



STREAM
HATCHET

Q1 2026

LIVE-STREAMING TRENDS REPORT

EXECUTIVE SUMMARY

ABOUT STREAM HATCHET'S Q1 2026 REPORT

Stream Hatchet's Live-Streaming Trends Quarterly Report is a culmination of the biggest trends, stories, and insights from the live streaming and video games industry for Q1 2026. **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 Q1 2026 video game live-streaming insights report. We are eager to continue to offer market-leading insights in the creator and streaming industries, and are thankful for our partners' continued support and guidance in framing this unique data set for those working in, and adjacent to, video games."

Our latest quarterly report offers a detailed look into the past and current state of the video game live-streaming market, and its relevance to the popularity of live-streaming platforms, game publisher IP, popular media, and creators. Key takeaways include:

- We're now officially including **TikTok Live data** for every quarter. And in Q1 2026, **TikTok Live accounted for almost half of all live-streaming viewership...** though it did drop while other platforms rose from Q4 2025
- **Quarterly live-streaming viewership hit 17B hours watched**, but excluding TikTok Live it **basically held steady** with a **+0.2% increase** from Q4 2025
- The **events** bringing in the most viewership included the **Kings League World Cup Nations** with a massive **2.2M peak viewers** and game showcases like **Sony's State of Play for February** with a **2.1M peak**
- Among gaming mainstays, **World of Warcraft** surged with the **Midnight expansion** release while **Fortnite** backslid as **Extraction Shooters** rose. New releases **Resident Evil Requiem** and **Crimson Desert** soared
- **Most top streamers posted strong quarters**, but none moreso than ARC Raiders "PTuber" **TheBurntPeanut** whose 24/7 channel strat helped generate **87.4M hours**

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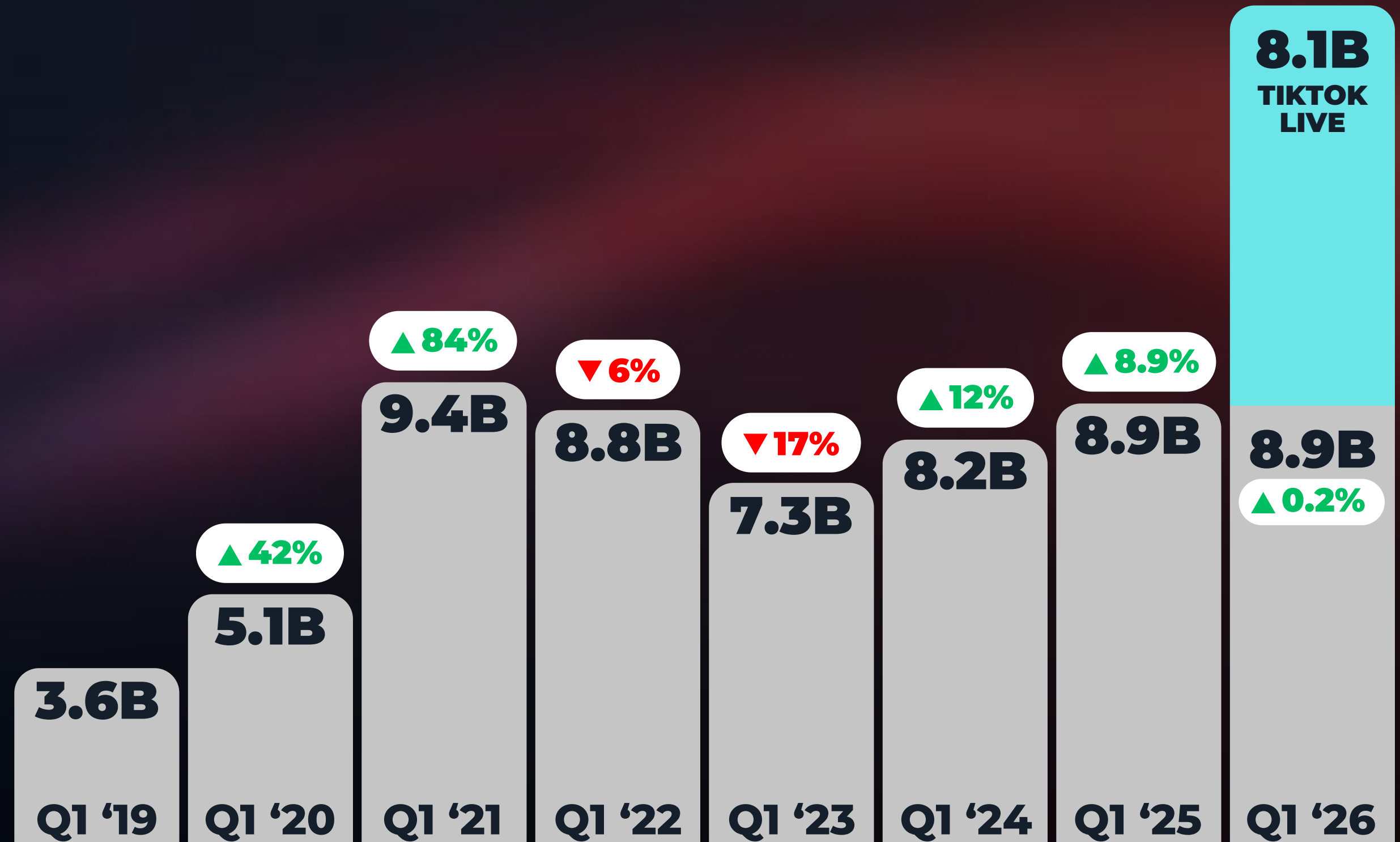


Click on a topic to jump
to the relevant section

TOTAL LIVE-STREAMING VIEWERSHIP

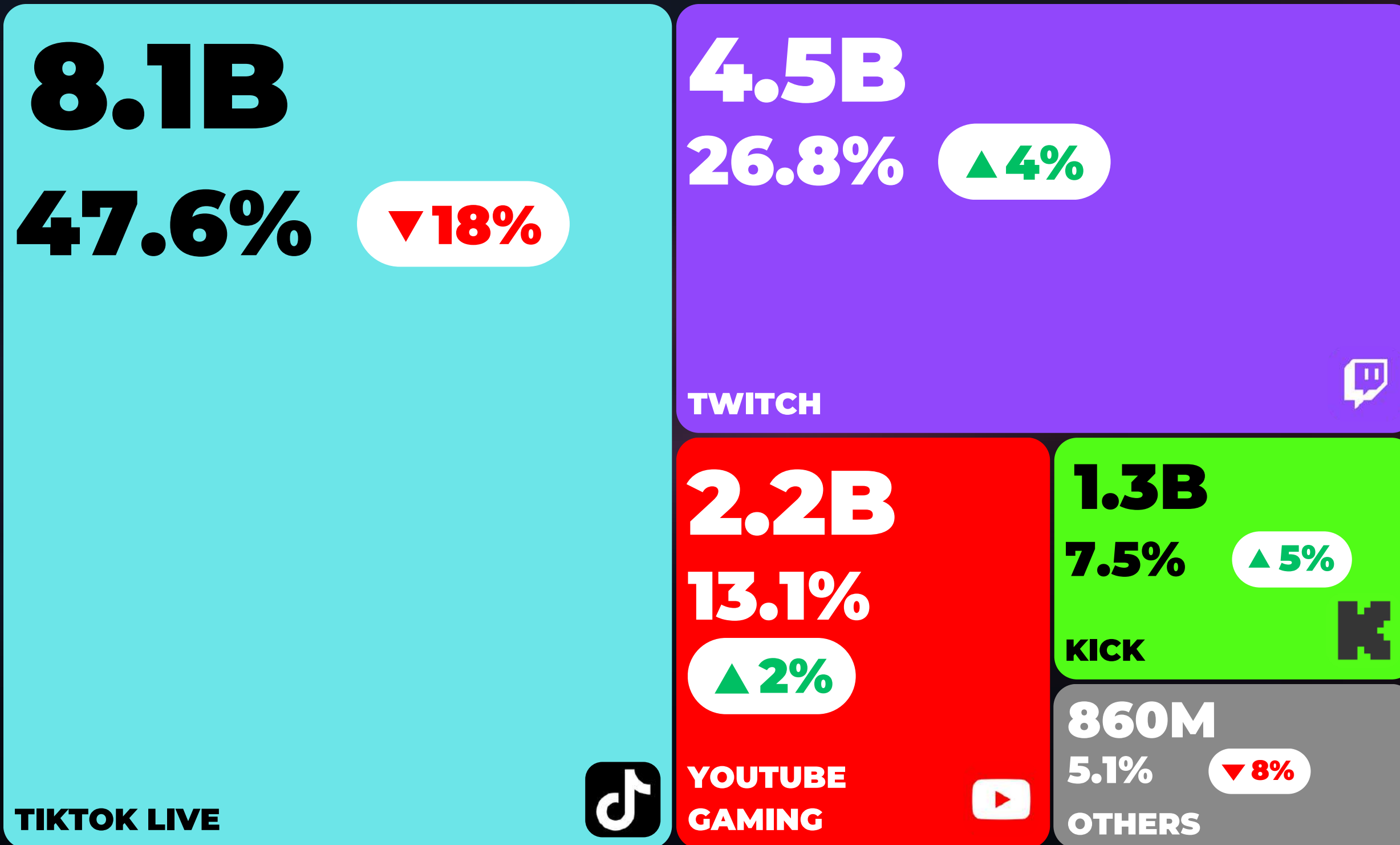
TOTAL LIVE-STREAMING HOURS WATCHED | Q1 2019 - Q1 2026 | ALL PLATFORMS

- Live-streaming viewership **held steady** in Q1 2026 at **8.9B hours watched, up +0.2% YoY**. This continues a recovery from Q1 2023's nadir of 7.3B hours watched, but is far from the pandemic-era 9.4B hours watched of Q1 2021
- For the first time, we're now including **TikTok Live** in our overall metrics. TikTok Live alone contributed **an additional 8.1B hours watched** in Q1 2026, bringing **the true total to 17B hours** and underlining the platform's scale... though viewers on TikTok Live are **likely less engaged**



