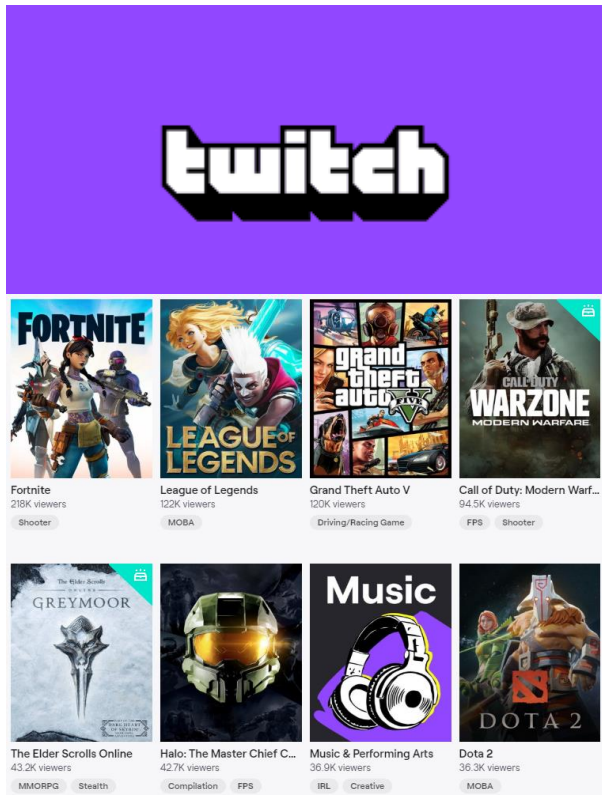


Factors influencing channel growth on Twitch

Kaci Kus
7/19/20

A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.

What is Twitch?



#1 Live Streaming Service
\$5 billion net worth

As of March 2020:

15 million daily active users

1.44 million concurrent viewers on avg

41,100 Twitch Partners (+\$2.50/subscriber)

Highest peak concurrent Twitch viewers: **533,000**

Highest followed channel, with **7.8 million** followers

If **1%** of that person's followers are subscribers...

= conservative estimate of **\$195,000/month**

Overview

Data

Methods & Results

Recommendations

Why should we care?

Money!

Top streamers can earn \$1,000's of dollars an hour from ad revenue

The number of viewers and followers **DIRECTLY** impacts a streamer's **bottom line**



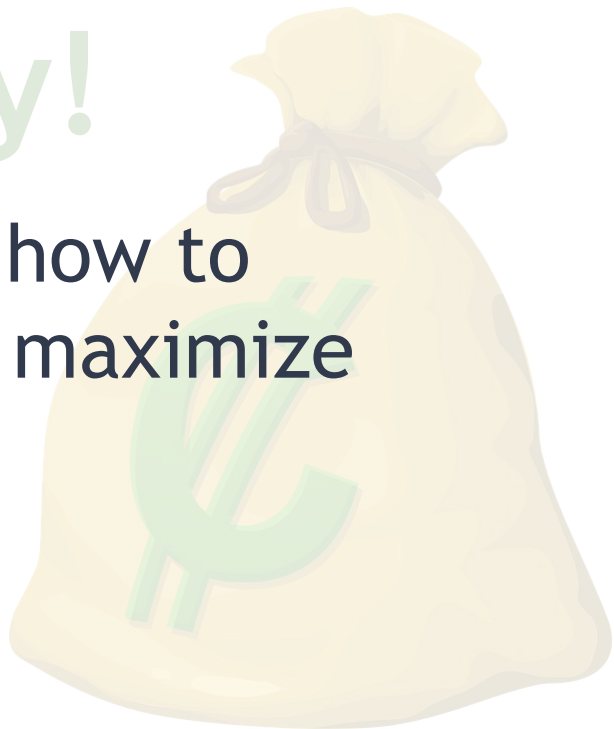
Why should we care?

Money!

It's important to know how to
maximize your viewers to maximize
your money!

