



# CRYPTO ON LIVE STREAMING MINI-REPORT

Overview of the Presence & Influence of Crypto-related Content on Live Streaming

# EXECUTIVE SUMMARY

## About Stream Hatchet's Crypto Mini-Report

Stream Hatchet's Cryptocurrency on Live Streaming Mini-Report reviews the crypto landscape, gauging viewer interest in the topic and identifying crypto-friendly streamers. **Want to be among the first to hear about future reports? [Subscribe to our newsletter today!](#)**

Stream Hatchet works with a consortium of **industry-leading analysts and business leaders** to understand **key trends related to the impact of live-streaming audiences** on gaming creators, esports, and the broader video games industry.

## A Note From Eduard Montserrat (CEO)



*We hope you enjoy our cryptocurrency on live streaming mini-report. We are eager to continue to offer market leading insights in the video game streaming industry, and are thankful for our partners' continued support and guidance in framing this unique data set for those working in the video games industry.*

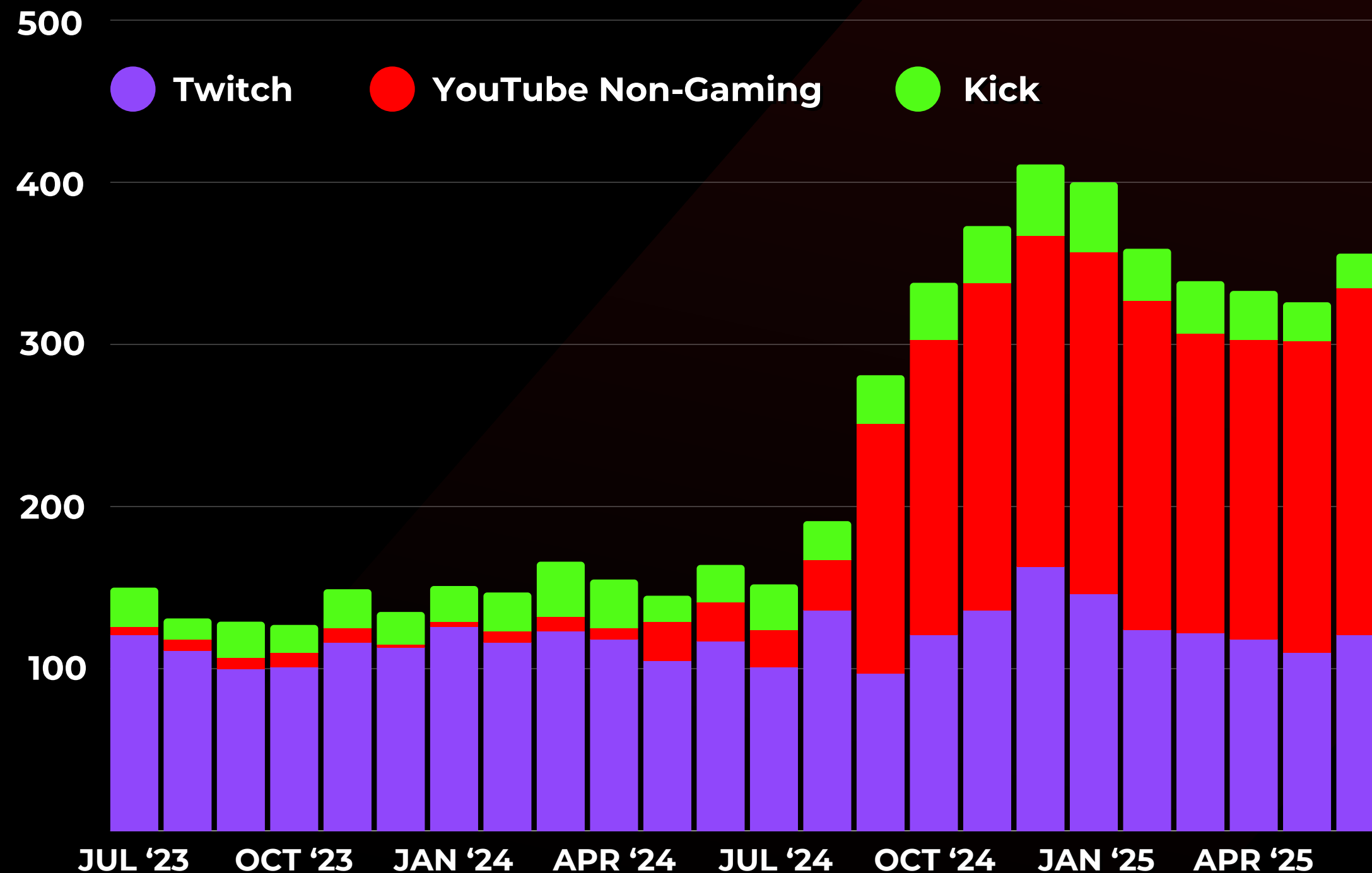
## Crypto Mini-Report Key Takeaways:

- The end of 2024 saw **an explosion in channels creating content around crypto currencies**, with **the number of unique channels doubling** over 6 months
- Though **Bitcoin is the most discussed cryptocurrency** on live-streaming platforms, other currencies like Solana, Cardona, and **Ethereum** are gaining attention
- **Crypto is a global talking point**, with creators from diverse countries making it into **the top 10 most watched crypto streamers**
- The popularity of different cryptocurrencies varies across **games, streamers, and countries**, meaning **finding a currency's core audience requires insider insights**

# RISE IN CHANNELS

## STREAMING CRYPTO-RELATED CONTENT

Count of unique channels\* with “crypto” in stream title on Twitch, YouTube & Kick | July 2023 - June 2025



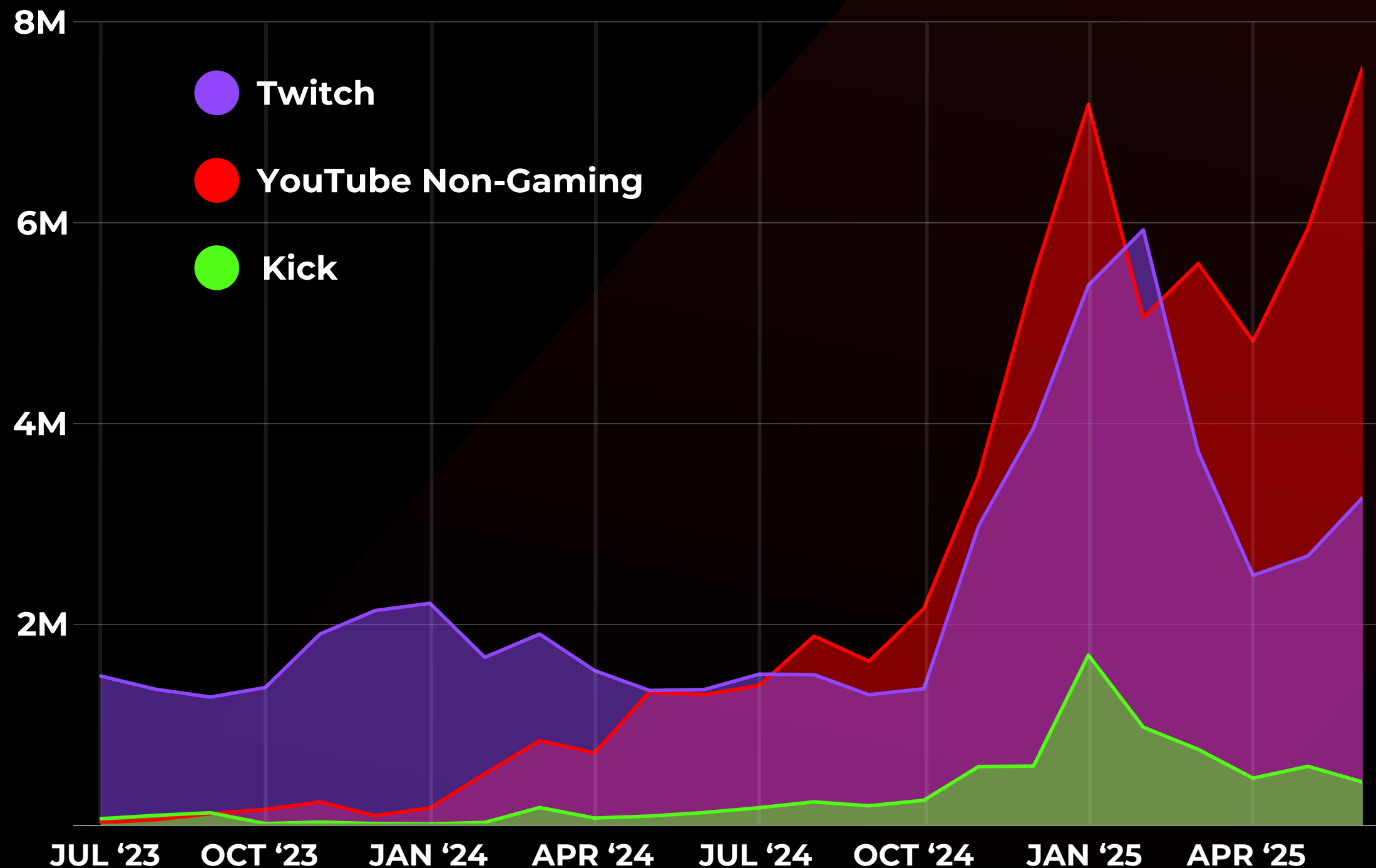
- Since Q3 2024, the number of YouTube channels streaming crypto-related content has increased, from 31 channels in July 2024 to over 200 in June 2025
- The increase coincides with the increase in speculation on memecoins & optimism in the crypto space following the 2024 US Presidential election
- Numbers of Twitch & Kick channels remained stable over the last 2 years but both peaked in December 2024

