



STREAM
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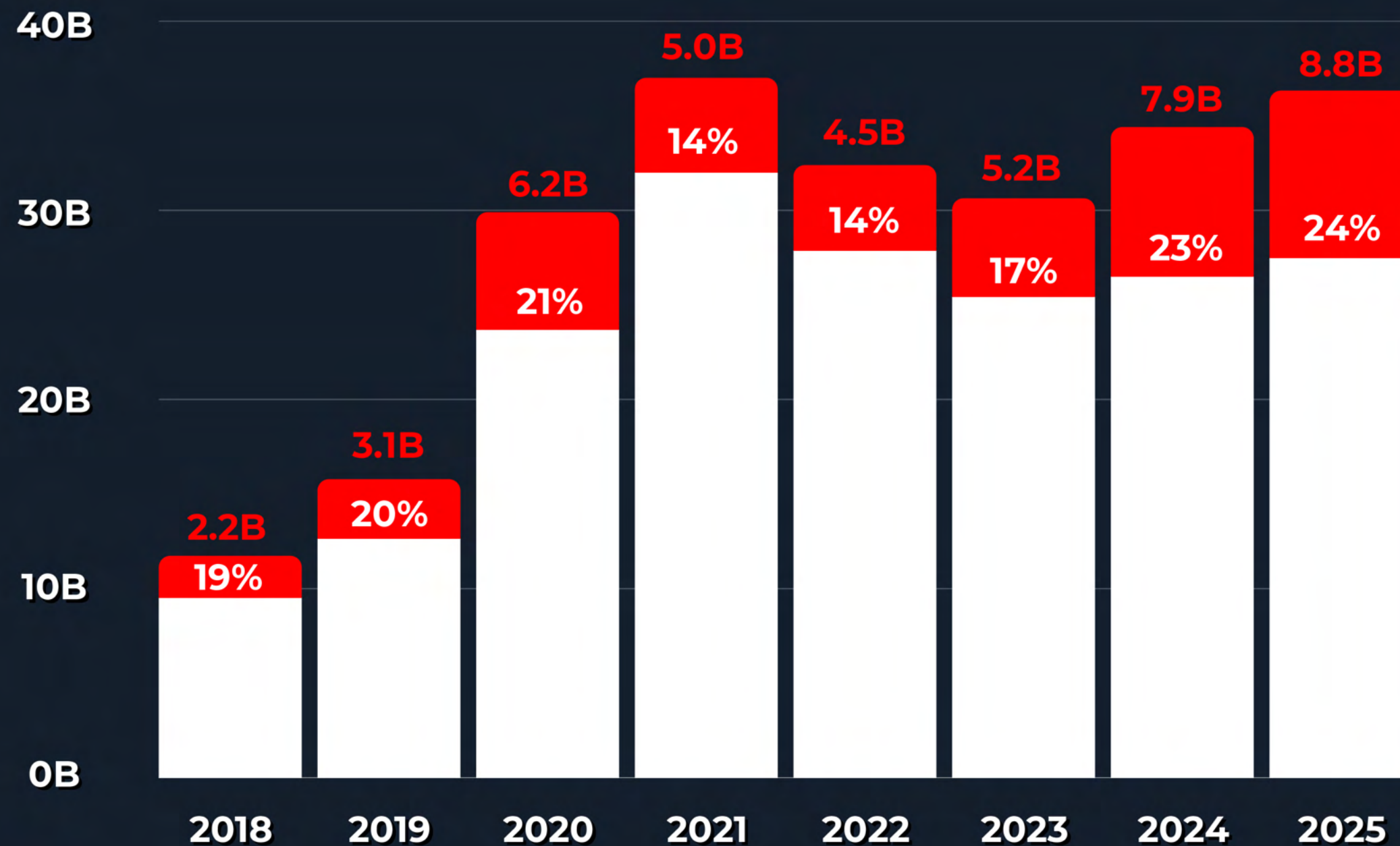
WINNING AUDIENCES THROUGH YOUTUBE GAMING