MAJOR PLATFORM MARKET SHARE

TOP 5 LIVE-STREAMING PLATFORMS BY HOURS WATCHED W/ QOQ GROWTH | Q1 2026 VS. Q4 2025

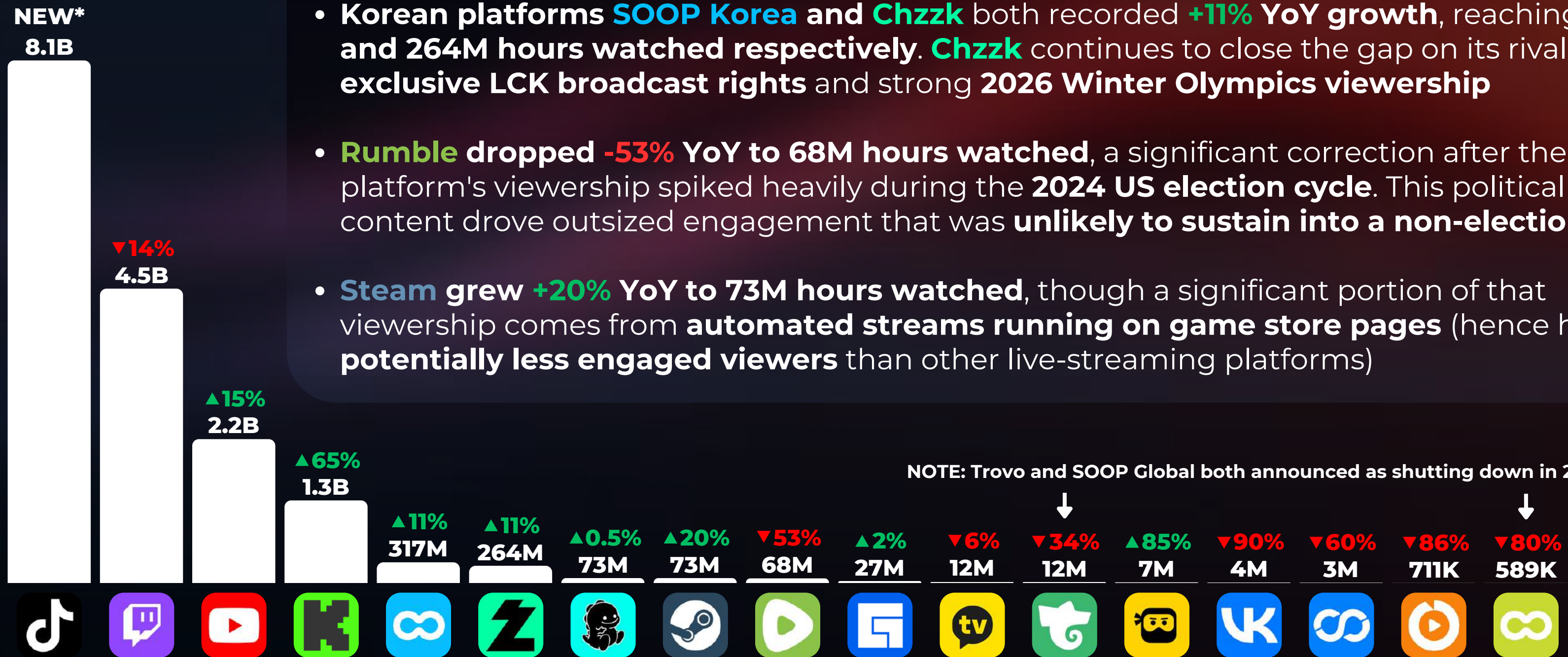


- **TikTok Live** leads all platforms with **8.1B hours watched** and **47.6% market share** in Q1 2026, though its **-18% QoQ decline** suggests the platform has cooled off somewhat
- **Twitch** rebounded from previous QoQ losses with **4.5B hours watched** and **26.8% market share**, up **+4% QoQ**. Meanwhile, **YouTube Gaming** hit **2.5B hours (+2% QoQ)** and **Kick** reached **1.3B hours (+5% QoQ)**, with all three growing simultaneously in the same quarter
- **All other platforms** collectively shrunk by **-8% QoQ** to **860M hours watched** as audiences consolidated around the major platforms

PLATFORM VIEWERSHIP DISTRIBUTION

PLATFORMS* BY HOURS WATCHED WITH % YOY GROWTH | Q1 2025 VS. Q1 2026

- **Kick** recorded the strongest YoY growth among major platforms at **+65%**, reaching **1.3B hours watched** (driven by continued expansion across the **MENA and LATAM regions**)
- Korean platforms **SOOP Korea** and **Chzzk** both recorded **+11% YoY growth**, reaching **317M and 264M hours watched respectively**. **Chzzk** continues to close the gap on its rival with **exclusive LCK broadcast rights** and strong **2026 Winter Olympics viewership**
- **Rumble** dropped **-53% YoY to 68M hours watched**, a significant correction after the platform's viewership spiked heavily during the **2024 US election cycle**. This political content drove outsized engagement that was **unlikely to sustain into a non-election year**
- **Steam** grew **+20% YoY to 73M hours watched**, though a significant portion of that viewership comes from **automated streams running on game store pages** (hence having **potentially less engaged viewers** than other live-streaming platforms)



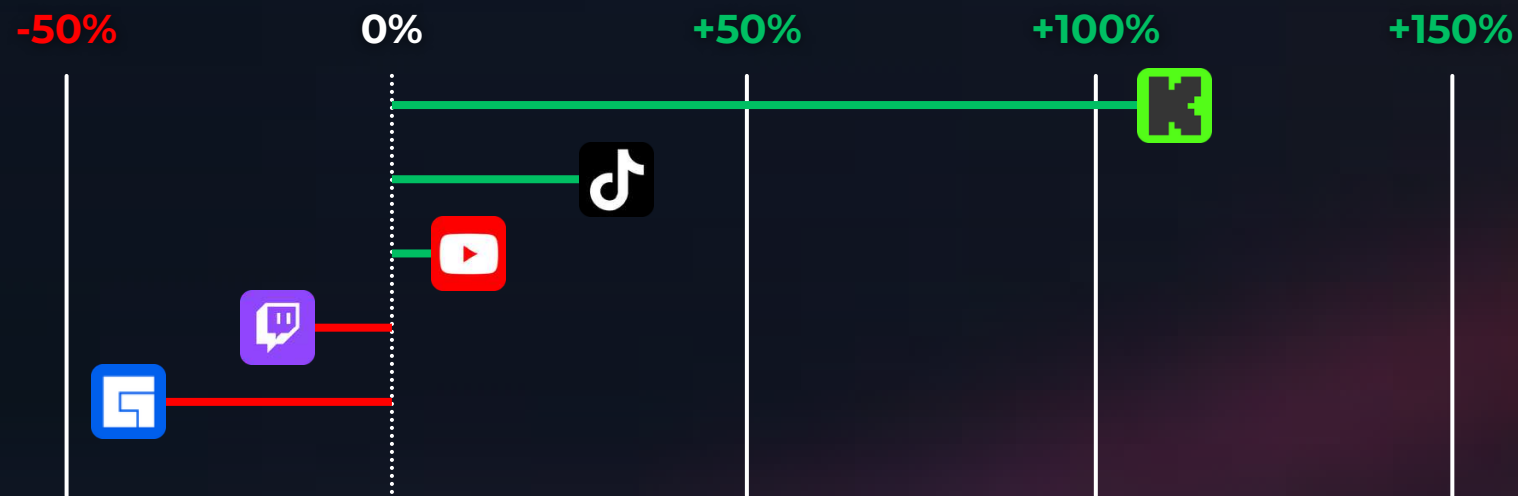
NOTE: Trovo and SOOP Global both announced as shutting down in 2026



TIKTOK'S RISE TO PROMINENCE

TIKTOK'S MARKET SHARE GROWTH AND TOP GAMES BY HOURS WATCHED* | 2024 VS. 2025

2024 vs 2025 MARKET GROWTH

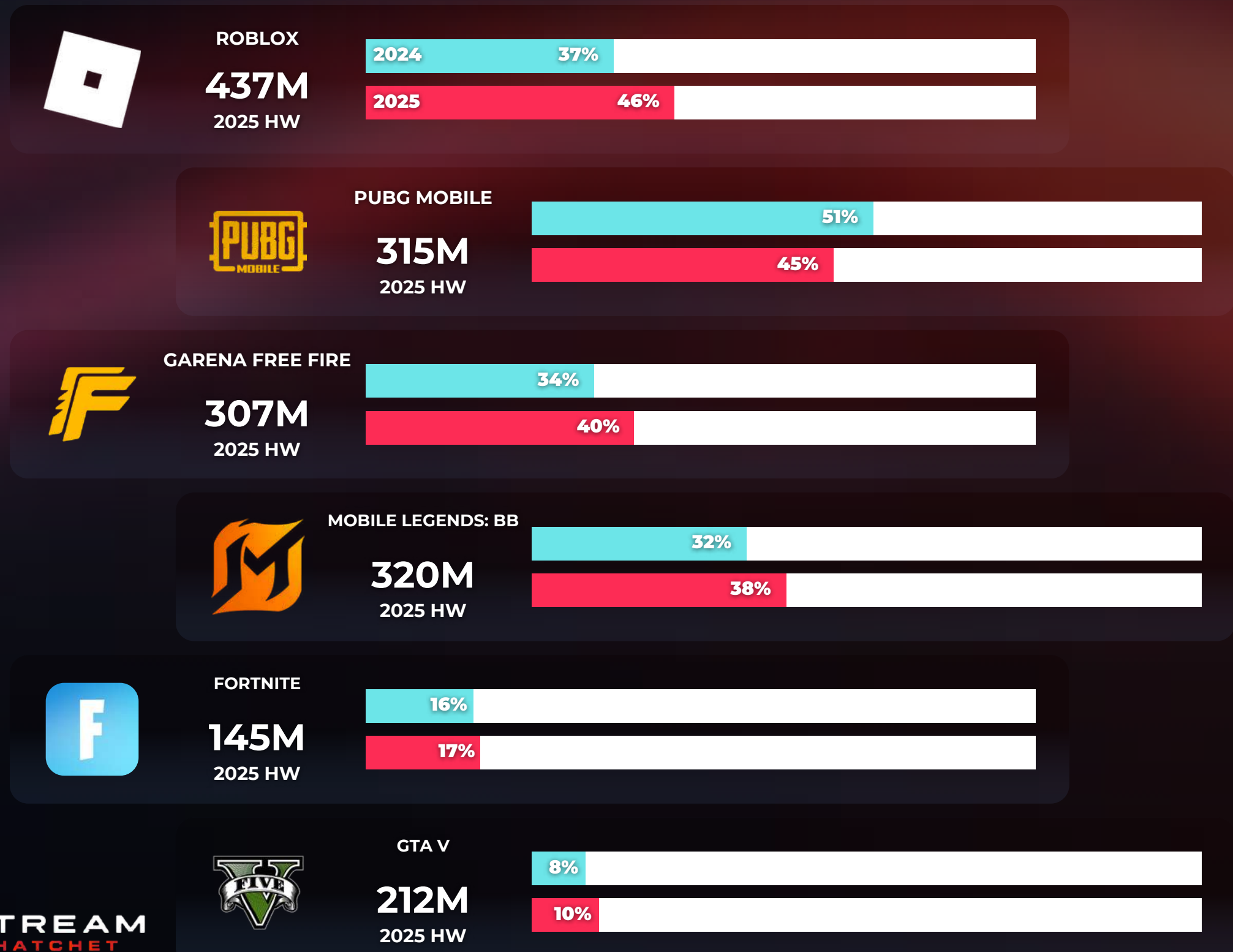


- How did **TikTok Live** get to this position? We looked back at 2024 and 2025 data to find out
- **TikTok Live** racked up **6.3B hours watched** of gaming content across all of 2025, growing **+312%** since Q1 2023
- **TikTok Live** increased its market share by **+35% YoY**, sitting comfortably in positive territory alongside **Kick** and **YouTube** while **Twitch** and **Facebook Gaming** backslid.
- **Mobile games** have found a home on the mobile-friendly app. **Roblox** leads with **437M hours of gaming content watched**, growing its share on TikTok Live from **37% to 46% YoY**. **PUBG Mobile**, **Garena Free Fire**, and **Mobile Legends: Bang Bang** follow close behind

