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## Exploring Video-Game Production's Contingency on Live-Streaming Platforms: The Case of **twitch**

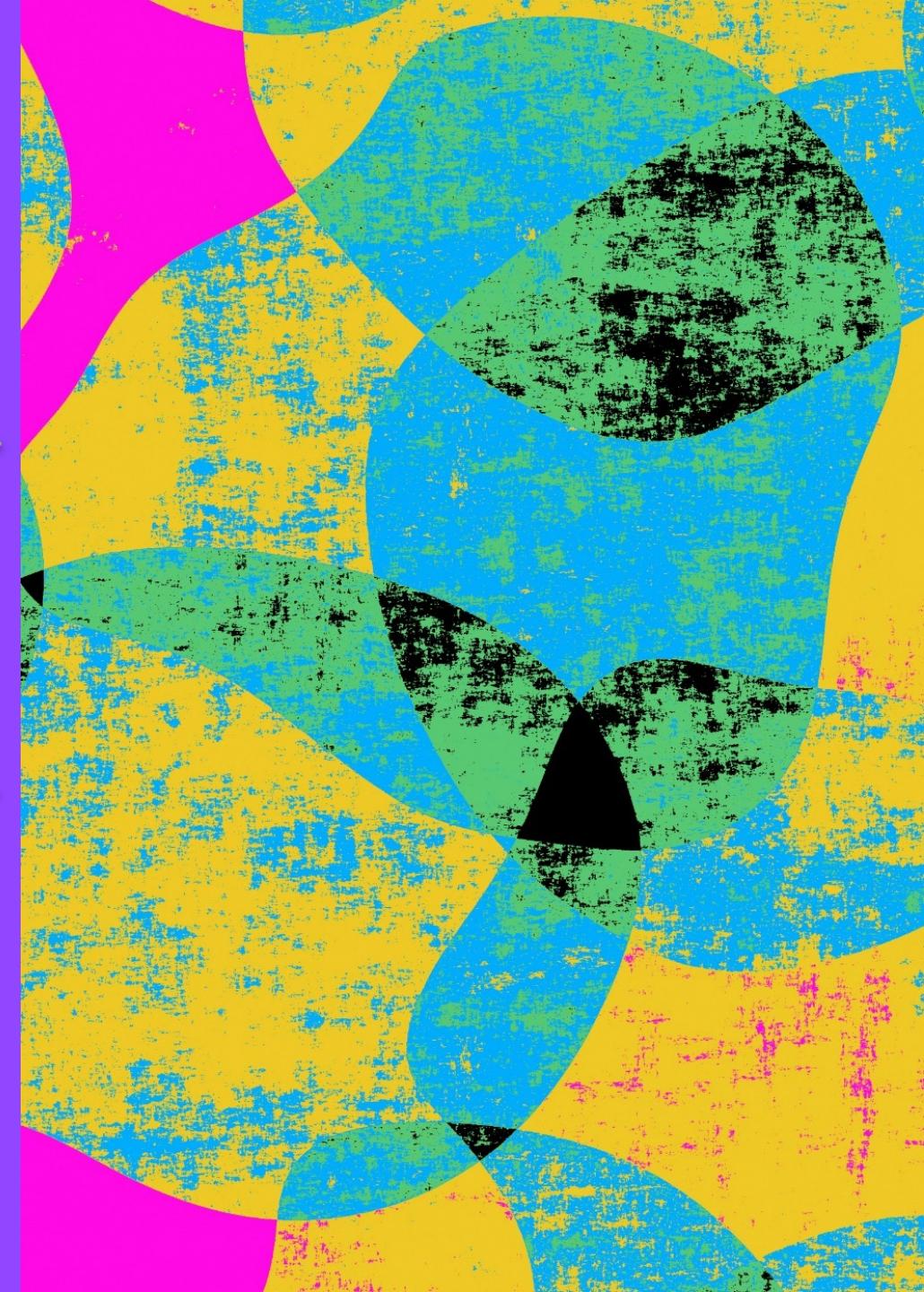
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# PRESENTATION OUTLINE

