



STREAM
HATCHET

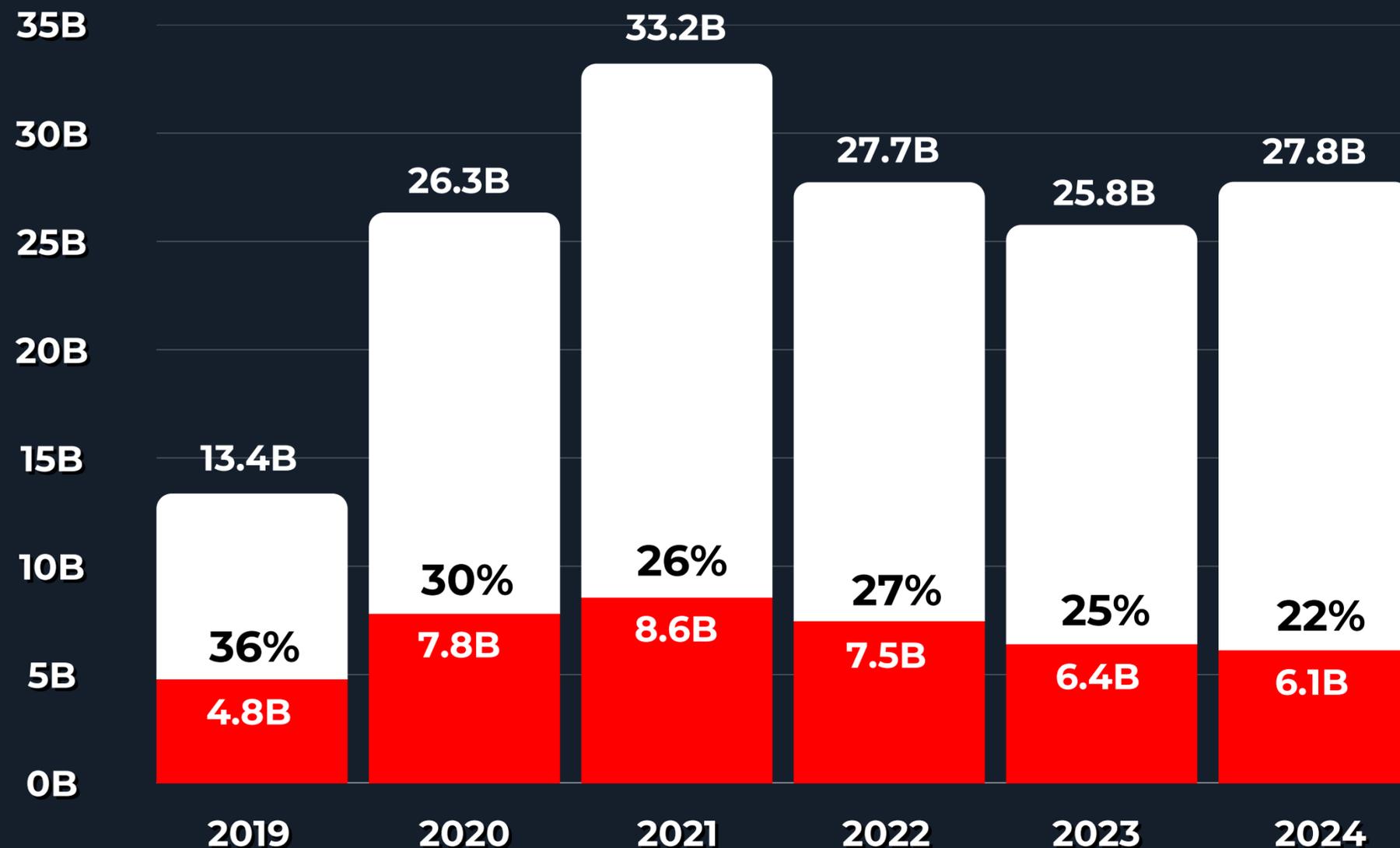
SHOOTER GAMES ON LIVE STREAMING



1-IN-5 GAMING HOURS WATCHED ON LIVE STREAMING ARE SHOOTER GAMES

HOURS WATCHED EXCLUDING NON-GAMING GENRES | 2019 - 2024 | ALL PLATFORMS*

● Shooter Games ● Other Gaming Genres



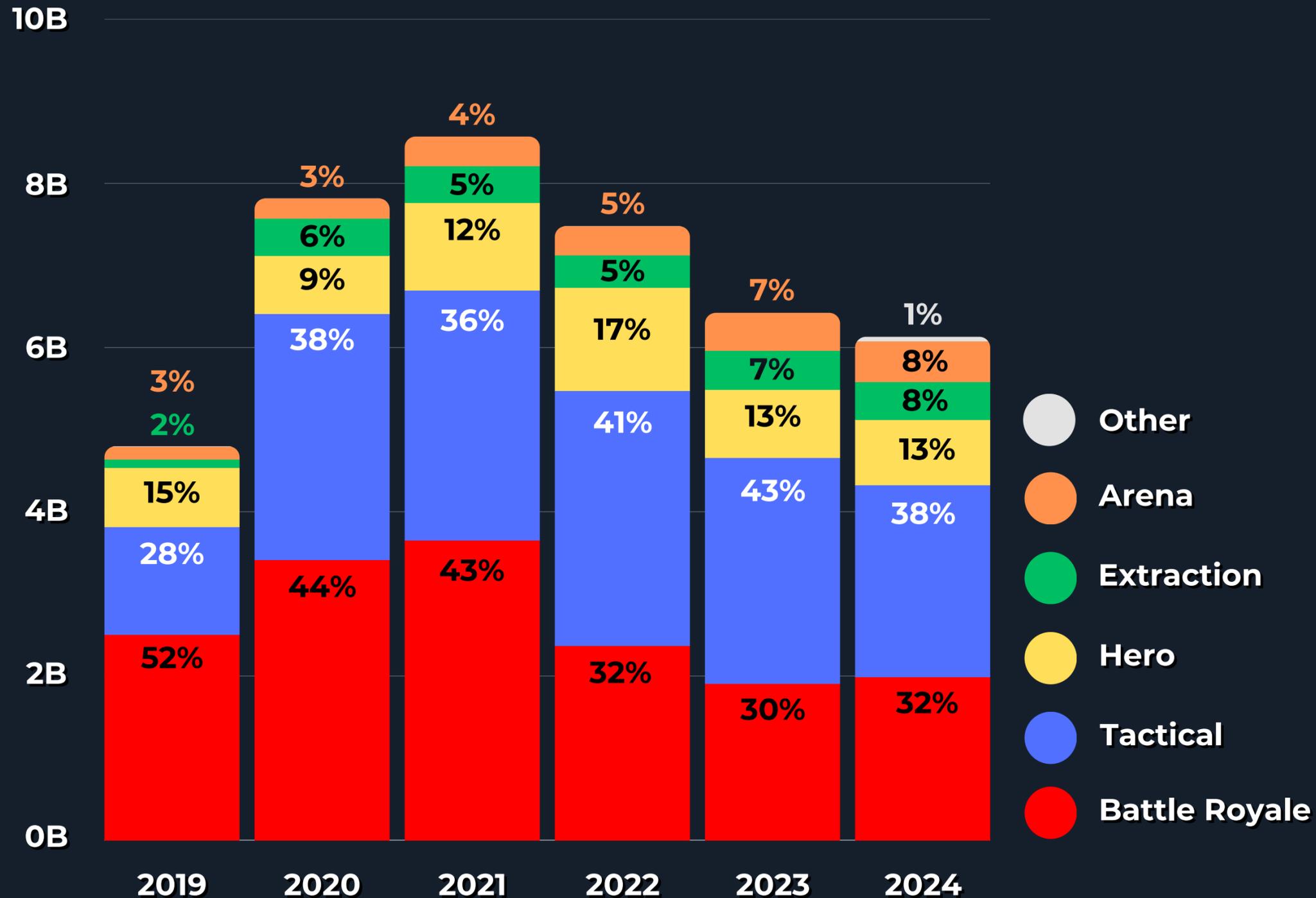
🎯 Since 2019, **Shooter games** have occupied at least **20%** of gaming viewership on live streaming

🎯 Since 2022, the share has fallen by 6% points however, in 2024, over **1-in-5 gaming hours watched** were recorded by the Shooter genre

