



Coronavirus: impact on the gaming industry worldwide

CORONAVIRUS: IMPACT ON THE GAMING INDUSTRY
WORLDWIDE

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Media overview

In-home media consumption due to the coronavirus outbreak among internet users worldwide as of March 2020, by country

Consuming media at home due to the coronavirus worldwide 2020, by country

| | Worldwide | Italy | Spain | France | Germany | China | United States | United Kingdom |
|--|-----------|-------|-------|--------|---------|-------|---------------|----------------|
| Watching more news coverage | 67% | 67% | 63% | 50% | 60% | 77% | 43% | 50% |
| Watching more shows/films on streaming services (e.g. Netflix) | 51% | 53% | 58% | 31% | 21% | 63% | 42% | 32% |
| Watching more TV on broadcast channels | 45% | 55% | 43% | 53% | 35% | 46% | 42% | 32% |
| Spending longer on messaging services (e.g. WhatsApp, Facebook Messenger, etc) | 45% | 60% | 61% | 24% | 22% | 59% | 17% | 24% |
| Spending longer on social media (e.g. Facebook, Instagram, Twitter etc) | 44% | 52% | 49% | 27% | 21% | 50% | 32% | 21% |
| Spending more time on computer/video games | 36% | 41% | 48% | 39% | 21% | 29% | 29% | 20% |
| Reading more books/listening to more audiobooks | 35% | 36% | 42% | 24% | 19% | 44% | 25% | 19% |
| Listening to more streaming services (e.g. Apple Music, Spotify etc) | 35% | 25% | 27% | 14% | 13% | 49% | 18% | 14% |
| Listening to more radio | 18% | 29% | 32% | 23% | 24% | 16% | 16% | 17% |
| Reading more magazines | 16% | 23% | 22% | 14% | 17% | 14% | 12% | 15% |
| Reading more newspapers | 14% | 18% | 14% | 14% | 10% | 17% | | |



Cropped Version

Double click to open excel file with complete data

Note: Worldwide; March 16 to 20, 2020; 16-64 years

Further information regarding this statistic can be found on [page 41](#).

Source(s): GlobalWebIndex; [ID 1106498](#)

Increased media device usage due to the coronavirus outbreak among internet users worldwide as of March 2020, by generation

Device usage increase due to the coronavirus worldwide 2020, by generation

| | Gen Z | Millennials | Gen X | Baby Boomers |
|----------------------------------|-------|-------------|-------|--------------|
| Smartphone/mobile phone | 82% | 72% | 66% | 43% |
| Laptop | 56% | 42% | 33% | 27% |
| PC/desktop | 34% | 31% | 31% | 35% |
| Smart TV/media streaming service | 29% | 32% | 30% | 23% |
| Tablet | 22% | 27% | 16% | 16% |
| Games console | 16% | 18% | 9% | 1% |
| Smart speaker | 11% | 12% | 6% | 3% |
| Smartwatch | 9% | 7% | 4% | 1% |
| Other | 2% | 1% | 1% | 2% |
| None of these | 1% | 7% | 11% | 20% |

Note: Worldwide; March 16 to 20, 2020; 16-64 years

Further information regarding this statistic can be found on [page 42](#).

Source(s): GlobalWebIndex; [ID 1106590](#)

Increased media device usage due to the coronavirus outbreak among internet users worldwide as of March 2020, by country

Device usage increase due to the coronavirus worldwide 2020, by country

| | Worldwide | Italy | Spain | France | Germany | China | United States | United Kingdom |
|----------------------------------|-----------|-------|-------|--------|---------|-------|---------------|----------------|
| Smartphone/mobile phone | 70% | 72% | 64% | 41% | 33% | 86% | 40% | 38% |
| Laptop | 40% | 47% | 47% | 37% | 29% | 45% | 37% | 31% |
| PC/desktop | 32% | 26% | 28% | 30% | 23% | 35% | 23% | 18% |
| Smart TV/media streaming service | 30% | 29% | 35% | 13% | 18% | 32% | 29% | 22% |
| Tablet | 22% | 22% | 23% | 11% | 12% | 27% | 20% | 17% |
| Games console | 14% | 14% | 12% | 15% | 10% | 14% | 13% | 14% |
| Smart speaker | 9% | 5% | 4% | 3% | 4% | 13% | 8% | 7% |
| None of these | 8% | 2% | 2% | 21% | 34% | 1% | 22% | 26% |
| Smartwatch | 6% | 4% | 4% | 1% | 3% | 8% | 4% | 3% |
| Other | 1% | 2% | 2% | 2% | 2% | 1% | 1% | 1% |



Cropped Version

Double click to open excel file with complete data

Note: Worldwide; March 16 to 20, 2020; 16-64 years

Further information regarding this statistic can be found on [page 43](#).

Source(s): GlobalWebIndex; [ID 1106607](#)

Increased time spent on media consumption due to the coronavirus outbreak among internet users worldwide as of March 2020, by generation

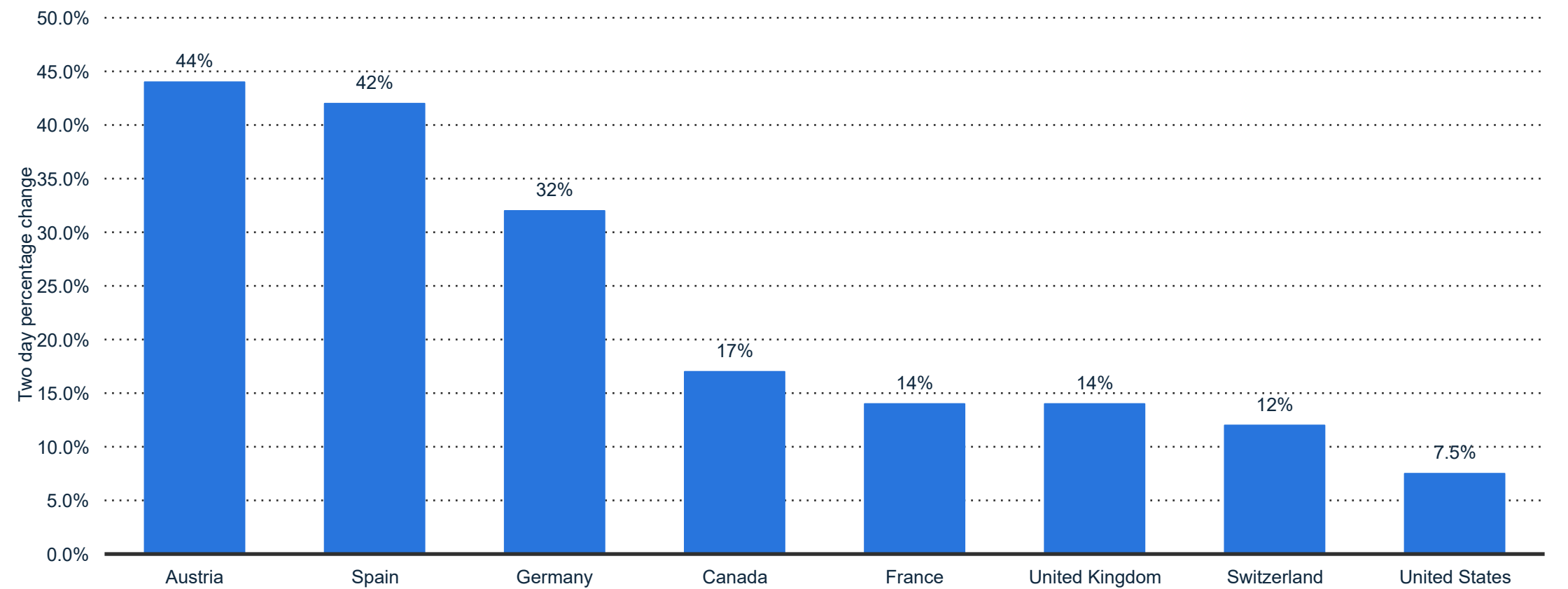
Media consumption increase due to the coronavirus worldwide 2020, by generation



Note: Worldwide; March 16 to 20, 2020; 16-64 years
Further information regarding this statistic can be found on [page 44](#).
Source(s): GlobalWebIndex; [ID 1106809](#)

Coronavirus impact: growth in time spent streaming TV and video worldwide in the weekend of March 13 to 14, 2020

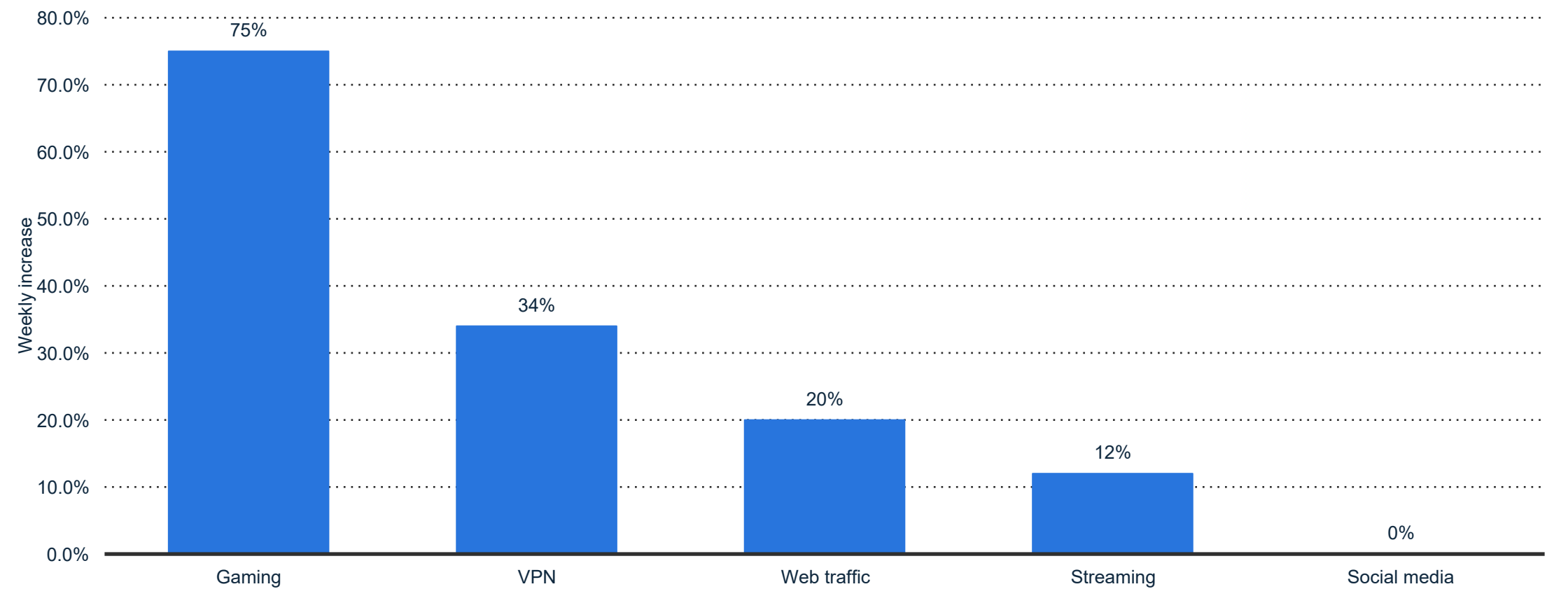
Video streaming growth worldwide: coronavirus impact 2020



Note: Worldwide; March 13 to 14, 2020
Further information regarding this statistic can be found on [page 45](#).
Source(s): Bloomberg; Wurl; [ID 1107559](#)

Weekly increase in data usage in the United States due to coronavirus (COVID-19) shutdown as of March 19, 2020, by category

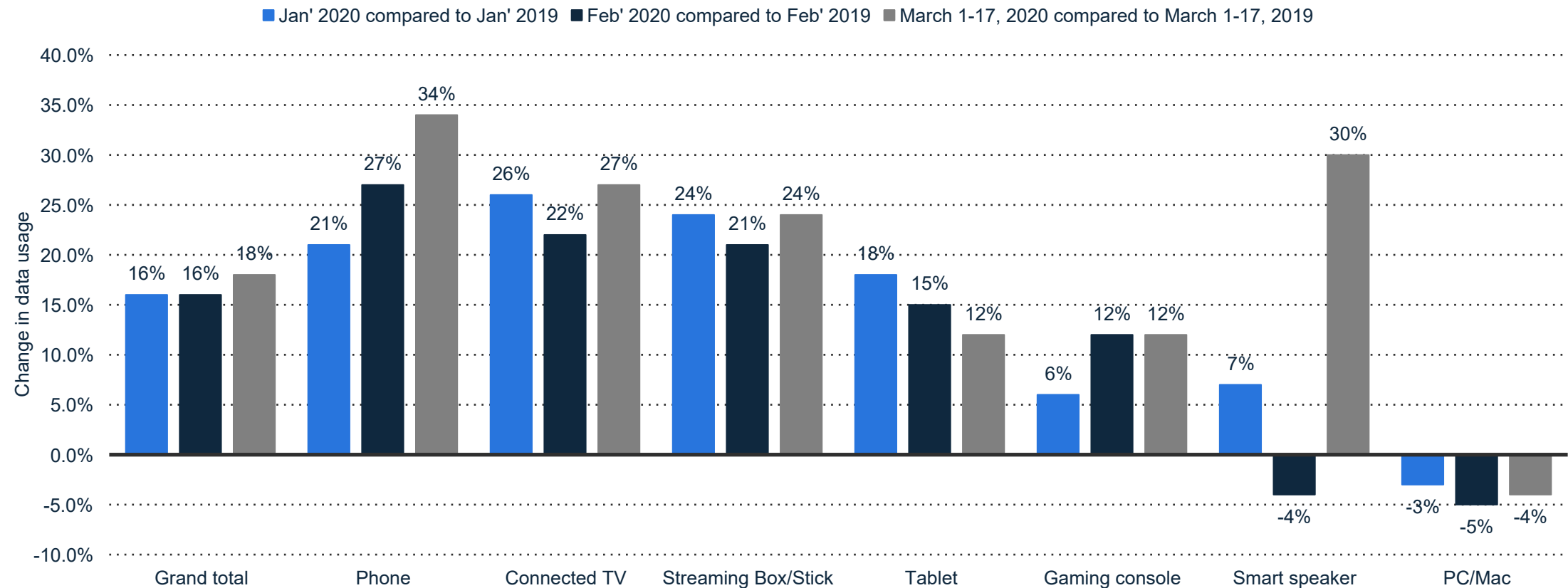
Coronavirus impact on U.S. online traffic as of March 2020, by category



Note: United States; week-over-week as of March 19, 2020; data is based on Verizon Communications network, wider industry metrics may vary
Further information regarding this statistic can be found on [page 46](#).
Source(s): CNBC; Verizon; [ID 1108378](#)

Year-over-year change in average monthly in-home data usage by device in the United States from January to March 2020

Change in monthly in-home data usage by device in the US 2020



Note: United States; 2020

Further information regarding this statistic can be found on [page 47](#).