01  
INTRODUCTION

02  
LITERATURE

03  
METHODOLOGY

04  
FINDINGS &  
DISCUSSION

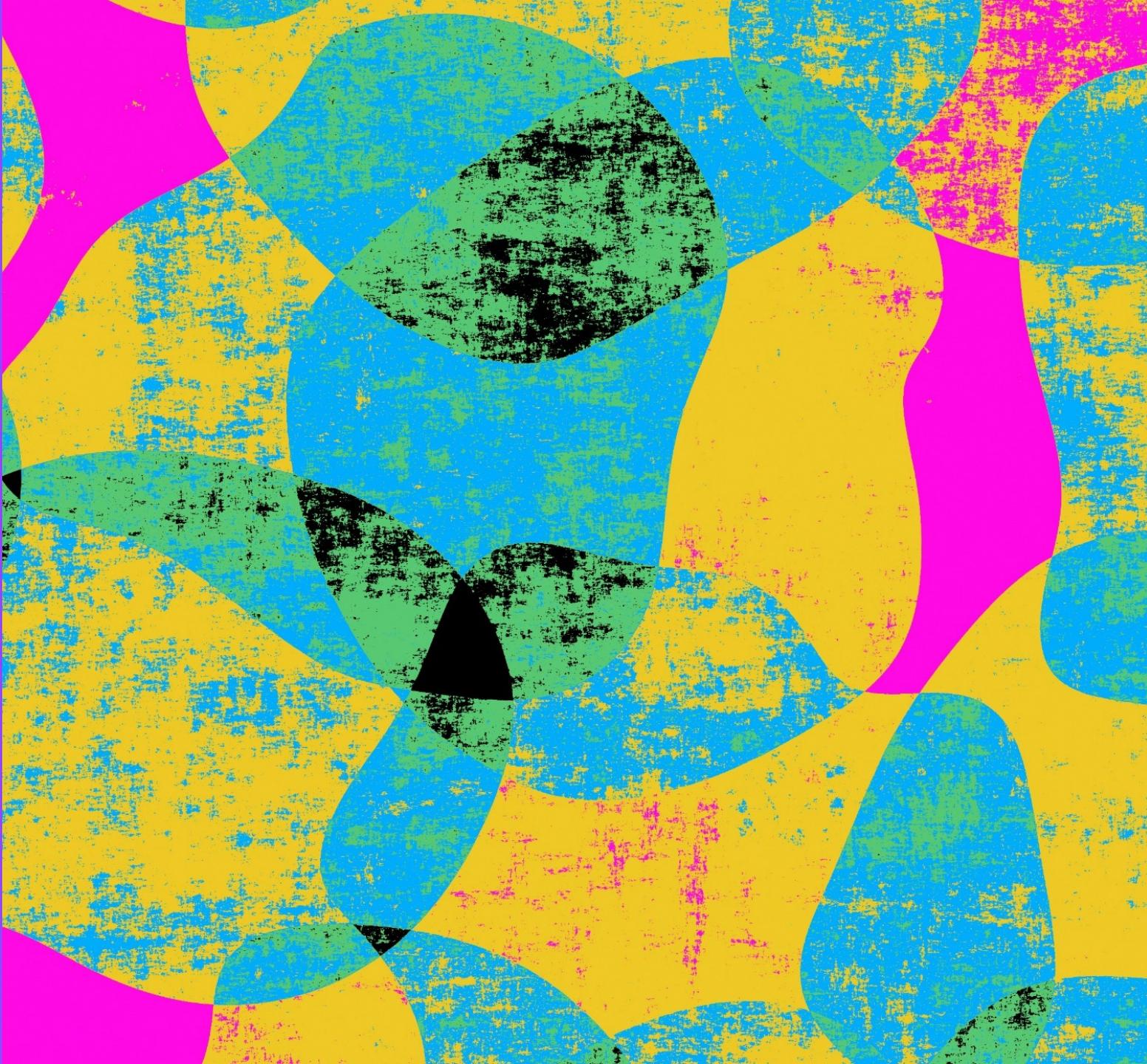


# 01 Introduction

- ❑ RQ: How is Twitch impacting the video-game production?
- ❑ Twitch's platformisation strategy is expanding to video-game production, increasing the cultural contingency (Nieborg & Poell, 2018) of the video-game industry on dominant platforms
- ❑ Analysis of Twitch's "Game Developer Playbook" to identify key features that support Twitch's strategy

# 02 Literature

- Twitch-specific literature  
(Consalvo & Phelps, 2021; Taylor, 2018)
- Political-economy (Postigo, 2016; Nieborg & Helmond, 2019)
- Platform Studies
  - Cultural Contingency (Nieborg & Poell, 2018)
  - Platformisation (Helmond, 2015)
  - Infrastructural embeddedness (Zhang, 2020; Plantin, et al., 2018)