*Excluding TikTok Live

TACTICAL SHOOTERS REPLACE BATTLE ROYALES AS THE LEADING SHOOTER SUBGENRE

SHOOTER SUBGENRE VIEWERSHIP BY YEARLY HOURS WATCHED | 2019 - 2024 | ALL PLATFORMS*



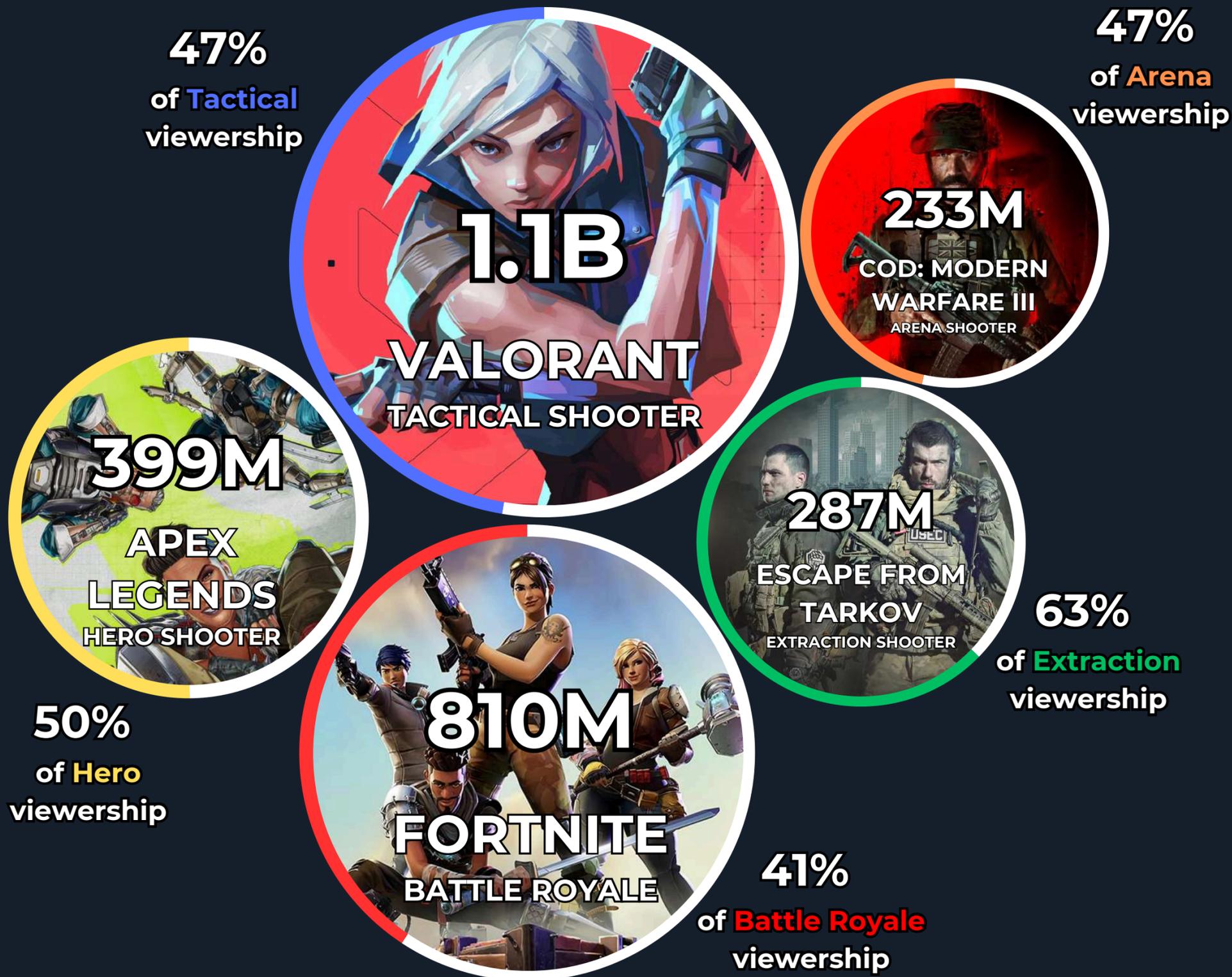
🎯 In 2023, **Tactical Shooters** dethroned **Battle Royale** games as the most-watched Shooter subgenre on live streaming

🎯 While the market share of **Hero Shooter** viewership has remained stable in recent years, **Extraction & Arena Shooters** have eaten into the overall share

*Excluding TikTok Live

TOP GAMES BY SHOOTER SUBGENRE

TOP GAME BY HOURS WATCHED PER SHOOTER SUBGENRE | 2024 | ALL PLATFORMS*



🎯 **VALORANT** was the most-watched shooter game on live streaming in 2024 and, together with **Counter-Strike**, is responsible for the dominance of the **Tactical Shooter** subgenre, claiming 90% of viewership between them