*Data provided directly by TikTok

GAMES OVERVIEW

TIKTOK LIVE SHARE OF LIVE STREAMING HOURS WATCHED



REGIONAL VIEWERSHIP DISTRIBUTION

COUNTRY % SHARE OF TOP 1000 STREAMERS VIEWERSHIP | Q1 2026 | TWITCH, YOUTUBE GAMING, KICK

0% 25%



- **The U.S. remains the largest single market with 24.9% of viewership** - that's $\frac{1}{4}$ of all viewership among the Top 1000 streamers
- **Latin America** collectively outweighs the U.S., with **Brazil (9.4%)**, **Mexico (7.8%)**, and seven further nations combining for **~28.5%** of viewership (boosted by events like **Kings League** and servers like **QSMP**)
- **Indonesia ranks 5th globally at 4.1%** (level with **France**), underlining the scale of Southeast Asian audiences.
- **Saudi Arabia (1.3%)** and **Iraq (0.6%)** both appear in the Top 30 countries, reflecting **Kick's rapid expansion across the MENA region** driven by Arabic-speaking creators like Absi and Maherco

MOST WATCHED EVENTS

TOP EVENTS (NON-ESPORTS) BY PEAK CONCURRENT VIEWERS | Q1 2026 | ALL PLATFORMS*



- **The Kings World Cup Nations 2026** was the **most-watched event** of Q1 2026 with **2.2M peak viewers**, as Brazil defended its title with a 6-2 victory over Chile in front of viewers across more than 200 territories
- **PlayStation's State of Play** on February 12th peaked at **2.1M peak viewers**, becoming the **most-watched State of Play ever**, anchored by the reveal of a God of War trilogy remake and God of War: Sons of Sparta spin-off
- **The Pokémon Presents** on February 27th drew **768K peak viewers** on **Pokémon's 30th anniversary**, headlined by the **reveal of Generation 10** titles Pokémon Winds and Pokémon Waves, confirmed as launching in 2027



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*Excluding TikTok Live

DEMAND FOR TWITCH RIVALS EVENTS

KEY METRICS FOR TWITCH RIVALS W/ TOP EVENTS BY PEAK VIEWERS | Q1 2026

1.2M

HOURS WATCHED

10

OF EVENTS

19.1K

AVERAGE VIEWERS

63h

AIRTIME

- Twitch Rivals events are **platform-sponsored competitive streamer events** that bring together different communities to see their favourite creators clash
- In Q1 2026, **Streamer Bowl VII** garnered the most interest with **47K peak viewers**, crossing the boundary into IRL celebrities as **streamers faced off against NFL pros**



Streamer Bowl VII



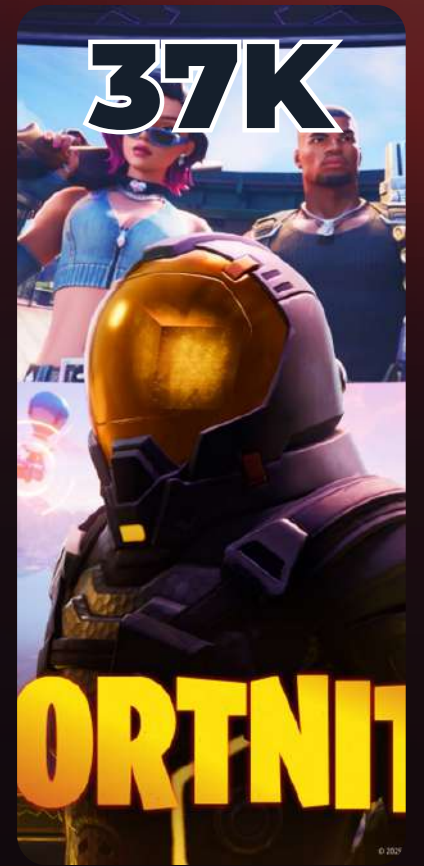
Bloxfest Grand Finals ft. RB Battles



Erobb221's Tetris Challenge



Black Ops Royale

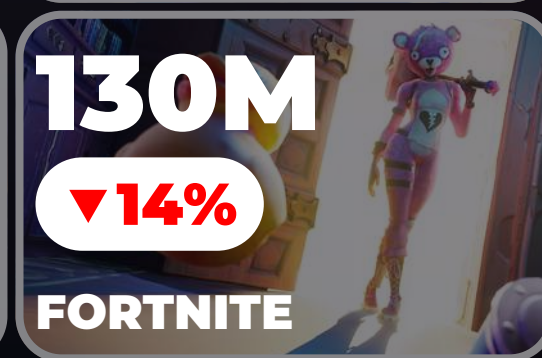
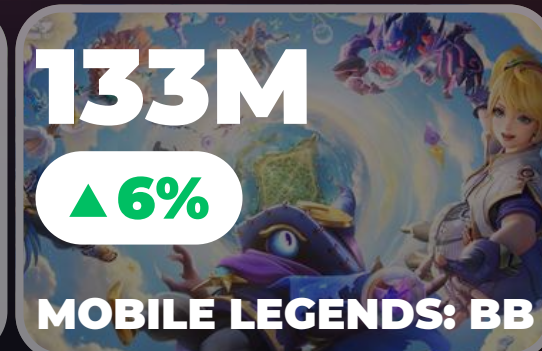
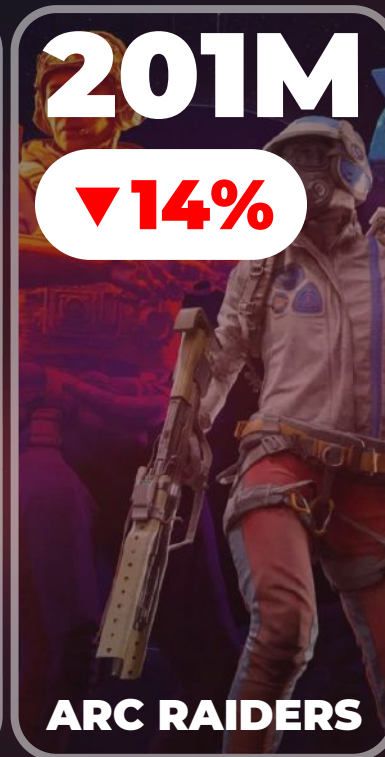
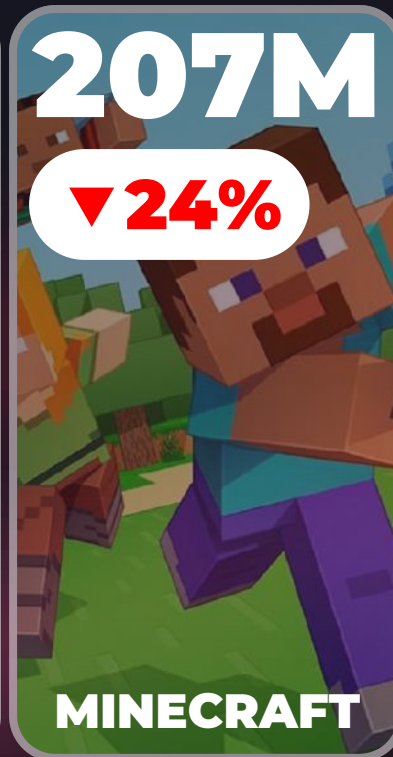
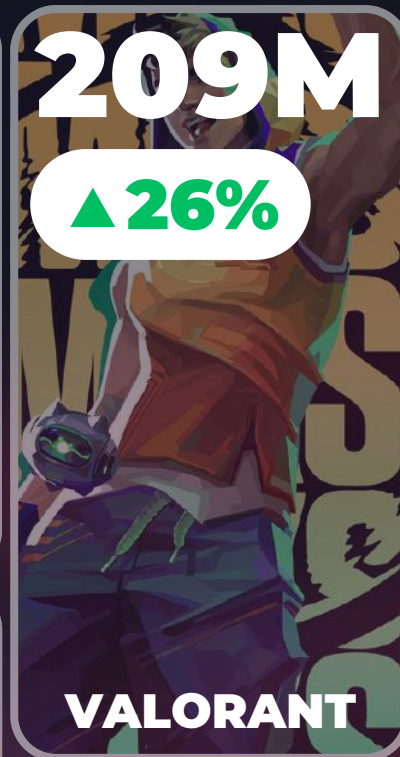
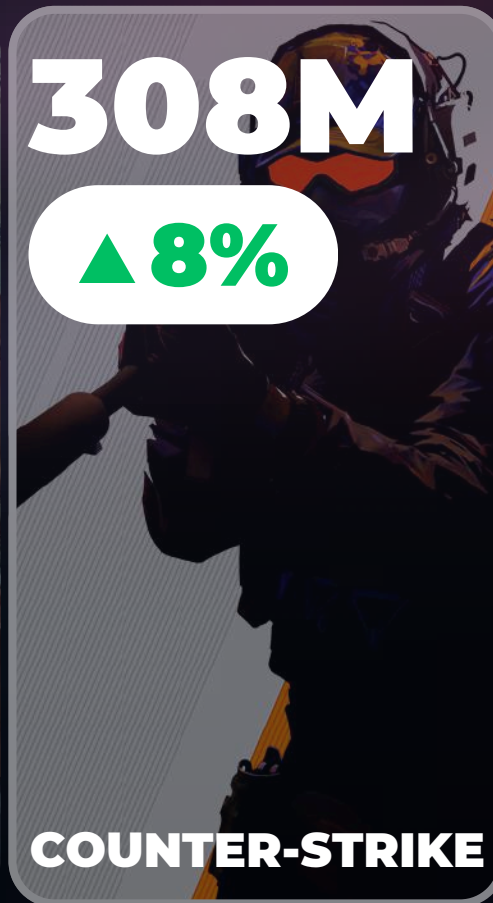