YOUTUBE GAMING LIVE STREAMING MARKET SHARE CONTINUES TO GROW

LIVE STREAMING HOURS WATCHED | 2018 - 2025 | ALL PLATFORMS*

● YouTube Gaming ● Other Platforms



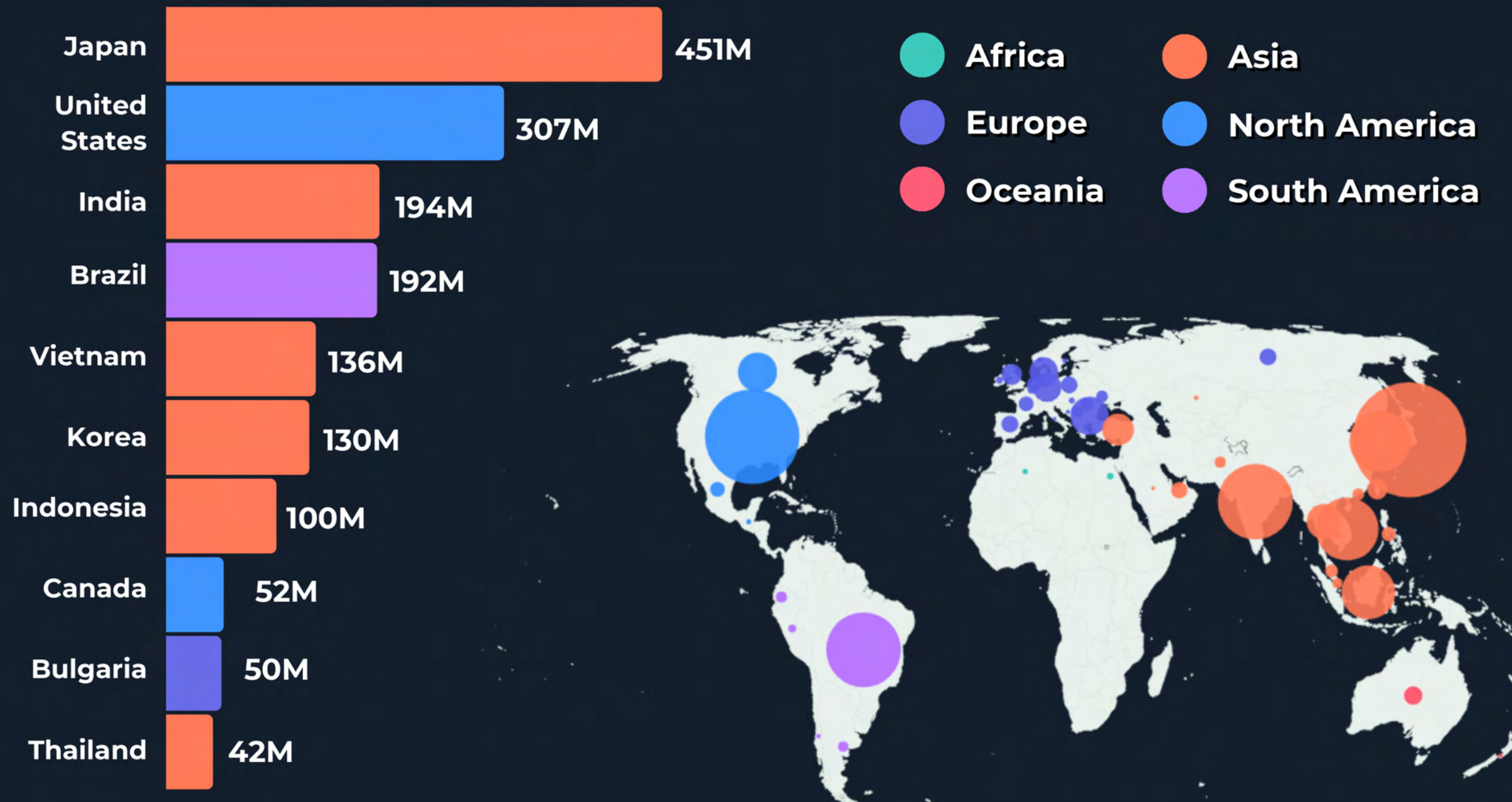
Around **1 in 4 hours** watched on live-streaming gaming platforms are spent on YouTube Gaming channels

In 2025, the platform broke its own viewership record, **increasing hours watched YoY by +12% to reach 8.8B**

