

Twitch: Live

The world of streaming has become an integral part of digital society. Hundreds of thousands of videos are being created and published every single second. As of today, videos are being made live, right in the moment, where the action is exactly taking place. This is streaming, and it is everywhere and it is now a major way for current and up and coming content creators to deliver stuff in real time to their fanbase. One of the companies that helped paved the way for streaming started out with a simple mission for people to interact with one another. What started out for the sake of entertainment turned into a movement that would forever shape the future of the online content creation industry. This company is Twitch and it serves to help feed the hungry minds of people every day looking to interact with content creators and each other. This interactivity has led the company to grow into a major player in the social media space that is seen today.

THE ORIGIN

The Twitch that people know today started out from the early days of Justin.tv in 2007. Justin.tv was launched by the duo Justin Kan and Emmett Shear who created the site to allow anyone to broadcast videos online in real time. It functioned as real-time video broadcasting, until the gaming category became so massive it led to having its own website as TwitchTV. From there, the website would grow to have 100 million unique visitors a month by 2013 and it became to the point where it was the largest site for live streaming that many experts consider it to be a monopoly on the market, dominating over the likes of YouTube and Dailymotion. By 2014, it would be bought out by Amazon for \$970 million. Since then, it has become the default option for all things video games to all things non-gaming as well such as TV, music, and radio. It is also the option to become the top platform for all eSports tournaments and talk shows. Twitch has popularized the speedrunning platform, where play-throughs of games are to be completed as fast as possible.

VALUES

Even with the massive expansion and ownership, the core company values still remain the same for now a subsidiary of Amazon. According to the official statement from their website Twitch “builds communities around live content that’s interactive, diverse, and always next level. Twitch is building the future of live, interactive entertainment one community at a time.

This is the home for creators streaming video games, music, sports, and everything else they love with magnetic authenticity—drawing in millions of fans who are eager to play a part in where their shared passion is heading next. Their vision is our path forward.” A major part of Twitch is where the employees can feel like a family, where purple is their main color of choice and the community being a reason for why they exist. Purple can often be represented as a color of nobility or royalty, but it also is a color of creativity. Twitch embraces Internet memes and personalities all the like, in order to provide a more laid-back and modern experience appropriate for their goals. It is not a company with the stereotypical corporate mindset, Twitch strives to be a champion for a positive work environment that encourages personal growth just as much as the content that hosts on their site every single day.

Multiple reviews from employees highlight what it's like to be a member of the Twitch family. One review on Glassdoor point out how grateful they were to be a part of this company. According to this review, “The people are passionate about the product, focusing on the success of both creators and views. People have the best intentions here, collaborate and pitch in across teams to get stuff done and don’t just think about what’s in it for me.” This shows how important that the employee is treated like a person and not just another robot to push into crunch time. Free food, playing games, watching tv and Twitch streams is unironically an important part of its ecosystem. This is a company who strives through passion, and want any potential candidate who are open-minded and flexible, being able to adapt to evolving objectives, no matter what their interest is.

Twitch is fueled by passion, commitment, creativity, and friendliness that allows them to become the media platform that they are today. These values are ideal for an ever growing company to continue to expand and broaden their horizons that satisfies millions of users per day. Purple is their power, and with the relaxed but cooperative teamwork that they have to expand their over growing service. With Amazon supporting them, the boundaries of growth are endless. A company’s culture defines everything that will make or break their progress, and Twitch understands what identity they need to have in order to succeed. What started as a small part of streaming has now made it into an integral part of the Internet, gaming, and popular culture.