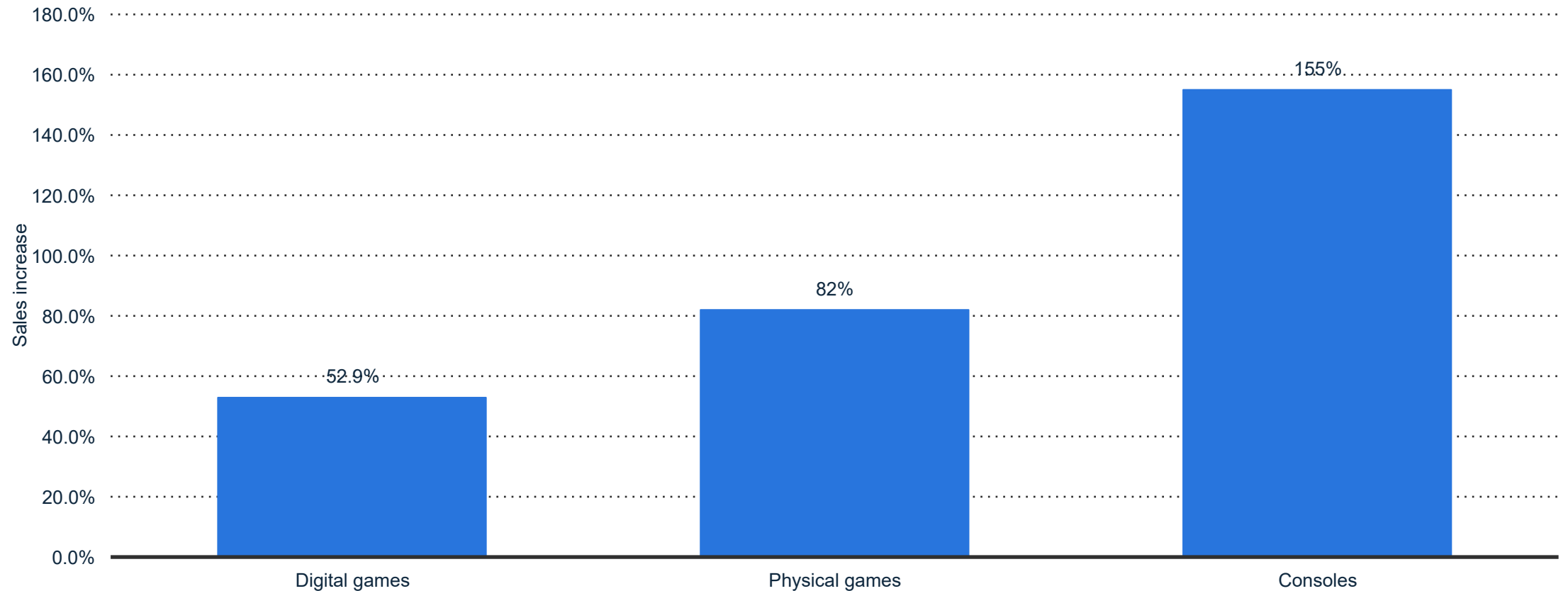
Source(s): comScore; [ID 1106821](#)

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Sales

Increase in sales in the video game industry during the coronavirus (COVID-19) pandemic worldwide as of March 2020, by type

COVID-19: global video game and console increase as of March 2020



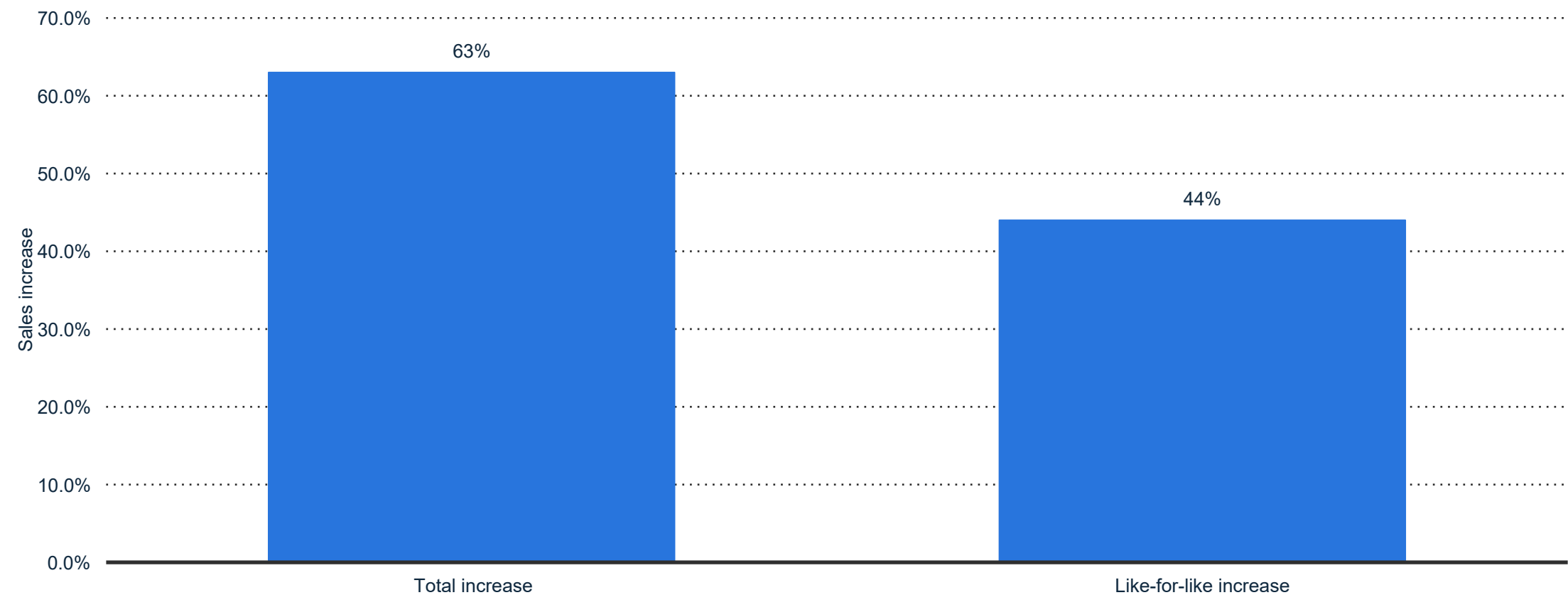
Note: Worldwide; March 16-22, 2020; compared to previous week's figures

Further information regarding this statistic can be found on [page 48](#).

Source(s): gamesindustry.biz; Games Sales Data; [ID 1109979](#)

Increase in video game sales during the coronavirus (COVID-19) pandemic worldwide as of March 2020

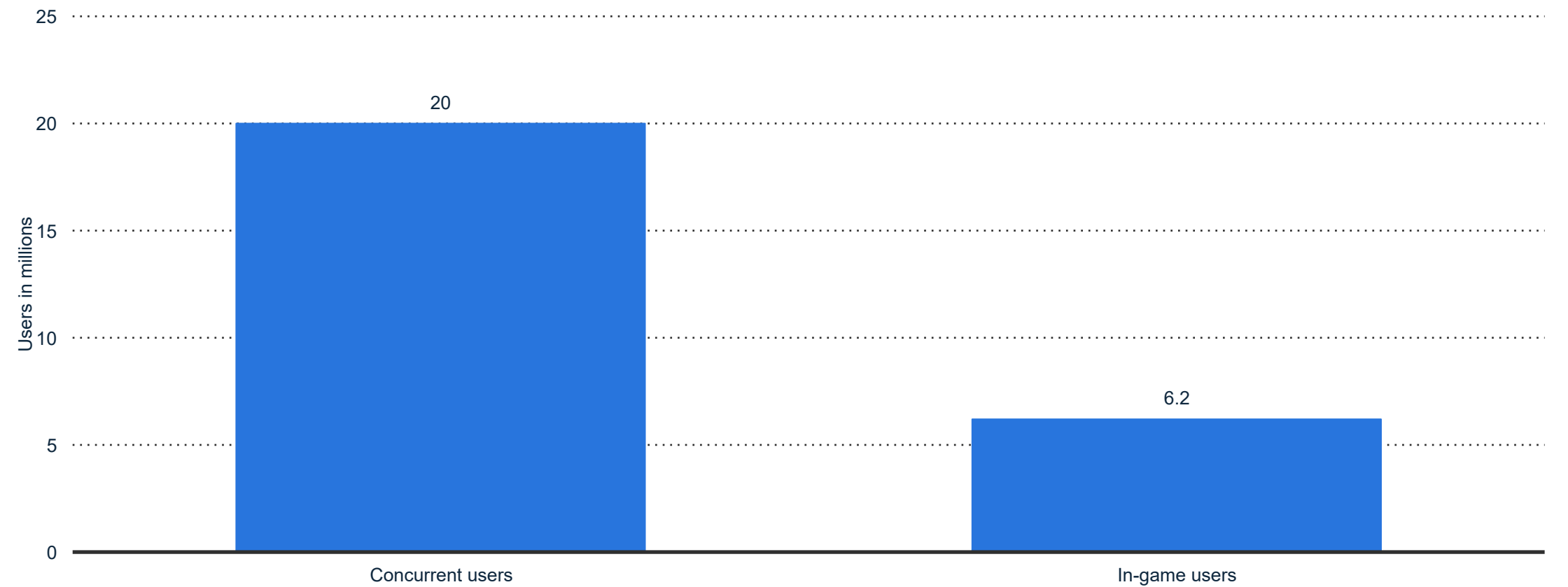
COVID-19: global video game sales increase as of March 2020



Note: Worldwide; March 16-22, 2020; compared to previous week's figures
Further information regarding this statistic can be found on [page 49](#).
Source(s): gamesindustry.biz; Games Sales Data; [ID 1109977](#)

Number of users on Steam as a result of the coronavirus (COVID-19) pandemic worldwide as of March 2020 (in millions)

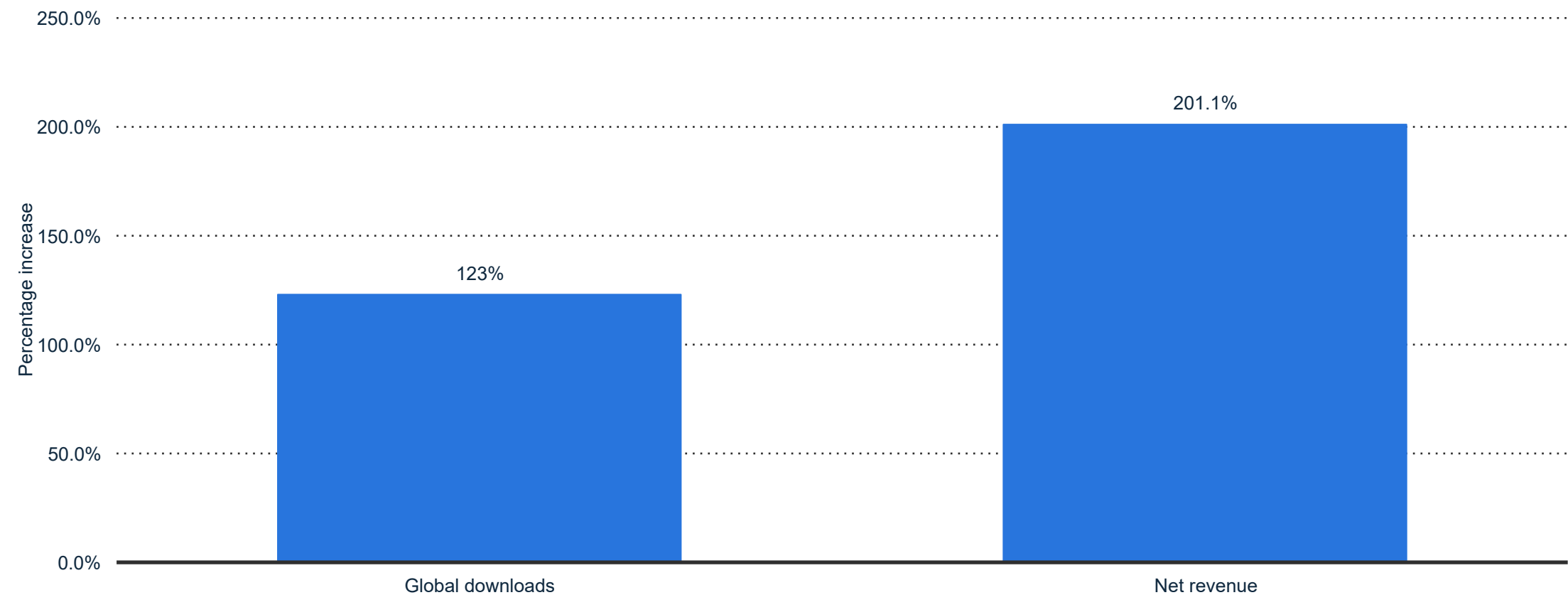
COVID-19: Steam user increase 2020



Note: Worldwide; March 15, 2020
Further information regarding this statistic can be found on [page 50](#).
Source(s): Washington Post; [ID 1108322](#)

Increase in sales and downloads of Plague Inc. as a result of the coronavirus (COVID-19) pandemic worldwide as of March 2020

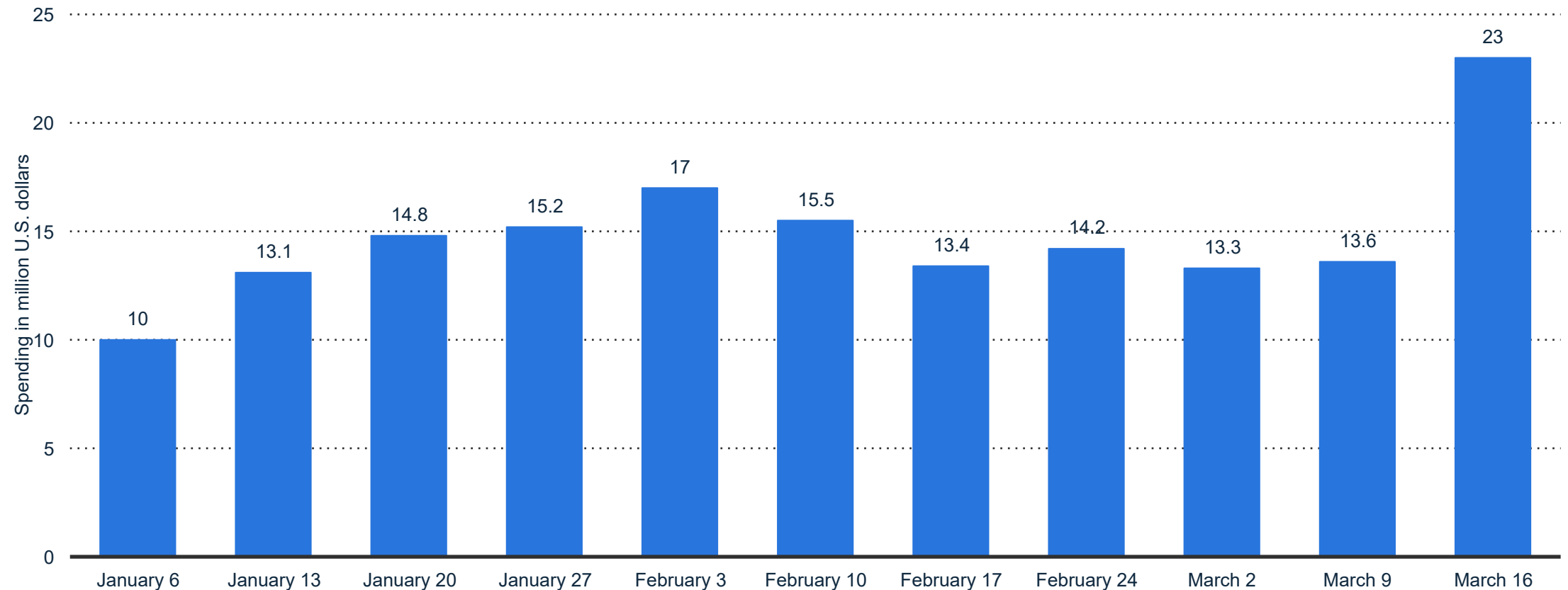
COVID-19: Plague Inc. game sales increase 2020



Note: Worldwide; as of March 2020; year-to-date, compared with the same period last year
Further information regarding this statistic can be found on [page 51](#).
Source(s): Priori Data; Gamasutra; [ID 1109970](#)

Pokémon Go player spending during the coronavirus (COVID-19) pandemic worldwide in 2020, by week (in million U.S. dollars)

COVID-19: Pokémon Go player spending during global pandemic 2020



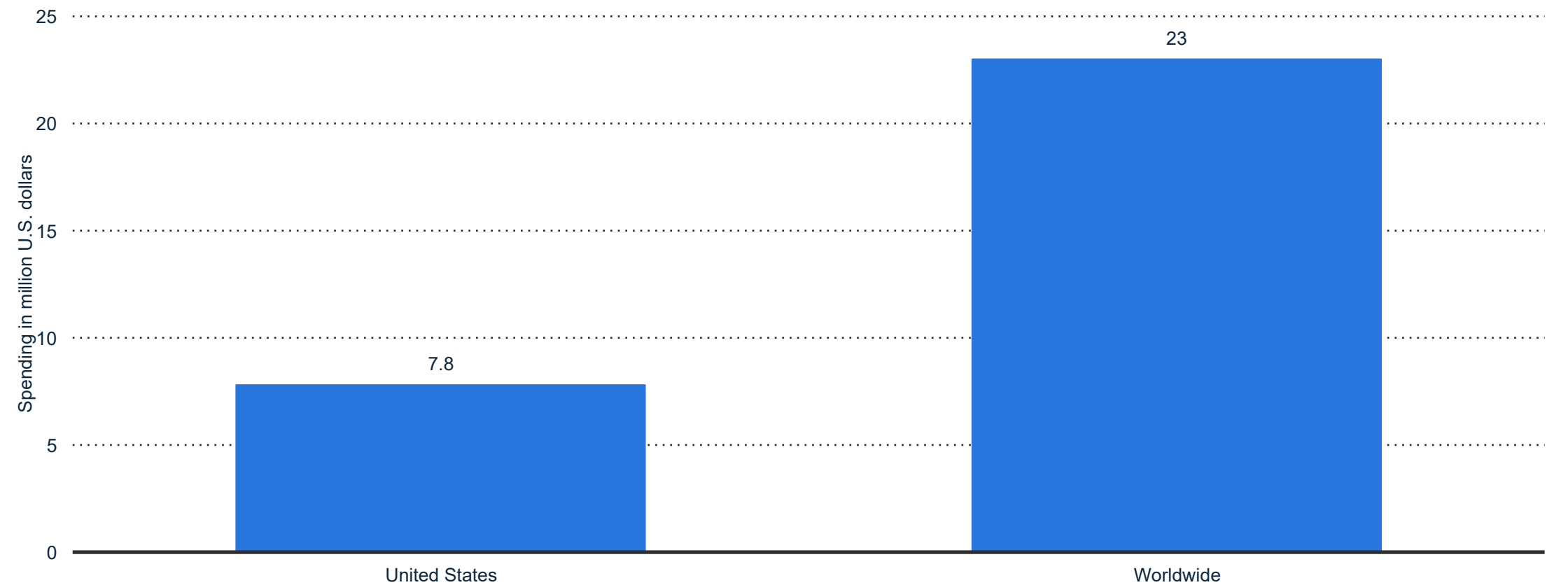
Note: Worldwide; 2020; dates represent beginning of week

Further information regarding this statistic can be found on [page 52](#).

