Understanding Twitch Gaming Trends

By Caroline Orlianges

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
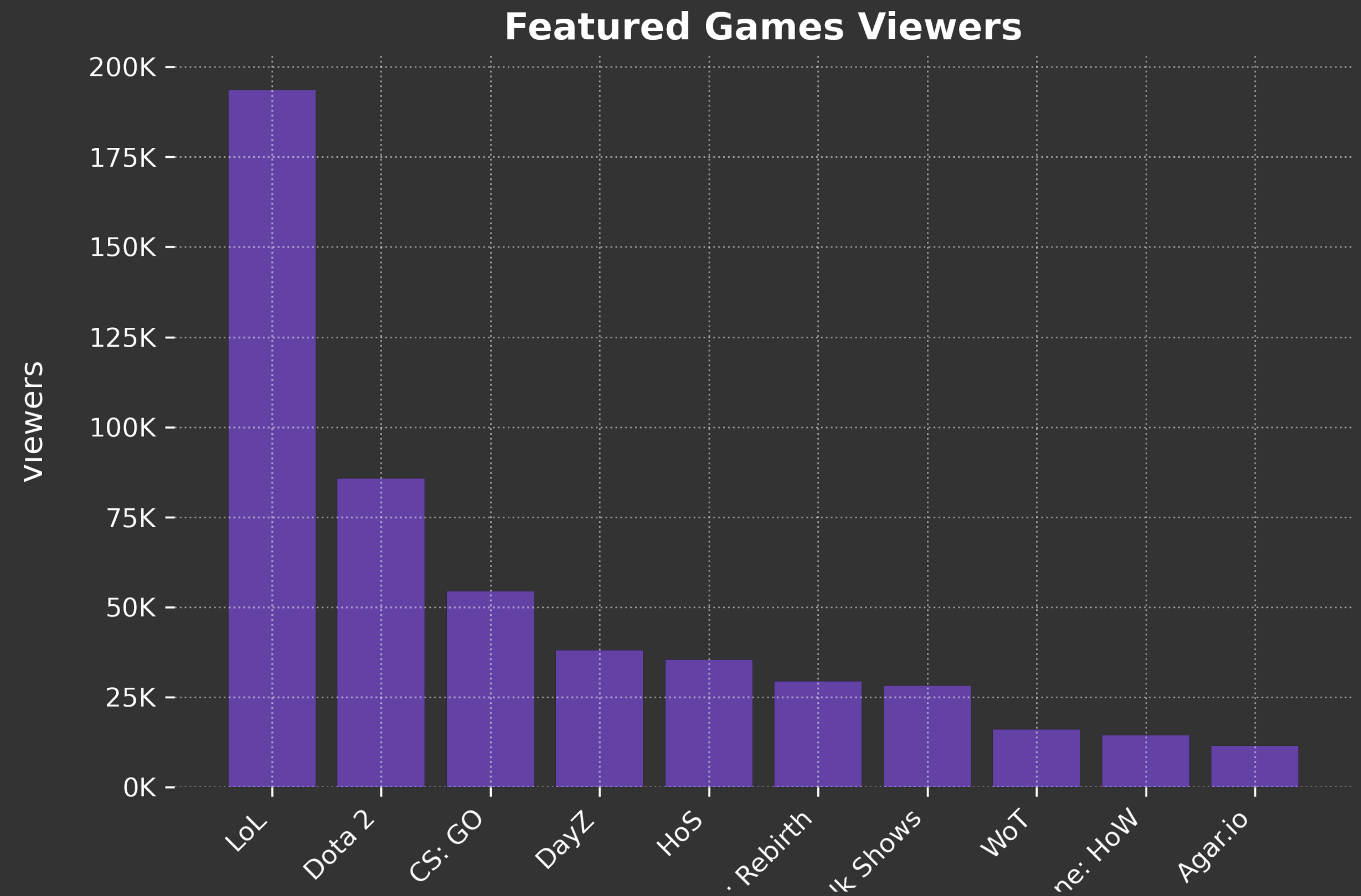
✳ Explore **top countries** contributing viewers

Featured Games

MOBA & FPS games dominate viewership,

w/ League of Legends leading as the most-watched game.