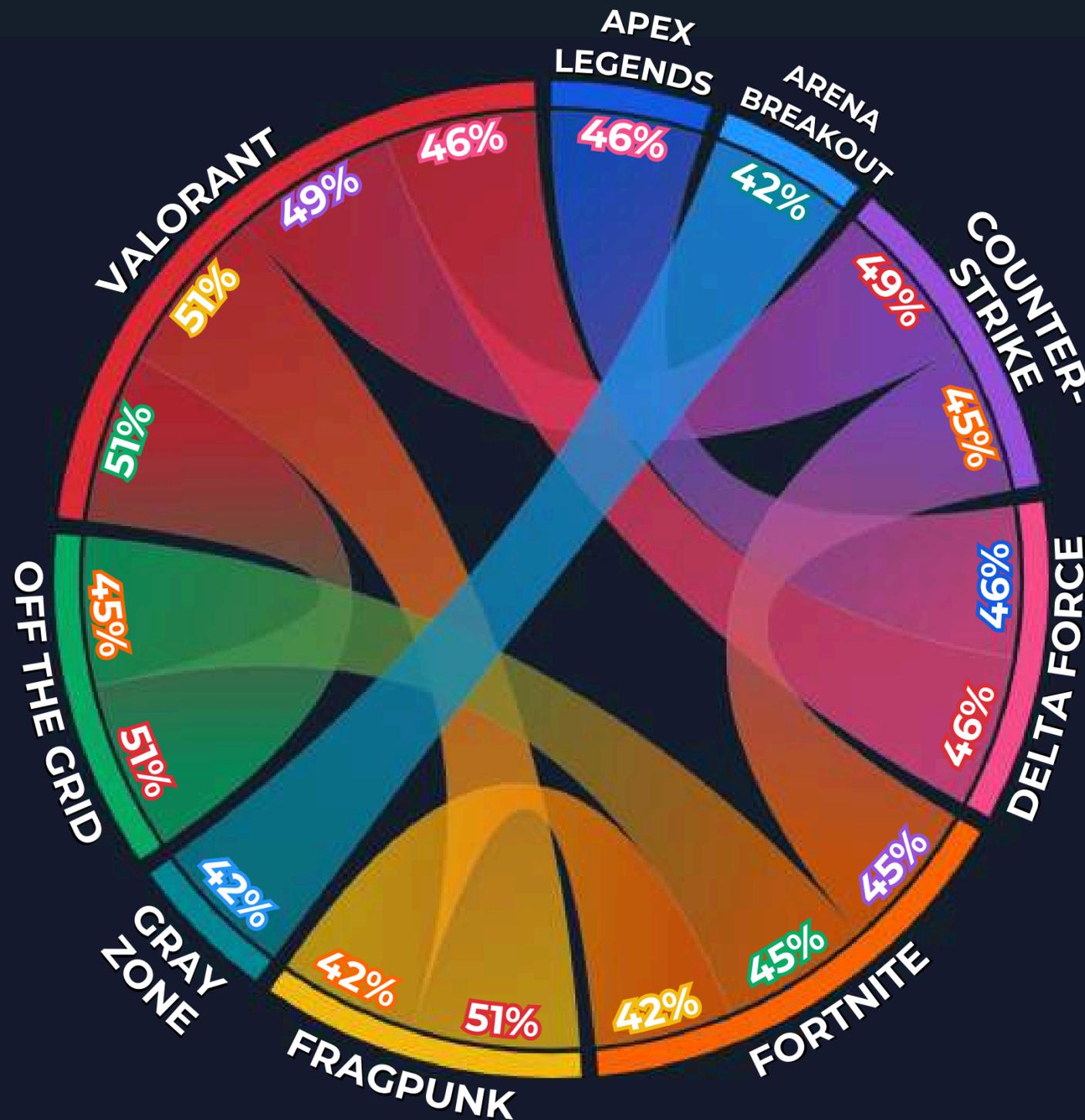
🎯 The popularity of **Fortnite** between 2019 and 2021 drove the **Battle Royale** subgenre to the summit; while recording 810M hours watched in 2024, it represents half of its 2020 viewership

🎯 Nearly two-thirds of all **Extraction Shooter** hours watched came from **Escape From Tarkov** streams