Source(s): Sensor Tower; VentureBeat; [ID 1109966](#)

Pokémon Go player spending during the coronavirus (COVID-19) pandemic in the United States and worldwide in March 2020 (in million U.S. dollars)

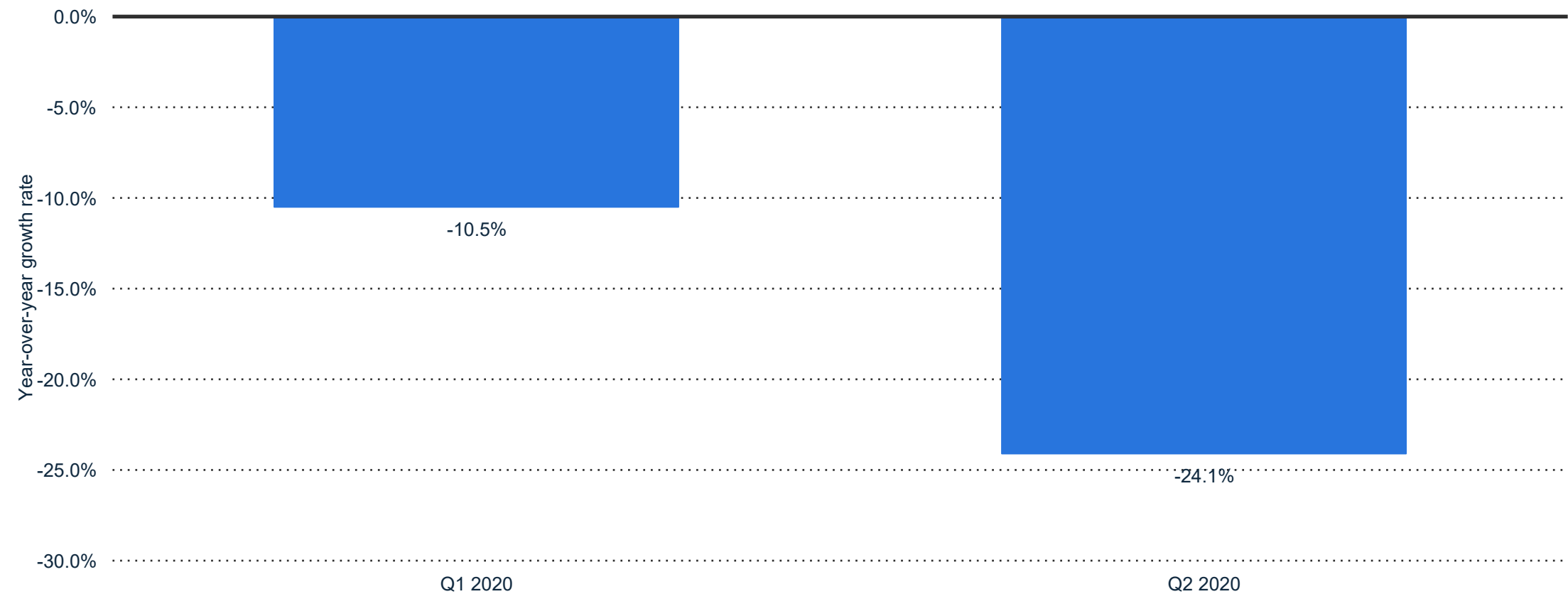
COVID-19: Pokémon Go player spending during pandemic in the U.S. 2020



Note: Worldwide, United States; 2020; week beginning March 16
Further information regarding this statistic can be found on [page 53](#).
Source(s): Sensor Tower; PocketGamer.biz; [ID 1109967](#)

Forecast year-over-year (YoY) growth rate of AR/VR headset shipments impacted by coronavirus (COVID-19) in Q1 and Q2 of 2020

Impact of COVID-19 on the YoY growth rate of AR/VR headset shipments Q1 & Q2 2020



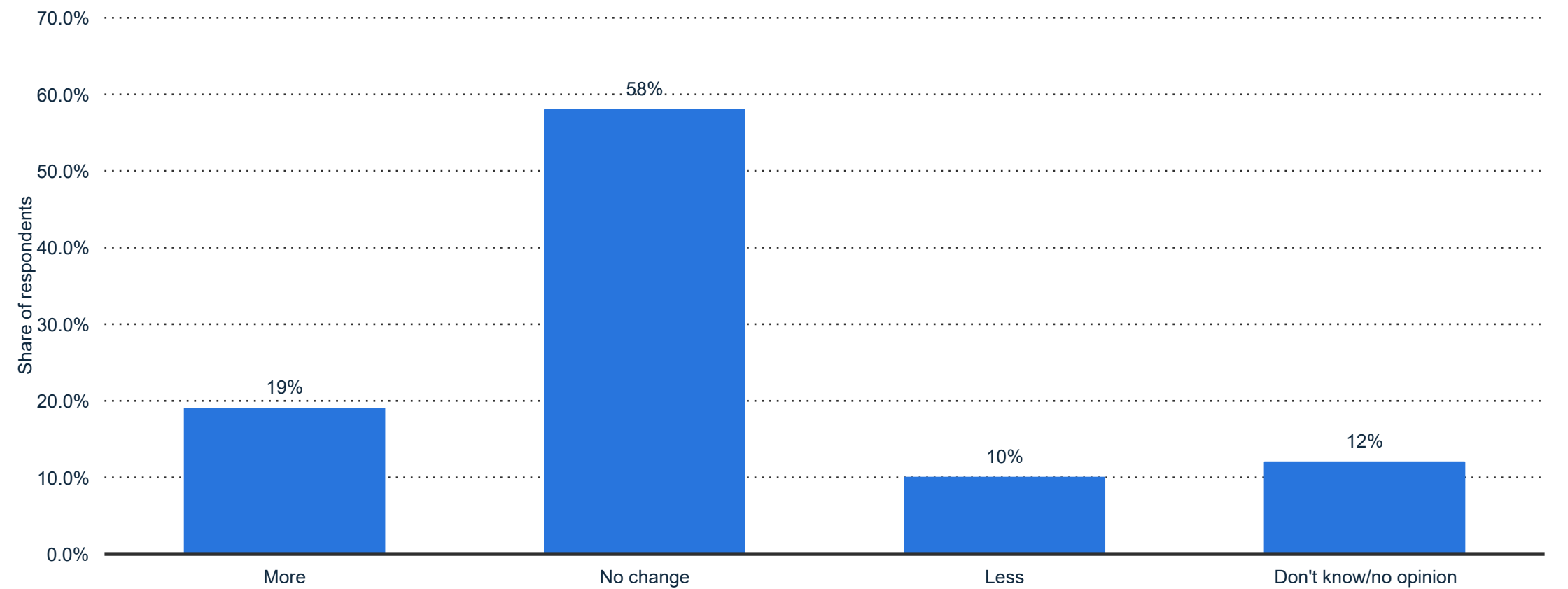
Note: Worldwide; March 18, 2020
Further information regarding this statistic can be found on [page 54](#).
Source(s): IDC; [ID 1104978](#)

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User behavior

Do you expect to spend more or less on video games because of the coronavirus, or is there no change?

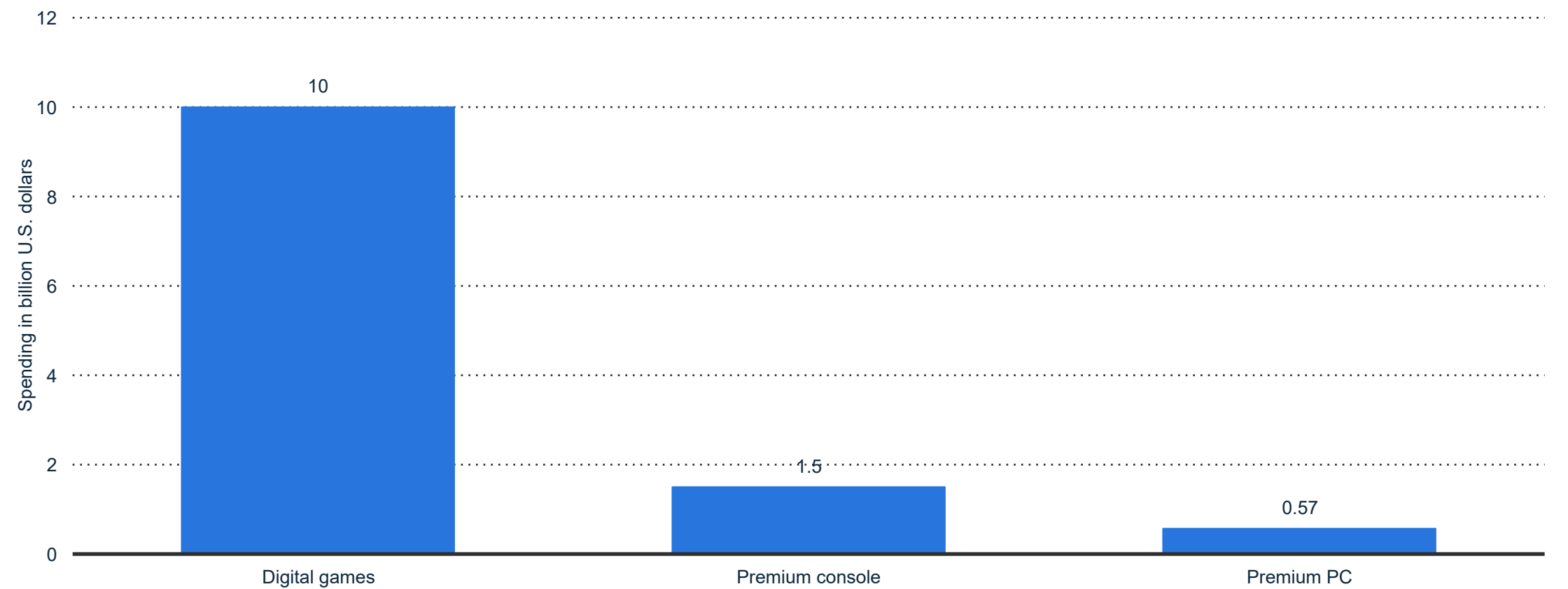
COVID-19: video game spending change as of April 2020



Note: United States; April 3-5, 2020; 18 years and older; 2,200
Further information regarding this statistic can be found on [page 55](#).
Source(s): Morning Consult; [ID 1104521](#)

Spending on video games during the coronavirus (COVID-19) pandemic worldwide in March 2020, by type (in billion U.S. dollars)

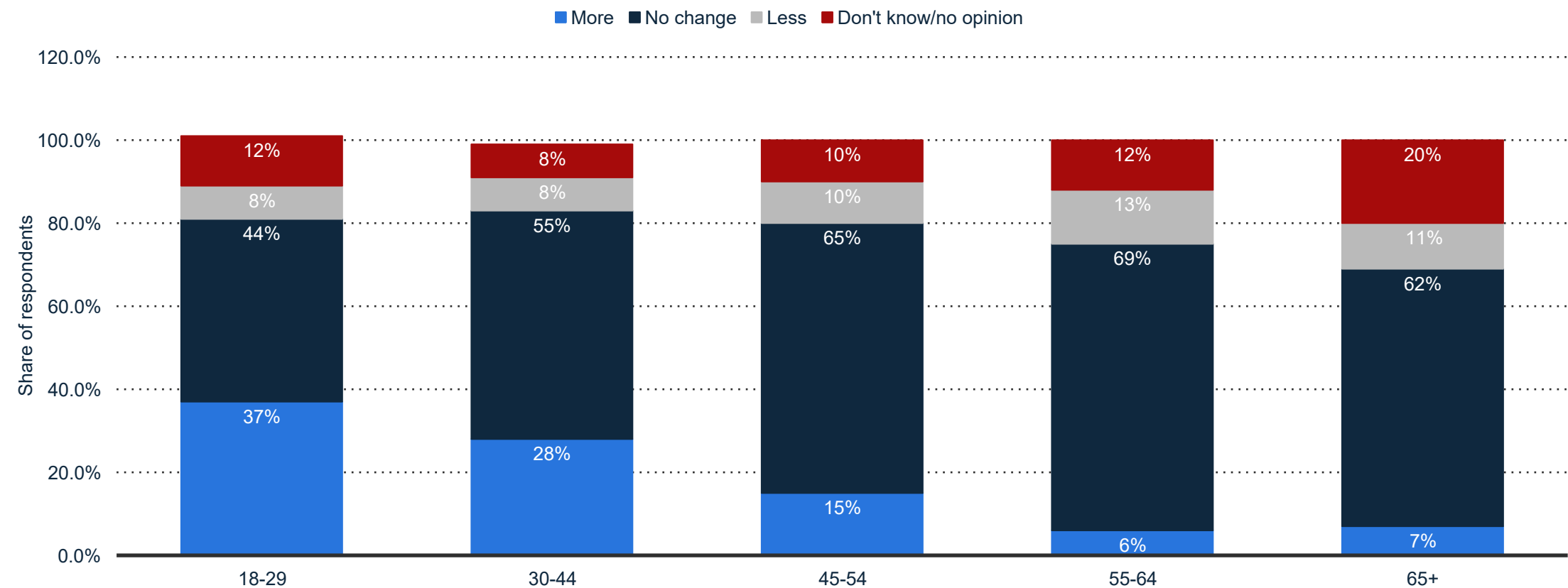
COVID-19: global video game spending March 2020



Note: Worldwide; March 2020
Further information regarding this statistic can be found on [page 56](#).
Source(s): SuperData Research; [ID 1112490](#)

Expected spending on video games during the coronavirus (COVID-19) pandemic in the United States as of April 2020, by age

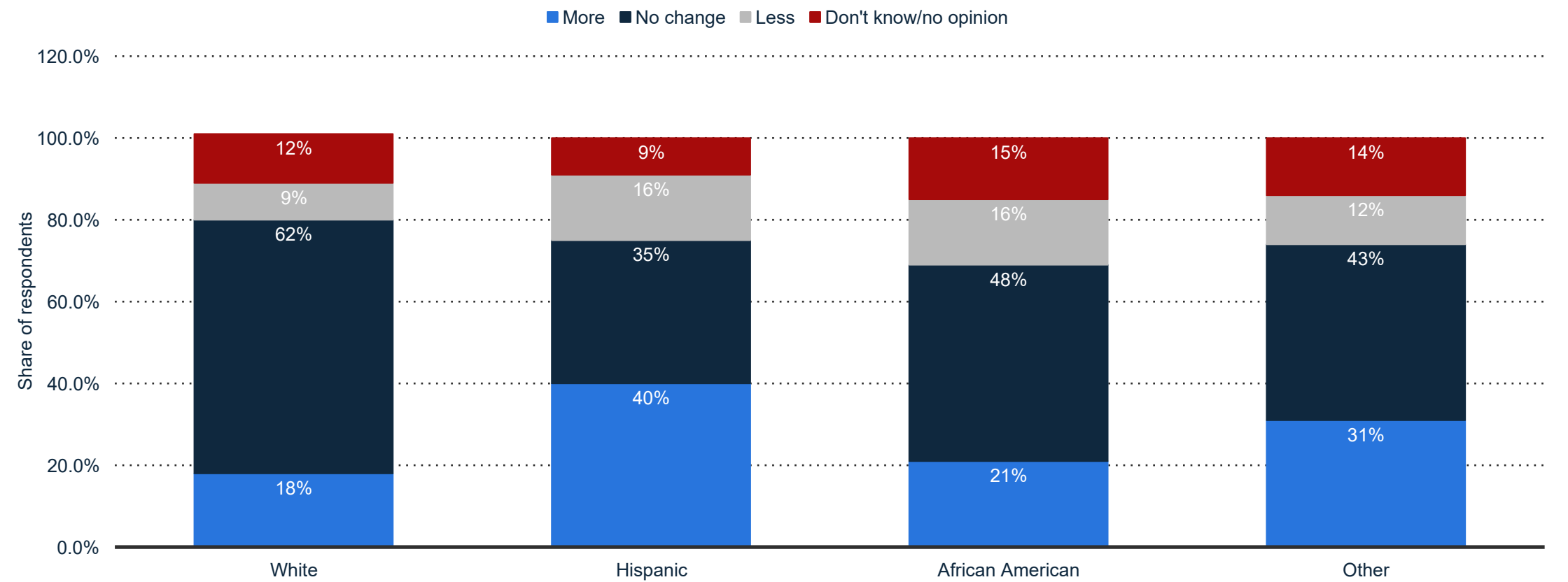
COVID-19: U.S. video game spending change as of April 2020, by age



Note: United States; April 3-5, 2020; 18 years and older; 2,200
Further information regarding this statistic can be found on [page 57](#).
Source(s): Morning Consult; [ID 1109359](#)

Expected spending on video games during the coronavirus (COVID-19) pandemic in the United States as of March 2020, by ethnicity