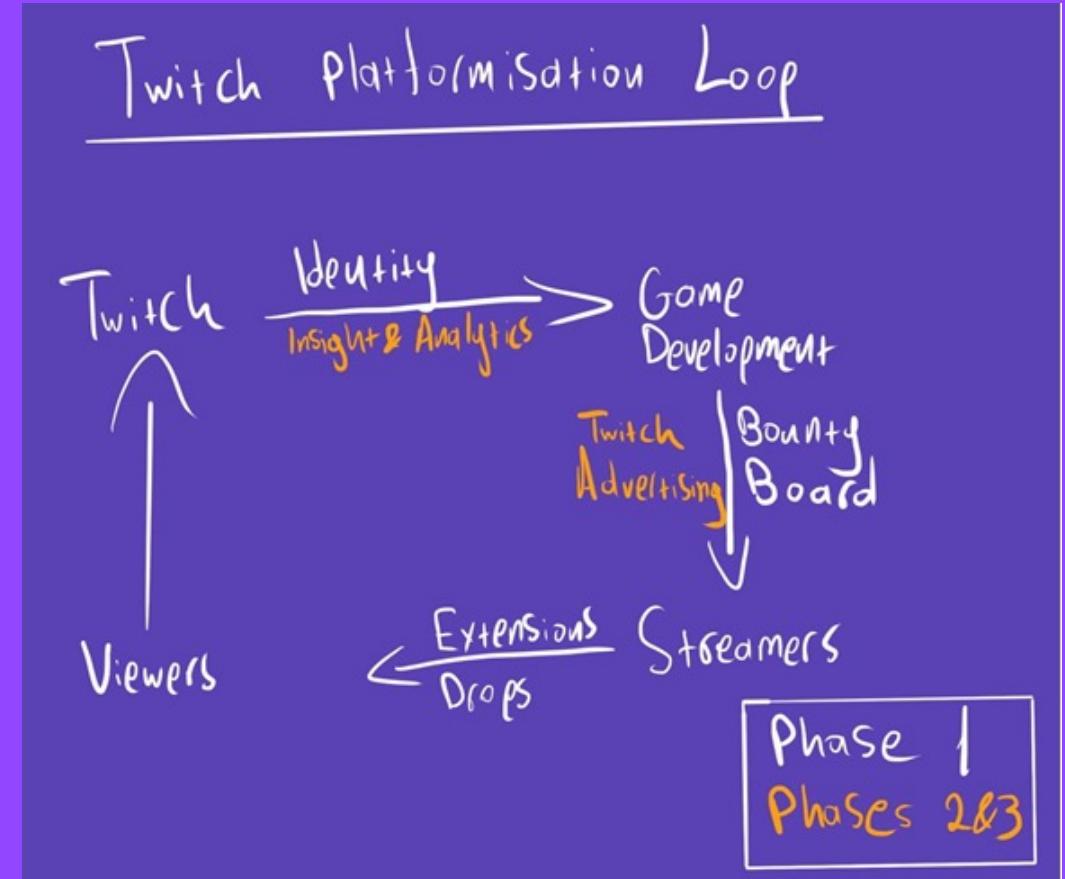
# 03 Methodology

- Qualitative analysis of Twitch's "Game Developer Playbook"
- Coded the document's features based on Twitch's categorisation of a typical game development cycle (Development, Road to Launch, and Live-Games)
- Critically analysed the document's discourse to identify the envisioned use of Twitch's features ("scripts") & their implications (Curinga, 2014; Ask et al., 2019)

# 04 Findings & Discussion

Feature	Brief Description	Production Phases
Identity	Serves as a remote access point for Twitch (e.g., as Facebook Login)	Development
Bounty Board	Sponsored rewardable tasks for streamers to complete	Road to launch & Live Games
Interactive Extensions	Interactive Extensions (e.g., overlays) for streams	Road to launch & Live Games
Drops	Time or event-based rewards (e.g., in-game items) for viewers or streamers	Road to launch & Live Games

Twitch's Core Game-Production Features



Twitch's Platformisation Loop

# 04 Findings & Discussion

Game developers are incentivised to apply these features in their game design, thus creating an economic feedback loop that:

- aspires to increase user acquisition, retention and revenue,
- locks-in game developers and viewers alike,
- “platformises” the gaming experience.

Similar to how Netflix disrupted TV content distribution & production, Twitch is disrupting the video-game content creation



# Thank you!

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