*Excluding TikTok Live

SHOOTER VIEWERS DRAWN TO MULTIPLE SUBGENRES

VIEWER OVERLAP RATIO* BETWEEN SHOOTER FRANCHISES | SEP 2025 | TWITCH



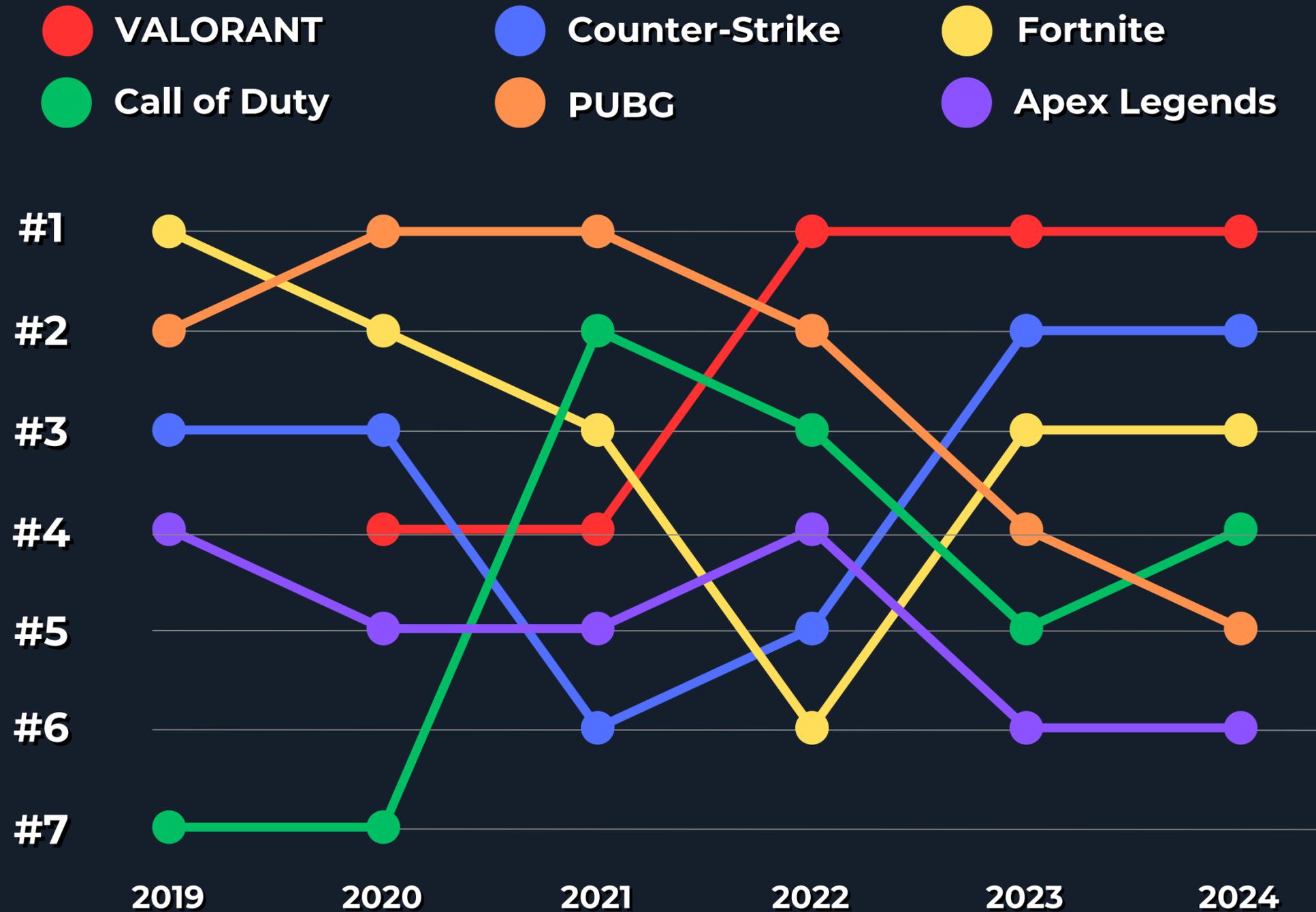
Although viewers on Twitch may have specific Shooter game preferences, we observe strong overlaps between franchises of different subgenres