\*Channels with at least 30h of monthly airtime



# CRYPTO-RELATED LIVE STREAMING VIEWERSHIP

Hours watched of crypto-related content\* on Twitch, YouTube & Kick | July 2023 - June 2025

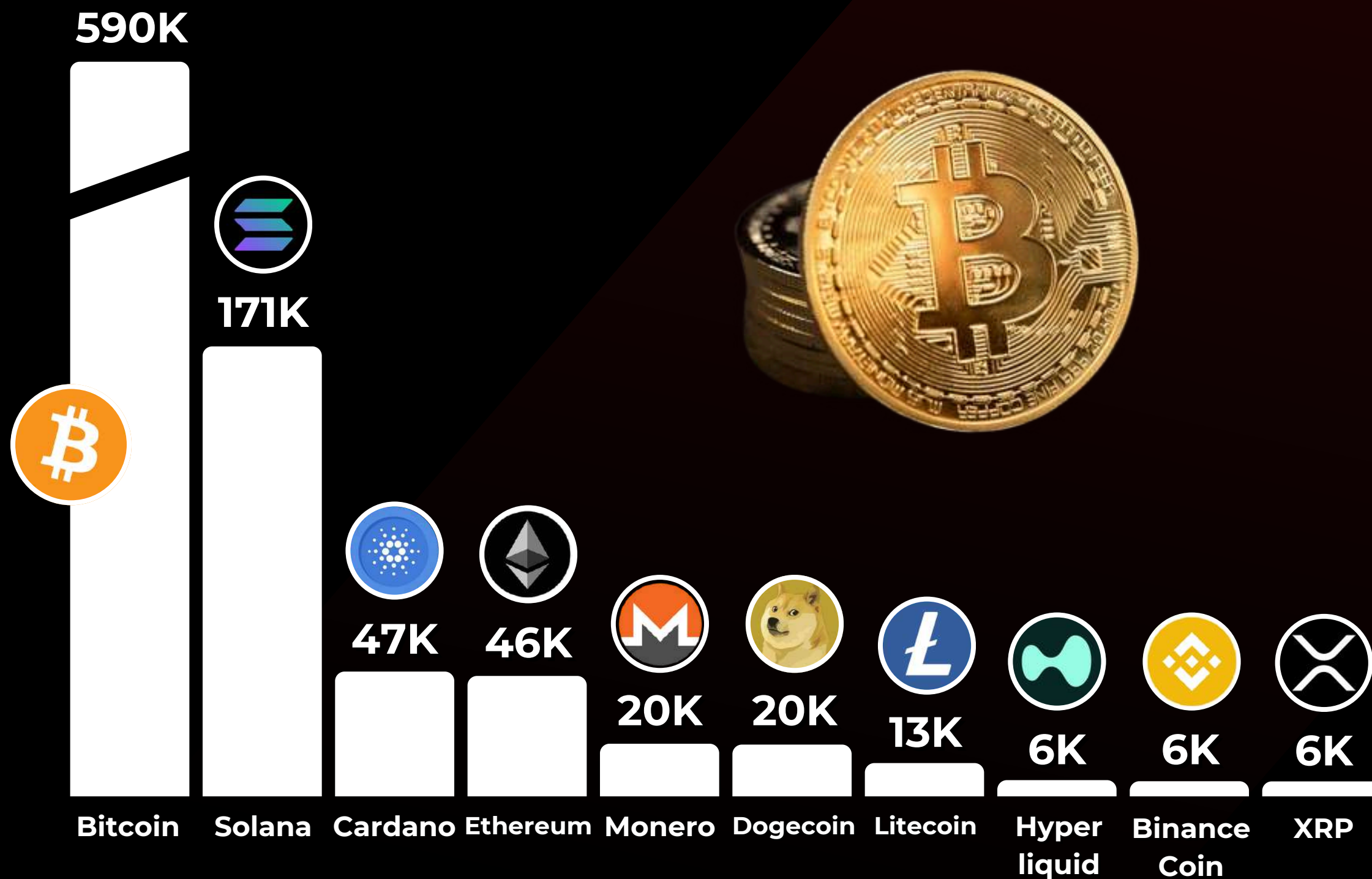


- YouTube saw two significant peaks in viewership in 2025: in January driven by memecoin-related streams and in June with increased viewership in price tickers & forecasting streams on channels such as Фанат Махат, AQPPO & Infinity Algo
- Twitch peaked in viewership in February 2025 mainly through memecoin related content
- Kick's peak was driven by one of its top crypto streamers ratwizard, broadcasting trading streams

\*Crypto streams on Twitch. Crypto & Trading streams on Kick. YouTube streams with "crypto" in the title w/ at least 30h airtime monthly

# TOP CRYPTOCURRENCIES BY CHAT MENTIONS

Chat mentions on Twitch & Kick containing references to cryptocurrencies | January - June 2025



- In H1 2025, Bitcoin is the most mentioned coin in chats on Twitch & Kick streams, with over 500K mentions
- Solana received over 150K, three times more than Cardano which is the 3rd-highest mentioned currency
- Ethereum is the 2nd most-mentioned on Kick, with over 45K mentions on both platforms

Bots & suspicious channels excluded

# TOP CRYPTO CONTENT CREATORS

## BY HOURS WATCHED

Hours watched by creators streaming crypto content on YouTube, Twitch & Kick | July 2023 - June 2025