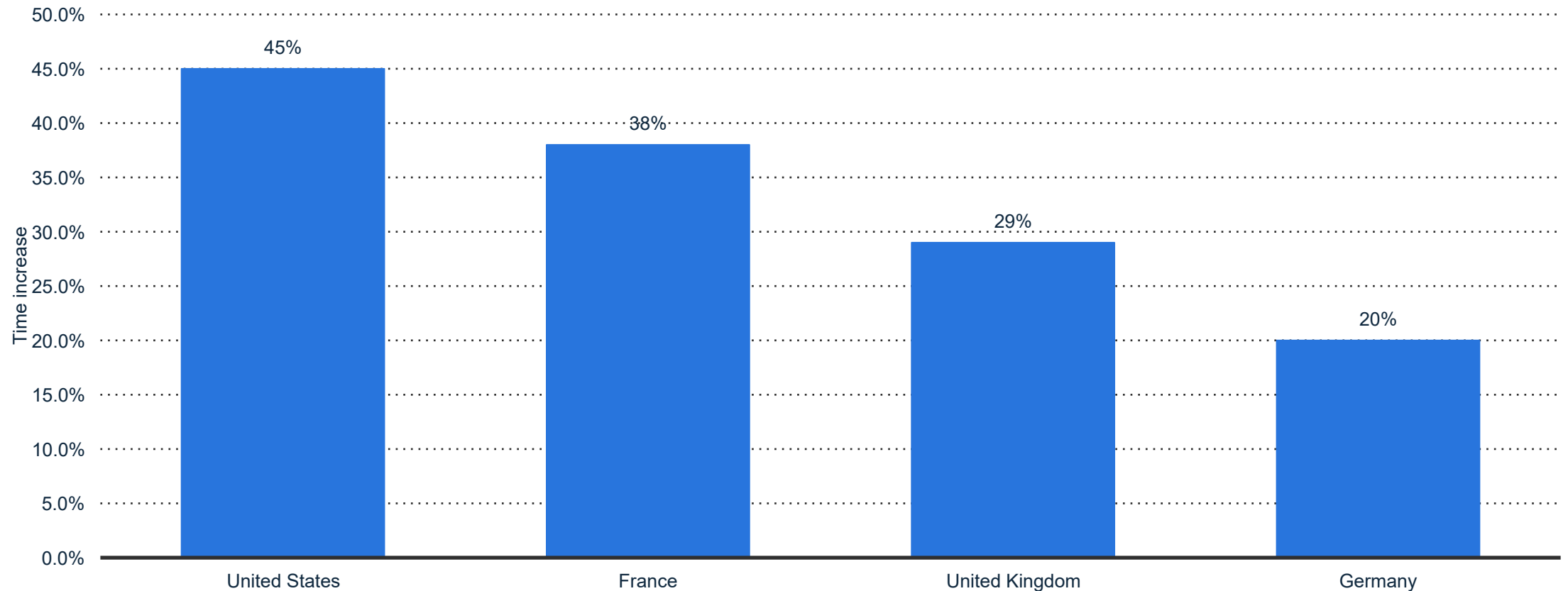
COVID-19: U.S. video game spending change as of April 2020, by ethnicity



Note: United States; April 3-5, 2020; 18 years and older; 2,200
Further information regarding this statistic can be found on [page 58](#).
Source(s): Morning Consult; [ID 1109364](#)

Increase in time spent playing video games during the coronavirus (COVID-19) pandemic worldwide as of March 2020, by country

COVID-19: increase in time spent playing video games worldwide as of March 2020



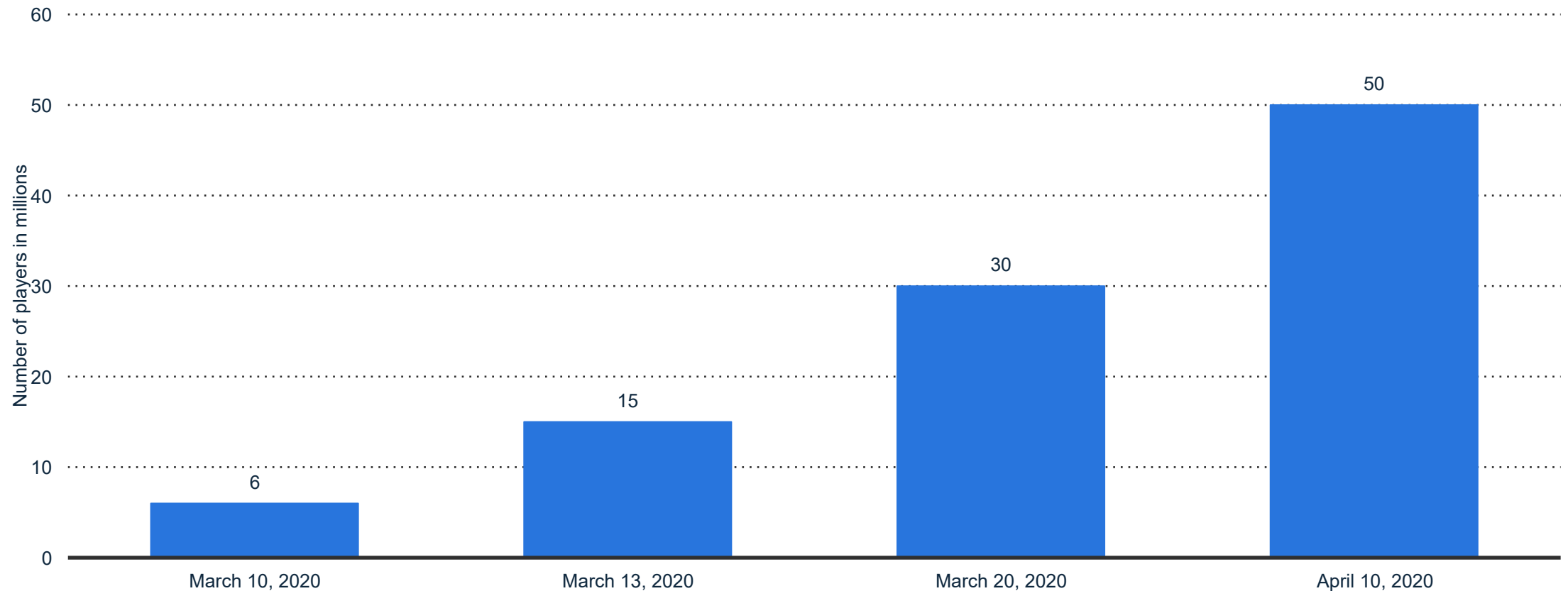
Note: Worldwide; March 23-29, 2020; 1,200 gamers

Further information regarding this statistic can be found on [page 59](#).

Source(s): The Hollywood Reporter; Nielsen; [ID 1111587](#)

Number of players of Call of Duty: Warzone worldwide as of April 2020 (in millions)

Call of Duty: Warzone player count 2020



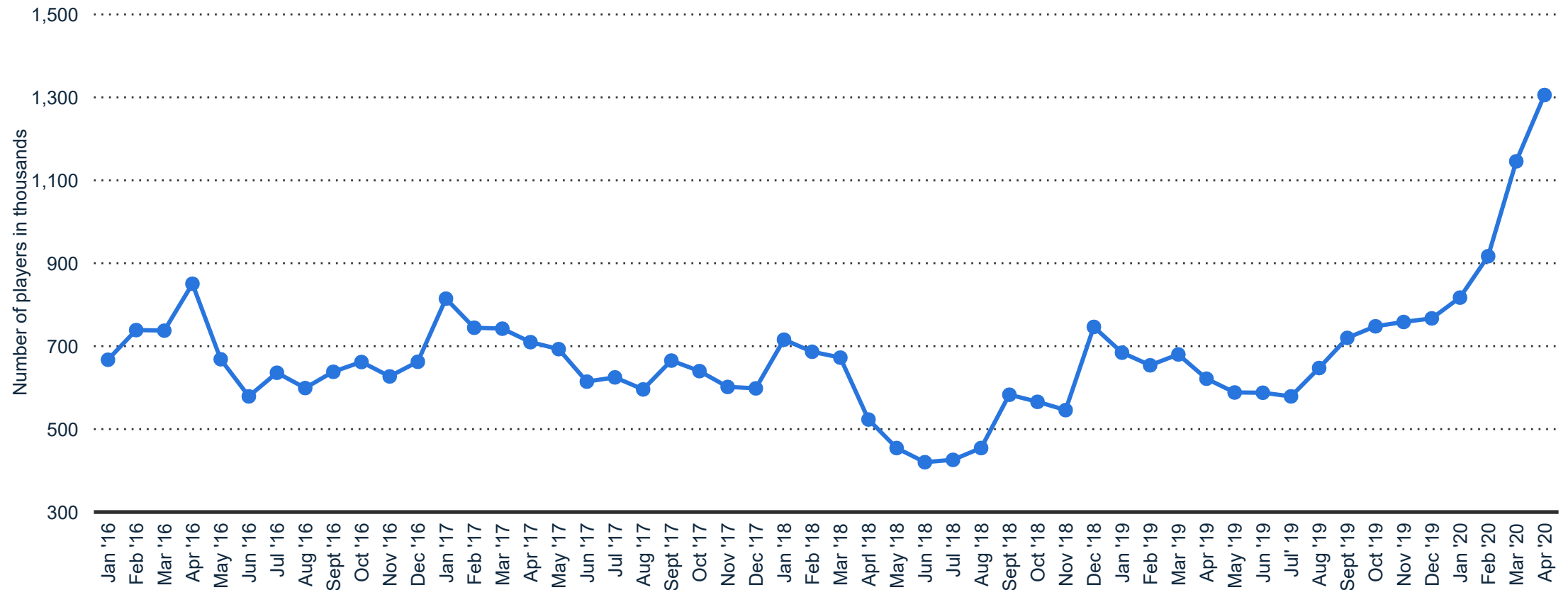
Note: Worldwide; April 2020

Further information regarding this statistic can be found on [page 60](#).

Source(s): Activision Blizzard; The Verge; [ID 1110000](#)

Monthly number of peak concurrent players of Counter-Strike: Global Offensive (CS:GO) on Steam worldwide as of April 2020 (in 1,000s)

CS:GO peak concurrent player number on Steam 2016-2020



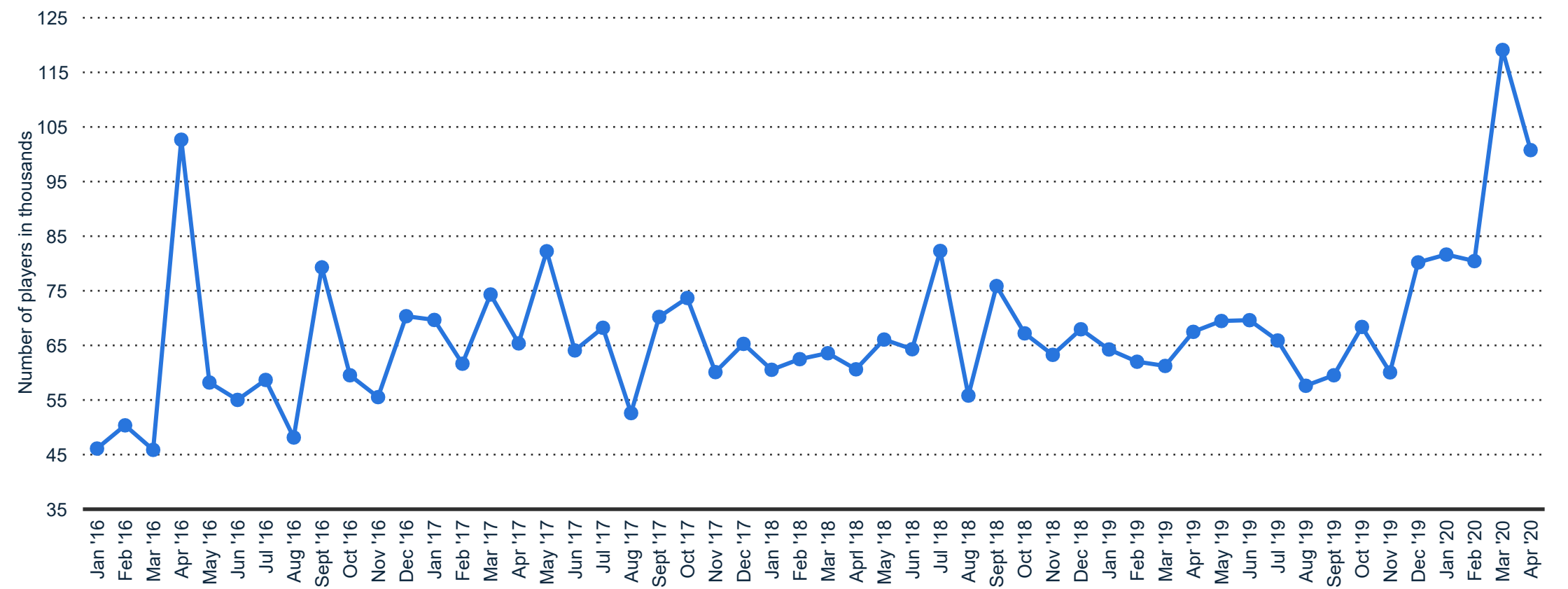
Note: Worldwide; January 2016 to April 2020; Figures are estimates

Further information regarding this statistic can be found on [page 61](#).

Source(s): Steam Charts; [ID 808630](#)

Monthly number of peak concurrent players of Rocket League on Steam worldwide from January 2016 to April 2020 (in 1,000s)

Rocket League peak concurrent player number on Steam 2016-2020



Note: Worldwide; January 2016 to April 2020; figures are estimates
Further information regarding this statistic can be found on [page 62](#).
Source(s): Steam Charts; [ID 980492](#)

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Twitch

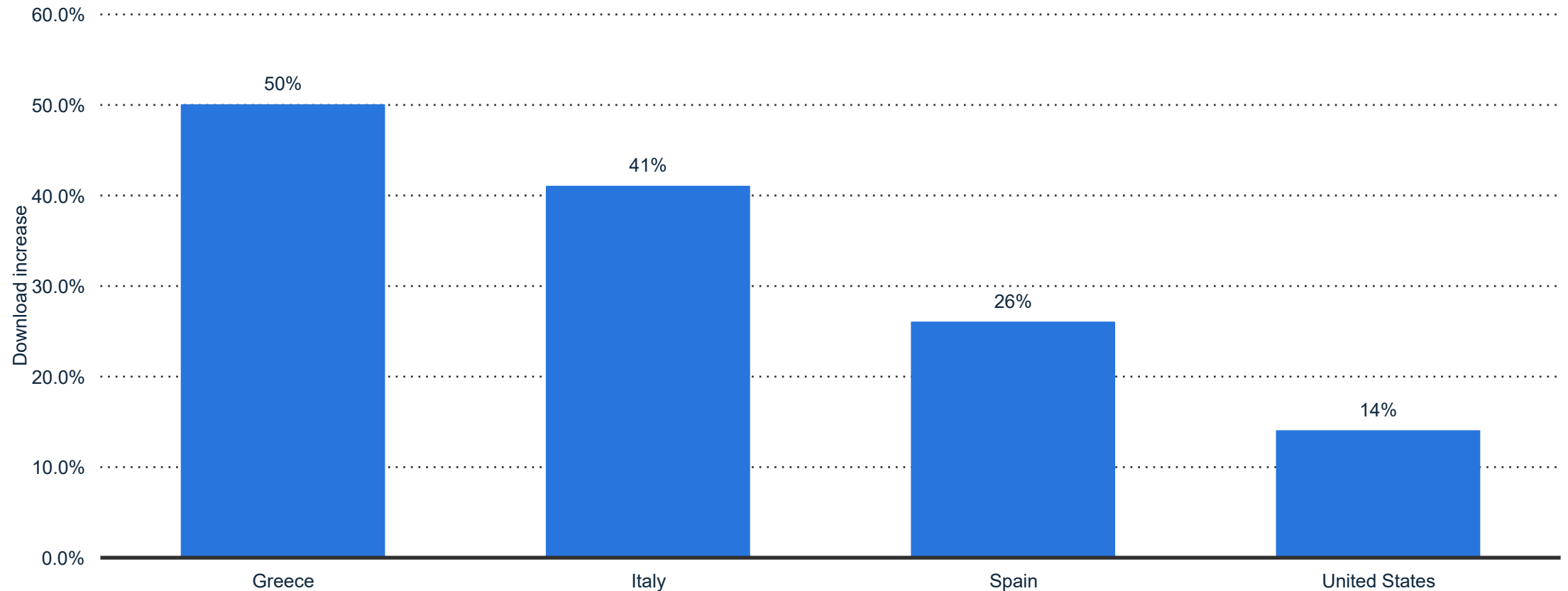
Number of users on Twitch as a result of the coronavirus (COVID-19) pandemic worldwide as of March 2020

COVID-19: Twitch user increase 2020

| | Key figures |
|--|-------------|
| Peak daily active users (in millions) | 22.7 |
| Average concurrent viewers (in millions) | 1.6 |
| Streamers (in 1,000s) | 65 |

Increase in first-time downloads of Twitch as a result of the coronavirus (COVID-19) pandemic worldwide as of March 2020, by country

