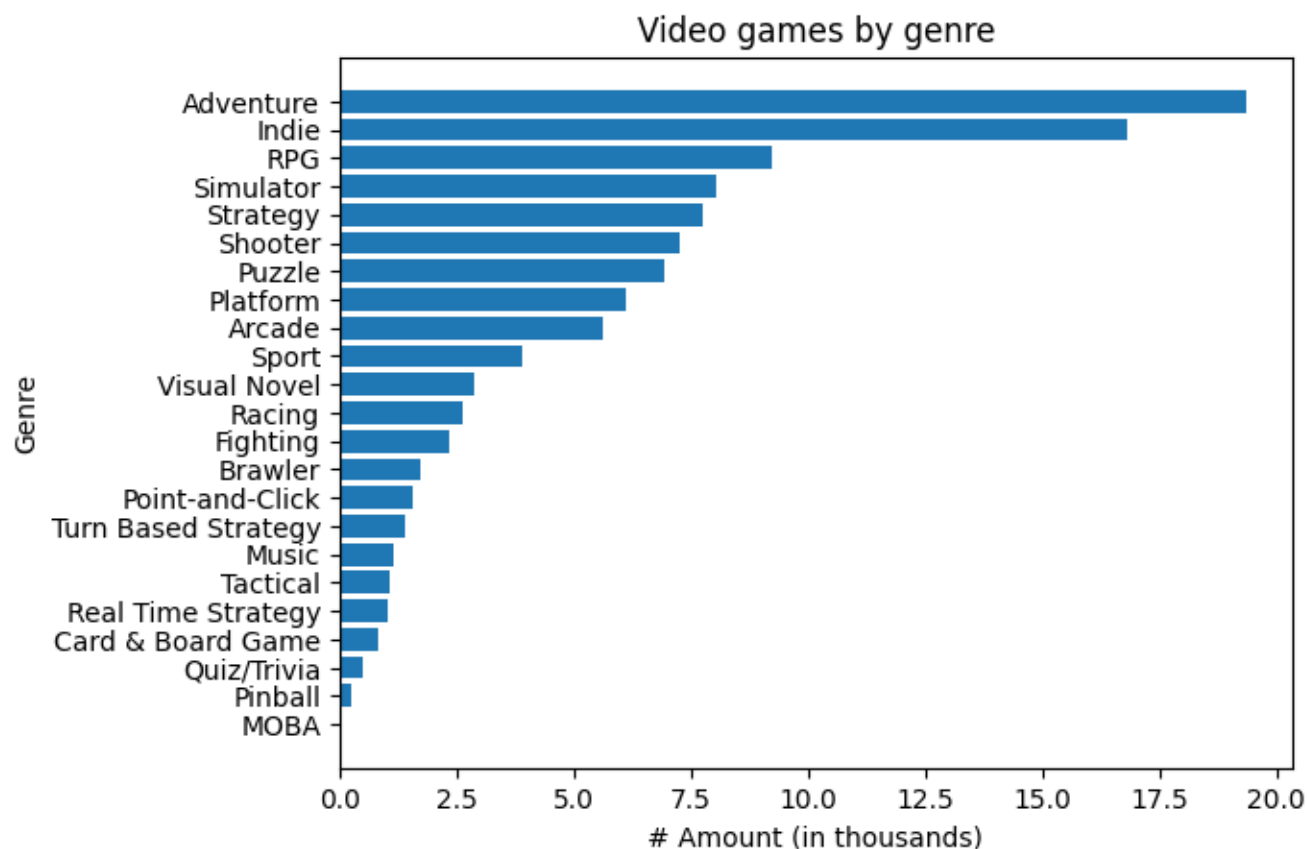
Amount of video games (in thousands)

y-axis:

All genres

Interpretation:

- Adventure and Indie has most games



Results

Video game genres by average plays

x-axis:

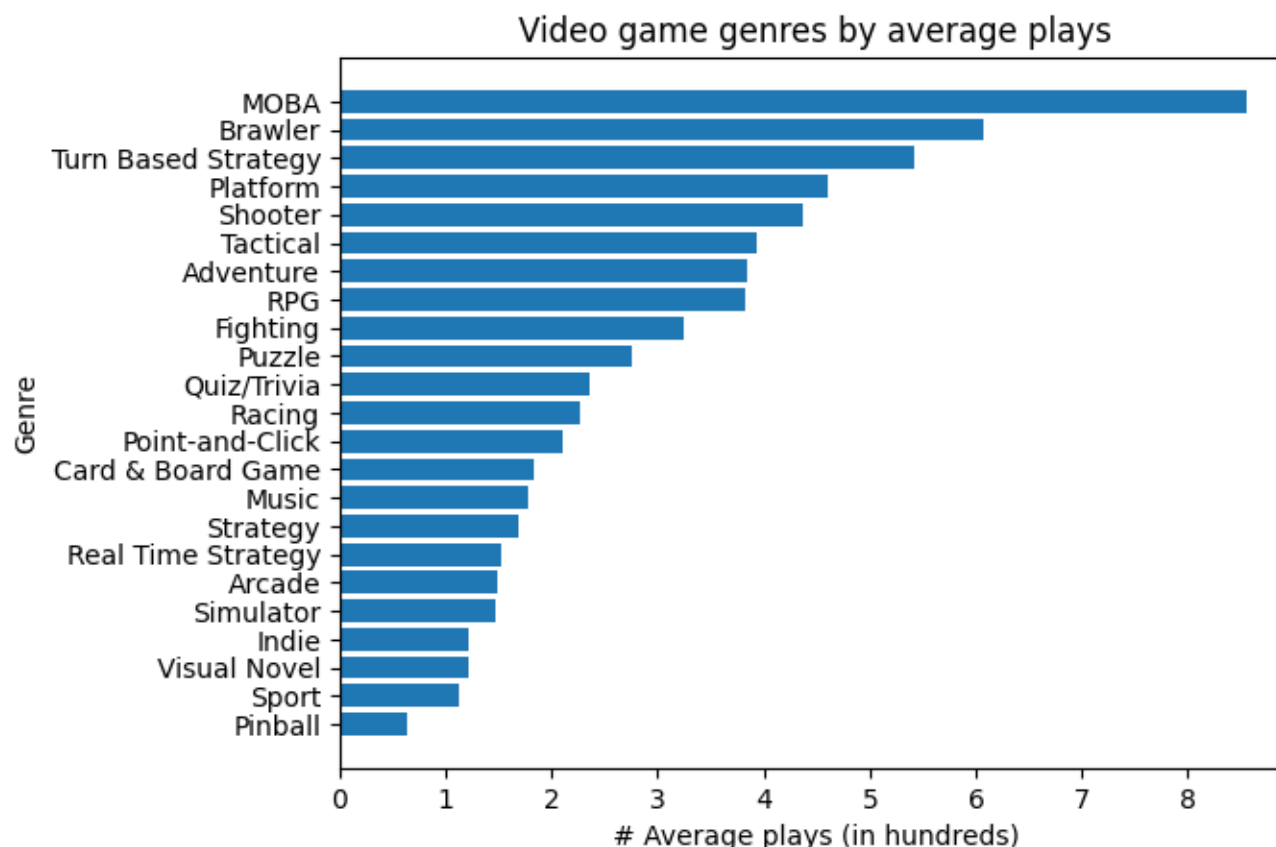
Average plays (in hundreds)

y-axis:

All genres

Interpretation:

- MOBA has highest plays
- Different genres compared to previous plot



Results

Video game genres by average hours watched on Twitch

x-axis:

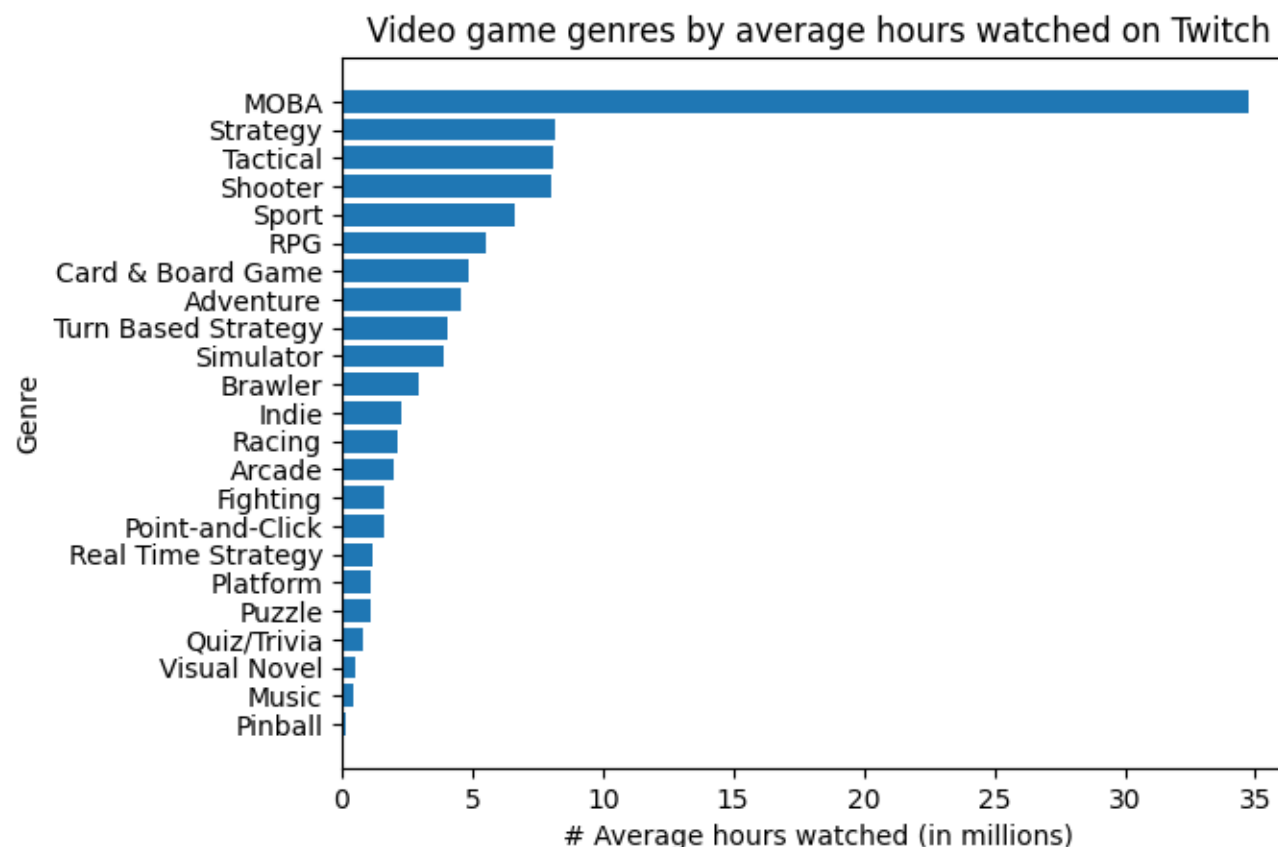
Average hours watched (in millions)

y-axis:

All genres

Interpretation:

- MOBA has also highest hours watched
- Similarities to previous plot but with exceptions



Results

Development of share of the individual genres from 2016 to 2023 on Twitch

x-axis:

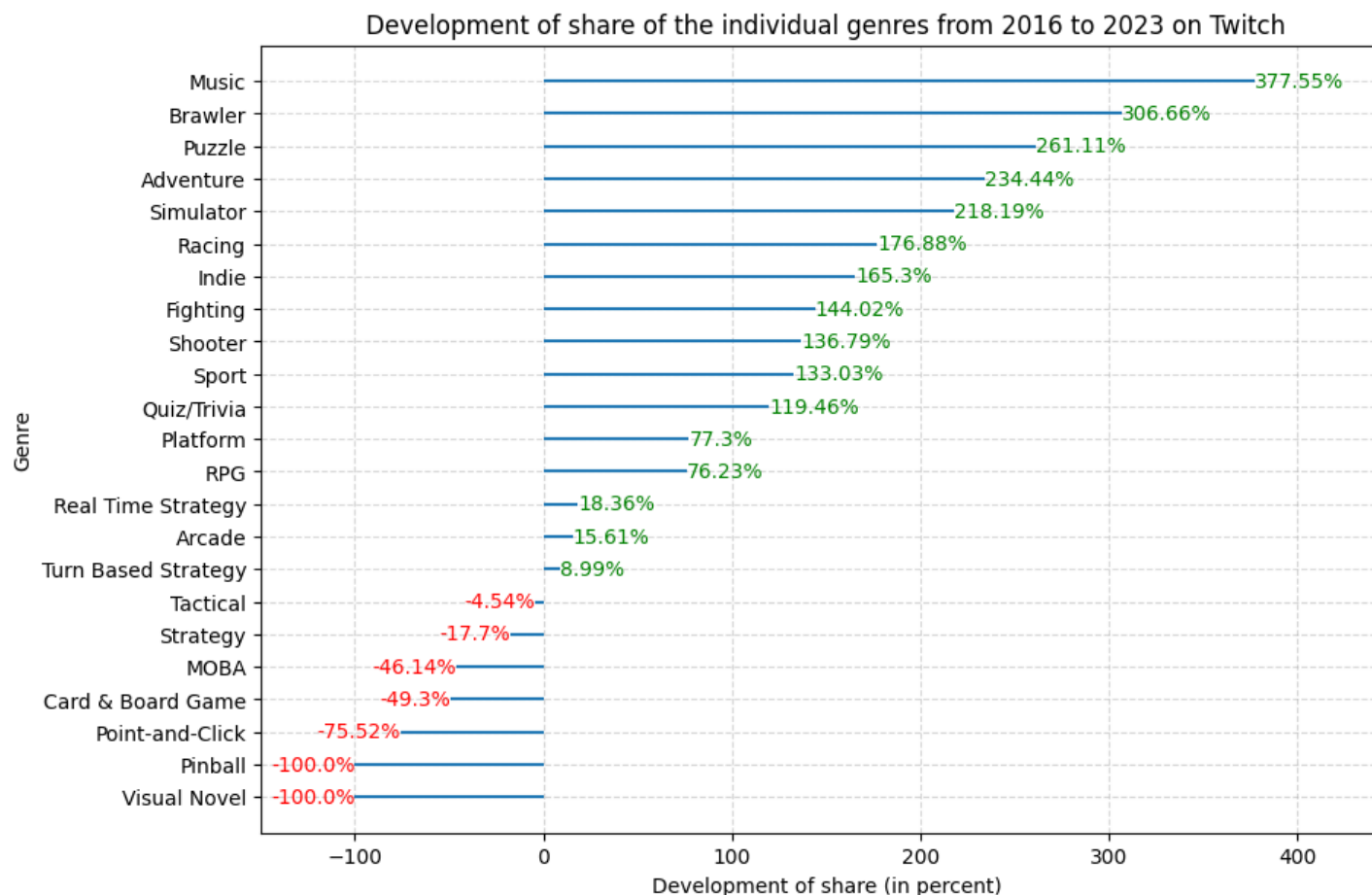
Development of share (in percent)

y-axis:

All genres

Interpretation:

- MOBA has lost big share
- Brawler has high plays and high gain in share



Discussion/Conclusions

- MOBA most popular genre
 - **But:** Lost share over time
- No clear correlation between plays and hours watched

Rough answer on main question:

No, popular video games are not popular livestream formats

- Plays only recorded once
- Backlogg'd representative?
- One game could have more than one genre

Discussion/Conclusions

Future Work



- Insight on game and streaming market
- More data needed
 - WebScraping, APIs, other data, ...
- Other generalizations