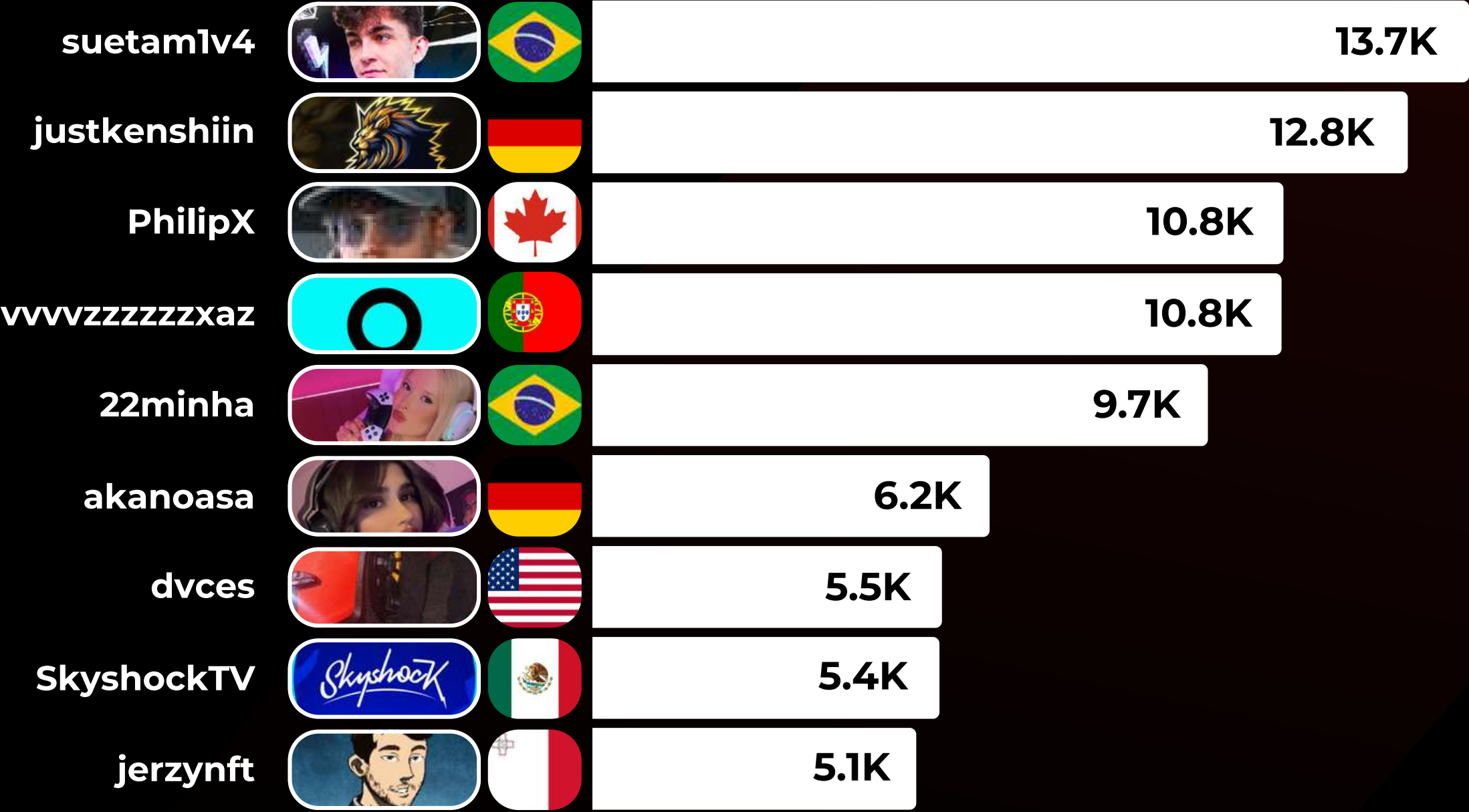
- K1m6a recorded the most viewership among crypto-streamers with 6.7M hours watched, primarily on Twitch, sharing trading content covering market analysis, chart setups and trading sessions
- 해피카펠라-비트코인 LIVE garnered over 5M hours of viewership as the top Korean crypto streamer, while Cryptokking (France) and Candle King (India) have both crossed the 1M hours mark in the same period
- Four of the top 10 content creators are based in India, streaming on YouTube

Bots & suspicious channels excluded



# TOP CREATORS BY CHAT MENTIONS

Chat mentions on Twitch & Kick containing references to cryptocurrencies | January - June 2025

