The COVID-19 Aftermath:

Rise of Communities and Office Productivity

Hi!

Who / What / Where*

ITALIA campus party

WEBNEWS

科通芯城 Cogobuy.com

LOCALEYES
Smart content powers progress

TRIBOO

IngDan 硬蛋
HATCH THE INTERNET OF THINGS

Leonardo.it
il magazine delle passioni

VanillaMagazine

SAGGIAMENTE
MAC. FOTOGRAFIA. TECNOLOGIA

DOUBLE BIT

iab FORUM

YouNeed
Connect your business!

html

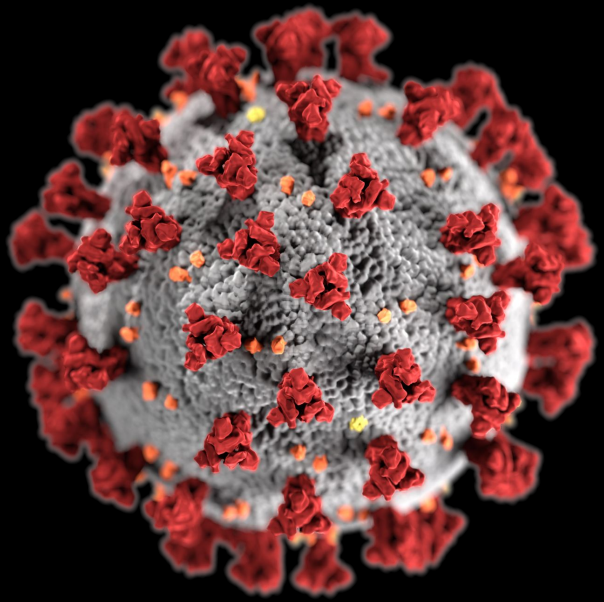
TWEAKNOLOGY

LOTTOMATICA

LA STAMPA

*The ugliest slide of the whole presentation, sorry

SARS-CoV-2



About the pandemic

Were we not in ANY WAY?

Streaming industry trend

Platform	Hours Watched - April 2019	Hours Watched - April 2020	YoY Growth %
Twitch	750M (819*)	1,491B (1,654B*)	98% / 101%*
YouTube Gaming	279M	461M	65%
Facebook Gaming	86M	291M	238%
Mixer	37,044M	37,106M	0.2%
Industry growth	1,971B	3,934B	99%

*Includes non-gaming content (Just Chatting, Music, etc.)

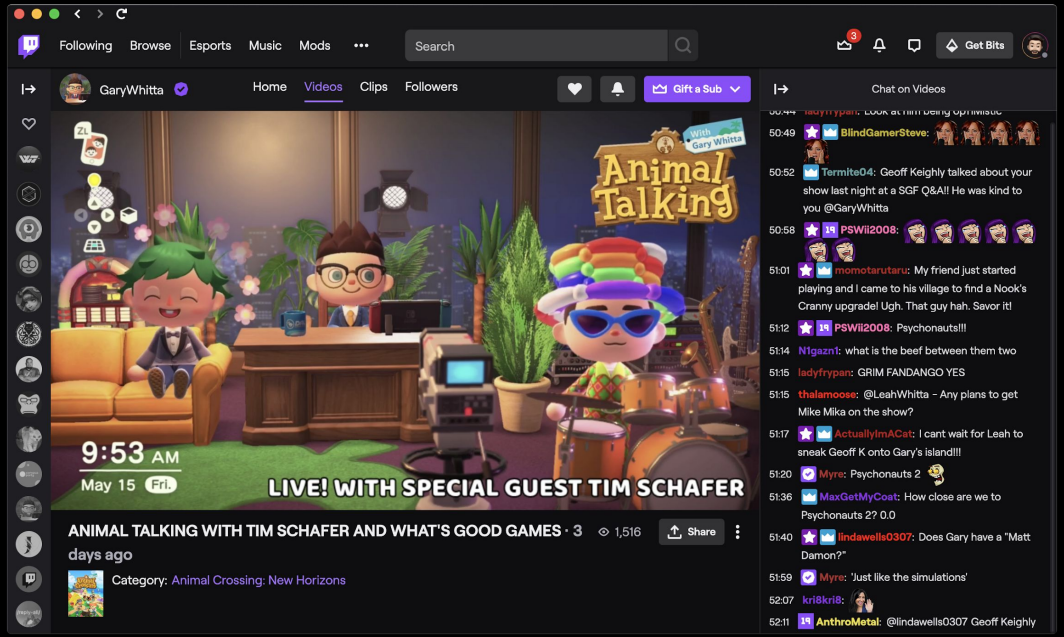
Source: StreamElements & Arsenal.gg April report

