

Taxonomy of YouTube Game-Related Content

1. Direct Representation of the Game Object

Videos featuring content centered around the digital interface and gameplay.

1.1 Everyday Play

USE FOR: **Typical Gameplay**

RT: **Collaboration**

SN: Videos that show typical play experiences of a game. These videos highlight ordinary interactions that player(s) encounter during play sessions and give viewers a realistic portrayal of what to expect when playing the game themselves.

Let's Play

SN: Videos of gameplay where player(s) share commentary and reactions. These are often first recorded as livestreams, but may also be filmed and edited.

Playthrough

RT: **Walkthrough, Completionist Challenge**

SN: Videos of gameplay where player(s) show the experience of playing a game from start to finish, usually to demonstrate the game's main objectives.

First Impression Play

RT: **Game Review**

SN: Videos of gameplay where player(s) provide their immediate reactions and commentary while playing through a video game for the first time.

1.2 Instructional Play

RT: **Exploits, Strategies**

SN: Videos with the goal of teaching others how to play a game. These videos focus on illustrating common approaches to objectives encountered during gameplay sessions.

Tutorial

USE FOR: **How-to Play, Gameplay Tutorial**

RT: **Speedrun Exploits, Tactics, Tips**

SN: Videos of gameplay where player(s) teach viewers game mechanics and controls.

Walkthrough

RT: **Completionist Challenge**

SN: Videos of gameplay where player(s) teach others how to progress through the entire game, typically to complete the game 100%. Walkthroughs may be broken into multiple videos.

2. Indirect Representation of the Game Object

Videos that share and apply player and community knowledge.

2.1 Exploits

SN: Videos showcasing gameplay that capitalize on the game's mechanics or systems.

Cheats

SN: Videos of gameplay and/or discussion where player(s) exploit the game system using cheat codes to manipulate the game's mechanics.

Farming Methods

SN: Videos of gameplay and/or discussion where player(s) share exploits for efficiently grinding in-game resources, such as experience points, money, or rare items.

Glitches

SN: Videos of gameplay and/or discussion where player(s) share exploits that take advantage of bugs without altering the game's code to gain an advantage or achieve unintended outcomes.

Modding

USE FOR: **Mods, Hacks, Hacking, Botting**

SN: Videos of gameplay and/or discussion of where player(s) share exploits that utilize unauthorized modifications or alterations made to a game's code, mechanics, or systems.

Speedrun Strategies

RT: Speedrunning, Exploits

SN: Videos of gameplay and/or discussion of exploits showcasing speedrun techniques, routes, and optimizations for completing games as quickly as possible.

2.2 Game News

SN: Videos containing information about games and their developers.

Game Updates

SN: Videos that share information about new game features or Downloadable Content (DLC).

Patch Notes

USE FOR: **Patch Updates**

SN: Videos that share information about patches or patch notes for a game.

Pre-Release Content

SN: Videos about the development of a game before its release, providing insights, behind-the-scenes glimpses, and updates on the creation process of a video game prior to its official launch.

Timed Event Notice

SN: Videos that act as a notification about an event exclusively accessible within the game for a limited duration. These videos are commonly linked with content focusing on Games-as-a-Service.

2.3 Game Review

SN: Videos providing criticism and critique of a game or series.

Comparison Review

SN: Videos that compare and contrast different versions of the same game, such as different platform releases (e.g., PC vs. console), or a remastered edition.

Retrospective Review

SN: Videos aimed at evaluating older or classic games, reflecting on their historical significance and cultural impact.

Technical Review

SN: Videos that review the technical aspects of a game such as framerates, loading times, or server response times.

2.4 Game Theory

SN: Videos engaging in speculation or theorizing about game features or lore that have not been officially confirmed.

Development Speculation

SN: Videos that speculate on future developments, sequels, or expansions within video game franchises, based on analysis of past trends, developer interviews, and industry knowledge.

Lore Exploration

SN: Videos that use analysis to explore the lore, backstory, and world-building elements of video game universes, uncovering hidden details, connections, and theories about the game's fictional setting. These may include references to multiple games in a franchise.