✳ Streamers should prioritize MOBA & FPS games to increases visibility and audience engagement

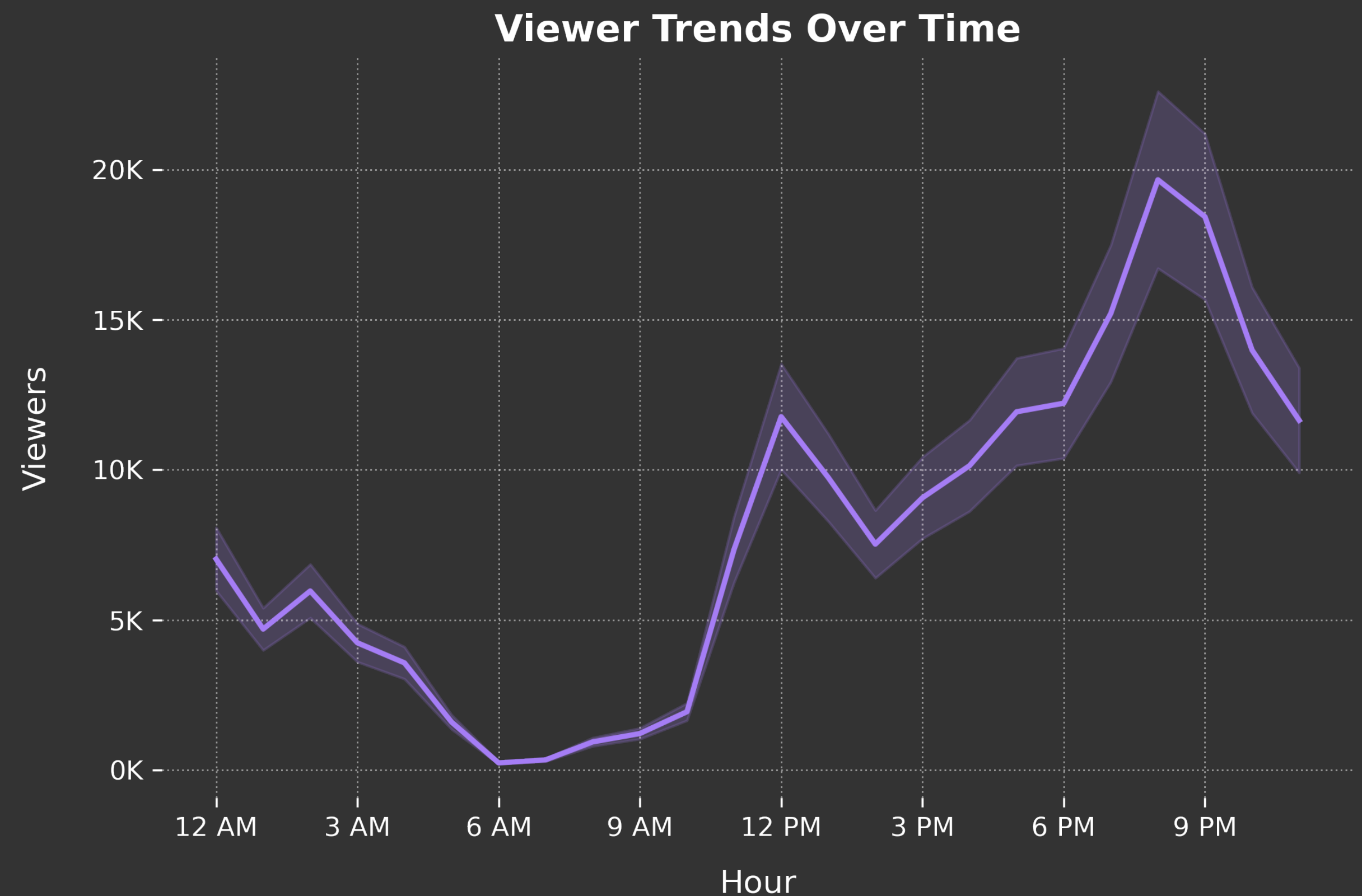✳ Advertisers should focus on top-tier games to maximize audience reach