Zemie Showdown ft. Fortnite

GAMING

TOP GAMES ON LIVE STREAMING

TOP GAMES BY HOURS WATCHED | Q1 2026 VS Q4 2025 | ALL PLATFORMS*

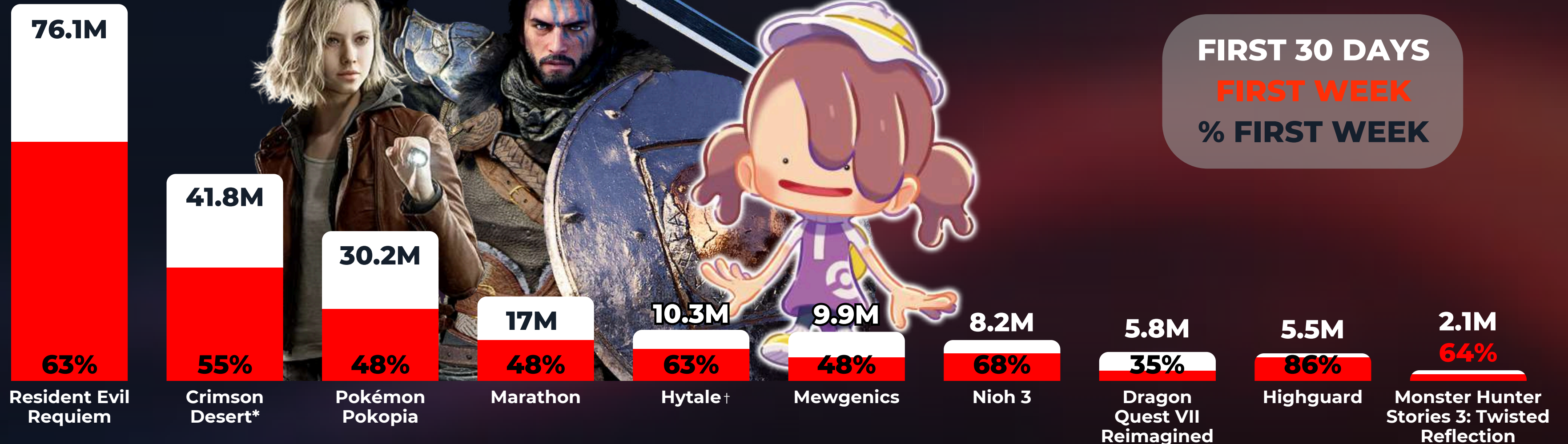


- **League of Legends** and **GTA V** combined for **941M hours watched** in Q1 2026 (roughly **38%** of the entire Top 10)
- Extraction Shooter **ARC Raiders** entered the Top 10 at **201M hours watched** in its first full quarter since launch, **confirming the game's staying power** (see Slide 16)
- But **Fortnite** slipped to **130M hours (-14% QoQ)** as Chapter 7's launch underperformed and **Battle Royales ceded ground** to fresher shooter genres
- **World of Warcraft** posted the biggest QoQ swing in the Top 10, growing **+81%** to **160M hours watched**, driven by the launch of the **Midnight expansion** in March (and a boost from the hardcore **Sauercrowd** streaming collective)



TOP NEW GAME RELEASES

TOP RELEASES BY FIRST 30 DAYS' HOURS WATCHED* | Q1 2026 | TWITCH, YTG, KICK, FB LIVE

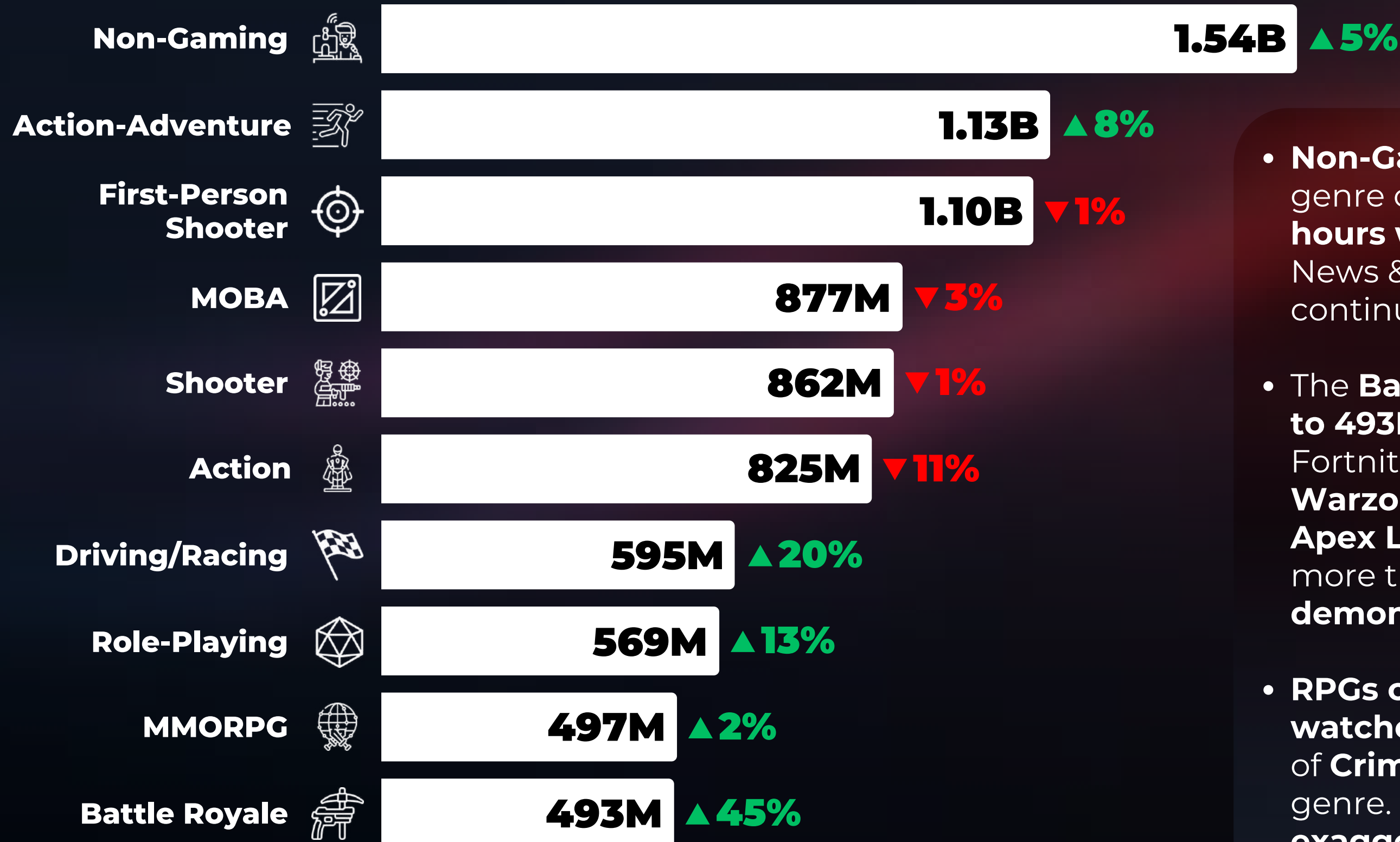


FIRST 30 DAYS
FIRST WEEK
% FIRST WEEK

- **Resident Evil Requiem** topped the Q1 2026 new release rankings with **76.1M hours watched** in its first 30 days - **the strongest launch for any Resident Evil** on live streaming, with **63% coming in the first week** as Capcom's 9th mainline entry sold 5M copies in its first five days
- **Crimson Desert** launched at the end of Q1, but has now managed to take **2nd position with 41.8M hours watched**. Meanwhile, **Pokémon Pokopia** and **Marathon** both launched on March 5th, generating 29.1M and 16.4M hours watched (with 48% from their first week)
- Indie darlings **Hytale** and **Mewgenics** claimed **5th and 6th places** with **10.3M and 9.9M hours watched respectively**
- **Highguard** recorded **86% of its 5.5M hours in its first week**, signalling a burst of curiosity at launch that **didn't last out (see Slide 15)**

MOST POPULAR STREAMING GENRES

TOP STREAMING GENRES BY HOURS WATCHED | Q1 2026 VS Q4 2025 | ALL PLATFORMS*



- **Non-Gaming** remains the most-watched genre on live streaming with **1.54B hours watched, up +5% QoQ**, as IRL, News & Politics, and Music genres continue to thrive

- The **Battle Royale** genre rose **+45% QoQ to 493M hours watched** despite Fortnite sliding backwards. **Call of Duty: Warzone, PUBG: Battlegrounds, and Apex Legends** all recorded lifts that more than absorbed Fortnite's shortfall, **demonstrating the genre's resilience**

- **RPGs climbed +13% QoQ to 569M hours watched**, driven primarily by the release of **Crimson Desert** which topped the genre. However, **this QoQ is a little exaggerated** considering an unusually quiet Q4 2025 for major RPG launches

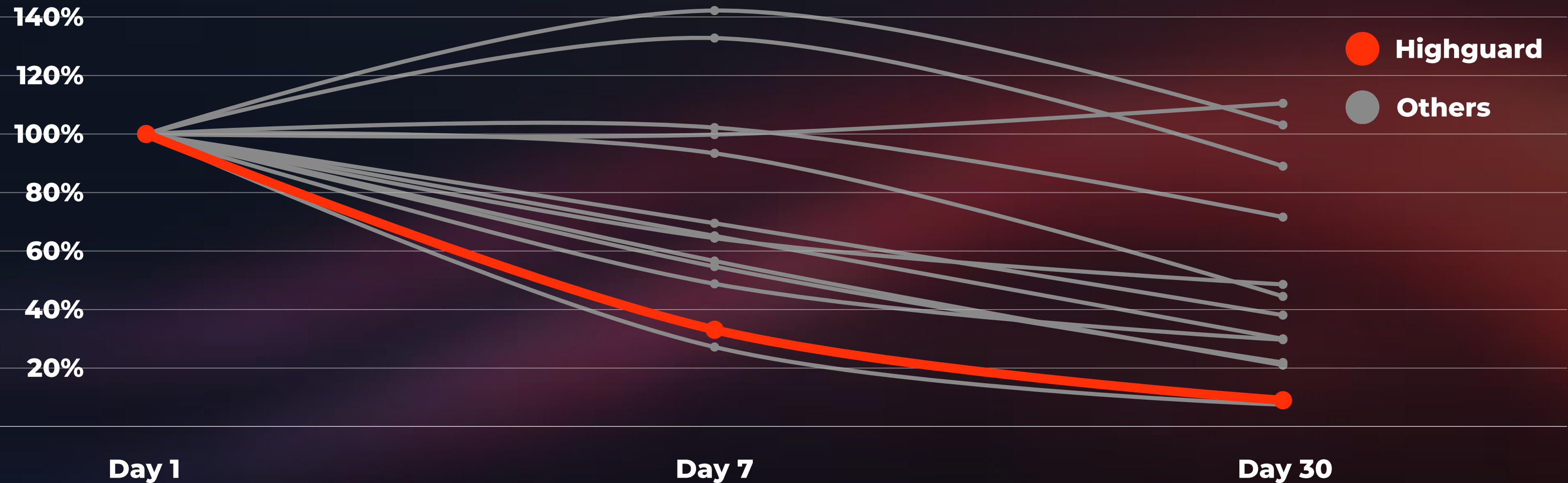


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*Excluding TikTok Live

HIGHGUARD'S LOW RETENTION

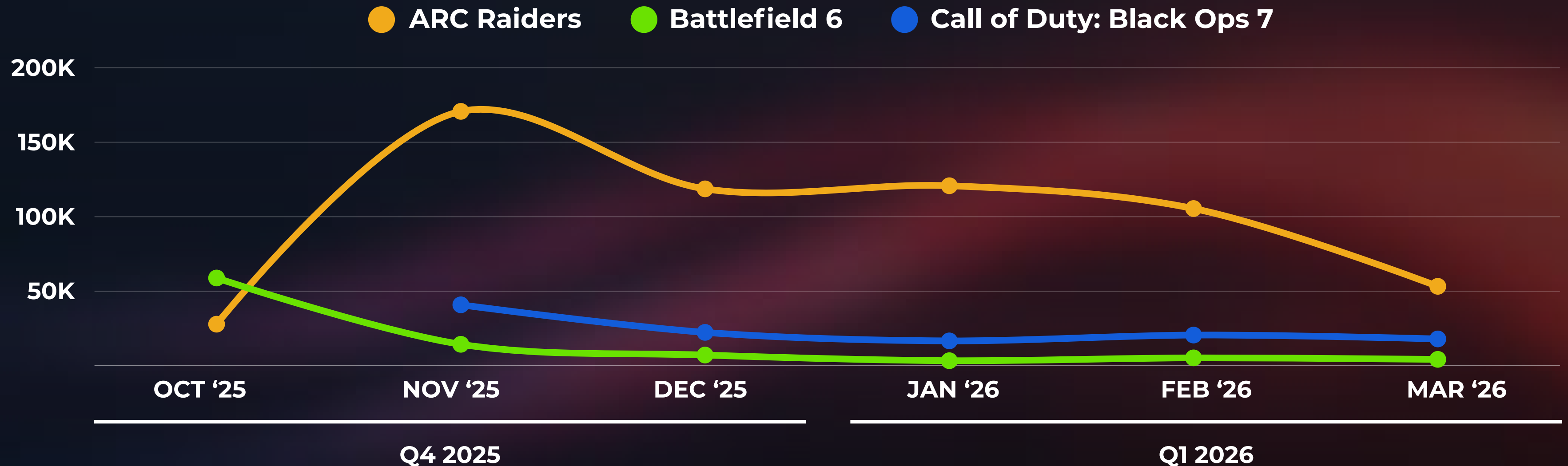
% OF CHANGE IN AVERAGE VIEWERS FOR SELECT GAMES* | Q1 2026 | TWITCH, YTG, KICK, FB LIVE