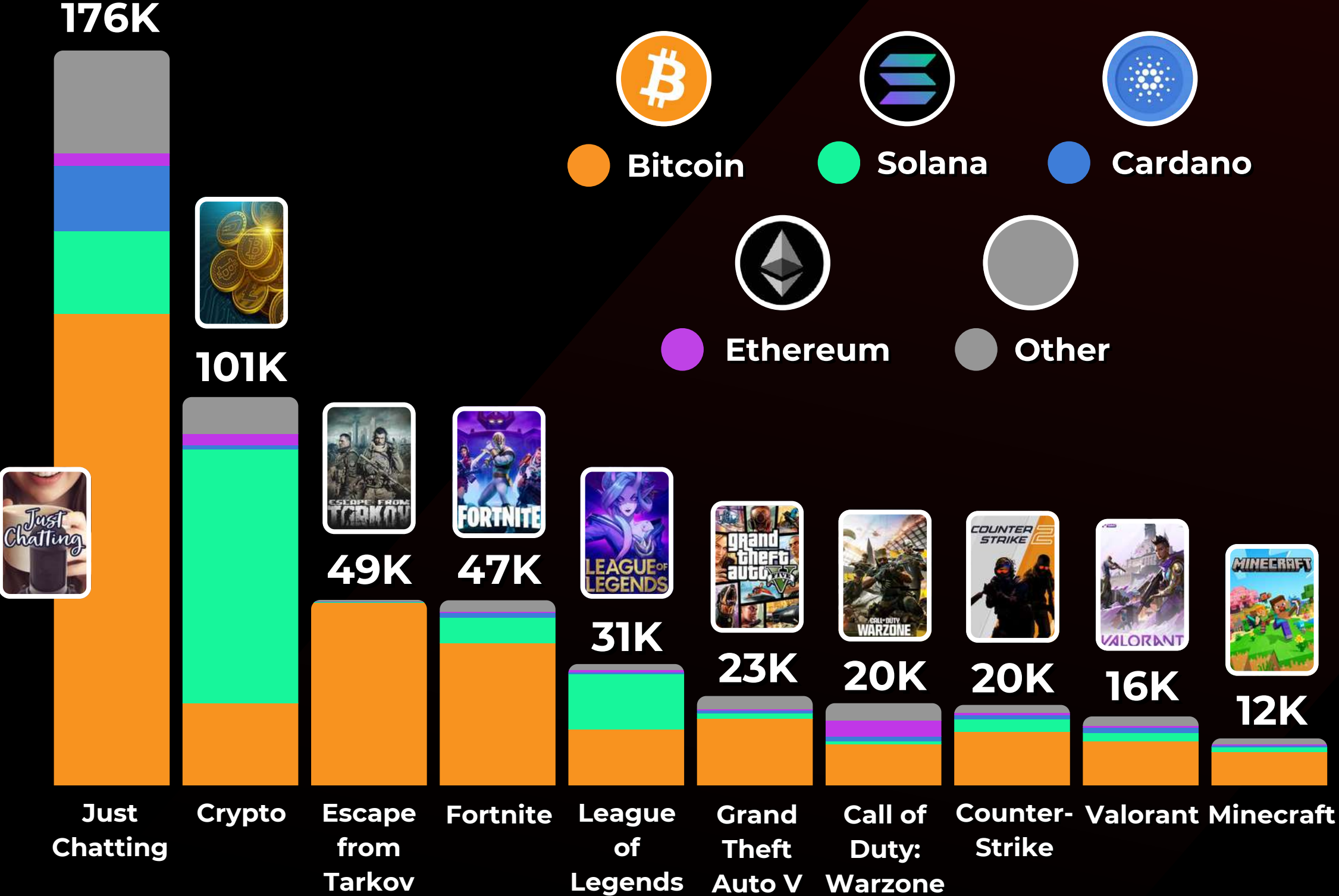


- Suetam1v4 and justkenshiin, who both primarily stream Fortnite, together received over 25K crypto-related mentions on their streams in H1 2025
- There's a truly global spread of streamers inspiring conversations around cryptocurrencies, providing routes for regional companies to reach their target audience

Bots & suspicious channels excluded

# TOP GAMES/CATEGORIES BY CHAT MENTIONS

Chat mentions on Twitch & Kick containing references to cryptocurrencies | January - June 2025



- Just Chatting is the category which records the most crypto-related chat mentions, outpacing the official Crypto Twitch category
- The gaming category with the highest number of cryptocurrency mentions is Escape from Tarkov, closely followed by Fortnite, which in the last year received media coverage with unofficial Fortnite NFTs generating chatter