JAPANESE CHANNELS LEADING THE WAY FOR YOUTUBE GAMING VIEWERSHIP

HOURS WATCHED BY COUNTRY* TOP 1000 CREATORS† | 2025 | YOUTUBE GAMING

TOP 10 COUNTRIES BY HOURS WATCHED



In 2025, **Japanese channels in the Top 1000[†] recorded 451M hours watched**

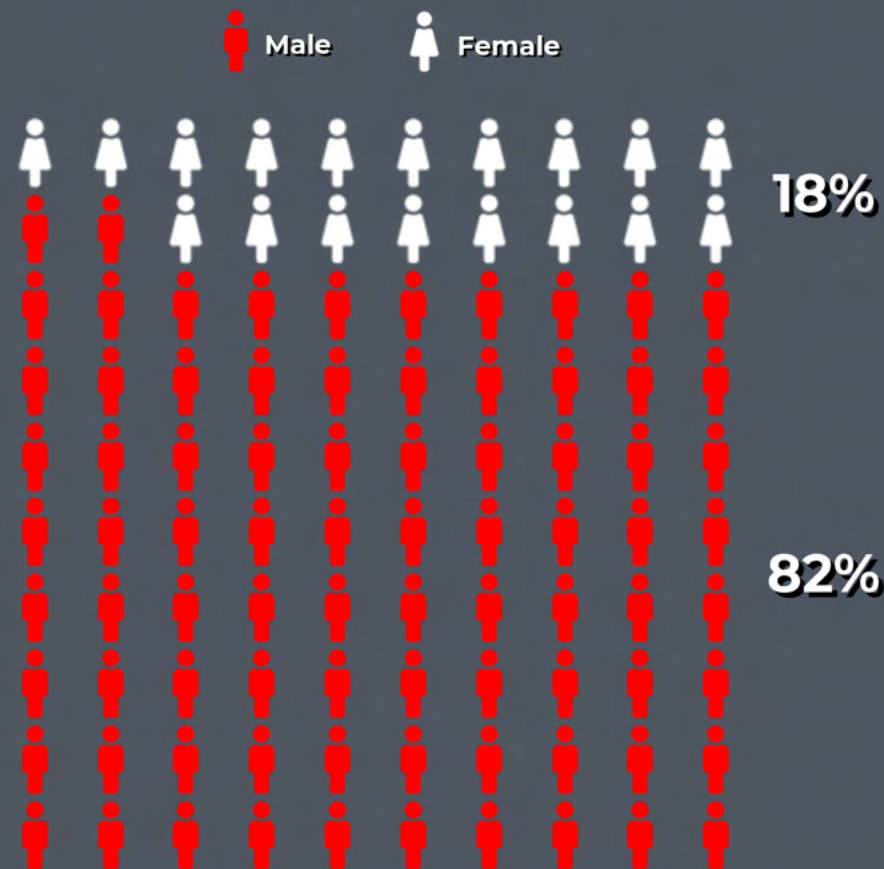
Channels from the **US and India completed the podium with 307M and 194M hours**, respectively

Four countries in South Asia feature in the Top 10 most-viewed YouTube Gaming countries; **channel viewership from India, Vietnam, Indonesia & Thailand totalled 472M hours watched**