- We looked closer at a game that underwhelmed upon release in Q1 2026, **Highguard**, to show what **underperforming retention** looks like. Using Day 1 average viewership as a baseline (100%), we examined **Day 7 and Day 30 average viewership for 13 high profile titles** including Fortnite, Marathon, and Dune: Awakening
- Across the sampled games, **the average title retained approximately 76% of its Day 1 live-streaming viewership by Day 7, and around 48% by Day 30**, suggesting that **roughly half of the average game's opening audience stays engaged through the first month**
- **Highguard was a significant outlier, retaining just 33% by Day 7 and collapsing to 9% by Day 30.** Its shadow drop launch strategy amplified its weaknesses rather than its strengths: **76.8% of its entire debut week viewership came on Day 1 alone**, with negative chat sentiment doubling positive on launch day
- **[For a deeper dive into Highguard's performance, see our full analysis here](#)**

SHOOTER GAMES' RETENTION

AVERAGE VIEWERS EVOLUTION | Q4 2025 - Q1 2026 | TWITCH, YTG, KICK, FB LIVE

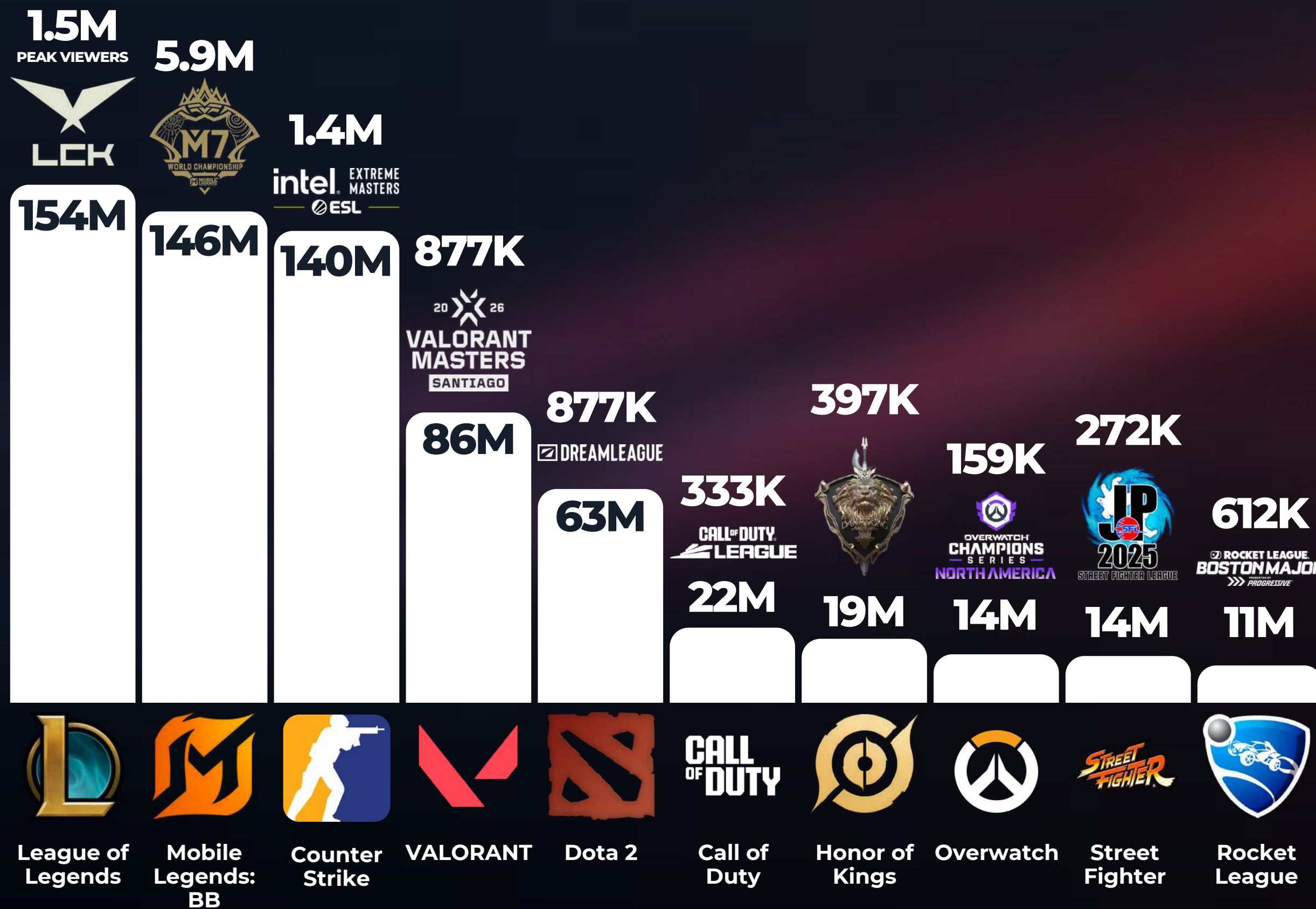


- On the topic of retention, we looked back at **the three big Shooter titles that released in Q4 2025** to see which games **were staying strong post-release**
- **ARC Raiders demonstrated the strongest retention of the three shooters**, averaging 170.7K viewers at its November peak before settling into **a stable plateau of 105-120K average viewers** through January and February, **a rare post-launch growth curve** that reflects the game building a committed streaming community
- **Battlefield 6 had the sharpest collapse of the three**, launching at 58.9K average viewers in October before **falling to 14.4K in November and bottoming out at 3.4K by January**, suggesting the game failed to convert launch curiosity into a sustained streaming audience despite the franchise's pedigree
- **Call of Duty: Black Ops 7 didn't start as strong as ARC Raiders or Battlefield 6 (40.9K at launch)**, but has managed to hold **relatively stable at around 18-20K average viewers** well into Q1 2026, reflecting the franchise's reliable core audience still showing up

ESPORTS

MOST POPULAR ESPORTS GAMES

TOP GAMES BY TOTAL ESPORTS HOURS WATCHED* WITH PEAK EVENT | Q1 2026 | ALL PLATFORMS



- The Top 10 esports games are dominated by **MOBAs** and **Shooters**, with **League of Legends**, **Mobile Legends**, **Dota 2**, and **Honor of Kings** accounting for four of the ten slots, while **Counter-Strike**, **VALORANT**, **Overwatch**, and **Call of Duty** represent Shooters
- **League of Legends** held onto #1 with **154M hours watched**, headlined by the **LCK Cup 2026** at **1.5M peak viewers**
- **Mobile Legends: Bang Bang** claimed 2nd place with **146M hours watched** thanks to the **M7 World Championship**, which brought in 123M of those hours at a **peak 5.9M concurrent viewers** (See Slide 19)
- The two non-MOBAs or Shooters (Street Fighter and Rocket League) saw roughly 10% of the viewership of the top games, but **Rocket League** still had a massive **peak of 612K viewers**

MOBILE ESPORTS AND ML:BB

KEY METRICS FOR M7 WORLD CHAMPIONSHIP W/ TOP CO-STREAMERS BY HOURS WATCHED | Q1 2026

123M

HOURS WATCHED

5.9M

PEAK VIEWERS

970K

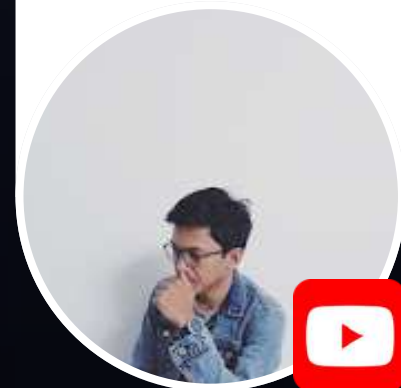
AVERAGE VIEWERS

462

UNIQUE CHANNELS

- The M7 World Championship became the most-watched mobile esports tournament in history with its 5.9M peak viewers
- All Top 5 co-streamers by hours watched streamed on **YouTube** or **TikTok Live**, reflecting the event's mainly **South-East Asian and mobile-friendly audience**
- **CEOKOPAT ALTER EGO**, the official co-stream of Grand Final runner-up Alter Ego Esports, generated **4.5M hours watched** from his Indonesian fanbase