Featured Games Viewers

Peak Viewing Hours
on Twitch

Twitch viewership peaks between

6 PM – 10 PM

✳ Streamers should schedule their broadcasts during peak hours

✳ Advertisers should target prime-time slots for promotions

Viewer Trends Over Time

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

Viewers

- 175K
- 150K
- 125K
- 100K
- 75K
- 50K
- 25K
- 0K

US | RU | TW | DE | CA
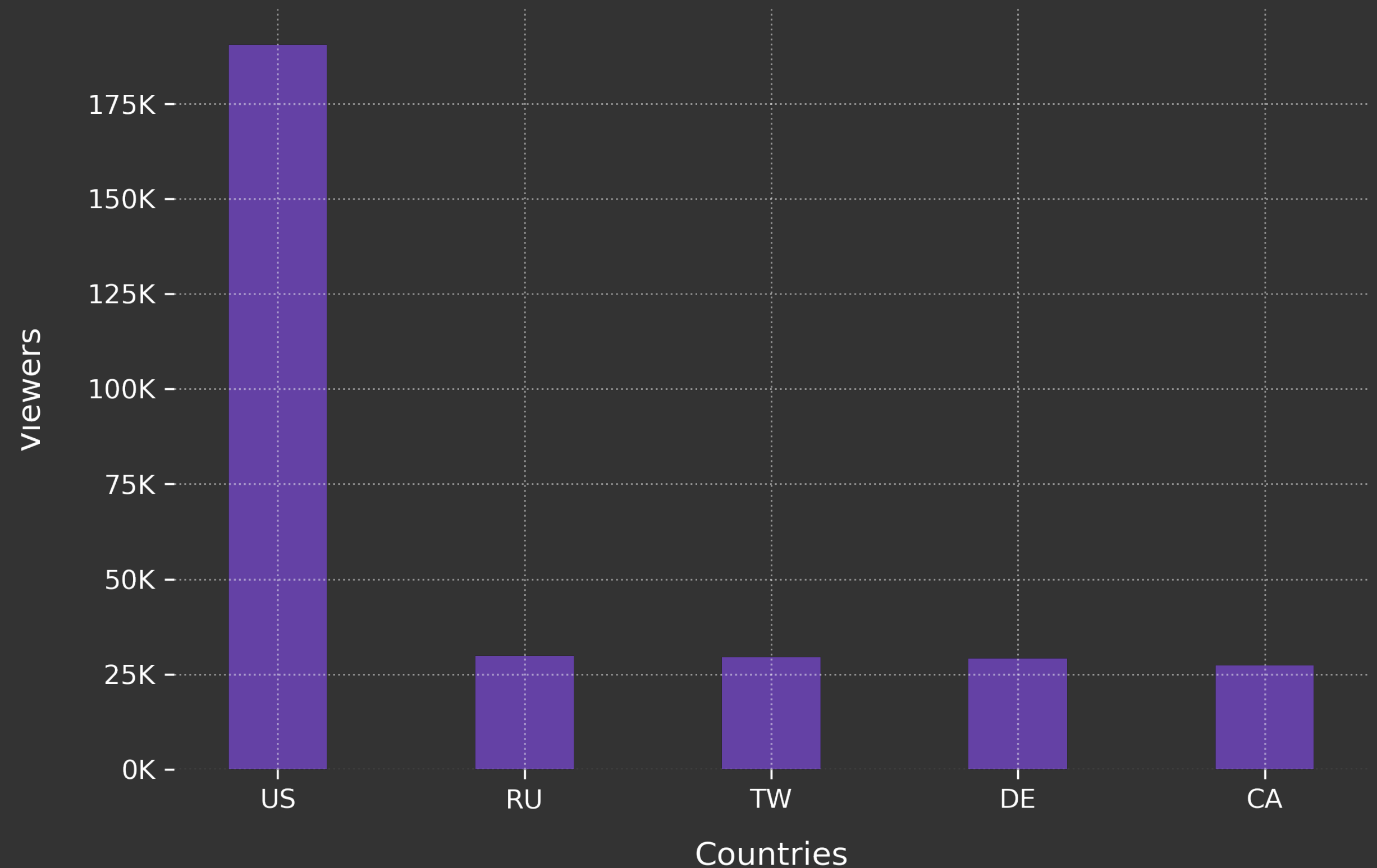
Countries

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

44%

7%

6%

4%

4%

2%

2%

2%

2% 2% 1%

25%

- US
- CA
- DE
- N/A
- GB
- TR
- AU
- SE
- NL
- DK
- GR
- Others