Zoom-in on Twitch content

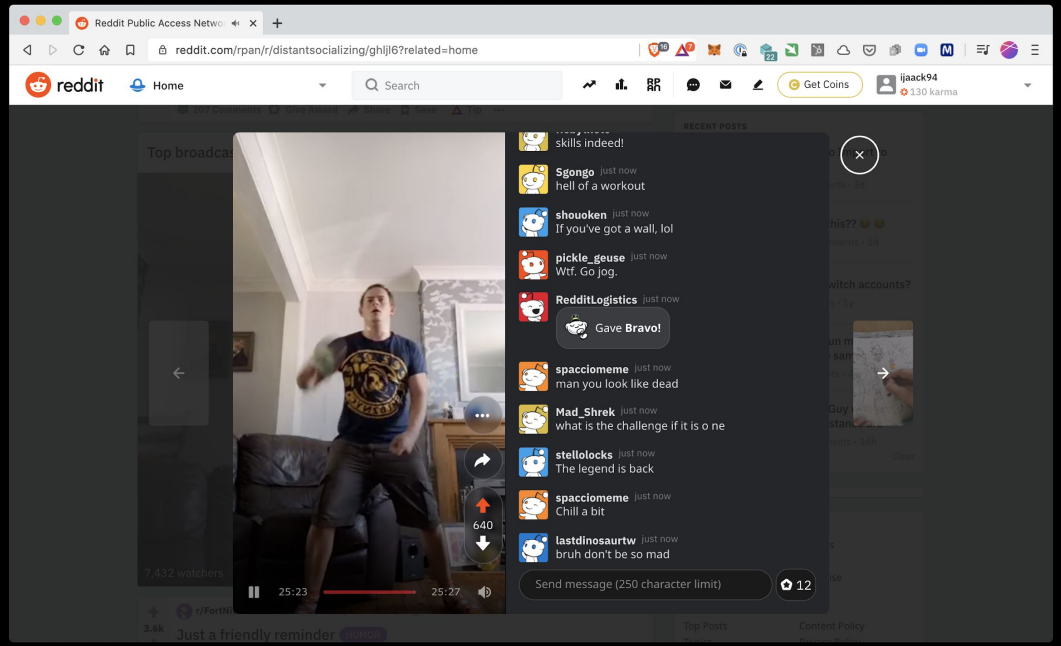
Type of content	Hours Watched - April 2019	Hours Watched - April 2020	YoY Growth %
Gaming	750M	1,491B	98%
Other (Just Chatting)	~ 65,4M	**134,770M**	**138%**
Other (Music)	3,6M	**17M**	**385%**
Other (all)	69M	163M	**149%**

Other content grew way faster than gaming. Why?

Let’s take a deep dive...



...elsewhere...


Reddit Public Access Netwo
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reddit
Home
Search
Get Coins
ijaack94
130 karma
skills indeed!
Sgongo just now
hell of a workout
shouoken just now
If you've got a wall, lol
pickle_geuse just now
Wtf. Go jog.
RedditLogistics just now
Gave Bravo!
spacciomeme just now
man you look like dead
Mad_Shrek just now
what is the challenge if it is o ne
stellolocks just now
The legend is back
spacciomeme just now
Chill a bit
lastdinosaurtw just now
bruh don't be so mad
Send message (250 character limit)
12
640
25:23
25:27

...and beyond.