COVID-19: Twitch first-time download increase 2020



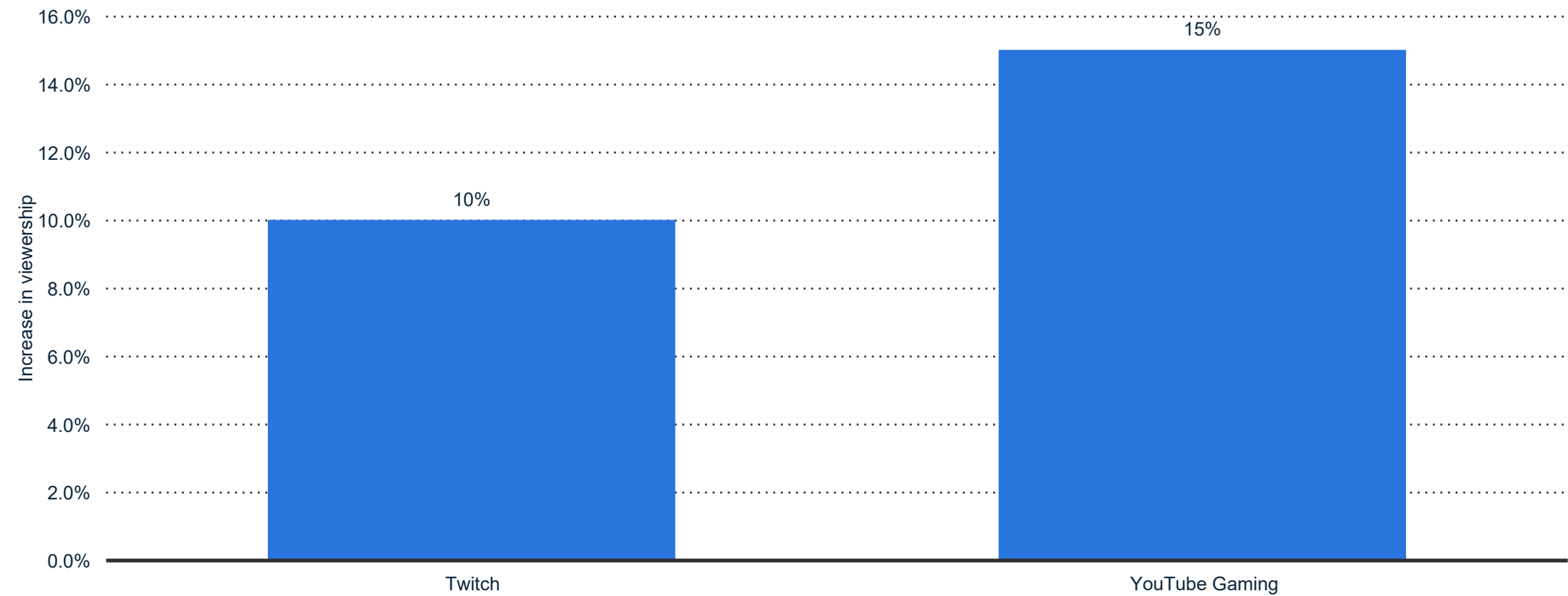
Note: Worldwide; as of March 16, 2020; compared to the previous week's downloads

Further information regarding this statistic can be found on [page 64](#).

Source(s): Washington Post; Sensor Tower; [ID 1108328](#)

Increase in viewership on Twitch and YouTube Gaming as a result of the coronavirus (COVID-19) pandemic worldwide as of March 2020

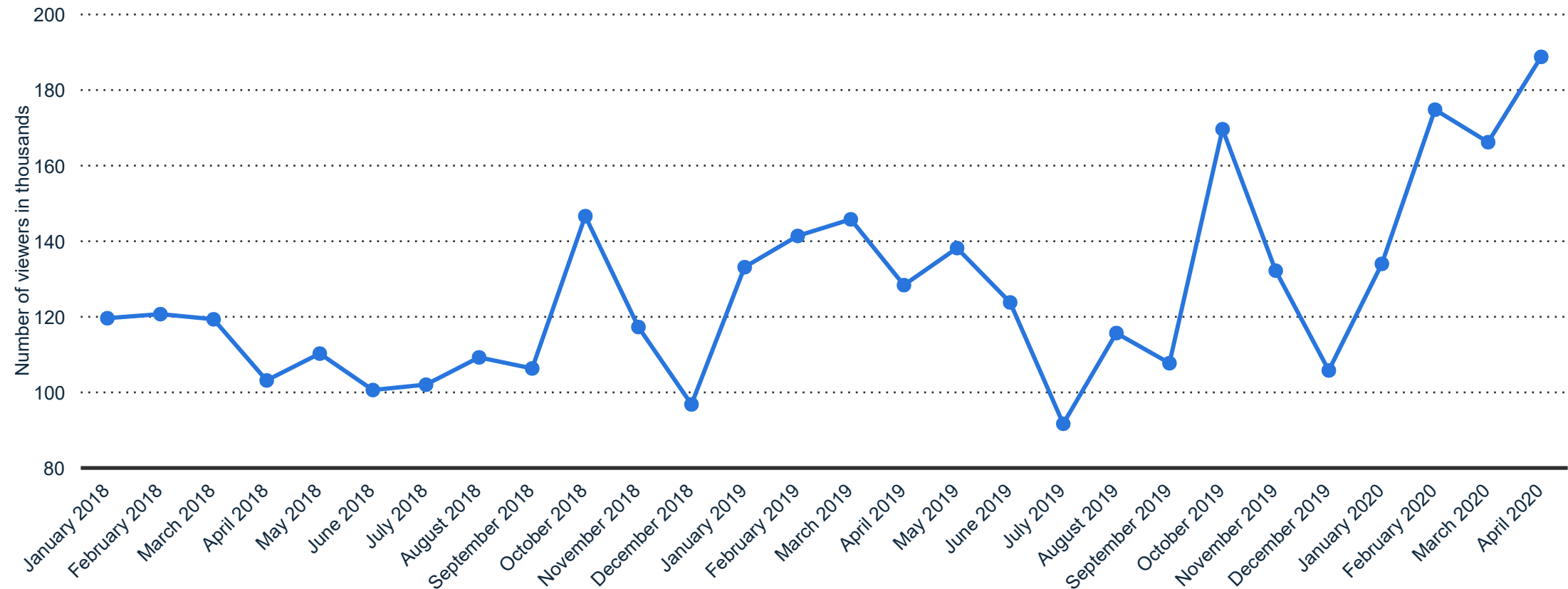
COVID-19: Twitch and YouTube Gaming viewership increase March 2020



Note: Worldwide; March 2020; compared to the previous week's figures
Further information regarding this statistic can be found on [page 65](#).
Source(s): VentureBeat; StreamElements; [ID 1108307](#)

Average viewers of League of Legends on Twitch worldwide from January 2018 to April 2020 (in 1,000s)

League of Legends average viewer count on Twitch 2020



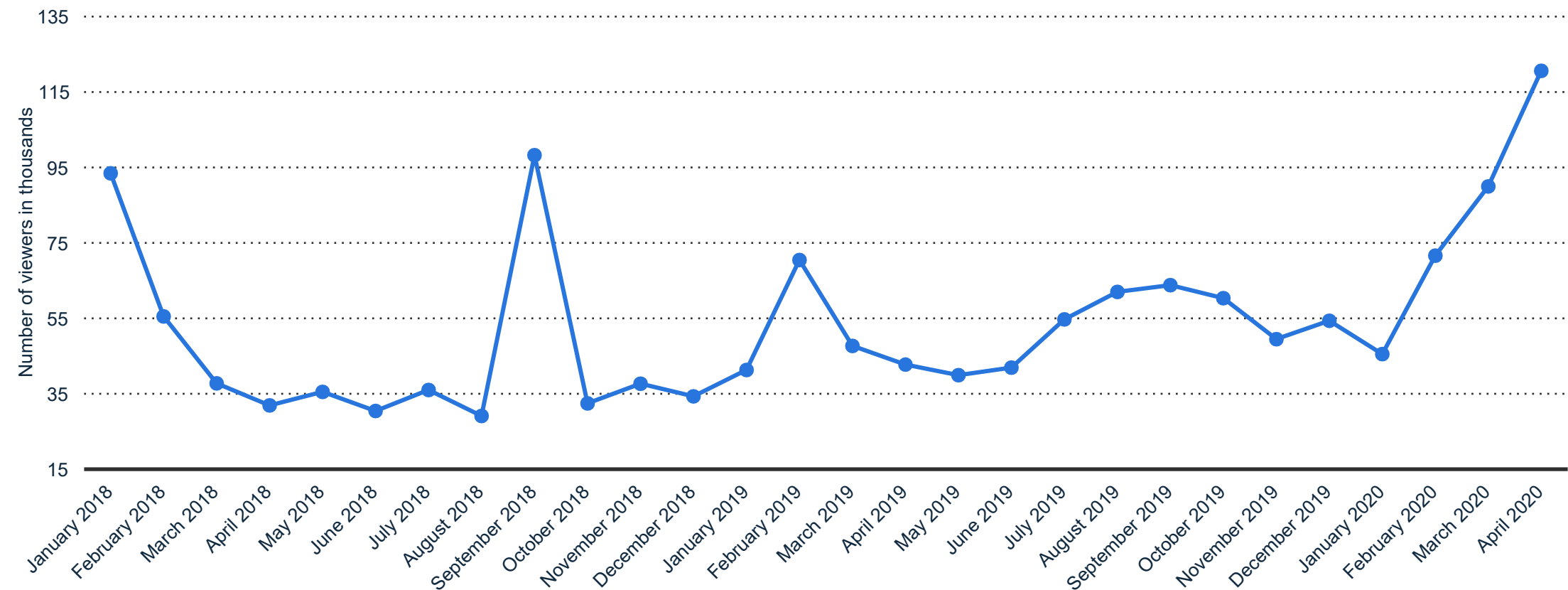
Note: Worldwide; January 2018 to April 2020

Further information regarding this statistic can be found on [page 66](#).

Source(s): TwitchTracker; [ID 1108953](#)

Average viewers of Counter Strike: Global Offensive on Twitch worldwide from January 2018 to April 2020 (in 1,000s)

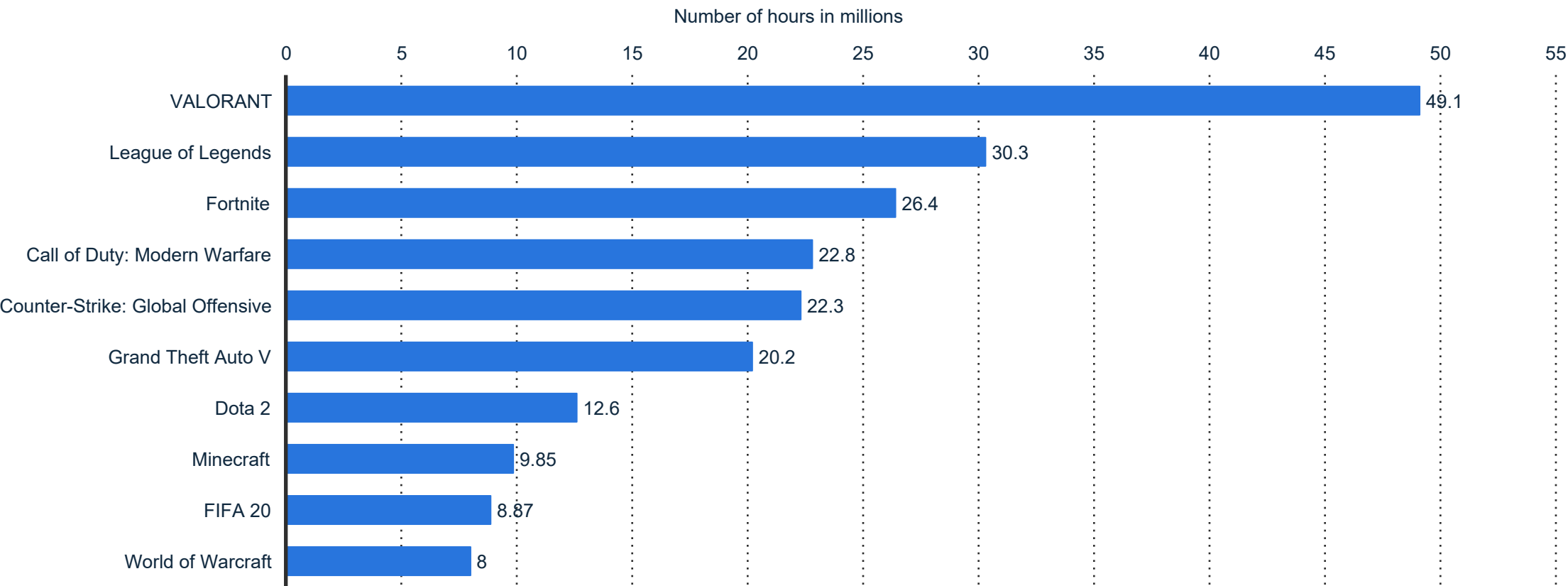
Counter Strike average viewer count on Twitch 2020



Note: Worldwide; January 2018 to April 2020
Further information regarding this statistic can be found on [page 67](#).
Source(s): TwitchTracker; [ID 1108979](#)

Leading games on Twitch in May 2020, by weekly number of hours watched (in millions)

Leading games on Twitch in 2020, by hours viewed



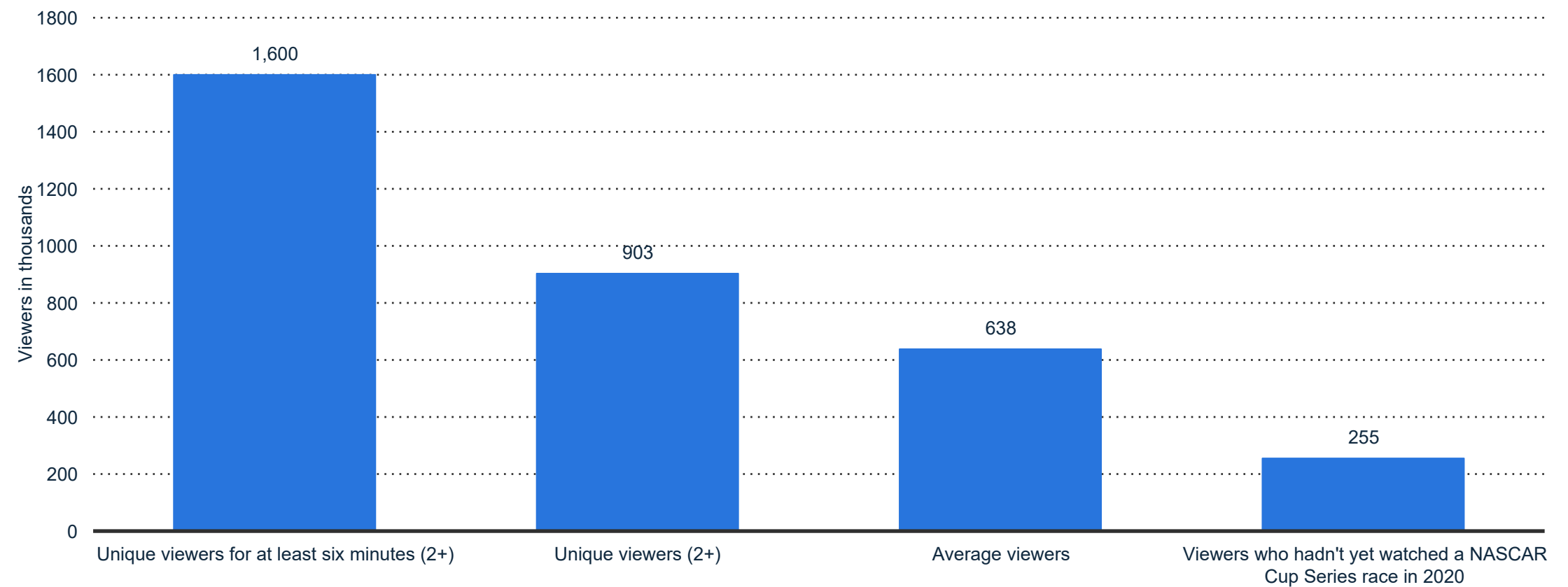
Note: Worldwide; May 2020; for the last 7 days
Further information regarding this statistic can be found on [page 68](#).
Source(s): TwitchTracker; [ID 509814](#)

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eSports

Number of viewers of the first eNASCAR iRacing Pro Invitational Series race during the coronavirus (COVID-19) pandemic in the United States in March 2020 (in 1,000s)