In September 2025, over 40% of unique registered viewers who watched VALORANT streams also jumped into other Tactical Shooter streams such as Counter-Strike & Delta Force, but over 50% also tuned into creators airing FragPunk & Off The Grid

*Where overlap ratio between franchise games is at least 40%

TOP SHOOTER FRANCHISES ACROSS LIVE STREAMING

YEARLY RANKS* FOR THE TOP SHOOTER FRANCHISES BY HOURS WATCHED | 2019 - 2024 | ALL PLATFORMS**



Despite its mid-2020 release, **VALORANT** entered the charts at #4 and has spent the last 3 years as the most-watched Shooter game on live streaming

Games in the **PUBG** franchise have seen a progressive decline in viewership since last ranking #1 in the Shooter genre in 2021

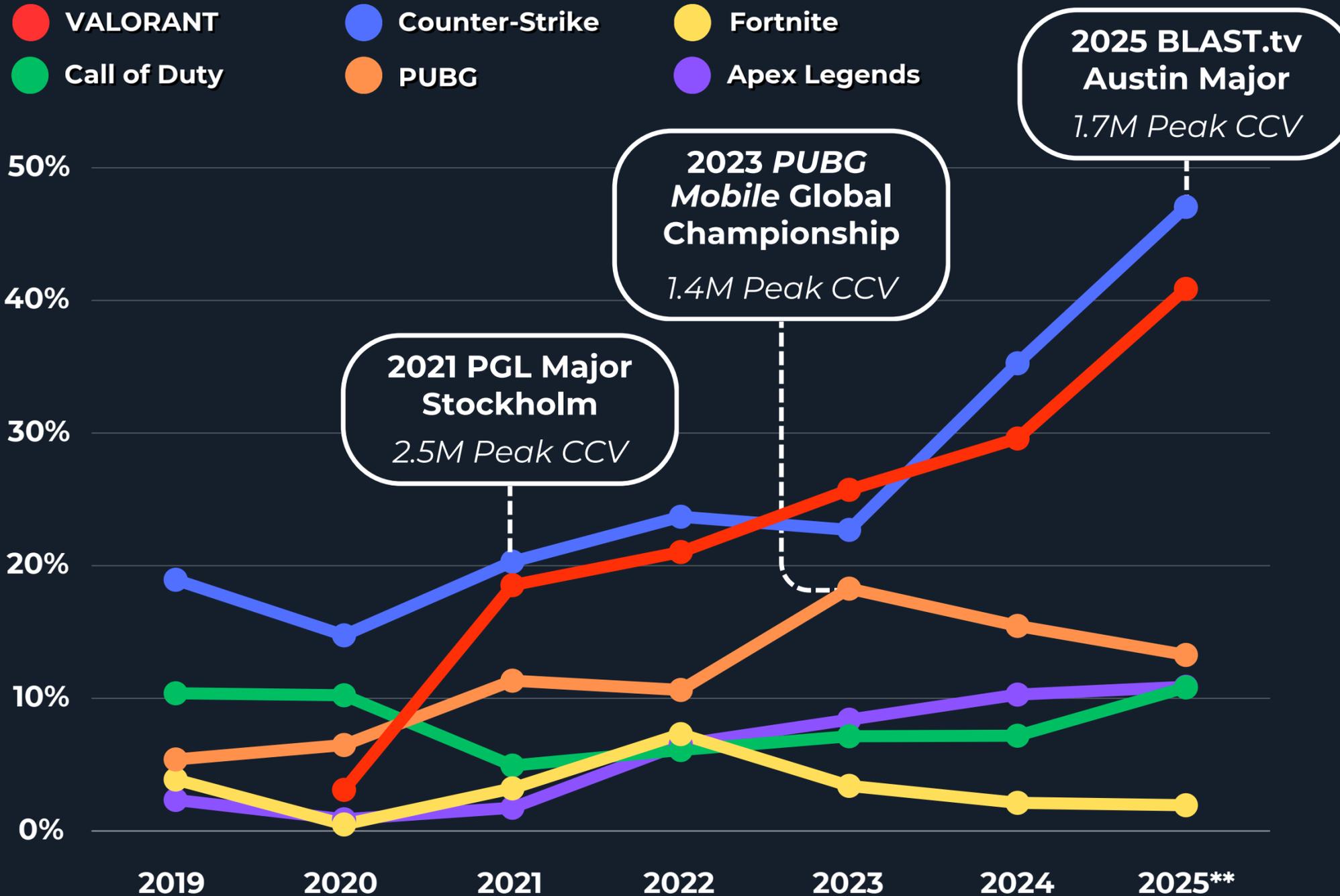
Counter-Strike's recent popularity in the Esports domain saw it rise to #2 in the rankings