Bots & suspicious channels excluded



# TOP CRYPTO-SPONSORED ESPORTS BY AVERAGE VIEWERS

Average Viewers for Esports with Crypto-related Sponsors | January - June 2025

2025 Mid-Season  
Invitational



911K



2025 BLAST.tv  
Austin Major



664K



VALORANT Masters  
Toronto 2025



446K



2025 Blast  
Bounty Fall



283K



2025 Blast  
Bounty Spring



216K



Coinbase

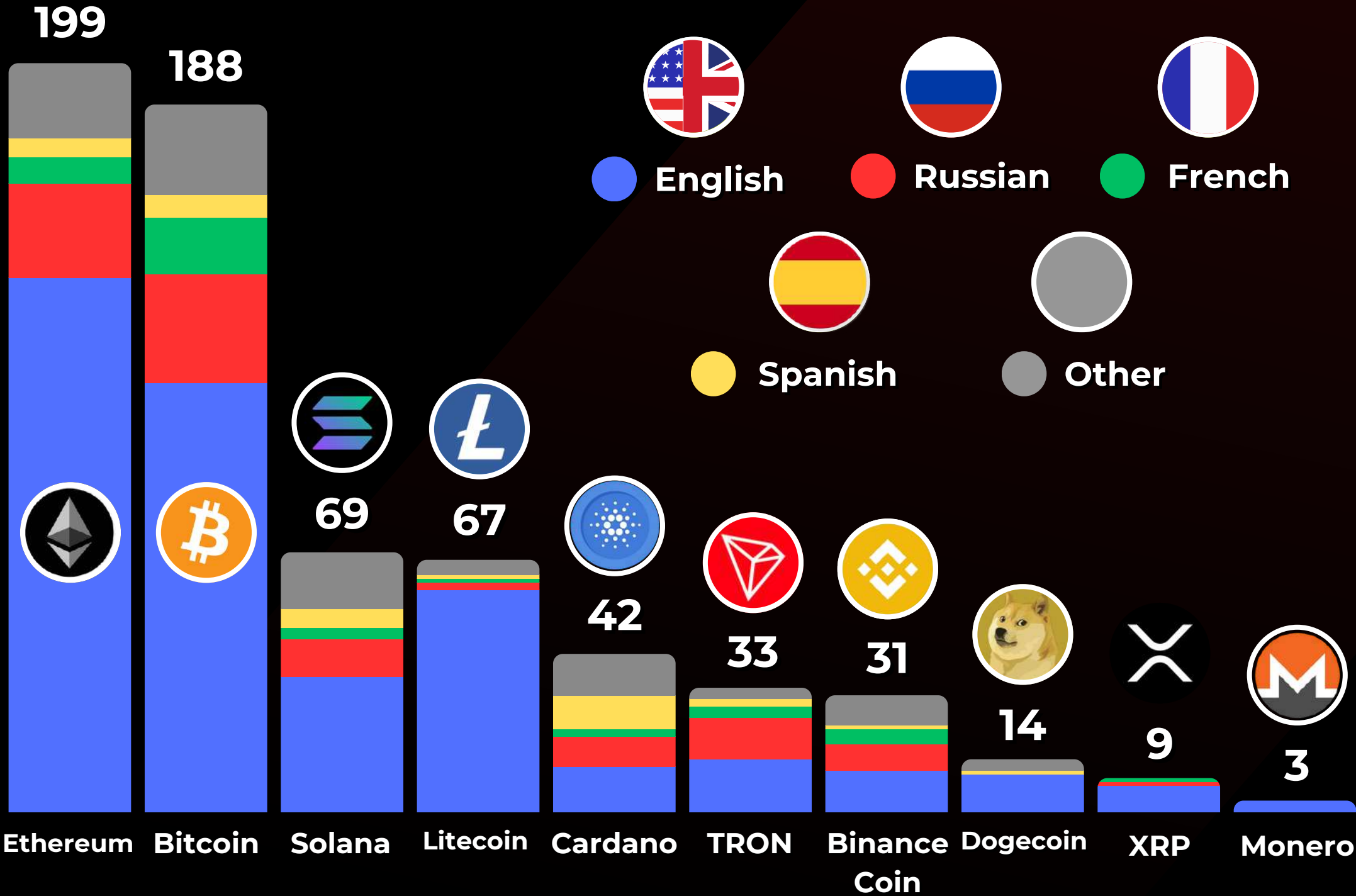


Nova Wallet

# TWITCH USER PANEL

## MENTIONS OF CRYPTOCURRENCIES

Cryptocurrency mentions for Twitch panels where “crypto” is mentioned | November 2024