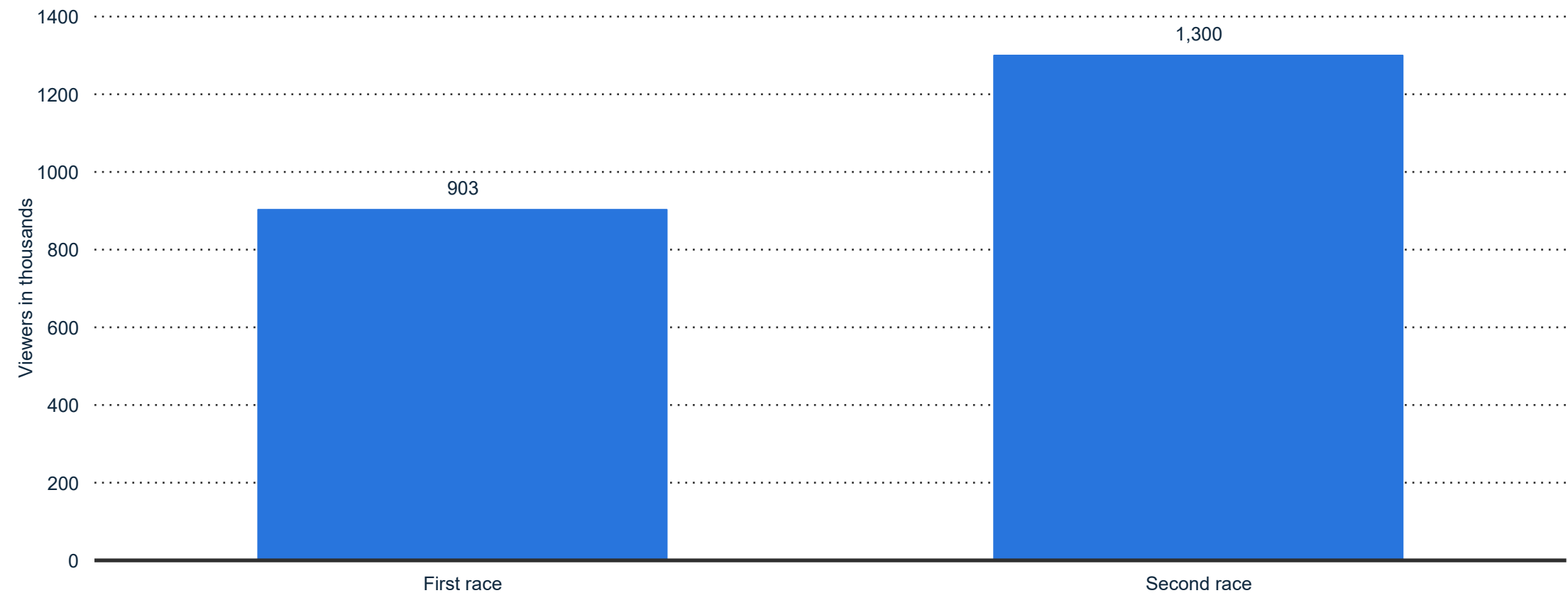
COVID-19: eNASCAR iRacing Pro Invitational Series Race 1 viewers 2020



Note: United States; March 2020; broadcast on Fox Sports 1
Further information regarding this statistic can be found on [page 69](#).
Source(s): Nielsen; [ID 1108354](#)

Number of viewers of the eNASCAR iRacing Pro Invitational Series during the coronavirus (COVID-19) pandemic in the United States in 2020, by race (in 1,000s)

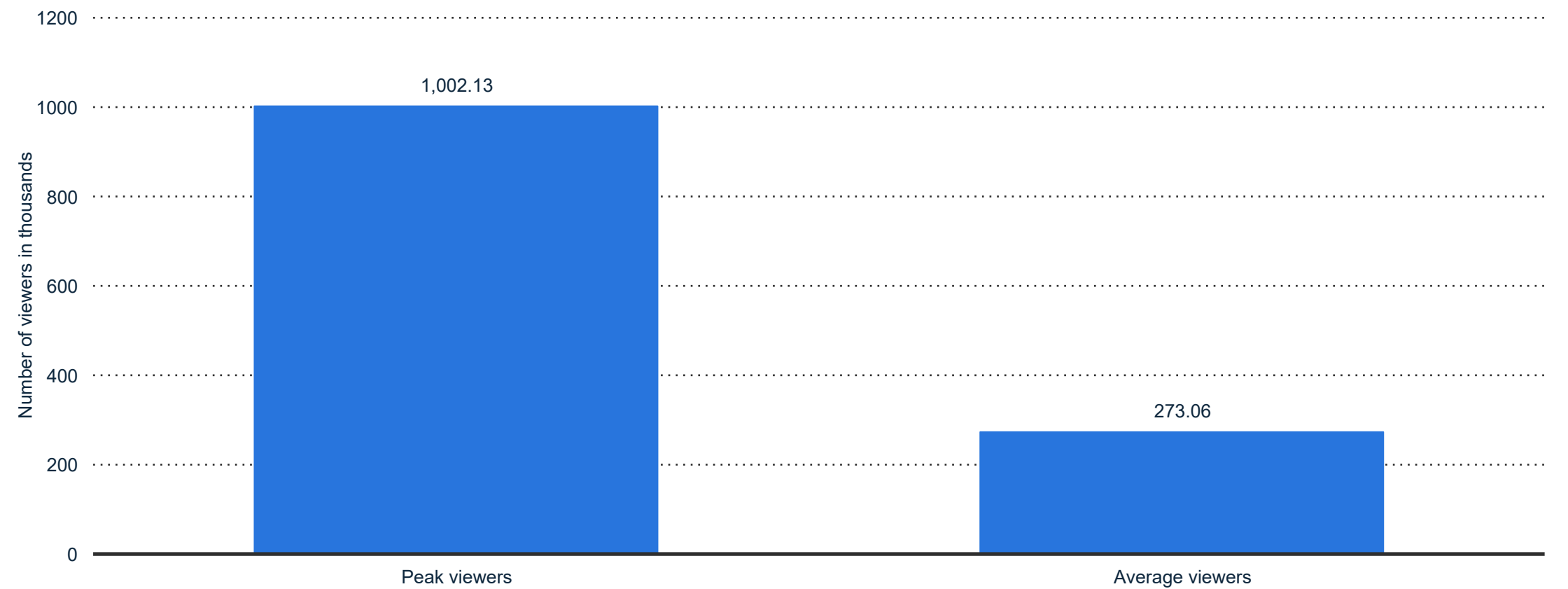
COVID-19: eNASCAR iRacing Pro Invitational Series average viewers 2020



Note: United States; March and April 2020; broadcast on Fox Sports 1 and FS1
Further information regarding this statistic can be found on [page 70](#).
Source(s): Nielsen; New York Times; [ID 1109944](#)

Number of viewers Counter Strike: Global Offensive Intel Extreme Masters worldwide in 2020 (in 1,000s)

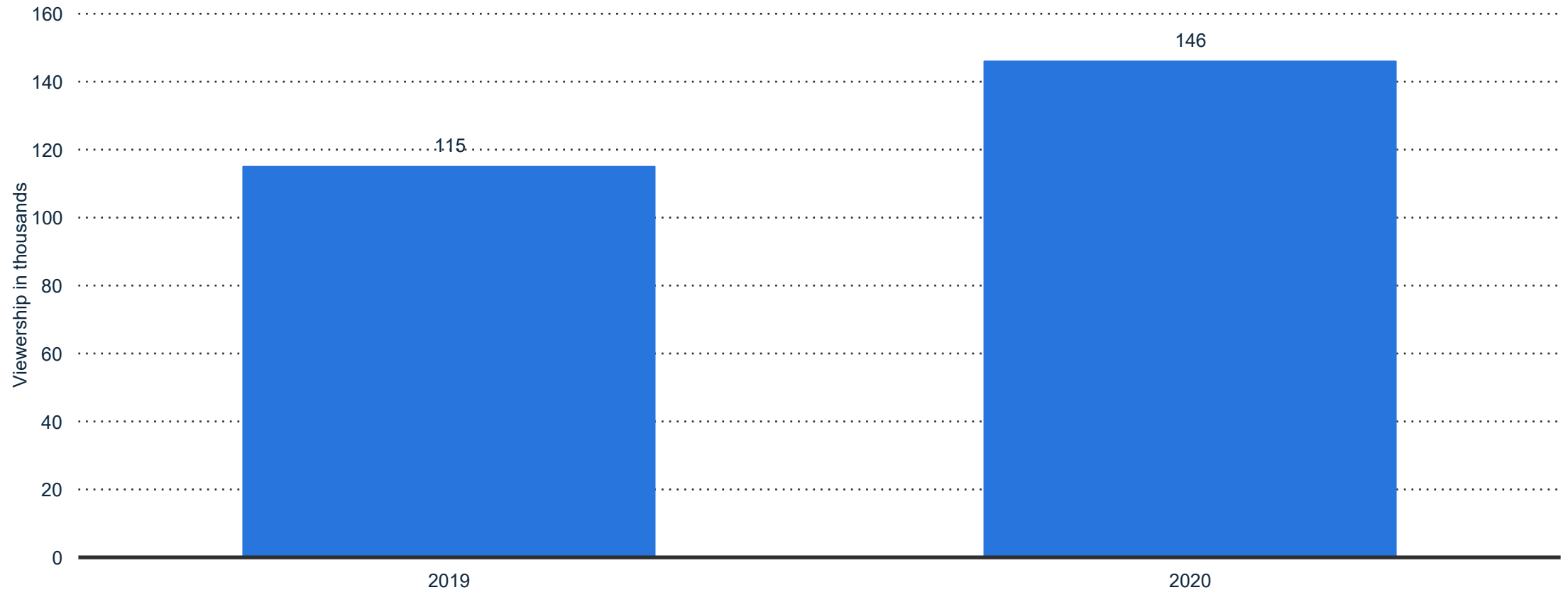
CS:GO IEM viewers 2020



Note: Worldwide; February 24, 2020 to March 1, 2020
Further information regarding this statistic can be found on [page 71](#).
Source(s): Esports Charts; [ID 1109989](#)

Increase in viewership of the ESL Pro League as a result of the coronavirus (COVID-19) pandemic worldwide in 2019 and 2020 (in 1,000s)

COVID-19: ESL Pro League viewership 2020



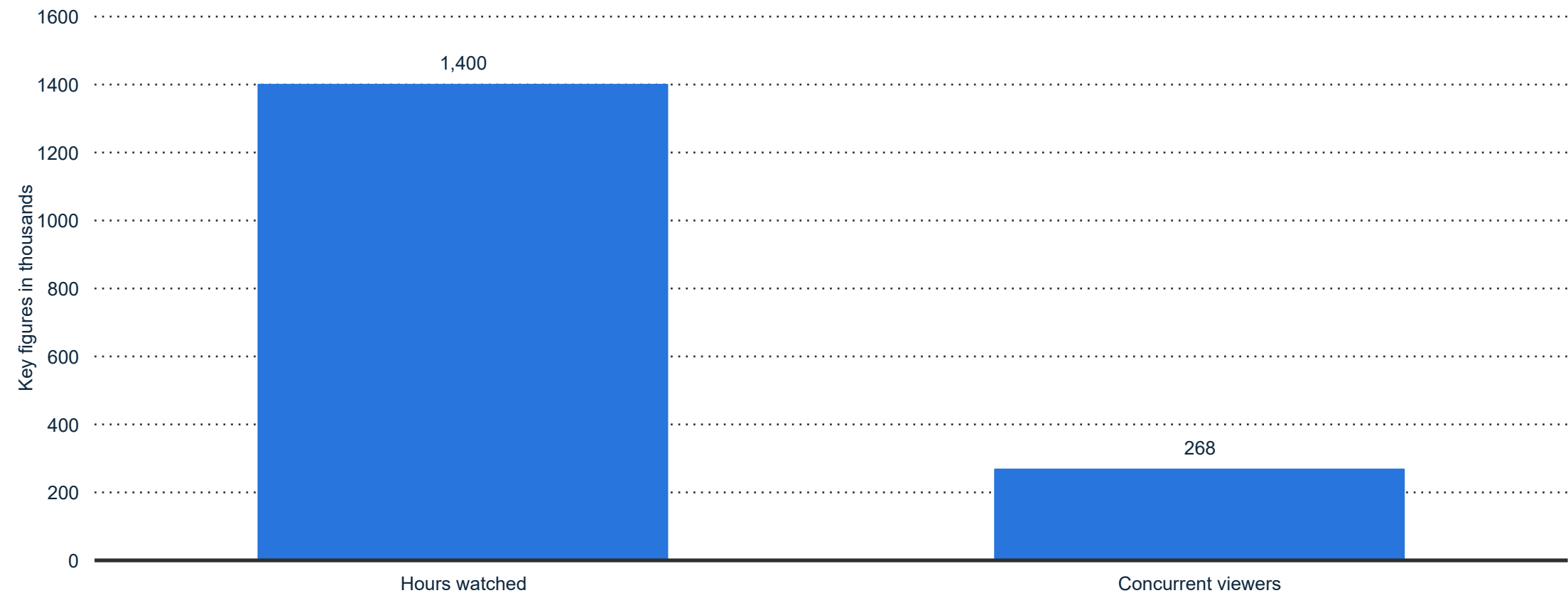
Note: Worldwide; 2019 and 2020

Further information regarding this statistic can be found on [page 72](#).

Source(s): Washington Post; [ID 1108317](#)

Increase in viewership of the ESL Pro League Day 2 as a result of the coronavirus (COVID-19) pandemic worldwide in 2019 and 2020 (in 1,000s)

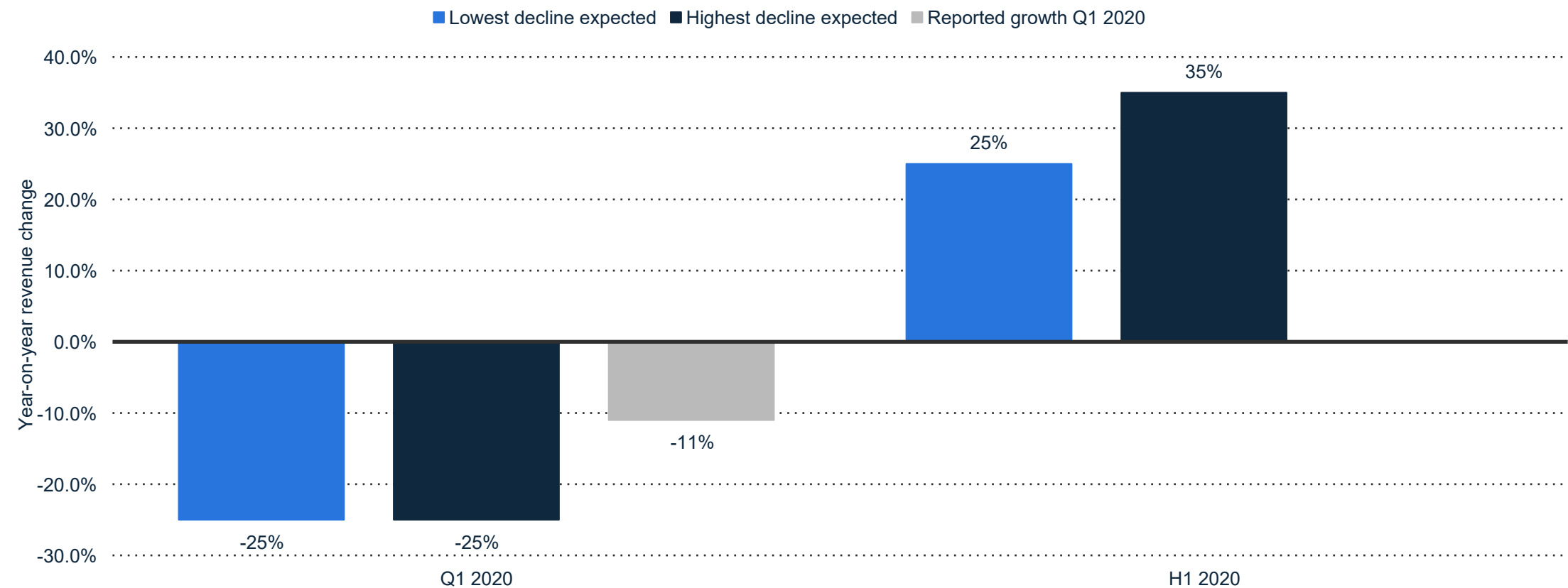
COVID-19: ESL Pro League Day 2 viewership 2020



Note: Worldwide; 2019 and 2020
Further information regarding this statistic can be found on [page 73](#).
Source(s): Website (eslgaming.com); [ID 1108357](#)

Forecasted and reported year-on-year revenue change of Modern Times Group's (MTG) eSports vertical due the coronavirus pandemic in 1st quartal 2020 and 1st half 2020

Impact of COVID-19 on Modern Times Group's eSports revenue 2020



Note: Worldwide, Sweden; March 2020
Further information regarding this statistic can be found on [page 74](#).
Source(s): Modern Times Group; [ID 1108132](#)

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References

In-home media consumption due to the coronavirus outbreak among internet users worldwide as of March 2020, by country

Consuming media at home due to the coronavirus worldwide 2020, by country

Source and methodology information

| | |
|-------------------------|--|
| Source(s) | GlobalWebIndex |
| Conducted by | GlobalWebIndex |
| Survey period | March 16 to 20, 2020 |
| Region(s) | Worldwide |
| Number of respondents | n.a. |
| Age group | 16-64 years |
| Special characteristics | n.a. |
| Published by | GlobalWebIndex |
| Publication date | March 2020 |
| Original source | Coronavirus Research March 2020 Series 3: Multi-market research, page 28 |
| Website URL | visit the website |
| Notes: | <i>Sample sizes for each country were as follows: 1,004 (Australia), 1,001 (Brazil), 1,003 (China), 1,016 (France), 1,010 (Germany), 1,010 (Italy), 1,079 (Japan), 1,008 (Philippines), 1,008 (Singapore), 573 (South Africa), 1,005 (Spain), 1,040 (UK) and 1,088 (USA). Question: Which of the following have [...] For more information visit our Website</i> |

Description

A global survey conducted in March 2020 revealed that the coronavirus has had a direct impact on in-home media consumption around the world, with 35 percent of total respondents professing to have read more books or listened to more audiobooks at home and 18 percent having listened to more radio due to the COVID-19 pandemic, whilst more than 40 percent of consumers spent longer on messaging services and social media. Interestingly, although at least 50 percent of respondents in most countries said that they were watching more news coverage, figures for Australia and the United States were lower, amounting to just 42 and 43 percent respectively. Australians were also the least likely to be reading more newspapers; just five percent of consumers said that they were doing so compared to the global total of 14 percent. Whilst 60 percent of Italians were spending longer on messaging services, in Japan the same was true for only eight percent of respondents, and survey participants from China and the Philippines were by far the most likely to be spending more time on music streaming services. For further information about the coronavirus (COVID-19) pandemic, please visit our dedicated Fact and Figures page.