* Ranked among all other Shooter game franchises

**Excluding TikTok Live

COUNTER-STRIKE & VALORANT DOMINANCE DRIVEN BY ESPORTS

% OF TOTAL HOURS WATCHED AT ESPORTS TOURNAMENTS | 2019 - 2025 | ALL PLATFORMS*



Counter-Strike & VALORANT's presence in Esports has played a key role in their increase in overall live streaming viewership



By November 2025, nearly half of **Counter-Strike** hours watched in the calendar year were recorded at Esports events - including at the **2025 BLAST.tv Austin Major** which reached over **94M hours watched**

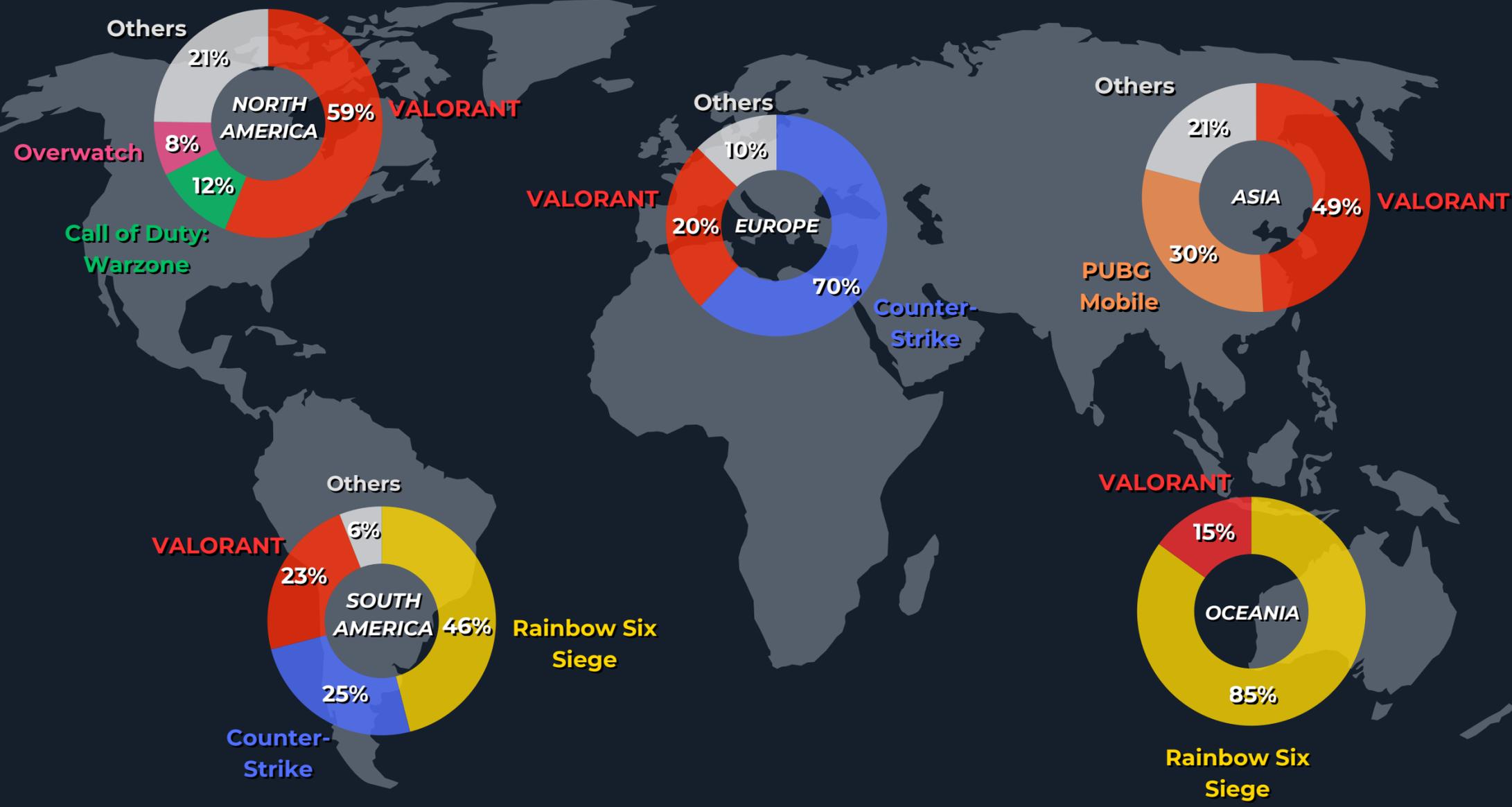


PUBG's descent in the Shooter rankings coincides with a fall in the percentage of hours watched coming from Esports events