4.9M



setlawanade

4.5M



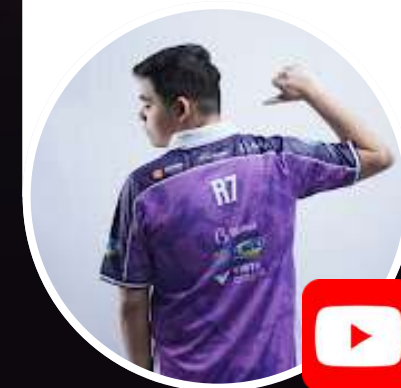
CEOKOPAT
ALTER EGO

3.6M



Zay Casting
Channel

2M



R7 Tatsumaki

1.7M



daneriejames



BLAST ESPORTS

METRICS FOR BLAST EVENTS, SORTED BY PEAK VIEWERS DURING Q1 2026 | ALL PLATFORMS

BLAST

48.3M
HOURS WATCHED

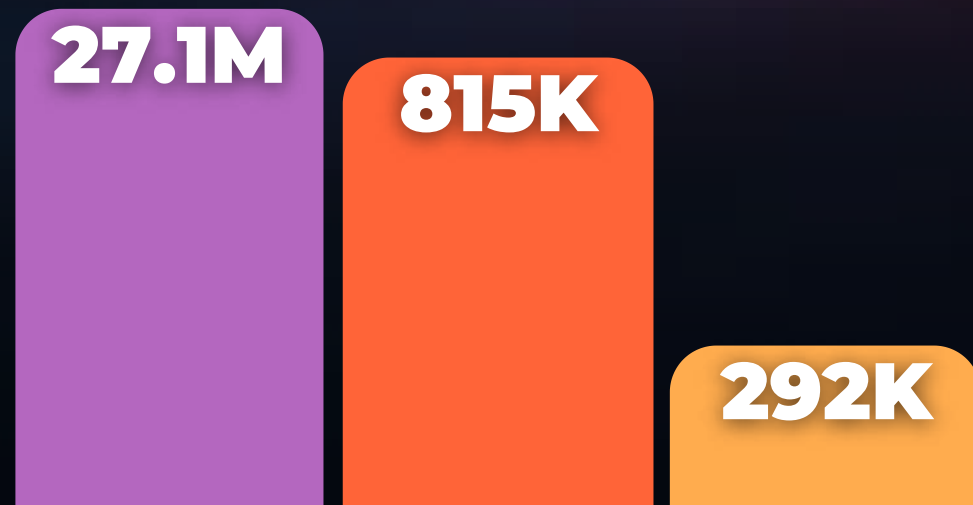
815K
PEAK VIEWERS

235K
AVERAGE VIEWERS

21
TOTAL TEAMS

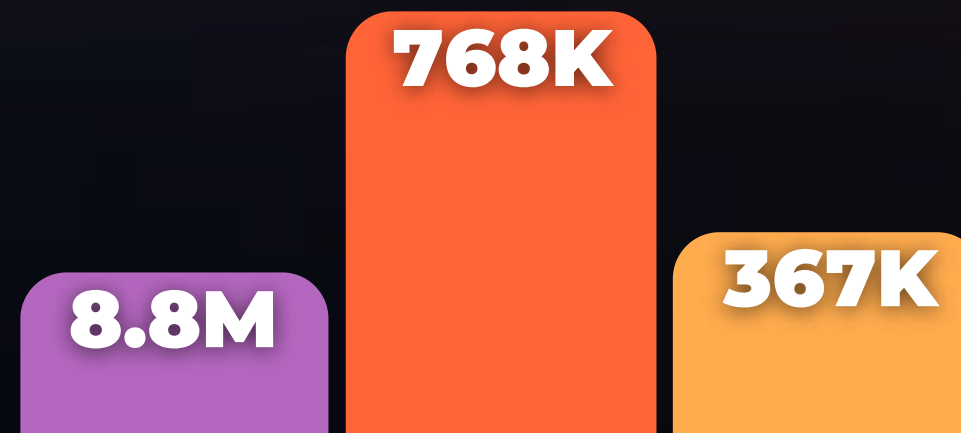
- Tournament organizer **BLAST Esports** has continued to deliver highly watched tournaments **across a range of games and genres**; in fact, they generated **48.3M hours watched across three Q1 2026 events**
- The **2026 BLAST Open Rotterdam for Counter-Strike** led the way as Team Vitality swept NaVi 3-0, seeing **27.1M hours watched and an 815K peak**. Their other CS event, **BLAST Bounty 2026 Winter**, fell just short at a **768K peak**
- **BLAST Slam 6** set a new viewership record for BLAST's **Dota 2 series** with **12.4M hours watched and a 299K peak**

COUNTER STRIKE 2



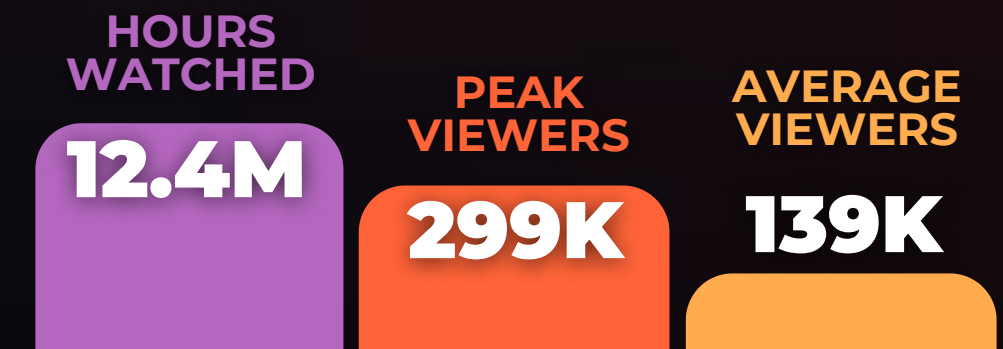
2026 BLAST Open Rotterdam

COUNTER STRIKE 2



BLAST Bounty 2026 Winter

DOTA 2

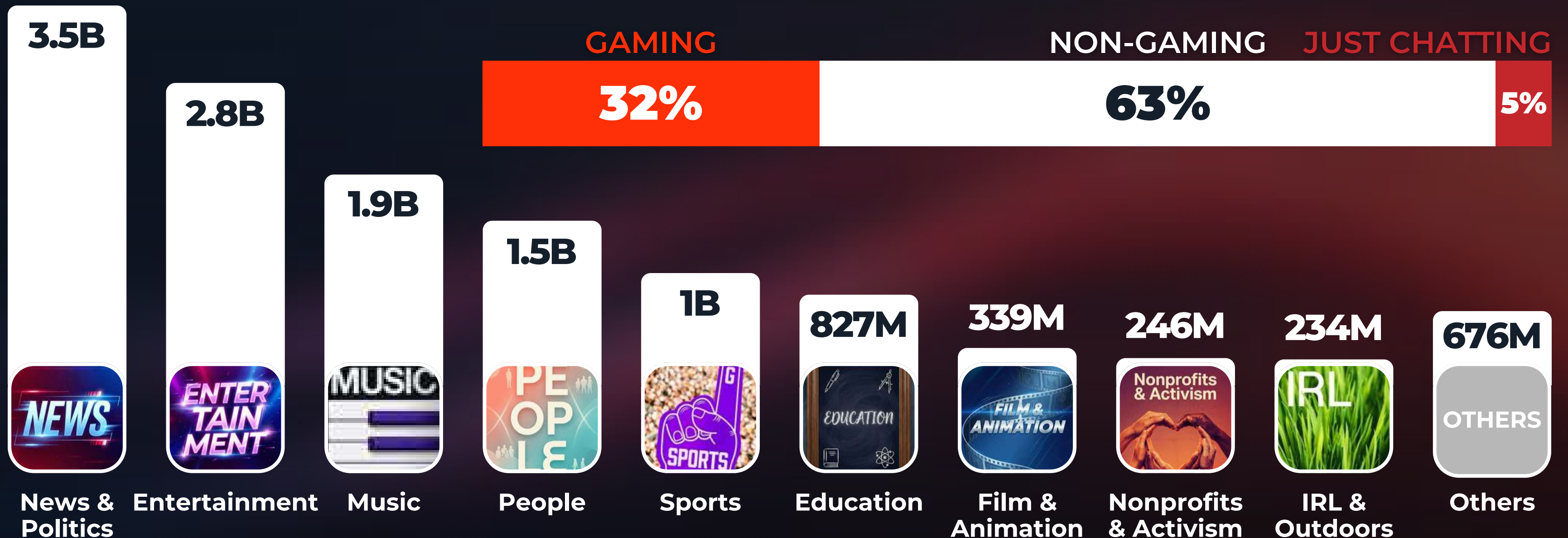


BLAST Slam 6

NON-GAMING

POPULAR NON-GAMING CONTENT

TOP NON-GAMING CATEGORIES BY HOURS WATCHED | Q1 2026 | ALL PLATFORMS*



- **Non-Gaming content accounted for 63% of all live-streaming hours watched**, nearly double Gaming's 32% share, underlining that live streaming has long **outgrown its gaming-first origins** and is now a **mainstream entertainment medium** spanning news, music, and sports
- **News & Politics** leads all non-gaming categories with **3.5B hours watched**, more than any individual gaming title by a significant margin, reflecting viewers seeking out political commentary and news coverage on platforms like **YouTube** and **Rumble** in particular
- **Sports at 1B hours watched** and **Nonprofits & Activism at 246M hours** are among the more notable mid-tier categories, driven by **the rise of creator-led formats like the Kings League** and creators using streaming as a **fundraising and advocacy tool** for causes close to their hearts



STREAM
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*Excluding TikTok Live

KINGS LEAGUE WORLD CUP NATIONS

KEY METRICS W/ TOP CO-STREAMERS BY HOURS WATCHED | Q1 2026

30M

HOURS WATCHED

2.5M

PEAK VIEWERS

436K

AVERAGE VIEWERS

68h 46m

AIRTIME

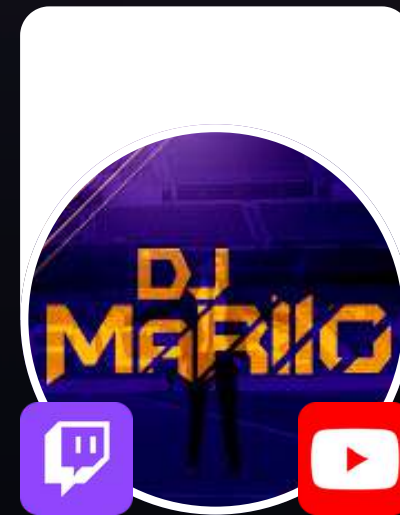
- **The Kings League World Cup Nations** is a creator-led seven-a-side football tournament that has grown into a consistent drawcard on live-streaming. **The 2026 edition generated 30M hours watched and a 2.5M peak** in Q1 2026 as Brazil hosted (and won) the second edition of the tournament
- **CazéTV**, Brazil's live-streaming sports broadcaster founded by streamer **Casimiro Miguel**, dominated co-streamer rankings with **6.1M hours watched**. The remaining co-streamers included competing streamers like **DJMaRiiO, Tumblurr, and Gaules**