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Increased media device usage due to the coronavirus outbreak among internet users worldwide as of March 2020, by generation

Device usage increase due to the coronavirus worldwide 2020, by generation

Source and methodology information

| | |
|-------------------------|--|
| Source(s) | GlobalWebIndex |
| Conducted by | GlobalWebIndex |
| Survey period | March 16 to 20, 2020 |
| Region(s) | Worldwide |
| Number of respondents | n.a. |
| Age group | 16-64 years |
| Special characteristics | n.a. |
| Published by | GlobalWebIndex |
| Publication date | March 2020 |
| Original source | Coronavirus Research March 2020 Series 3: Multi-market research, page 27 |
| Website URL | visit the website |
| Notes: | <i>Sample sizes for each country were as follows: 1,004 (Australia), 1,001 (Brazil), 1,003 (China), 1,016 (France), 1,010 (Germany), 1,010 (Italy), 1,079 (Japan), 1,008 (Philippines), 1,008 (Singapore), 573 (South Africa), 1,005 (Spain), 1,040 (UK) and 1,088 (USA). Question: Which device(s) have you been using more regularly since the start of the coronavirus outbreak? For more information visit our Website</i> |

Description

The impact of the coronavirus pandemic on global media device usage varied according to age group, according to a survey held in March 2020, which revealed that 56 percent of Gen Z internet users had used their laptop more since the start of the outbreak, compared to just 27 percent of Boomers. Interestingly, PC and desktop usage remained largely the same across all generations, whilst Gen Z and Gen X were the most likely to be using their smartphone or mobile phone more regularly. For further information about the coronavirus (COVID-19) pandemic, please visit our dedicated Fact and Figures page.

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Increased media device usage due to the coronavirus outbreak among internet users worldwide as of March 2020, by country

Device usage increase due to the coronavirus worldwide 2020, by country

Source and methodology information

| | |
|-------------------------|---|
| Source(s) | GlobalWebIndex |
| Conducted by | GlobalWebIndex |
| Survey period | March 16 to 20, 2020 |
| Region(s) | Worldwide |
| Number of respondents | n.a. |
| Age group | 16-64 years |
| Special characteristics | n.a. |
| Published by | GlobalWebIndex |
| Publication date | March 2020 |
| Original source | Coronavirus Research March 2020 Series 3: Multi-market research, page 26 |
| Website URL | visit the website |
| Notes: | <i>Sample sizes for each country were as follows: 1,004 (Australia), 1,001 (Brazil), 1,003 (China), 1,016 (France), 1,010 (Germany), 1,010 (Italy), 1,079 (Japan), 1,008 (Philippines), 1,008 (Singapore), 573 (South Africa), 1,005 (Spain), 1,040 (UK) and 1,088 (USA). Question: Which device(s) have you been using more since the coronavirus outbreak? For more information visit our Website</i> |

Description

Data from a global survey held in March 2020 revealed that 70 percent of responding internet users worldwide were using their smartphones or mobile phones more as a direct result of the coronavirus outbreak, though this varied significantly by country. In Germany, Australia, and the United Kingdom, less than 40 percent of survey participants said that they were using their phone more, but for China and the Philippines the percentage stood at 86 percent. Smart TV and media streaming service usage also varied, with 44 percent of Brazilians using these devices more due to the COVID-19 pandemic compared to just 11 percent of Japanese respondents. For further information about the coronavirus (COVID-19) pandemic, please visit our dedicated Fact and Figures page.

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Increased time spent on media consumption due to the coronavirus outbreak among internet users worldwide as of March 2020, by generation

Media consumption increase due to the coronavirus worldwide 2020, by generation

Source and methodology information

| | |
|-------------------------|--|
| Source(s) | GlobalWebIndex |
| Conducted by | GlobalWebIndex |
| Survey period | March 16 to 20, 2020 |
| Region(s) | Worldwide |
| Number of respondents | n.a. |
| Age group | 16-64 years |
| Special characteristics | n.a. |
| Published by | GlobalWebIndex |
| Publication date | March 2020 |
| Original source | Coronavirus Research March 2020 Series 3: Multi-market research, page 31 |
| Website URL | visit the website |
| Notes: | <i>Sample sizes for each country were as follows: 1,004 (Australia), 1,001 (Brazil), 1,003 (China), 1,016 (France), 1,010 (Germany), 1,010 (Italy), 1,079 (Japan), 1,008 (Philippines), 1,008 (Singapore), 573 (South Africa), 1,005 (Spain), 1,040 (UK) and 1,088 (USA). Question: Which of the following have [...] For more information visit our Website</i> |

Description

Since the coronavirus outbreak began, consumers around the world have changed their habits accordingly in line with measures imposed in a bid to control the spread of the disease, and this has had a direct impact on media consumption on a global level. Data varies country by country, but figures on increased media consumption among four different generations also reveals certain patterns. For example, Gen Z are 20 percent more likely than Boomers to have spent more time listening to music streaming services, whilst Gen X are the most likely to have been listening to the radio more as a result of the COVID-19 pandemic. Traditional formats were less preferable to social networks or messaging apps, with newspaper and magazine readership increasing by just three to six percent across all generations. For further information about the coronavirus (COVID-19) pandemic, please visit our dedicated Fact and Figures page.

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Coronavirus impact: growth in time spent streaming TV and video worldwide in the weekend of March 13 to 14, 2020

Video streaming growth worldwide: coronavirus impact 2020

Source and methodology information

| | |
|-------------------------|-----------------------------------|
| Source(s) | Bloomberg; Wurl |
| Conducted by | Wurl |
| Survey period | March 13 to 14, 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | <i>n.a.</i> |
| Published by | Bloomberg |
| Publication date | March 2020 |
| Original source | bloomberg.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The coronavirus outbreak has led to increased media consumption in many countries around the world , and on the weekend of March 13 to 14, 2020, time spent streaming TV and video grew by more than 40 percent in Austria and Spain, and by 32 percent in Germany. Efforts to stem the spread of the virus include social distancing, self-isolation, and quarantining when ill, and with many individuals in Europe and the United States seeking in-home entertainment, given their popularity it was inevitable that VOD platforms would see an uptick in usage during the outbreak.

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Weekly increase in data usage in the United States due to coronavirus (COVID-19) shutdown as of March 19, 2020, by category

Coronavirus impact on U.S. online traffic as of March 2020, by category

Source and methodology information

| | |
|-------------------------|--|
| Source(s) | CNBC; Verizon |
| Conducted by | Verizon |
| Survey period | week-over-week as of March 19, 2020 |
| Region(s) | United States |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | data is based on Verizon Communications network, wider industry metrics may vary |
| Published by | CNBC |
| Publication date | March 2020 |
| Original source | cnbc.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

As the American population is advised to stay at home, self-isolate, or to shelter in place, online engagement during the coronavirus outbreak in the United States has increased dramatically. As of March 19, online gaming traffic has increased by 75 percent week-over-week. This is hardly surprising, as gaming was one of the most common at-home media activities during the coronavirus in the United States .For further information about the coronavirus (COVID-19) pandemic, please visit our dedicated Facts and Figures page.

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Year-over-year change in average monthly in-home data usage by device in the United States from January to March 2020

Change in monthly in-home data usage by device in the US 2020

Source and methodology information

| | |
|-------------------------|---|
| Source(s) | comScore |
| Conducted by | comScore |
| Survey period | 2020 |
| Region(s) | United States |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | <i>n.a.</i> |
| Published by | comScore |
| Publication date | March 2020 |
| Original source | comscore.com |
| Website URL | visit the website |
| Notes: | <i>*WHO declared the coronavirus (COVID-19) outbreak a pandemic on March 11, 2020</i> |

Description

The monthly in-home data usage in the United States for all device categories with the exception of personal computers has risen in the first three months of 2020 compared to the same time in the previous year. Most likely due to restrictions brought on by the coronavirus pandemic, the in-home data usage of smartphones rose by 34 percent in March 2020 compared to the same time period in 2019. For further information about the coronavirus (COVID-19) pandemic, please visit our dedicated Fact and Figures page.

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Increase in sales in the video game industry during the coronavirus (COVID-19) pandemic worldwide as of March 2020, by type

COVID-19: global video game and console increase as of March 2020

Source and methodology information

| | |
|-------------------------|-------------------------------------|
| Source(s) | gamesindustry.biz; Games Sales Data |
| Conducted by | Games Sales Data |
| Survey period | March 16-22, 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | compared to previous week's figures |
| Published by | gamesindustry.biz |
| Publication date | March 2020 |
| Original source | gamesindustry.biz |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and theaters closed their doors to try to stem the spread of the disease, many people turned to home entertainment during periods of self-isolation. From March 16 to March 22, a total of 1.58 million physical game titles were sold worldwide. This 82 percent total increase from the previous week is, in part, due to the release of new titles Animal Crossing: New Horizons and DOOM: Eternal. However, even when sales of these two games are deducted, physical game sales were still 10.8 percent higher than the previous week, suggesting that many people were turning to video gaming to keep them entertained through the crisis.

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Increase in video game sales during the coronavirus (COVID-19) pandemic worldwide as of March 2020

COVID-19: global video game sales increase as of March 2020

Source and methodology information

| | |
|-------------------------|-------------------------------------|
| Source(s) | gamesindustry.biz; Games Sales Data |
| Conducted by | Games Sales Data |
| Survey period | March 16-22, 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | compared to previous week's figures |
| Published by | gamesindustry.biz |
| Publication date | March 2020 |
| Original source | gamesindustry.biz |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and theaters closed their doors to try to stem the spread of the disease, many people turned to home entertainment during periods of self-isolation. From March 16 to March 22, a total of 4.3 million games were sold worldwide. This 63 percent total increase from the previous week is, in part, due to the release of Animal Crossing: New Horizons by Nintendo. However, like-for-like game sales also increased by 44 percent, suggesting that many people were turning to video gaming to keep them entertained through the crisis.

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Number of users on Steam as a result of the coronavirus (COVID-19) pandemic worldwide as of March 2020 (in millions)

COVID-19: Steam user increase 2020

Source and methodology information

| | |
|-------------------------|-----------------------------------|
| Source(s) | Washington Post |
| Conducted by | Washington Post |
| Survey period | March 15, 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | <i>n.a.</i> |
| Published by | Washington Post |
| Publication date | March 2020 |
| Original source | washingtonpost.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and theaters closed their doors to try to stem the spread of the disease, many people turned to home entertainment and eSports during periods of self-isolation. Video gaming as a whole saw a significant increase during this period and the gaming platform Steam recorded an all-time high of 20 million online concurrent users on March 15, 2020, some 6.2 million of whom were in a game.

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Increase in sales and downloads of Plague Inc. as a result of the coronavirus (COVID-19) pandemic worldwide as of March 2020

COVID-19: Plague Inc. game sales increase 2020

Source and methodology information

| | |
|-------------------------|---|
| Source(s) | Priori Data; Gamasutra |
| Conducted by | Priori Data |
| Survey period | as of March 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | year-to-date, compared with the same period last year |
| Published by | Gamasutra |
| Publication date | March 2020 |
| Original source | gamasutra.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and theaters closed their doors to try to stem the spread of the disease, many people turned to home entertainment and gaming during periods of self-isolation. In a reflection of the real-life situation, Plague Inc. is a mobile game that challenges people to spread a lethal disease across the world. Global downloads of this game increased by 123 percent during the crisis in comparison to the same time last year.

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Pokémon Go player spending during the coronavirus (COVID-19) pandemic worldwide in 2020, by week (in million U.S. dollars)

COVID-19: Pokémon Go player spending during global pandemic 2020

Source and methodology information

| | |
|-------------------------|-----------------------------------|
| Source(s) | Sensor Tower; VentureBeat |
| Conducted by | Sensor Tower |
| Survey period | 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | dates represent beginning of week |
| Published by | VentureBeat |
| Publication date | March 2020 |
| Original source | venturebeat.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and theaters closed their doors to try to stem the spread of the disease, many people turned to home entertainment and gaming during periods of self-isolation. In the week beginning March 16, 2020, player spending on the hugely popular mobile game Pokémon Go hit a peak of 23 million U.S. dollars worldwide.

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Pokémon Go player spending during the coronavirus (COVID-19) pandemic in the United States and worldwide in March 2020 (in million U.S. dollars)

COVID-19: Pokémon Go player spending during pandemic in the U.S. 2020

Source and methodology information

| | |
|-------------------------|-----------------------------------|
| Source(s) | Sensor Tower; PocketGamer.biz |
| Conducted by | Sensor Tower |
| Survey period | 2020 |
| Region(s) | Worldwide, United States |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | week beginning March 16 |
| Published by | PocketGamer.biz |
| Publication date | March 2020 |
| Original source | pocketgamer.biz |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and theaters closed their doors to try to stem the spread of the disease, many people turned to home entertainment and gaming during periods of self-isolation. In the week beginning March 16, 2020, player spending on the hugely popular mobile game Pokémon Go hit a peak of 7.8 million U.S. dollars in the United States, representing around 34 percent of the global revenue for that week.

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Forecast year-over-year (YoY) growth rate of AR/VR headset shipments impacted by coronavirus (COVID-19) in Q1 and Q2 of 2020

Impact of COVID-19 on the YoY growth rate of AR/VR headset shipments Q1 & Q2 2020

Source and methodology information

| | |
|-------------------------|-----------------------------------|
| Source(s) | IDC |
| Conducted by | IDC |
| Survey period | March 18, 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | <i>n.a.</i> |
| Published by | IDC |
| Publication date | March 2020 |
| Original source | idc.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

As per the latest data, in the first quarter of 2020, it is forecast that shipments of augmented reality (AR) and virtual reality (VR) headsets will experience a year-over-year (YoY) decline of 10.5 percent, followed by a decline of 24.1 percent in the second quarter of the year. Experts have suggested that this slump can be attributed to supply chain disruptions caused by the coronavirus (COVID-19) pandemic.

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Do you expect to spend more or less on video games because of the coronavirus, or is there no change?

COVID-19: video game spending change as of April 2020

Source and methodology information

| | |
|-------------------------|---|
| Source(s) | Morning Consult |
| Conducted by | Morning Consult |
| Survey period | April 3-5, 2020 |
| Region(s) | United States |
| Number of respondents | 2,200 |
| Age group | 18 years and older |
| Special characteristics | <i>n.a.</i> |
| Published by | Morning Consult |
| Publication date | April 2020 |
| Original source | morningconsult.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and theaters closed their doors to try to stem the spread of the disease, many people turned to home entertainment during periods of self-isolation. During an April 2020 survey in the United States, 19 percent of respondents stated that they expected to spend more on video games due to the coronavirus. However, some 58 percent said that there would be no change in their spending habits on video games.

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Spending on video games during the coronavirus (COVID-19) pandemic worldwide in March 2020, by type (in billion U.S. dollars)

COVID-19: global video game spending March 2020

Source and methodology information

| | |
|-------------------------|-----------------------------------|
| Source(s) | SuperData Research |
| Conducted by | SuperData Research |
| Survey period | March 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | <i>n.a.</i> |
| Published by | SuperData Research |
| Publication date | April 2020 |
| Original source | superdataresearch.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and theaters closed their doors to try to stem the spread of the disease, many people turned to home entertainment during periods of self-isolation. Global spending on digital games rose to 10 billion U.S. dollars in March 2020, marking the highest monthly figure ever.

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Expected spending on video games during the coronavirus (COVID-19) pandemic in the United States as of April 2020, by age

COVID-19: U.S. video game spending change as of April 2020, by age

Source and methodology information

| | |
|-------------------------|---|
| Source(s) | Morning Consult |
| Conducted by | Morning Consult |
| Survey period | April 3-5, 2020 |
| Region(s) | United States |
| Number of respondents | 2,200 |
| Age group | 18 years and older |
| Special characteristics | <i>n.a.</i> |
| Published by | Morning Consult |
| Publication date | April 2020 |
| Original source | morningconsult.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and theaters closed their doors to try to stem the spread of the disease, many people turned to home entertainment during periods of self-isolation. During an April 2020 survey in the United States, 37 percent of respondents aged 18 to 29 stated that they expected to spend more on video games due to the coronavirus.