*Excluding TikTok Live **Up to end of October 2025

MOST-WATCHED ESPORTS GAMES BY REGION

TOTAL HOURS WATCHED BY ESPORTS TOURNAMENT HOST REGION | 2024 | ALL PLATFORMS*



- 🎯 **VALORANT** held a significant share of hours watched in each global Esports host region in 2024
- 🎯 **Counter-Strike**, in contrast, relies heavily on the European market to drive its live-streaming visibility
- 🎯 **Rainbow Six Siege** recorded the highest Esports Shooter game viewership in the Southern Hemisphere
- 🎯 **PUBG Mobile** is the only mobile game featuring in a regional Top 3, reflecting the popularity of mobile games in Asia

*Excluding TikTok Live

TOP SHOOTER STREAMERS

TOP STREAMERS OF SHOOTER GAMES BY HOURS WATCHED WITH MOST-STREAMED GAME
2024 | ALL PLATFORMS*



In 2024, **Gaules** was the undisputed most-watched streamer of the Shooter genre with 79.2M hours watched across **Twitch** and **YouTube Gaming**

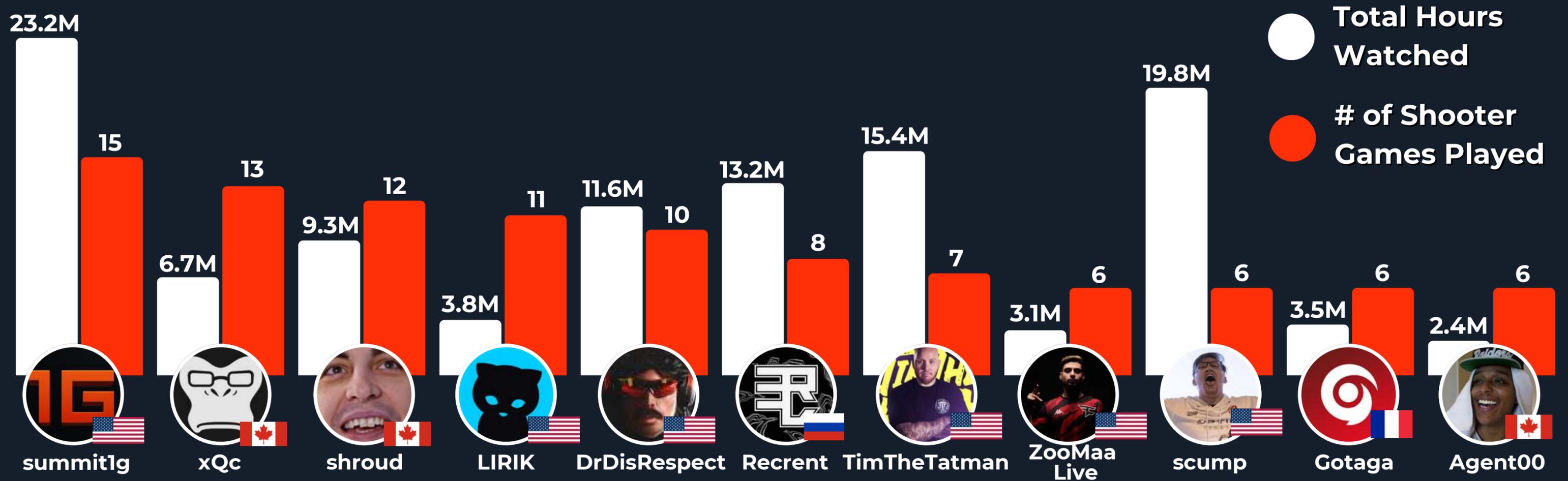
A further 5 creators recorded over 20M hours watched, each with a different top game

Of the Top 10 creators, 73% of viewership came from **Twitch**; s1mple was the only creator in the Top 10 to stream solely on **YouTube Gaming**

*Excluding TikTok Live

NORTH AMERICA: THE BATTLEGROUND FOR TOP VARIETY SHOOTER CREATORS

TOP STREAMERS BY NUMBER OF SHOOTER GAMES* PLAYED W/ HOURS WATCHED | 2024 | ALL PLATFORMS**



Of the 11 creators who recorded more than 100K hours watched of Shooter games in 2024, 9 of them stream from North America

summit1g streamed 15 different Shooter games in 2024, accruing 23.2M hours watched, with games including Escape From Tarkov (10.6M) and Dark and Darker (6.1M)