6.1M



CazéTV

2.2M



DJMaRiiO

2.1M



Tumblurr

2.1M



Gaules



797K



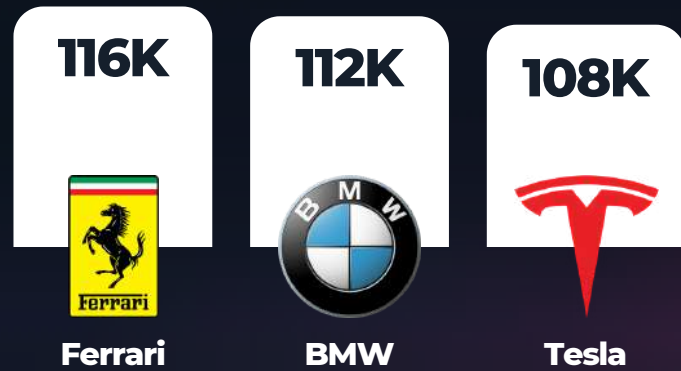
Drb7h

MOST DISCUSSED BRANDS

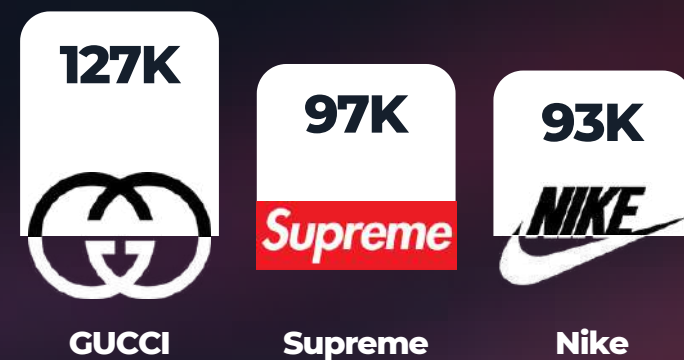
TOP BRANDS BY UNIQUE CHATTERS BY INDUSTRY | Q1 2026 | TWITCH, KICK



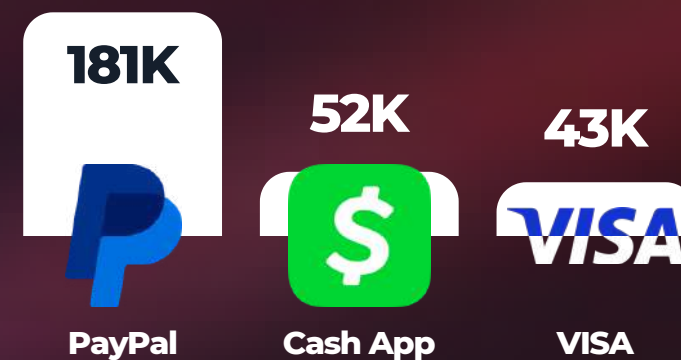
Automotive



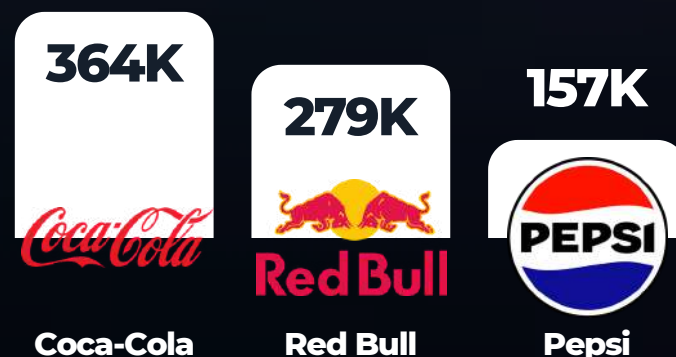
Apparel



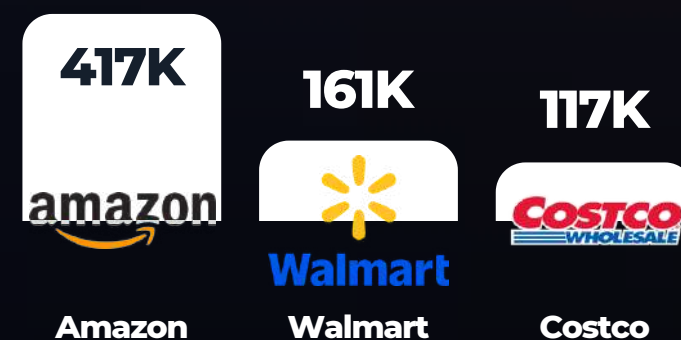
Finance



Food & Drink

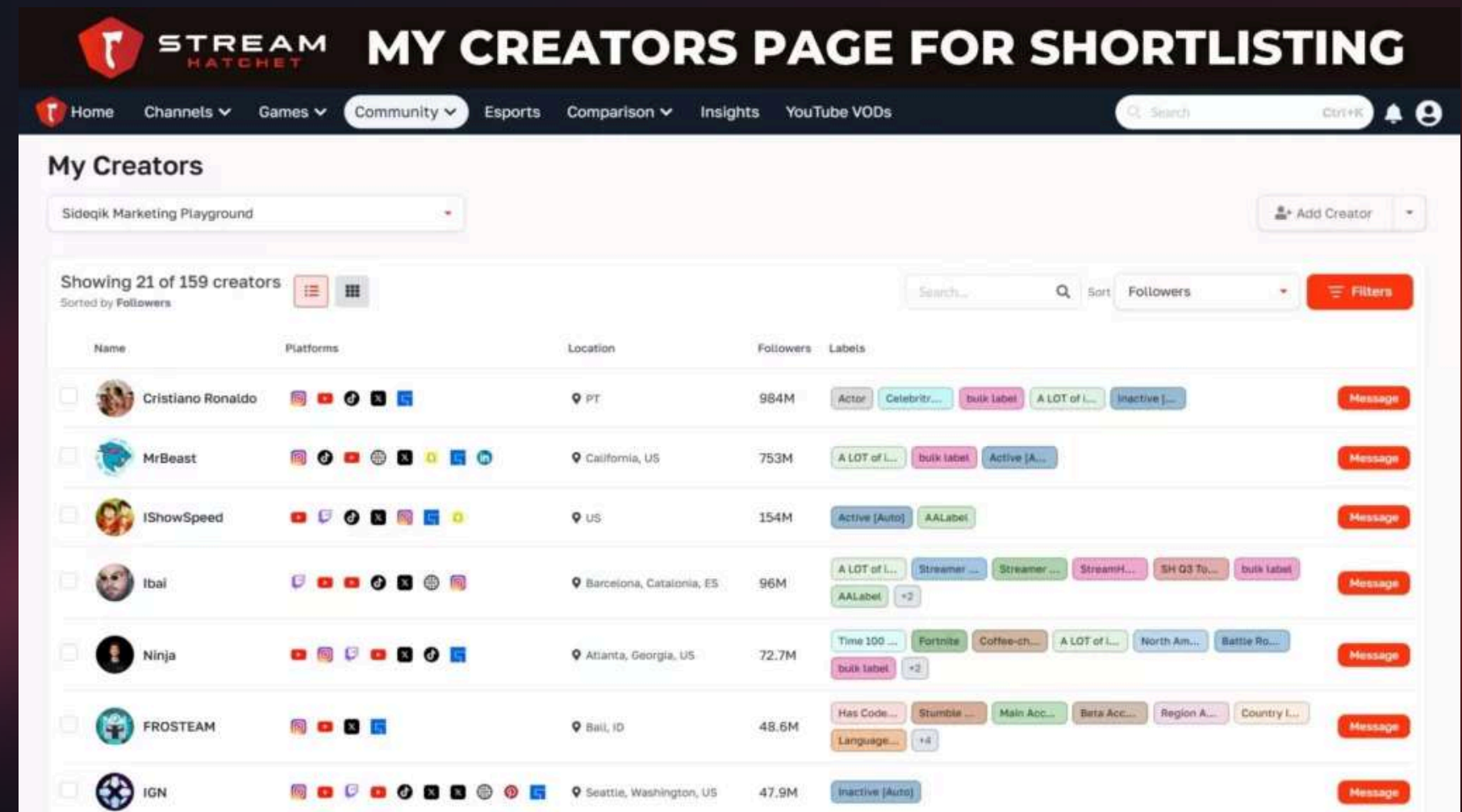


Retail & Ecommerce



- **Amazon** leads all categories with **417K unique chatters** - unsurprising given its ties to **Twitch**
- **Gucci topped Apparel with 127K unique chatters**, ahead of **Supreme (97K)** and **Nike (93K)**, a lead built on years of gaming-native activations including the **Gucci Gaming Academy** and collaborations with creators like **Valkyrae/100 Thieves**
- **PayPal** led Finance with **180K unique chatters**, more than **3X** runner-up **Cash App** at **52K**.
- **Red Bull** recorded **279K unique chatters** in Food & Drink, trailing only **Coca-Cola's 364K**. Their deep sponsorship footprint spans **LEC**, **VCT EMEA**, and a signed creator roster that includes **Caedrel**, **Emiru**, and **MrSavage**

HOW BRANDS REACH MORE VIEWERS



- Part of the reason brands have been so successful in raising their profile among live-streaming audiences has been **the creation of innovative new ways to connect with creators in the space**
- Stream Hatchet's own **Creator Communities** features, for example, cover **the entire creator marketing lifecycle** from discovery and onboarding to activation and reporting
- These features draw on **over a decade of creator data** from around the world and **real-life creator marketing activations**. And, beyond helping passive discovery, Creator Communities will actively surface recommendations
- **[Click here to see some specific examples](#)** of brands like Pringles and Crocs improving their reach on live-streaming

CREATORS

TOP 10 STREAMERS

TOP STREAMERS BY HOURS WATCHED | Q1 2026 VS Q4 2025 | ALL PLATFORMS*



- **TheBurrntPeanut** recorded **87.4M hours watched** across all platforms in Q1 2026, more than double the nearest competitor. How? We'll dive into that in the next slide, but **supporting 24/7 channels** have helped fans stay engaged even when TheBurrntPeanut is off the clock
- **IShowSpeed** posted the **biggest QoQ growth** in the Top 10 at **+308%**, driven by his "Speed Does Africa" tour, a 28-day IRL marathon across 20 countries that culminated in him hitting 50M YouTube subscribers on his 21st birthday in Lagos
- **Jordanian Kick creators Absi and Maherco** claimed 2nd and 4th place respectively, reflecting the **Kick's rapid expansion across the MENA region**, with Absi's 34.3M hours representing a **+138% jump** on Q4 2025

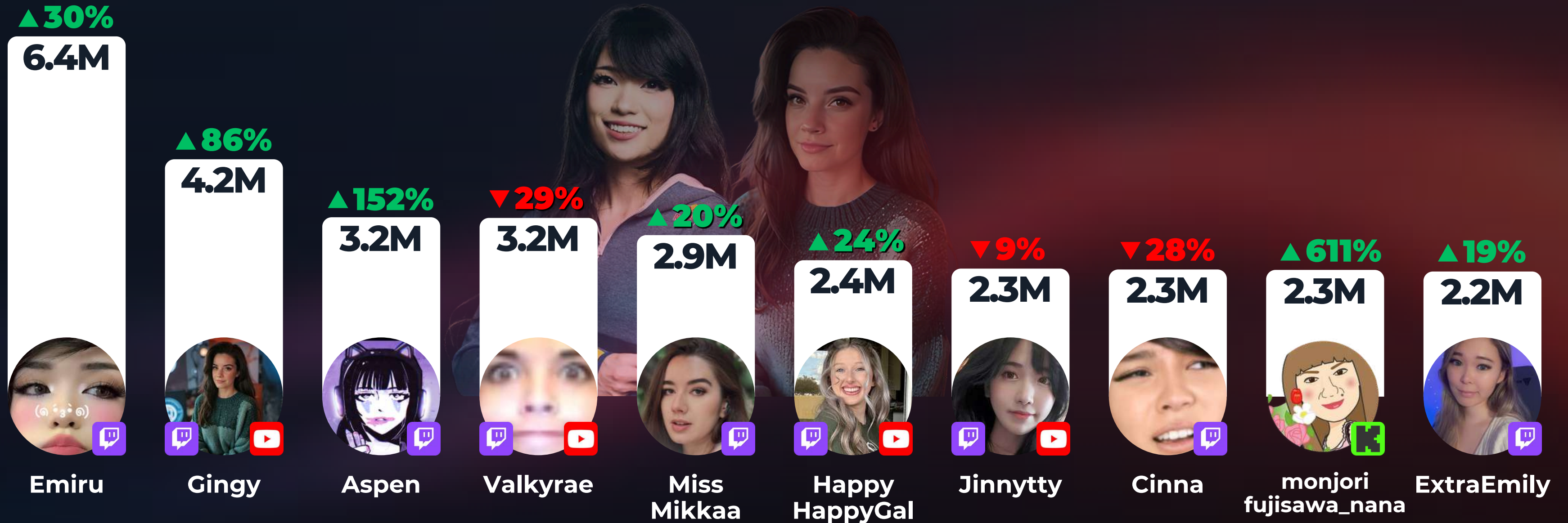


STREAM
HATCHET

*Excluding TikTok Live

TOP 10 FEMALE STREAMERS

TOP FEMALE STREAMERS BY HOURS WATCHED | Q1 2026 VS Q4 2025 | ALL PLATFORMS*



- **Emiru** led the female rankings with 6.4M hours watched on **Twitch** alone, a **+30% QoQ increase**, reinforcing her position as the most-watched female streamer on the platform
- **Aspen** recorded the second-largest growth in the Top 10 at **+152% QoQ**, reaching **3.2M hours watched on Twitch**, driven by the **February relaunch of Overwatch** as a fully rebooted Season 1 with five new heroes, which generated the game's strongest viewership since 2023
- **Japanese streamer monjori_fujisawa_nana** posted the most dramatic QoQ swing in the ranking at **+611%**, reaching 2.3M hours watched. Known for controversial IRL content on **Japan-only platform Twitcasting**, her migration to **Kick** in late 2025 brought her to a global audience.