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Expected spending on video games during the coronavirus (COVID-19) pandemic in the United States as of March 2020, by ethnicity

COVID-19: U.S. video game spending change as of April 2020, by ethnicity

Source and methodology information

| | |
|-------------------------|---|
| Source(s) | Morning Consult |
| Conducted by | Morning Consult |
| Survey period | April 3-5, 2020 |
| Region(s) | United States |
| Number of respondents | 2,200 |
| Age group | 18 years and older |
| Special characteristics | <i>n.a.</i> |
| Published by | Morning Consult |
| Publication date | April 2020 |
| Original source | morningconsult.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and theaters closed their doors to try to stem the spread of the disease, many people turned to home entertainment during periods of self-isolation. During an April 2020 survey in the United States, 40 percent of Hispanic respondents stated that they expected to spend more on video games due to the coronavirus.

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Increase in time spent playing video games during the coronavirus (COVID-19) pandemic worldwide as of March 2020, by country

COVID-19: increase in time spent playing video games worldwide as of March 2020

Source and methodology information

| | |
|-------------------------|-----------------------------------|
| Source(s) | The Hollywood Reporter; Nielsen |
| Conducted by | Games Sales Data; Nielsen |
| Survey period | March 23-29, 2020 |
| Region(s) | Worldwide |
| Number of respondents | 1,200 gamers |
| Age group | <i>n.a.</i> |
| Special characteristics | <i>n.a.</i> |
| Published by | The Hollywood Reporter |
| Publication date | April 2020 |
| Original source | hollywoodreporter.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and theaters closed their doors to try to stem the spread of the disease, many people turned to home entertainment during periods of self-isolation. During a March 2020 survey, video gamers in the United States reported that they spent 45 percent more time playing video games amid the quarantine than in the previous week.

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Number of players of Call of Duty: Warzone worldwide as of April 2020 (in millions)

Call of Duty: Warzone player count 2020

Source and methodology information

| | |
|-------------------------|-----------------------------------|
| Source(s) | Activision Blizzard; The Verge |
| Conducted by | Activision Blizzard |
| Survey period | April 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | <i>n.a.</i> |
| Published by | The Verge |
| Publication date | April 2020 |
| Original source | theverge.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

First released on March 10, 2020, Call of Duty: Warzone is a multiplayer battle royale game which pits up to 150 players against one another. On the first day of its release, the Activision game hit six million players, a figure which grew to 50 million players by the end of its first month on the market. This staggering growth is no doubt in part due to the coronavirus pandemic which spread across the world at the beginning of 2020. As millions of people were encouraged and, in some cases, legally required to stay at home, many people turned to video gaming as a form of entertainment .

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Monthly number of peak concurrent players of Counter-Strike: Global Offensive (CS:GO) on Steam worldwide as of April 2020 (in 1,000s)

CS:GO peak concurrent player number on Steam 2016-2020

Source and methodology information

| | |
|-------------------------|-----------------------------------|
| Source(s) | Steam Charts |
| Conducted by | Steam Charts |
| Survey period | January 2016 to April 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | Figures are estimates |
| Published by | Steam Charts |
| Publication date | May 2020 |
| Original source | steamcharts.com |
| Website URL | visit the website |
| Notes: | <i>Figures have been rounded.</i> |

Description

In April 2020, Counter-Strike: Global Offensive (CS:GO) reached more 1.30 million concurrent players on Steam, representing its highest peak since the game was released in 2012. This sharp growth in players is no doubt in part due to the coronavirus pandemic which spread across the world at the beginning of 2020. As millions of people were encouraged and, in some cases, legally required to stay at home, many people turned to video gaming as a form of entertainment . Counter Strike still going strong Despite the fact that CS:GO was released some seven years ago in August 2012, the game is still very popular online and has developed a cult following. As of January 2019, Counter-Strike had more than 20 million monthly active users, double the figure from May 2016 . Counter-Strike: Global Offensive is the fourth game in the Counter-Strike series of games. As with its predecessors, the game takes the form of a multiplayer first-person shooter in which two teams are pitted against each other in a variety of different game modes. Not just a game for the gamers While millions of gamers have fun playing Counter-Strike: Global Offensive, millions more watch official tournaments online. Some of the leading CS:GO eSports tournaments worldwide in 2018 included IEM Katowice 2018 and ELEAGUE Major 2018, the latter peaking at almost 1.9 million viewers. With such a large fanbase, it is unsurprising that these eSports tournaments are worth big money. The annual cumulative tournament prize pool for the game stood at 22.65 million U.S. dollars in 2018, a significant increase on the previous two years . Gamers are therefore in line for big paydays if they do well in these tournaments, with Andreas Højsleth, known by his online alias, Xyp9x, currently leading the earnings table for CS:GO eSports players .

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Monthly number of peak concurrent players of Rocket League on Steam worldwide from January 2016 to April 2020 (in 1,000s)

Rocket League peak concurrent player number on Steam 2016-2020

Source and methodology information

| | |
|-------------------------|-----------------------------------|
| Source(s) | Steam Charts |
| Conducted by | Steam Charts |
| Survey period | January 2016 to April 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | figures are estimates |
| Published by | Steam Charts |
| Publication date | May 2020 |
| Original source | steamcharts.com |
| Website URL | visit the website |
| Notes: | <i>Figures have been rounded.</i> |

Description

The statistic shows information on the monthly number of peak concurrent players of Rocket League on Steam worldwide as of April 2020. In April 2020, Rocket League reached 100.77 thousand concurrent players on Steam. In the measured period, the game reached its record high peak concurrent player number in March 2020 at over 119 thousand gamers. This peak was in no doubt partly due to the coronavirus pandemic which swept throughout the world at the beginning on 2020. As many theaters and live events closed their doors, people turned to online gaming to keep themselves entertained.

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Number of users on Twitch as a result of the coronavirus (COVID-19) pandemic worldwide as of March 2020

COVID-19: Twitch user increase 2020

Source and methodology information

| | |
|-------------------------|--|
| Source(s) | LA Times; TwitchTracker; SullyGnome.com |
| Conducted by | Washington Post; TwitchTracker; SullyGnome.com |
| Survey period | March 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | <i>n.a.</i> |
| Published by | LA Times |
| Publication date | March 2020 |
| Original source | latimes.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and theaters closed their doors to try to stem the spread of the disease, many people turned to home entertainment and eSports during periods of self-isolation. In March 2020, the online eSports streaming service Twitch set an all-time record of 22.7 million peak daily active users.

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Increase in first-time downloads of Twitch as a result of the coronavirus (COVID-19) pandemic worldwide as of March 2020, by country

COVID-19: Twitch first-time download increase 2020

Source and methodology information

| | |
|-------------------------|---|
| Source(s) | Washington Post; Sensor Tower |
| Conducted by | Sensor Tower |
| Survey period | as of March 16, 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | compared to the previous week's downloads |
| Published by | Washington Post |
| Publication date | March 2020 |
| Original source | washingtonpost.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and theaters closed their doors to try to stem the spread of the disease, many people turned to home entertainment and eSports during periods of self-isolation. As people turned to eSports to get their fix of live entertainment, downloads of the streaming platform Twitch increased across the world. First-time downloads of the app increased by 50 percent week over week in Greece and 41 percent in Italy, a country hit particularly hard by the pandemic.

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Increase in viewership on Twitch and YouTube Gaming as a result of the coronavirus (COVID-19) pandemic worldwide as of March 2020

COVID-19: Twitch and YouTube Gaming viewership increase March 2020

Source and methodology information

| | |
|-------------------------|---|
| Source(s) | VentureBeat; StreamElements |
| Conducted by | StreamElements |
| Survey period | March 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | compared to the previous week's figures |
| Published by | VentureBeat |
| Publication date | March 2020 |
| Original source | venturebeat.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and theaters closed their doors to try to stem the spread of the disease, many people turned to home entertainment and eSports during periods of self-isolation. In March 2020, viewership on eSports streaming platform Twitch increased by 10 percent compared to the figures from the previous week.

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Average viewers of League of Legends on Twitch worldwide from January 2018 to April 2020 (in 1,000s)

League of Legends average viewer count on Twitch 2020

Source and methodology information

| | |
|-------------------------|-----------------------------------|
| Source(s) | TwitchTracker |
| Conducted by | TwitchTracker |
| Survey period | January 2018 to April 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | <i>n.a.</i> |
| Published by | TwitchTracker |
| Publication date | May 2020 |
| Original source | twitchtracker.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

League of Legends is a free online battle arena game. The objective of this game, in almost all game modes, is to destroy the enemy Nexus. The game is not only popular among players, but also among eSports viewers. League of Legends events on the video streaming service Twitch were watched by an average of a record 188.8 thousand viewers in April 2020. This sharp growth is no doubt in part due to the coronavirus pandemic which spread across the world at the beginning of 2020. As millions of people were encouraged and, in some cases, legally required to stay at home, many people turned to video gaming as a form of entertainment .

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Average viewers of Counter Strike: Global Offensive on Twitch worldwide from January 2018 to April 2020 (in 1,000s)

Counter Strike average viewer count on Twitch 2020

Source and methodology information

| | |
|-------------------------|-----------------------------------|
| Source(s) | TwitchTracker |
| Conducted by | TwitchTracker |
| Survey period | January 2018 to April 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | <i>n.a.</i> |
| Published by | TwitchTracker |
| Publication date | May 2020 |
| Original source | twitchtracker.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

Counter Strike is a series of first-person shooter video games in which two teams compete to perpetrate or prevent a terrorist act (bomb attack, hostage taking, etc.). One of the latest games in the series, Counter Strike: Global Offensive, is popular with gamers and viewers alike. Counter Strike: Global Offensive events on the video streaming service Twitch were watched by a record average of over 120.6 thousand viewers in April 2020. This sharp growth is no doubt in part due to the coronavirus pandemic which spread across the world at the beginning of 2020. As millions of people were encouraged and, in some cases, legally required to stay at home, many people turned to video gaming as a form of entertainment .

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Leading games on Twitch in May 2020, by weekly number of hours watched (in millions)

Leading games on Twitch in 2020, by hours viewed

Source and methodology information

| | |
|-------------------------|-----------------------------------|
| Source(s) | TwitchTracker |
| Conducted by | TwitchTracker |
| Survey period | May 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | for the last 7 days |
| Published by | TwitchTracker |
| Publication date | May 2020 |
| Original source | twitchtracker.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

Twitch is a live video streaming service which broadcasts live video games and eSports events. The most popular game on the platform in May 2020 was VALORANT. A combined 49.1 million hours of the online battle arena game were watched on Twitch in one week in May 2020.

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Number of viewers of the first eNASCAR iRacing Pro Invitational Series race during the coronavirus (COVID-19) pandemic in the United States in March 2020 (in 1,000s)

COVID-19: eNASCAR iRacing Pro Invitational Series Race 1 viewers 2020

Source and methodology information

| | |
|-------------------------|-----------------------------------|
| Source(s) | Nielsen |
| Conducted by | Nielsen |
| Survey period | March 2020 |
| Region(s) | United States |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | broadcast on Fox Sports 1 |
| Published by | Nielsen |
| Publication date | March 2020 |
| Original source | nielsen.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and sporting events closed their doors to try to stem the spread of the disease, many people turned to home entertainment and eSports during periods of self-isolation. In March 2020, NASCAR tackled the problem of its cancelled live events by holding a virtual 100 -lap race featuring top drivers and announcers. The event, which was broadcast on Fox Sports 1, attracted an average of 638 thousand viewers.

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Number of viewers of the eNASCAR iRacing Pro Invitational Series during the coronavirus (COVID-19) pandemic in the United States in 2020, by race (in 1,000s)

COVID-19: eNASCAR iRacing Pro Invitational Series average viewers 2020

Source and methodology information

| | |
|-------------------------|-----------------------------------|
| Source(s) | Nielsen; New York Times |
| Conducted by | Nielsen |
| Survey period | March and April 2020 |
| Region(s) | United States |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | broadcast on Fox Sports 1 and FS1 |
| Published by | New York Times |
| Publication date | April 2020 |
| Original source | nytimes.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and sporting events closed their doors to try to stem the spread of the disease, many people turned to home entertainment and eSports during periods of self-isolation. NASCAR tackled the problem of its cancelled live events by holding virtual races featuring top drivers and announcers. The second race, at a virtual version of Tennessee's Bristol Motor Speedway, attracted an average of 1.3 million viewers.

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Number of viewers Counter Strike: Global Offensive Intel Extreme Masters worldwide in 2020 (in 1,000s)

CS:GO IEM viewers 2020

Source and methodology information

| | |
|-------------------------|------------------------------------|
| Source(s) | Esports Charts |
| Conducted by | Esports Charts |
| Survey period | February 24, 2020 to March 1, 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | <i>n.a.</i> |
| Published by | Esports Charts |
| Publication date | March 2020 |
| Original source | escharts.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The Intel Extreme Masters (IEM) is a series of eSports events held across the world. One of the games played is the series in Counter Strike: Global Offensive, the final rounds of which were played in Katowice, Poland in 2020. The pinnacle of the CS:GO tournament, the final between G2 and NaVi, was watched by a peak audience of over one million viewers. This peak viewer count is no doubt in part due to the coronavirus pandemic which spread across the world at the beginning of 2020. As millions of people were encouraged and, in some cases, legally required to stay at home, many people turned to video gaming and eSports as a form of entertainment .

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Increase in viewership of the ESL Pro League as a result of the coronavirus (COVID-19) pandemic worldwide in 2019 and 2020 (in 1,000s)

COVID-19: ESL Pro League viewership 2020

Source and methodology information

| | |
|-------------------------|-----------------------------------|
| Source(s) | Washington Post |
| Conducted by | Washington Post |
| Survey period | 2019 and 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | <i>n.a.</i> |
| Published by | Washington Post |
| Publication date | March 2020 |
| Original source | washingtonpost.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and theaters closed their doors to try to stem the spread of the disease, many people turned to home entertainment and eSports during periods of self-isolation. The ESL Pro League is a professional eSports league in which some of the best gamers in the world fight it out in the popular video game, Counter-Strike: Global Offensive . In March 2020, some 146 thousand viewers tuned into the first day of the ESL Pro League, an increase of 27 percent on the previous year's figures. This increase is no doubt partially due to the fact that the world was staying at home and using the internet more frequently as a result of the coronavirus pandemic.

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Increase in viewership of the ESL Pro League Day 2 as a result of the coronavirus (COVID-19) pandemic worldwide in 2019 and 2020 (in 1,000s)

COVID-19: ESL Pro League Day 2 viewership 2020

Source and methodology information

| | |
|-------------------------|-----------------------------------|
| Source(s) | Website (eslgaming.com) |
| Conducted by | Website (eslgaming.com) |
| Survey period | 2019 and 2020 |
| Region(s) | Worldwide |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | <i>n.a.</i> |
| Published by | Website (eslgaming.com) |
| Publication date | March 2020 |
| Original source | eslgaming.com |
| Website URL | visit the website |
| Notes: | <i>n.a.</i> |

Description

The COVID-19 pandemic that spread across the world at the beginning of 2020 was not only a big threat to public health, but also to the entire entertainment industry. While cinemas and theaters closed their doors to try to stem the spread of the disease, many people turned to home entertainment and eSports during periods of self-isolation. The ESL Pro League is a professional eSports league in which some of the best gamers in the world fight it out in the popular video game, Counter-Strike: Global Offensive . In March 2020, a record 1.4 million hours were watched of the second day of the competition. This unprecedented figure is no doubt partially due to the fact that the world was staying at home and using the internet more frequently as a result of the coronavirus pandemic.

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Forecasted and reported year-on-year revenue change of Modern Times Group's (MTG) eSports vertical due the coronavirus pandemic in 1st quartal 2020 and 1st half 2020

Impact of COVID-19 on Modern Times Group's eSports revenue 2020

Source and methodology information

| | |
|-------------------------|---|
| Source(s) | Modern Times Group |
| Conducted by | Modern Times Group |
| Survey period | March 2020 |
| Region(s) | Worldwide, Sweden |
| Number of respondents | <i>n.a.</i> |
| Age group | <i>n.a.</i> |
| Special characteristics | <i>n.a.</i> |
| Published by | Modern Times Group |
| Publication date | April 2020 |
| Original source | mtg.com |
| Website URL | visit the website |
| Notes: | <i>The figures have been taken from different publications.</i> |

Description

Revenue in Modern Time Group's eSports vertical is expected to decline by 25 to 35 percent in the first half of 2020, compared to the same period in 2019. This is mainly a result of events being either canceled, moved to only online or postponed due to the coronavirus (COVID-19) outbreak. Additionally, the company predicted a negative growth of 25 percent for the first quarter of 2020. However, the reported revenue decline was slightly lower than expected. Modern Times Group (MTG) is a leading player in eSports and gaming entertainment headquartered in Sweden's capital.

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