* Only including Shooter games with >100K hours watched in 2024

**Excluding TikTok Live

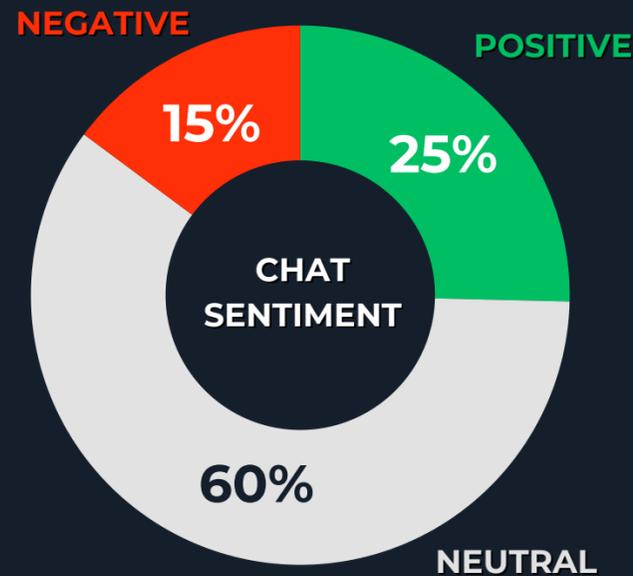
SHOOTER GAME LAUNCH CAMPAIGNS WITH BROAD LIVE-STREAMING REACH

METRICS FOR SELECTED 2025 GAME LAUNCHES DURING LIVE-STREAMING EVENTS
2025 | ALL PLATFORMS*

ARC RAIDERS
RELEASE DATE ANNOUNCEMENT
SUMMER GAME FEST 2025

UNIQUE CHATTERS**
24.8K

PEAK CCV**
1.02M

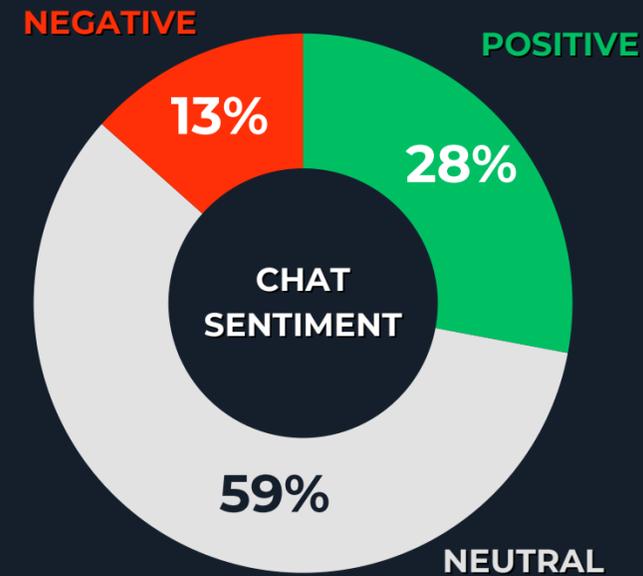


thegameawards

BATTLEFIELD 6
MULTIPLAYER REVEAL EVENT

AVG CCV
1.03M

PEAK CCV
1.26M



TimTheTatman



Recrent



alanzoka

🎯 1.02M viewers watched the **ARC Raiders** release date announcement at Summer Game Fest in June and, in October, became the **most-watched Extraction Shooter game on live streaming in its first 7 days post-release** with 33M hours watched

🎯 **Battlefield 6's** Multiplayer Reveal event was also well-received, recording over **1M average concurrent viewers** during the stream with the help of participation from high-profile Shooter creators such as **TimTheTatman, Recrent & alanzoka**

*Excluding TikTok Live **Metrics for the ARC Raiders trailer section of Summer Game Fest stream

KEY TAKEAWAYS

Around **1-in-5 gaming hours watched** on live streaming comes from **Shooter Games**

Tactical Shooters hold the largest market share among subgenres, while **Battle Royale** viewership has halved since 2020

Counter-Strike & **VALORANT** dominate Esports Shooter Game viewership, though the latter has a stronger market share across all Esports regions

Want more insights? Check out the **Stream Hatchet Blog** by clicking below:



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STREAM HATCHET

METRICS & METHODOLOGY

SHOOTER SUBGENRES

Shooter games are categorised into subgenres based on a defined list of games aired on live streaming platforms between 2017 and 2025

HOURS WATCHED

The total number of hours the audience watched the channel over the selected timeframe

PEAK CONCURRENT VIEWERS

The maximum number of viewers watching the channel at the same time reached within the selected timeframe

AVERAGE CONCURRENT VIEWERS

The average number of viewers watching the channel during the broadcasting time within the selected timeframe

AIRTIME

The amount of time that a channel broadcasted live in hours

UNIQUE CHATTERS

The total number of unique Twitch users who mentioned the brand during the selected timeframe

CHAT SENTIMENT

Share of chat messages on English-language Twitch streams tagged with overall positive, neutral or negative sentiment based on words appearing in the chat