



“You’re already one of us”

TECH 3300

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What is Twitch?



Introduced to the world on June 2011

Twitch is a live video streaming service

Although mainly used as a gaming platform, anything from music, food, animation, or just chatting can be broadcast to millions of people around the globe.

Da Numbers

On average Twitch gets about 2.2 million daily broadcasters, and 15 million daily Twitch viewers

Although attentive to all ages the average user is usually between 18-34, and the the average view time per user is around 95 minutes

Twitch is a male majority platform, composing around 80%, but that isn't discouraging females from being part of such an exciting community.

Since Amazon purchased the company for measly \$1 Billion in 2014, the service has seen an increase in revenue do heavy marketing and partner-sharing. Benefits of Twitch being incompused with Amazon Prime have included pre-orders and new releases, free digital titles, in-game bonuses, and more ad options.



Events

- Twitch is a giant conglomerate for esports (which are competitive tournaments in which opposing teams challenge each other in their electronic entertainment of choice)
- Twitch even has 2 conventions which change location every year with NA and EU during the month of May
- The site has also donated Millions in charity from outlets such as; Extra Life, St. Jude's Play, Humble Bundle, and The AbleGamers Foundation...ect.



Growth

- Twitch made up 75.6% of the live-streaming market in the third quarter of 2019.
- Growing on the site isn't always as simple as placing a camera in front of you and playing your favorite game.
- Unless your just doing it as a hobby, its best to hook a small community
- Streamers connect to their communities in a variety of different ways using different methods to appeal to different kinds of audiences.

The market sets your success, if you're not a beautiful individual with an interesting/ engaging personality, no problem. Find your *niche*, set a dedicated schedule, play what you love, engage with your audience, make sure what you decide to play has a strong fanbase, make sure it's the latest and greatest.



Success

- What does success on Twitch look like?
- Ninja although no longer streaming on Twitch made his career off of the application.
- Ninja averaged around 81.6K viewers weekly and 94.3k subscribers.
- He made over \$3.9 million USD off of just subscriptions alone, along with \$5k in ad revenue and \$6k in sponsorships.
- While Ninja streams mostly popular FPS, Fortnite, many other streamers form communities off a variety of games, talk shows, music art, and

Although a large majority of streamers will never make over **5 million** USD annually off the site, there are still a large portion of streamers who make a livable wage off of their content. Overall success on Twitch is what you make of it.

<https://www.twitch.tv/pointcrow/clip/PeacefulAmazonianPastaFunRun>

<https://www.twitch.tv/brillikespies/clip/AgitatedMuddyGoldfishBleedPurple>

<https://www.twitch.tv/videos/566357173>



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