



# Understanding Twitch Gaming Trends

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# Introduction to Twitch & Project Goals

Twitch is the largest live-streaming platform for gaming & entertainment. Millions of users watch, chat, and engage with streamers daily.

Looking at Jan 15th data, we will:

- \* Identify **most watched** games
- \* Determine **peak** viewing hours
- \* Explore **top countries** contributing viewers



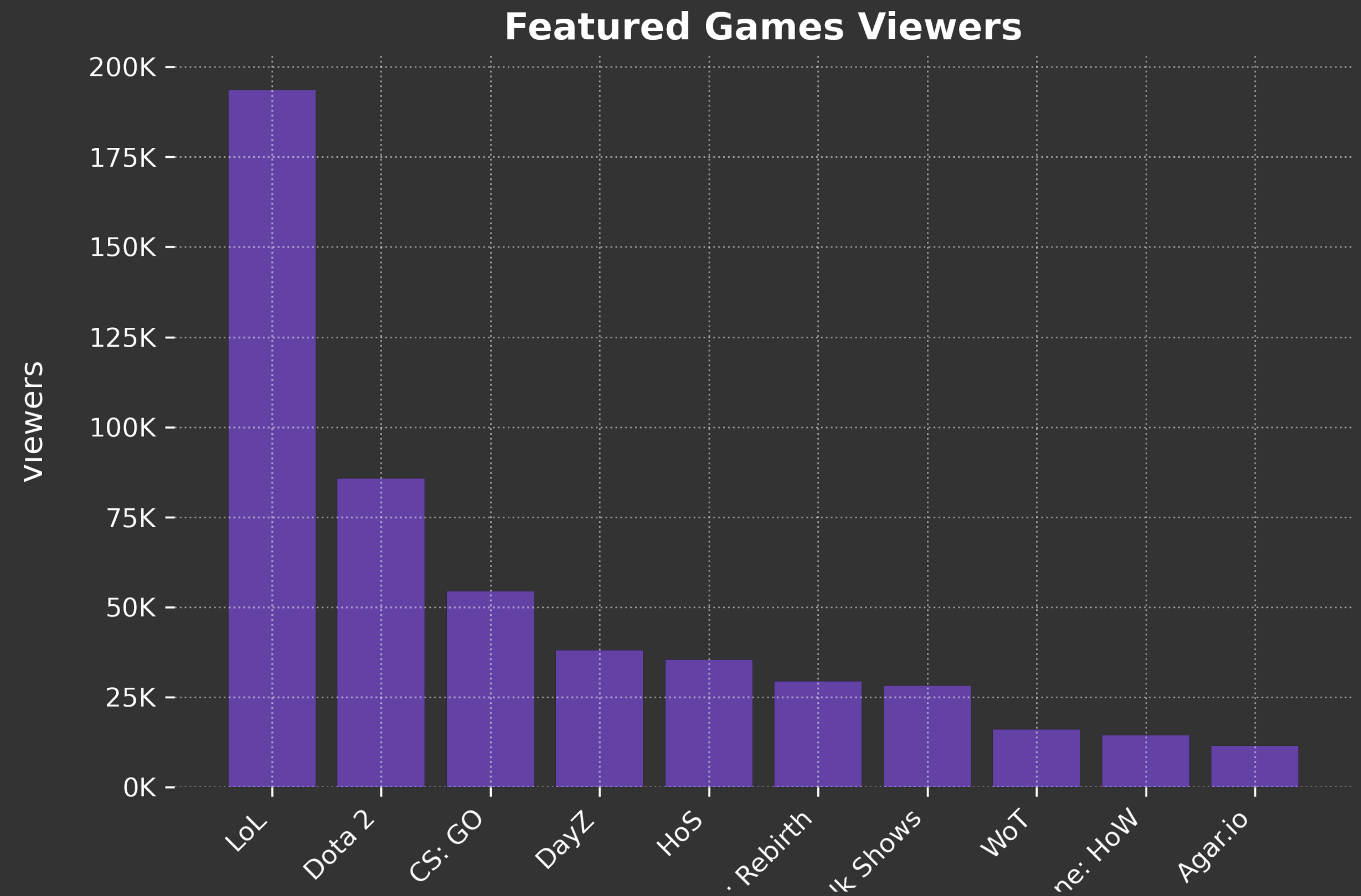
# Featured Games



**MOBA & FPS** games dominate viewership,  
w/ **League of Legends** leading as the most-watched game.

\* Streamers should prioritize **MOBA & FPS** games to increase visibility and audience engagement