Top streamers can earn \$1,000's per hour as a result of
from ad revenue

The number of viewers and followers DIRECTLY
impacts a streamer's bottom line



Executive Summary:



Time of day is the most important factor to:

1. Gain the most followers
2. Attract the most viewers



Increase followers gained **5% per hour** by streaming between **6:00 pm** and **6:00 am**

Research Questions

“Time is money”

1. Do channels tend to gain more followers on weekends or weekdays?

→ H_0 : There is no difference between weekends and weekdays for the number of followers gained

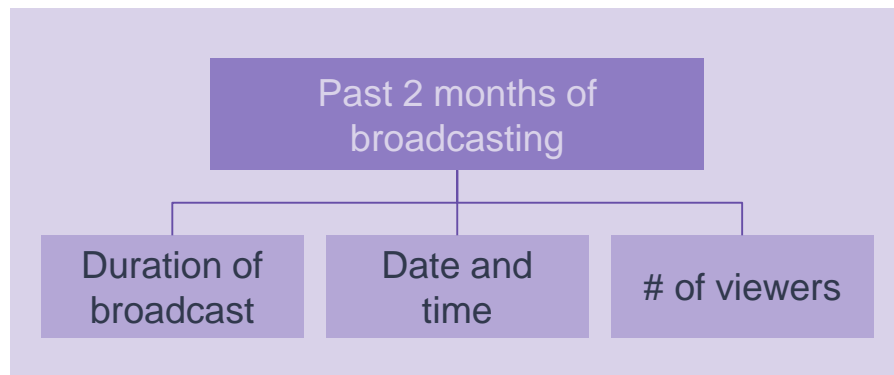
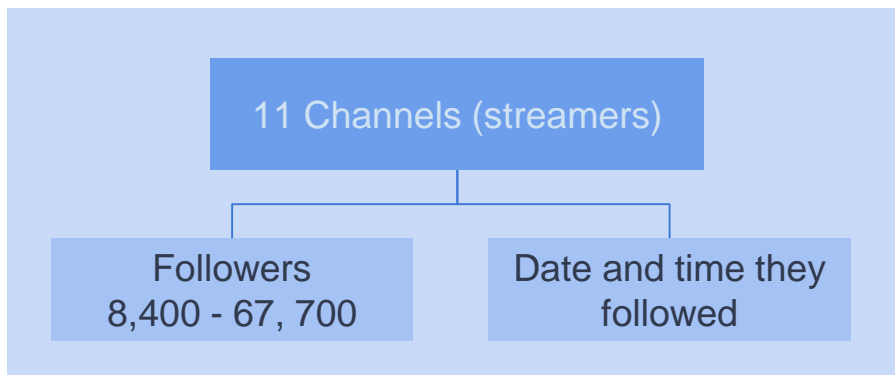
1. Is there a correlation between longer stream times and the number of views?

→ H_0 : Longer stream times do not correlate with higher number of views

Data: Followers and Recent Broadcast History

Make API requests to get data directly from Twitch

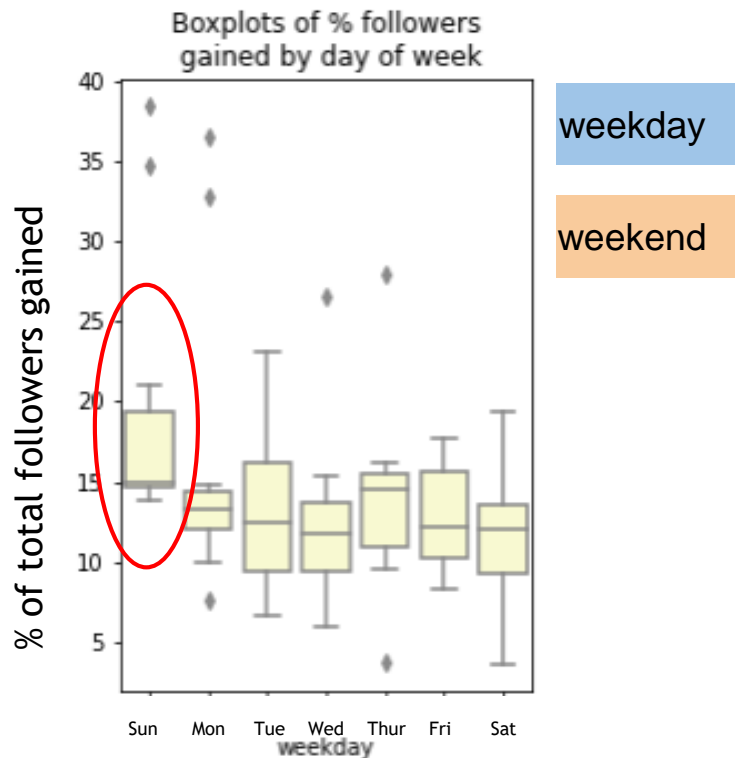
- <100,000 followers
- English speaking
- Any game



Question 1

Do channels gain more followers on weekends or weekdays?