Educational Content:

SN: Videos that provide educational content on topics related to game theory, such as game design principles, player psychology, economics, and decision-making theory, aimed at both gamers and game developers.

2.5 Strategies

RT: Instructional Play

SN: Videos that suggest and optimize plans to achieve a desired goal or outcome within the game's mechanics or systems.

Builds

NT: **Character Builds, Team Builds**

SN: Videos focusing on creating optimal character builds or strategies within a game, including recommendations for abilities, equipment, and play styles.

Metagame Strategies

SN: Videos that analyze and suggest metagame strategies (i.e., strategies used by players based on their understanding of the broader context and trends within the game or gaming environment) within competitive gaming communities.

Resource Management Strategies

SN: Videos providing strategies for efficiently managing in-game resources.

Tactics

SN: Videos providing strategies, techniques, and approaches for achieving success in specific scenarios or challenges within a game.

Tips

RT: Tutorial, Ranking

SN: Videos providing suggestions to help player(s) improve their performance or enjoyment of a game in a micro context beyond overarching strategies.

3. Re-Representation of the Game Object

Videos that demonstrate new forms of participation, either in style of play or within the community.

3.1 Challenge

SN: Videos that share gameplay that uses constraints to make the game harder.

Completionist Challenge

SN: Videos where player(s) aim to achieve 100% completion or collect all in-game achievements, items, or collectibles within a game.

Restriction Challenge

NT: **Character Run, Ironman Run, Weapon Run**

SN: Player(s) impose specific restrictions or limitations on themselves, such as completing a game using only certain weapons or abilities, to increase the challenge and variety of gameplay.

Speedrun

SN: Videos where a player attempts to complete a game or specific level as quickly as possible.

3.2 Meme

SN: Videos that use references to game culture to create humor.

3.3 Offline Events

SN: Videos sharing experiences about offline events or conventions. These do not include local meet ups to perform everyday play.

3.4 Re-Creation

RT: **Engagement with Viewers, Showing Off**

SN: Videos that recreating something inspired by the game or game franchise.

Animation

NT: **Machinima**

SN: Videos that include original animations featuring characters, settings, or stories from a game.

Cooking

SN: Videos where players or fans cook meals from a game.

Cosplay

SN: Videos where players or fans share costumes created to represent characters or lore from a game.

Fanart

SN: Videos where players or fans share original artwork inspired by a game.

4. Platform Representation

Videos that cater to the platform or content creator over the game object.

4.1 Collaboration

USE FOR: **Collab**

SN: Videos that cross-promote two or more different channels/creators.

4.2 Engagement with Viewers

RT: **Showing Off**

SN: Videos that show creators interacting with viewers, community, or their community creations.

4.3 Livestream

SN: Videos that are real-time broadcast over the internet.

Video On Demand

USE FOR: **VOD**

SN: A video recording of past live streams that is available for viewers to watch at their convenience, rather than being broadcast live at a specific time. These types of videos are often uploaded to a second channel.

4.4 Personal Update

SN: Videos that share updates about the creator's personal life.

4.5 Ranking

USE FOR: **Listicle**

RT: **Game Review**

SN: Videos that present game elements based on certain criteria such as personal preference, or user opinion.

4.6 Showing Off

SN: Videos that present a collection, creation, or interesting moments related to game, community, or community culture.

Collection

NT: **Memorabilia Collection, Digital Collection**

SN: Videos showcasing impressive collections of items, rare collectibles, or memorabilia related to a particular community.

Montage

USE FOR: **Clip Video, Gameplay Montage**

RT: **Ranking**

SN: Videos compiling highlights or memorable moments, edited together for entertainment purposes.

Showcase

NT: **Achievement Showcase, Community Showcase, Customization**

Showcase

SN: Videos where individuals showcase their accomplishments, such as overcoming challenging tasks, attaining rare achievements, or achieving high rankings in competitive endeavors.

4.7 Other

SN: Videos that do not fit into any other category.