\* Advertisers should focus on **top-tier** games to maximize audience reach

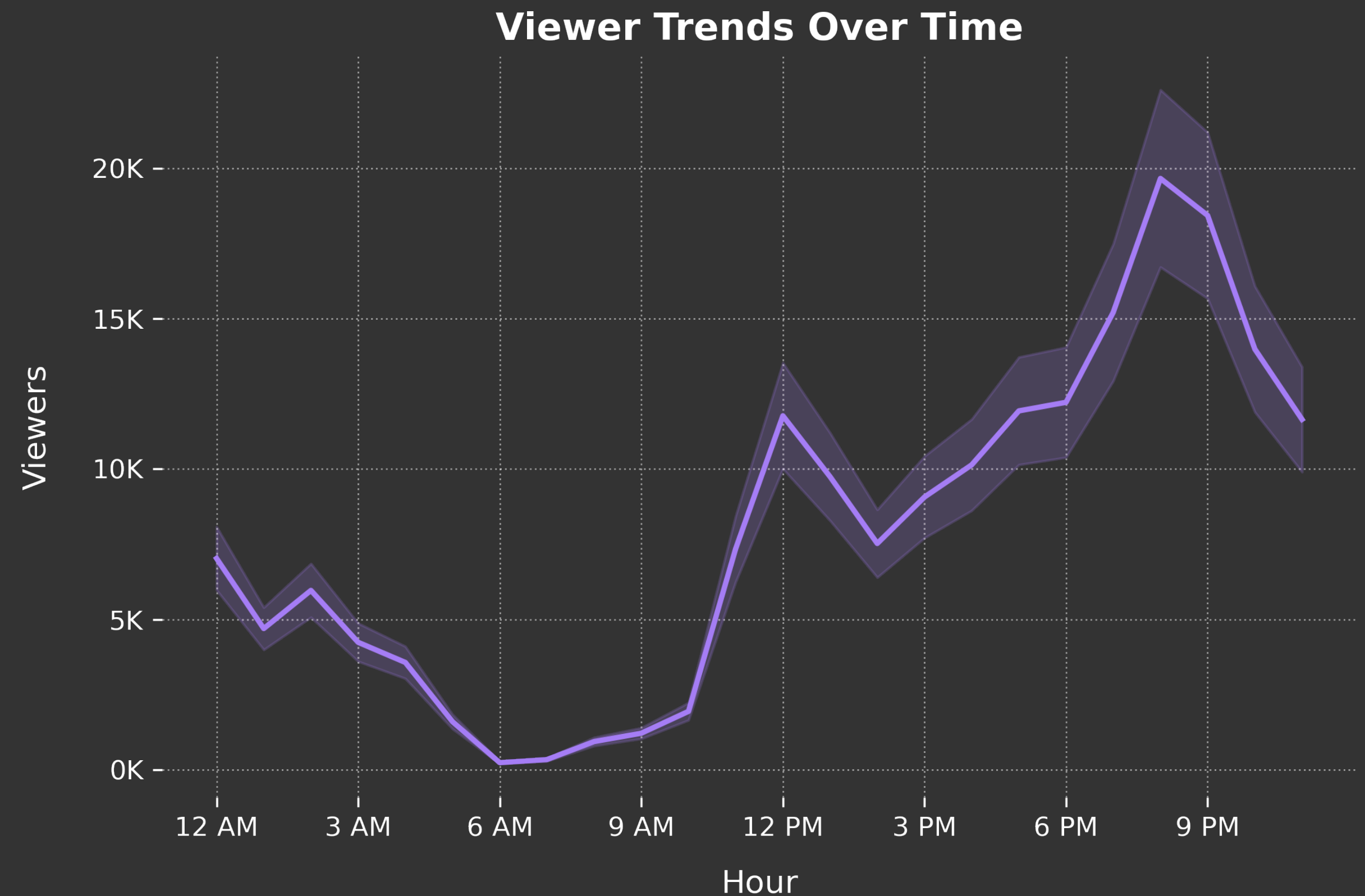


# Peak Viewing Hours on Twitch

Twitch viewership peaks between

**6 PM – 10 PM UTC**

- \* Streamers should **schedule** their broadcasts **during peak hours**
- \* Advertisers should target **prime-time slots** for promotions