Q1: Do channels gain more followers on weekends or weekdays?

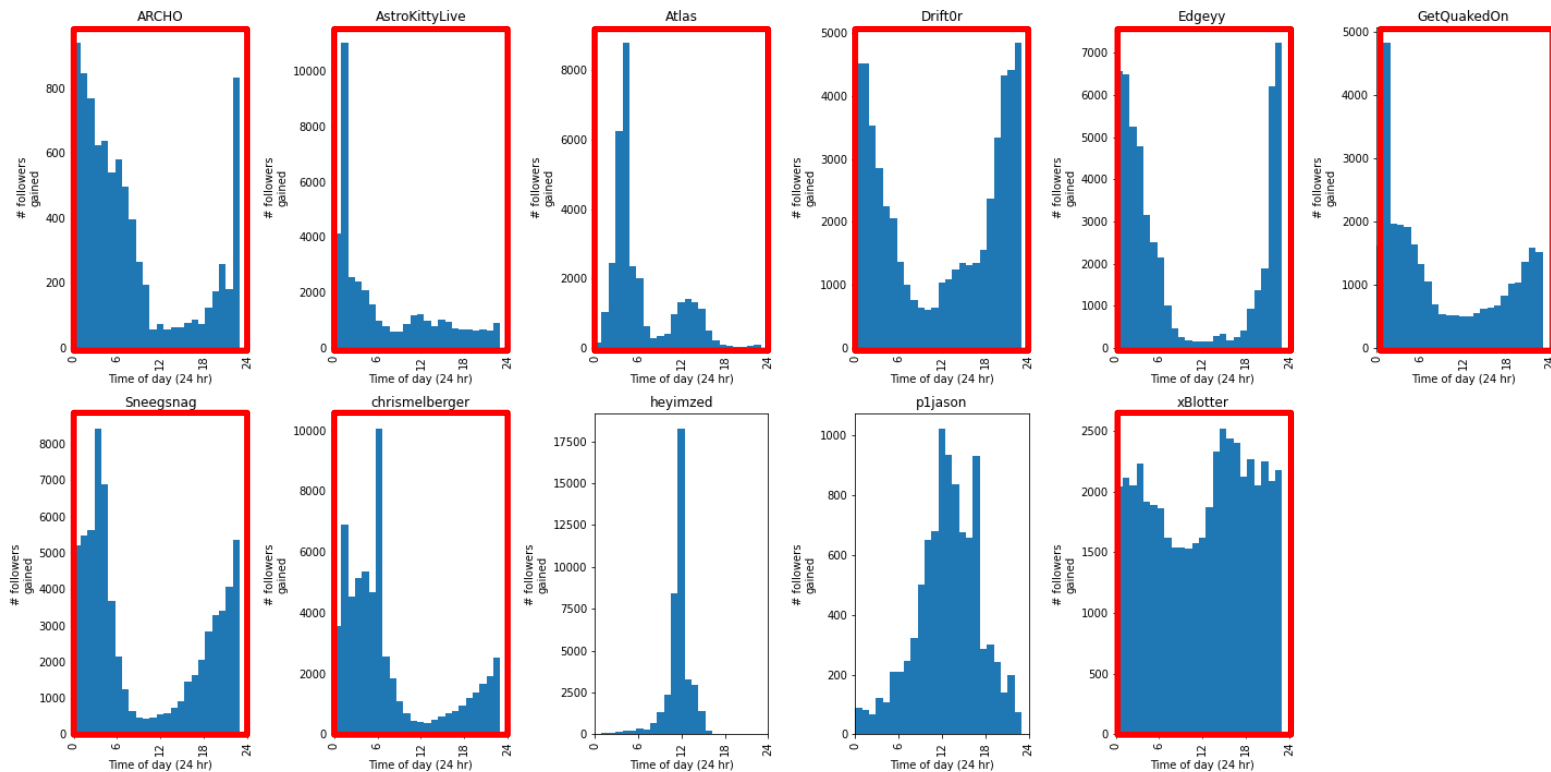


Hypothesis: There is no difference between day of the week and number of followers gained

- No significant difference between the percentage of a channels following gained on weekdays vs weekends
 - Kruskal-Wallis test: $p > 0.05$
- Sunday is the only day that gains a higher proportion of followers than other days of the week.

