# Twitch Influencer Analysis for Thrive to Space Game Launch

This document outlines a data-driven strategy to identify and leverage influential Twitch streamers for the launch of Thrive to Space. By employing Social Network Analysis (SNA), we aim to pinpoint key influencers who can maximize audience reach, engagement, and ultimately, player adoption.

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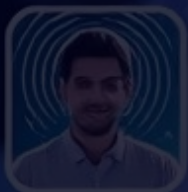
Why Social Network Analysis (SNA)?

- Social media is driven by networks of influence.

- Identifying key influencers allows for targeted marketing.

- SNA provides data-backed insights into community influence.

Social Network Analysis is crucial for identifying the most impactful individuals within a network. This data-driven approach allows for a shift from broad, less effective marketing strategies to focused campaigns targeting key influencers. By understanding the dynamics of influence, we can ensure that marketing efforts are concentrated where they will yield the highest return.

Why Twitch for Thrive to Space?

- Twitch is the #1 game streaming platform.

- The gaming community thrives on Twitch.

- Viewers trust streamer recommendations.

Twitch stands as the premier platform for game streaming, boasting a highly engaged audience. Its vibrant gaming community makes it an ideal space to promote Thrive to Space. The platform thrives on interaction and recommendations from trusted streamers, making influencer marketing particularly effective. By tapping into this network, we can directly reach potential players who actively seek recommendations from their favorite streamers.

Strategy: Finding the Right Influencers

1

Data Collection & Preprocessing

Gather Twitch network data, check for missing values, and clean data.

2

Social Network Analysis

Build a graph representing streamer relationships and compute key influence metrics.

3

Influencer Selection

Identify top influencers based on centrality measures and compare them with views, followers, and engagement levels.

4

Power Law & Pareto Analysis

Focus marketing efforts on top-tier influencers with the highest reach.

Key Influence Metrics for Twitch Streamers

Betweenness Centrality

Measures a streamer's control over information flow within the network. High betweenness centrality indicates that a streamer acts as a bridge between different communities, making them crucial for disseminating information widely.

Eigenvector Centrality

Reflects a streamer's influence based on their connections to other influential streamers. A high eigenvector centrality score suggests that a streamer is well-connected within an elite circle of influencers, amplifying their reach and impact.

In-Degree Centrality

Indicates a streamer's popularity based on the number of followers they have. While follower count doesn't always equate to influence, it provides a baseline measure of a streamer's visibility and potential audience size.

Influencer Selection Process

1. Pick the Top 10 influencers for each centrality measure (Betweenness, Eigenvector, and In-Degree).

2. Identify streamers who appear in at least two categories (indicating stronger influence across multiple dimensions).

3. Compare selected influencers with their views, followers, and engagement levels to refine the selection.

This process ensures a multi-faceted approach to identifying the most influential streamers, taking into account not just popularity but also their position within the network and their ability to control information flow. Streamers who consistently rank high across multiple metrics are likely to provide the best return on investment for Thrive to Space.

Power Law & Pareto Analysis

The Pareto Principle suggests that 80% of the views are driven by 20% of the streamers. We will perform Power Law analysis to determine if the distribution of viewership follows this pattern. If confirmed, we will prioritize marketing efforts on top-tier influencers within that 20% with the highest reach.

This targeted approach maximizes the efficiency of the campaign by concentrating resources on the most impactful individuals. This focused strategy ensures that Thrive to Space reaches the broadest and most engaged audience possible.

Expected Outcome

By leveraging network-driven influencer marketing, we ensure that Thrive to Space reaches the most engaged gaming audience on Twitch. This strategy maximizes visibility, generates hype, and accelerates player adoption. By focusing on key influencers identified through SNA, the marketing campaign will be highly efficient and effective, leading to a successful game launch.