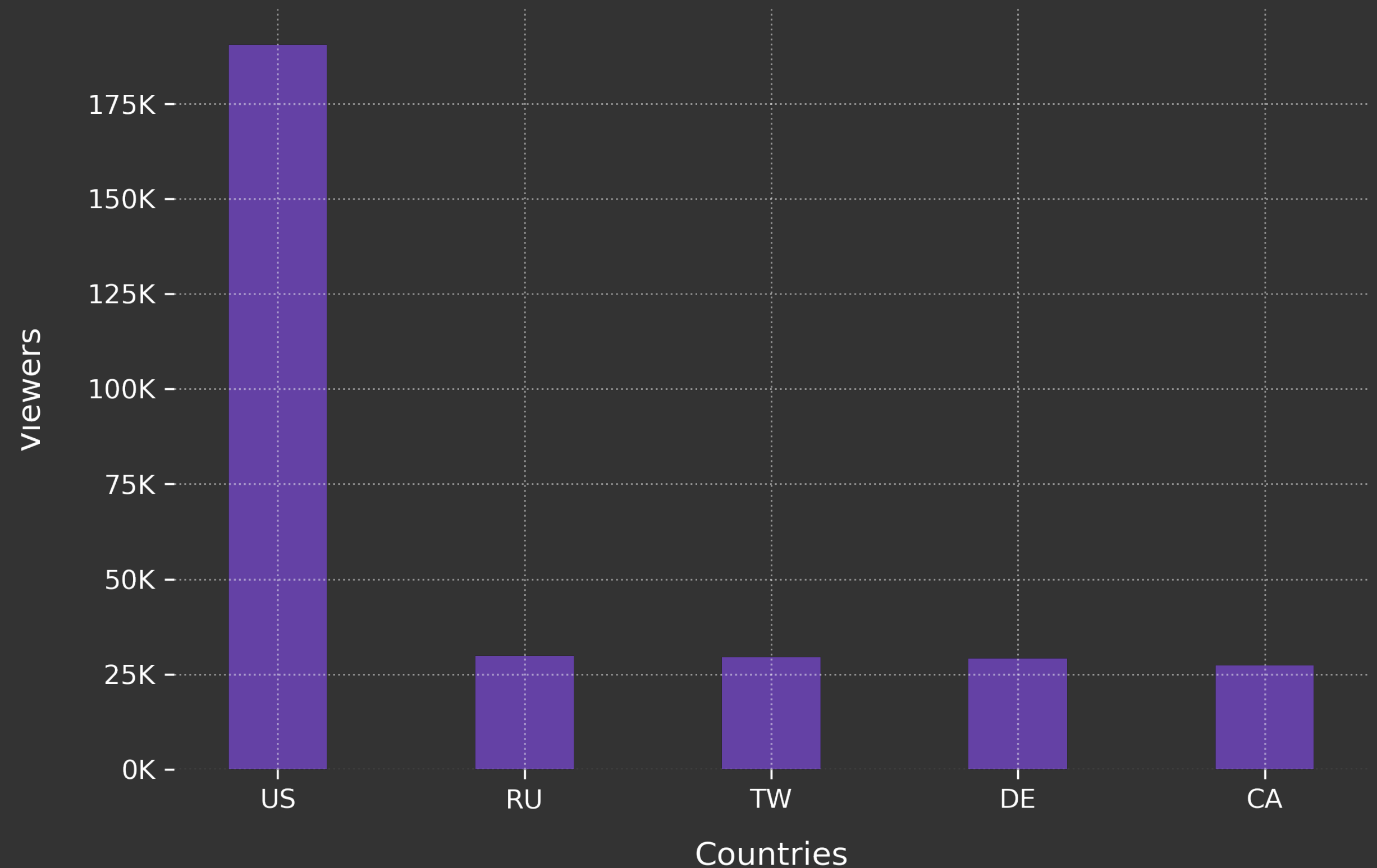


# Top 5 countries contributing the most viewers

Dominance of the **U.S. market** suggests a strong **English-speaking** audience, followed by Russia, Taiwan, Germany, & Canada

- \* Streamers to **optimize content** for **multilingual** reach if targeting international audiences
- \* Run **geo-targeted** promotions to drive conversions & align campaigns w/ regional gaming trends, **local peak hours** and **event-based** spikes in viewership

Countries with the most streams





# Countries LoL Viewers Stream From

**North America** accounts for **half** of LoL viewership,

w/ a **diverse global audience** contributing to the game's popularity.

\* Schedule **streams** during **U.S. peak hours** to maximize audience engagement

\* **Target U.S.-based** LoL viewers can maximize reach & expand into emerging markets for additional growth

League of Legends Viewers' Whereabouts