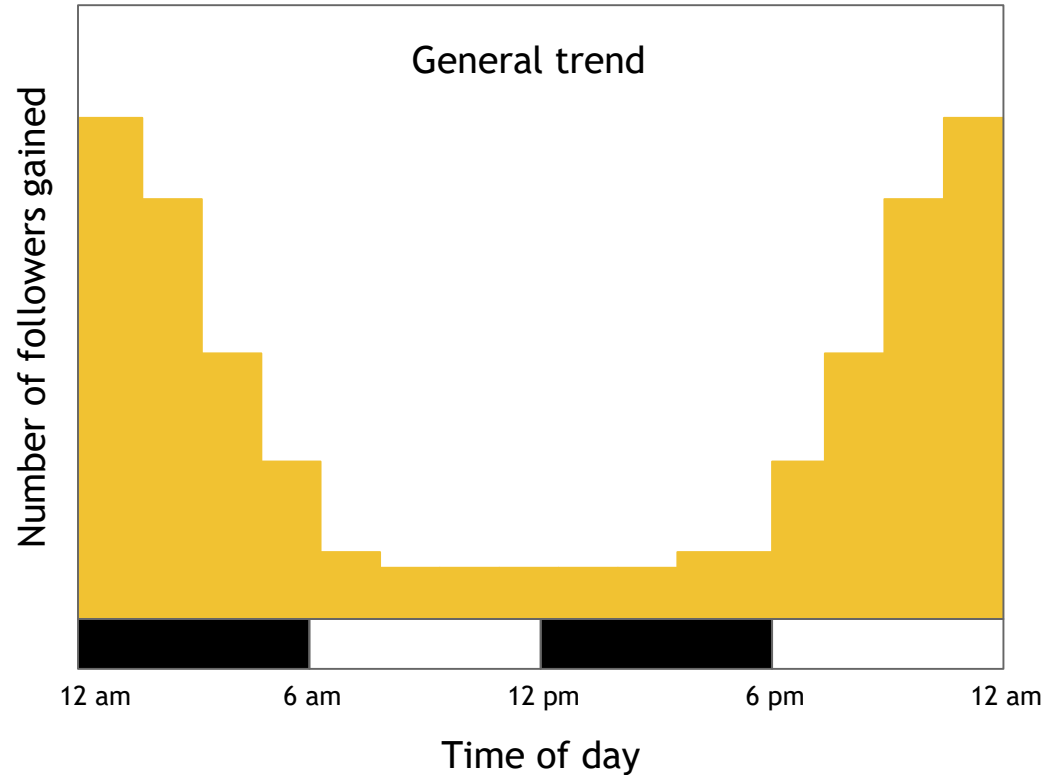
Does time of day matter?

Followers gained by time of day (hour)



Channels tend to gain more followers in the evening

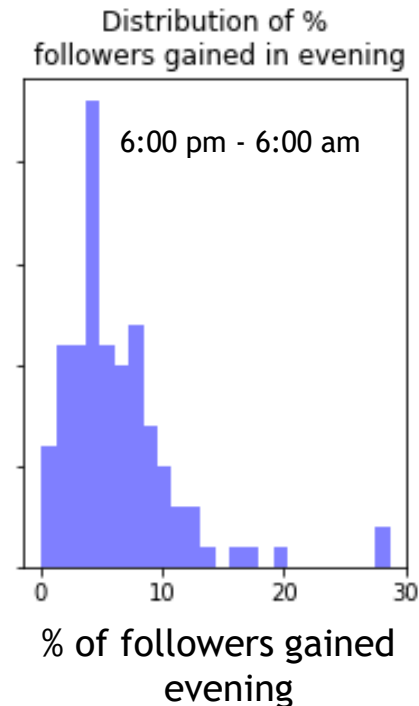
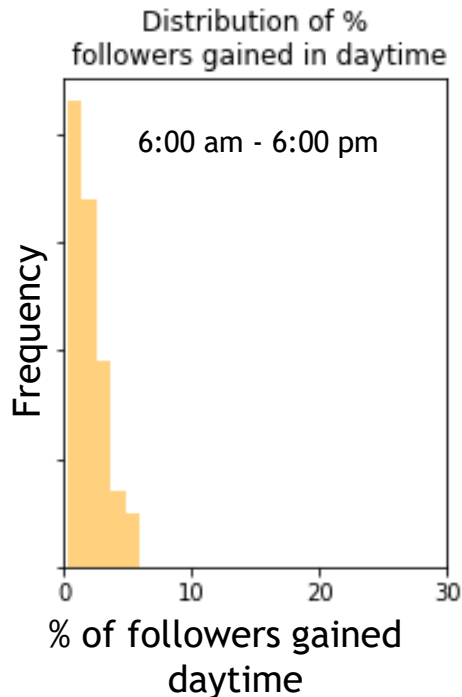
- Significantly more followers are gained in the evening
- Before 6:00 am
- After 6:00 pm