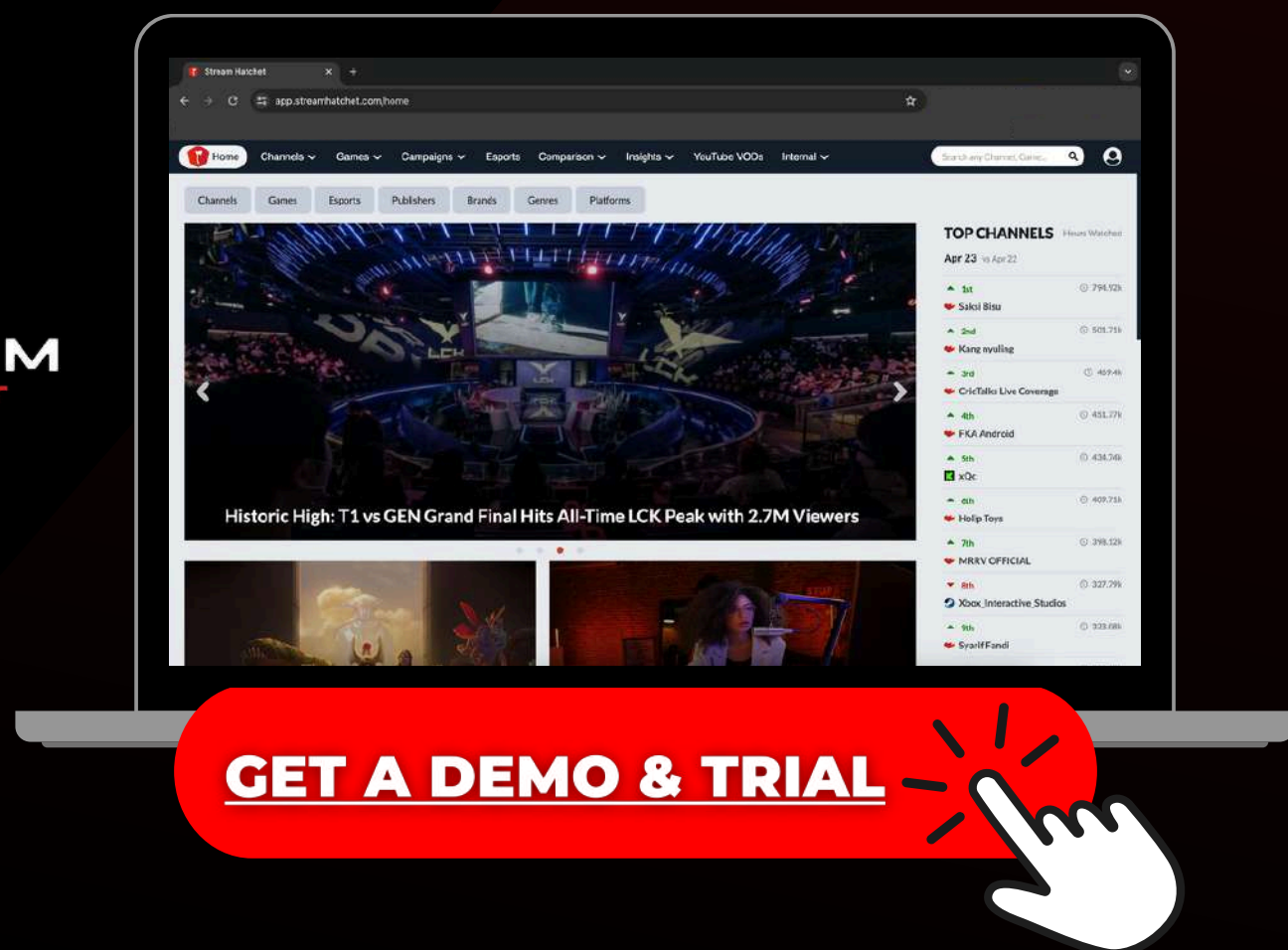
- Ethereum & Bitcoin feature most on Twitch panels where "crypto" is also mentioned
- Litecoin is more used on English-speaking channels than Solana, which features more for streamers in other languages





# ABOUT STREAM HATCHET

Stream Hatchet provides data from the top video game streaming sites via a robust business intelligence platform. We power insightful, informed decisions leading to innovation and growth through the aggregation of dynamic, granular data. To learn more, visit [www.streamhatchet.com](http://www.streamhatchet.com).



# ABOUT GAMESQUARE



GameSquare (NASDAQ:GAME) is a cutting-edge media, entertainment, and technology company transforming how brands and publishers connect with Gen Z, Gen Alpha, and Millennial audiences. With a platform that spans award-winning creative services, advanced analytics, and FaZe Clan, one of the most iconic gaming organizations, we operate one of the largest gaming media networks in North America. Complementing our operating strategy, GameSquare operates a blockchain-native Ethereum treasury management program designed to generate onchain yield and enhance capital efficiency, reinforcing our commitment to building a dynamic, high-performing media company at the intersection of culture, technology, and next-generation financial innovation.

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