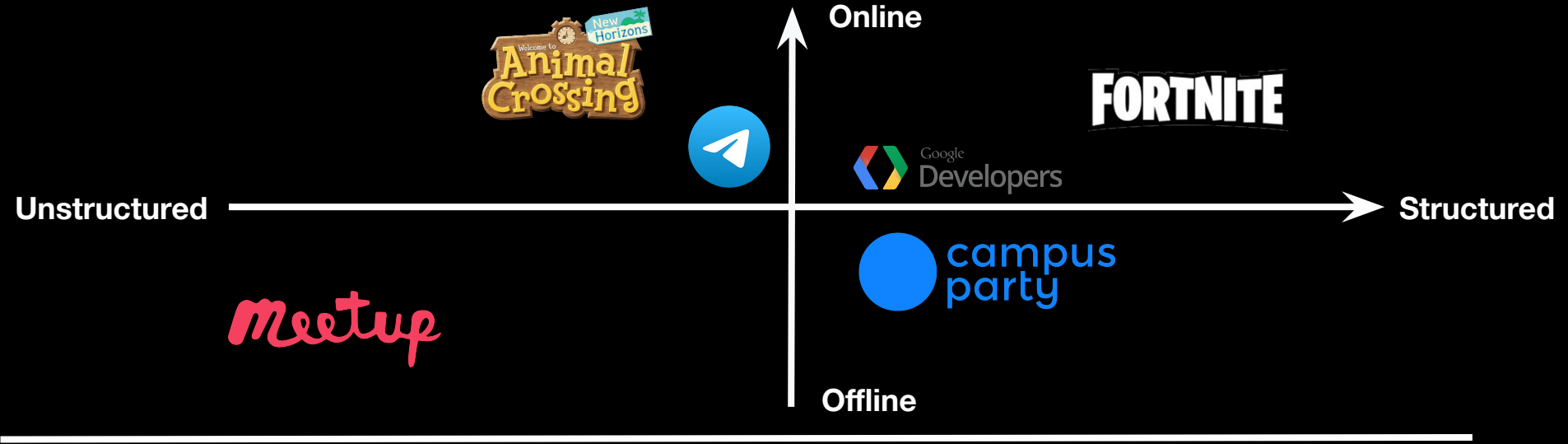
What we learned so far

- People are enjoying video content more than usual
- People are enjoying extra-gaming content more than usual
- People are finding new ways to get engaged in funny and original types of content (Reddit Live, Twitch talk show on Animal Crossing, pro players streaming, Fortnite concerts)
- People are **living in virtual reality,** and that's going to stick (broad meaning of virtual reality here)

Anatomy of a community

Definition: a social unit with commonalities such as norms, religion, values, customs or identity.

Types of communities



What we’re seeing now

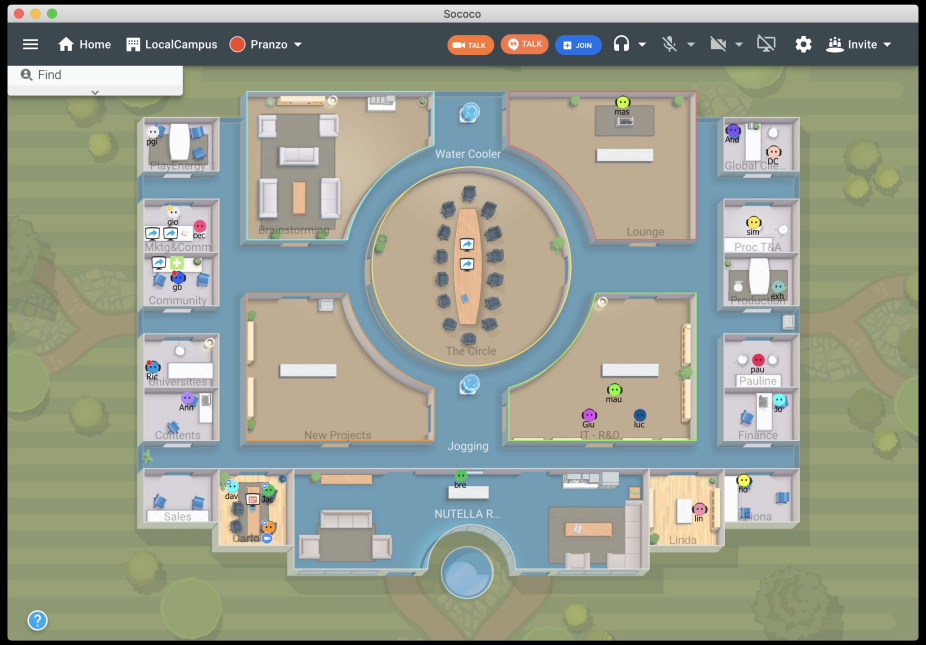
As people are learning how to interact in virtual communities, we’re starting to see a growth of communities that combine multiple approaches, using multiple tools and platforms to maintain the engagement. A community is not a **meeting place** anymore, it’s a way of being. What one does defines which communities s/he’s in, not the other way around.

A sample day

- 8:00 AM | TikTok
- 9:00 AM | IG Stories
- 10:00 AM | Telegram group chats
- 12:00 AM | YouTube
- 2:00 PM | Fortnite
- 4:00 PM | Animal Crossing
- 6:00 PM | Facebook Groups discussions
- 9:00 PM | Netflix party

Community interests are **shared** across all platforms, that are just a means of best expressing different types of content.

Extra: The office community



Thanks!

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L’appuntamento settimanale dedicato ai creatori del futuro, per vivere l’esperienza Campus Party da casa!
Dal 2 aprile fino a luglio 2020, ogni settimana sintonizzati con l’innovazione, la creatività e la tecnologia.

italia.campus-party.org/cplive/

campus party LIVE

In tre parole

Ogni domenica, il riassunto della settimana in tre parole e 5 minuti. Per rimanere aggiornati, in maniera semplice e senza sforzi.

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Useful links

Recommended articles

- Compagnia tiene una riunione di prova su Animal Crossing (ma non è andata benissimo)
- Vicini ma lontani: stare insieme col multiplayer online durante la quarantena
- The Virus Changed the Way we Internet
- ‘It’s uniting people’: why 11 million people are playing Animal Crossing: New Horizons

Researches

- Coronavirus productivity data: How the pandemic is changing the way we use digital devices, apps, and tools

Thanks!

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