Compare evening vs daytime

- Channels gain <5% of their following during daytime hours

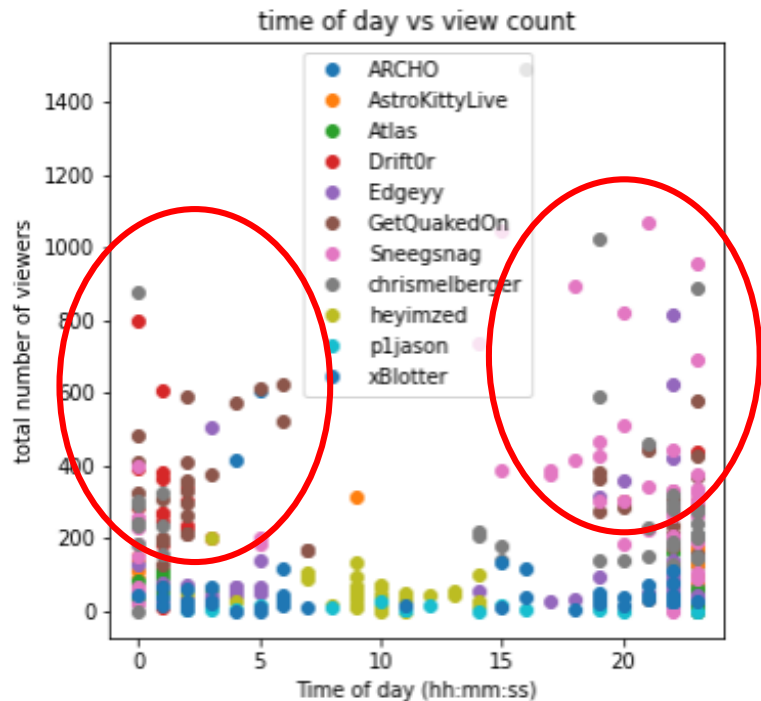
By streaming in the **evening** compared to daytime, channels are likely to increase the number of followers they gain anywhere between **3.4%** and **5.3%** per hour



Question 2

Does duration of a stream affect the number of viewers?

Q2: Does the duration of a broadcast matter?



Hypothesis: streaming for a longer period of time might result in more viewers

- Weak correlation between number of viewers and duration of stream.
- Correlation coefficient = 0.27
- However, time of day does seem to have some correlation with a higher number of views!

Summary:



Time of day is the most important factor to:

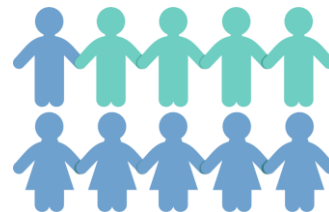
1. Gain the most followers
2. Attract the most viewers

Sunday may be optimal day of the week, but **no significant difference** between other days



Increase followers gained 5% per hour by streaming between **6:00 pm** and **6:00 am**

Longer streams \neq more viewers



Future work

A/B test

- Randomly select 240 channels
- Channels must be equal size
- Channels must play the same game
- Limit when they can stream to 1 hour blocks beginning at the same time every day
 - 10 channels for each hour of the day
- Run experiment for 2 weeks

	Time slot	Followers gained week 1	Followers gained week 2
Channel 1	3 am - 4 am	15	16
Channel 2	12 pm - 1 pm	10	15
Channel 3	7 pm - 8 pm	20	22

Hypothesis

→ There will be no significant difference in the number of followers gained by allotted time of day

Questions?