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Ninja New Year

What are gamers and why do they matter? Hardcore gamers are defined as people who play video games once a week or more on PC or gaming consoles. Considering that there are around 38.8 million people between the age of 18-39 that are interested in gaming, it made perfect send for Red Bull to increase it’s presence in the world of gaming. To put this number into perspective, the gaming audience is larger than that of hip-hop, basketball, soccer, motorsports, EDM, breakdance, snowboarders, skateboarders and surf.

As part of the initiative to grow our presence in gaming, we signed a competitive Fortnite player named Ninja. As a result, you will often see Ninja streaming on his Twitch channel with some sort of Red Bull branding. However, this past new years Ninja promoted a special streaming event called Ninja New Year during which he streamed himself playing Fortnite for 12 hours. This event, though streamed by Ninja on his own channel, still had a lot of help from Red Bull. As a result, we asked ourselves, how did this piece of content do?

In anticipation of being asked this question, a Twitch stream API script was put together. This script pulled both total channel views as well as stream viewers at every ping. The script was set to ping the API hourly for 14 hours total. We added padded it with an hour extra on each side so that we were able to understand what the total channel views were on the page before the stream started and after the stream ended.

We were able to use these two metrics to then calculate minutes watched, increase in total views, least amount of viewers, peak viewers/max concurrence and the average amount of viewers. We were also able to create a retention analysis from a stream viewers and a minutes watched perspective. As a result, we came to the conclusion that this piece of content as a whole was a success for both Red Bull and Ninja since Ninja was able to grow his channel by 3.67 million and since Red Bull was able to show 144K viewers(on average) that we are associated with gaming. The main takeaway from this analysis beyond that was that the stream should have just ended around midnight. After 11:30pm EST we saw a decrease hour over hour in the stream viewers. Considered the event was marketed as Ninja New Year, it didn’t really make much sense for him to be streaming after hitting the New Year.

Red Bull had also sent people to NY to run trivia questions on Ninja’s stream. In turn we wanted to know how the trivia questions performed and whether or not they were an effective way to engage with the audience and host a community platform. The trivia question results were not something provided by the Twitch API so we had to ask members at Twitch to send over the relevant CSV’s.

Once I received the CSV’s and ingested them into Jupyter Notebooks we were able to do an analysis on every question we were responsible for creating and asking on his channel. The metrics we were able to look at was total votes, the number of questions answered correctly, the number of questions answered incorrectly, the engagement rate, the total stream viewers at the time the question was asked and the carryover of users that answered a question and then answered the following question.

After looking through all the data, I came to the conclusion that people seemed to only answer the questions when they thought they were correct and the engagement rate was very low. I believe that the engagement rate was low because either the questions were too easy and in turn not engaging enough, or that people didn’t care about the prize (being a million bits split between the winners of all the question), or that the trivia questions were not an effective host for a community forum. Moreover, considering that amount of people to carryover from each question to the next had a pretty significant drop off, I would suggest either making the questions more difficult and providing a more coveted prize, finding a different place to host the questions such as a discord group or avoiding answering trivia questions on his streams in general.

Considering this was the first time coding/scripting had been used for content evaluation, I would say it was very eye opening. It was difficult working with people at Twitch to get the trivia data and brainstorming the full depth of what metrics I could make out of the limited data that can be pulled from the Twitch stream API. The next time we do this, I would pull the follower growth API endpoint and I would also look into the Twitch chat API endpoint and analyze the chat sentiment with NTLK 3.4.