TOP 10 VTUBERS

TOP VTUBERS BY HOURS WATCHED | Q1 2026 VS Q4 2025 | ALL PLATFORMS*



- **Kuzuha Channel** claimed the #1 spot in Q1 2026 with **12.3M hours watched** on **YouTube Gaming**, a **+29% QoQ** rise that pushed the **NIJISANJI** vampire past longtime rival **Pekora**, whose **-25% QoQ** decline dropped her to 2nd place
- **鈴原るる (Suzuhara Lulu)** posted the biggest QoQ swing in the Top 10 at **+372%**, reaching **6.3M hours watched** after returning to **NIJISANJI** in December 2025 following a four-year absence. The VOD for her comeback stream alone has **over 2M views on YouTube**
- **ironmouse** remains the only **non-Japanese creator** in the Top 10, holding **4.6M hours watched on Twitch** as an independent VTuber following her departure from **VShojo** in July 2025, down a modest **-7% QoQ**



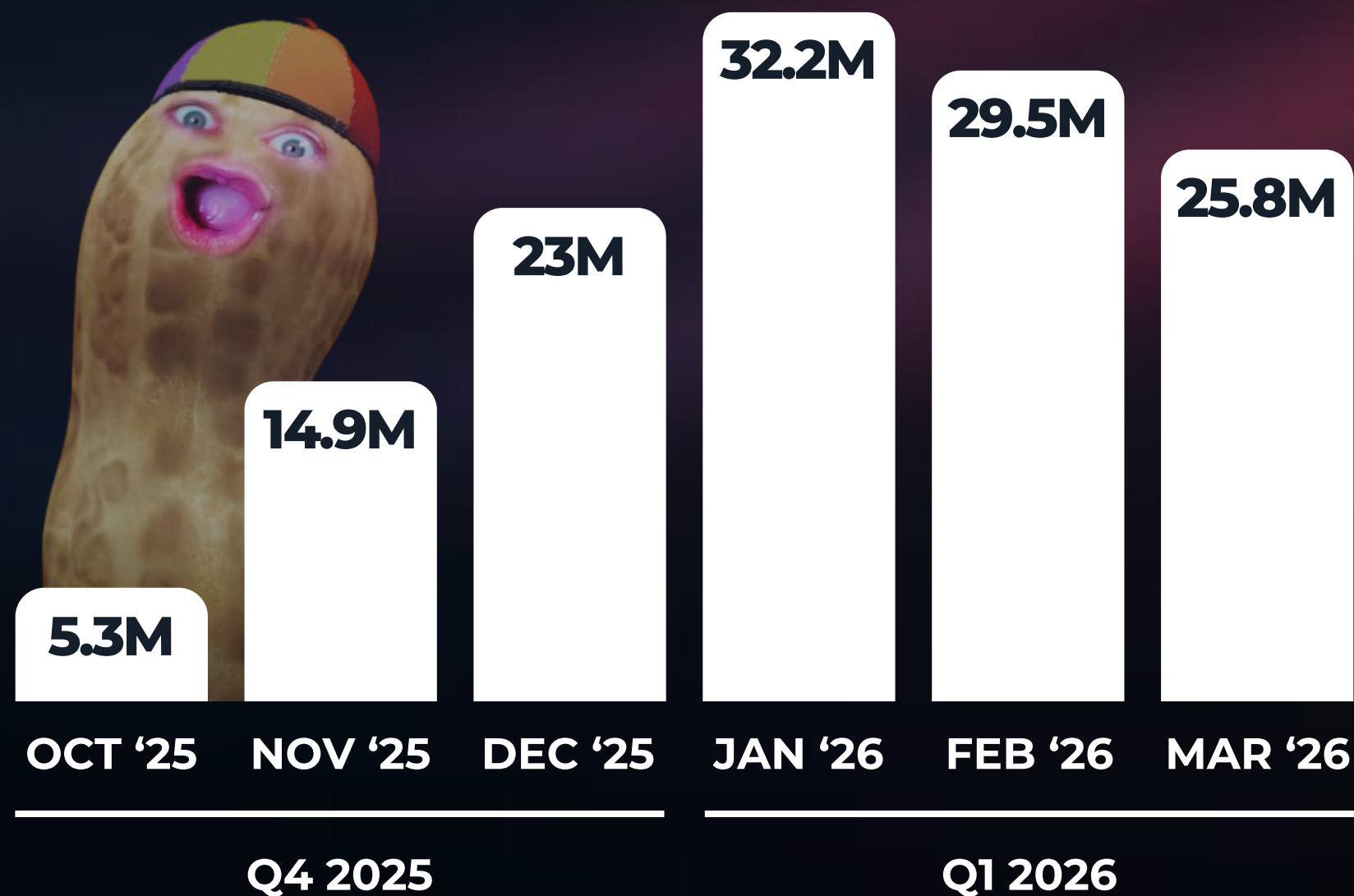
STREAM
HATCHET

*Excluding TikTok Live

THEBURNTPEANUT'S GROWTH

HOURS WATCHED MONTHLY EVOLUTION | Q4 2025 - Q1 2026 | ALL PLATFORMS

- **TheBurntPeanut** grew from 5.3M hours watched in October 2025 to a peak of 32.2M in January 2026: A **~6X increase in just three months** that tracks almost exactly with the launch of **ARC Raiders** in late October (the game that accounts for **26.8M hours watched** of his Q1 2026 total). **As ARC Raiders' hype has cooled off**, so too has TheBurntPeanut's viewership heading into late Q1 2026.
- Despite his **Twitch-first** reputation, **YouTube was his largest platform in Q1 2026 with 47.2M combined hours watched** across main + 24/7 channels (compared to **39M on Twitch**). **YouTube** as his main platform? **Just one more thing TheBurntPeanut has in common with VTubers**
- His **theburntpeanut_247 Twitch channel** logged **9.5M hours watched**, keeping his audience engaged even when he is not live, a **strategy that meaningfully inflates his overall viewership numbers** relative to creators who rely solely on scheduled streams



THEBURNTPEANUT TOP CATEGORIES BY HOURS WATCHED



ABOUT THIS

REPORT

STREAM HATCHET

METRICS DEFINITIONS

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

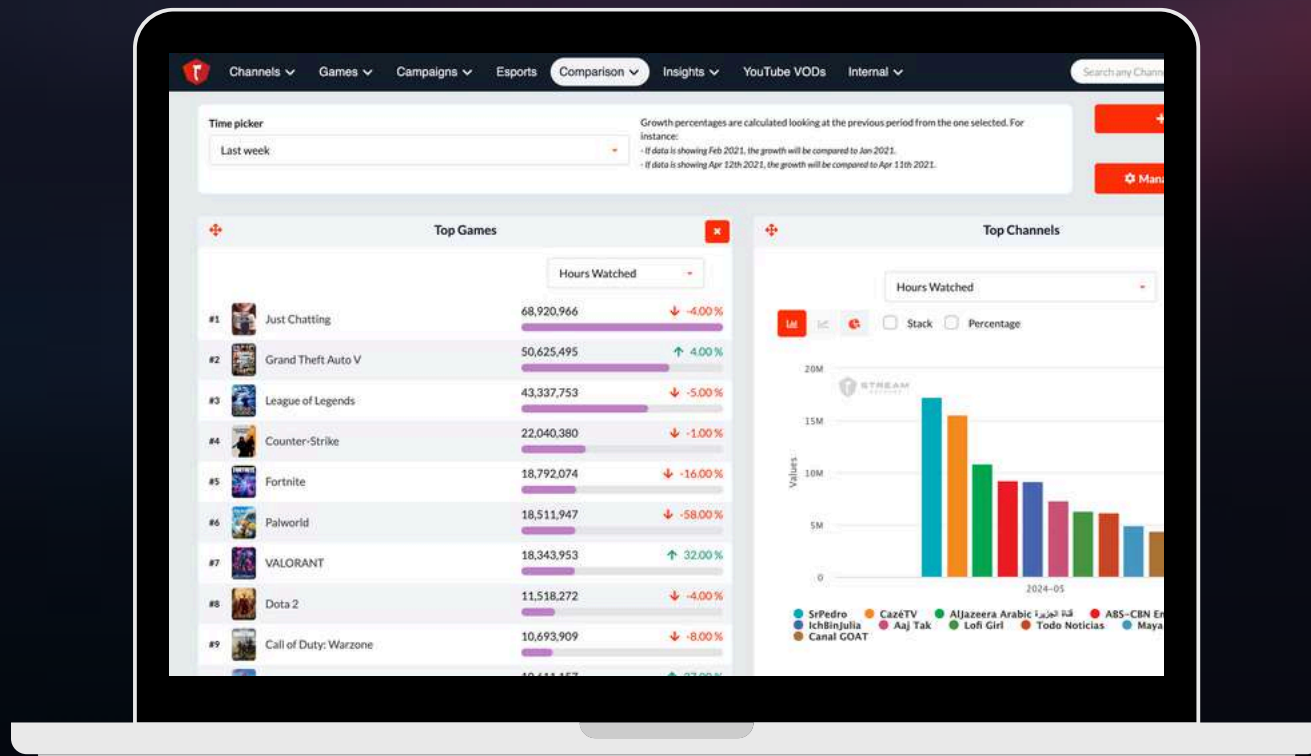
REGISTERED VIEWER RATE

Ratio of the hours watched by registered viewers on a live-streaming platform to the total viewership by all viewers



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.



STAY IN TOUCH



ABOUT GAMESQUARE HOLDINGS

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 Esports, we operate one of the largest gaming media networks in North America. GameSquare provides brands with unparalleled access to world-class creators and talent, delivering authentic connections across gaming, esports, and youth culture. Complementing our operating strategy, GameSquare has developed an innovative treasury management program designed to generate 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. To learn more, visit www.gamesquare.com.

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*** = *New content*

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YouTube Gaming Basics: A Beginner's Guide

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Gaming (General, Retention, & Genres)

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