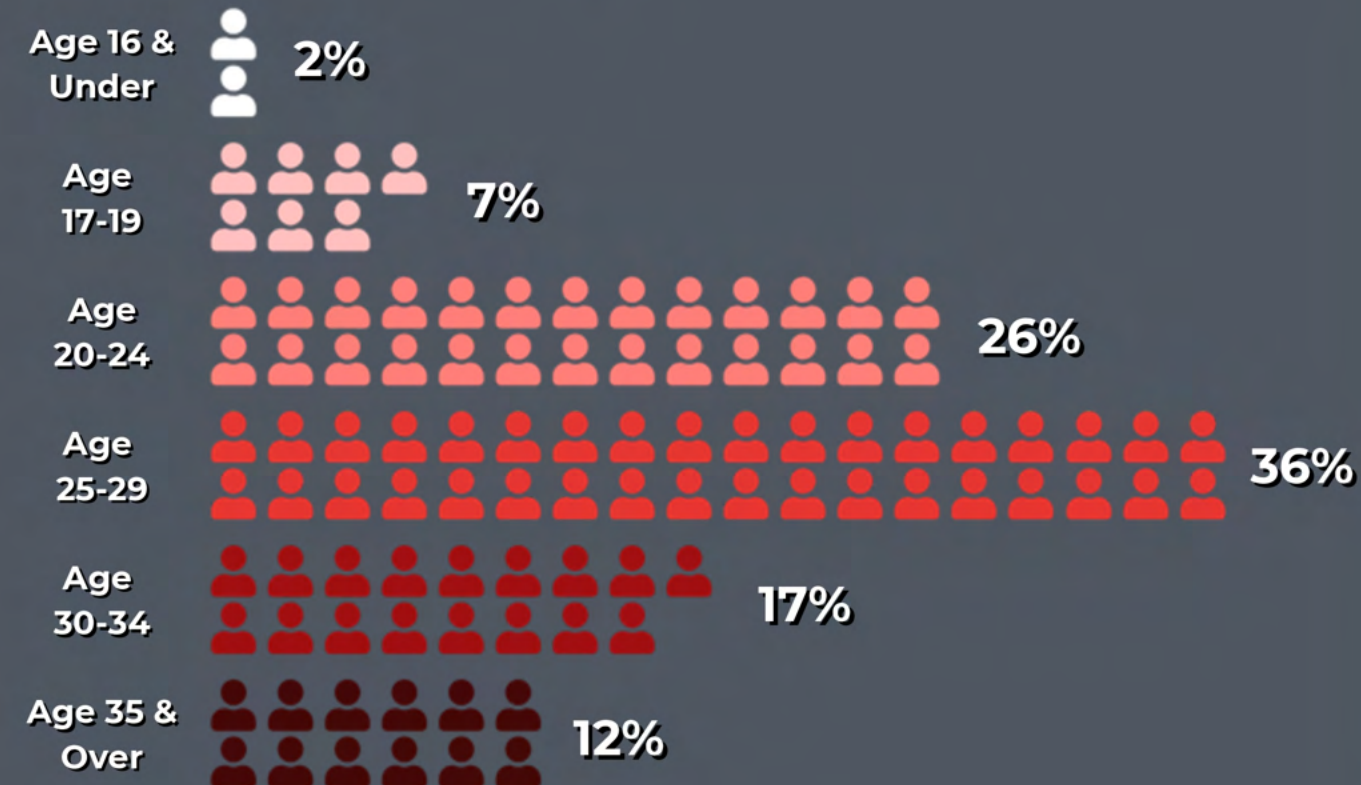
DEMOGRAPHICS ON YOUTUBE GAMING

AUDIENCE DEMOGRAPHICS DISTRIBUTION FOR TOP 100 CHANNELS* BY HOURS WATCHED | YOUTUBE GAMING

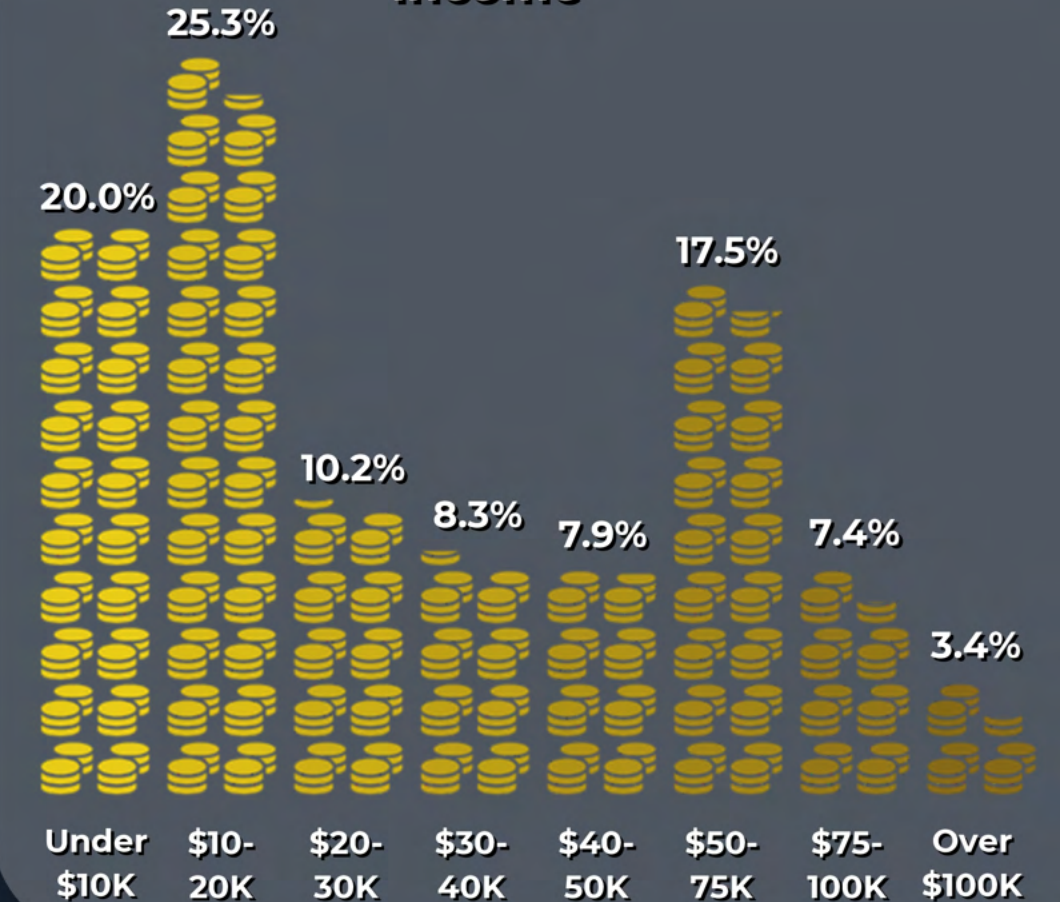
Gender



Age



Income



The **gender split of the audience for the Top 100 YouTube Gaming channels is overall male-dominated**, though notable exceptions include Japanese rapper *nqrse* who recorded 5.6M hours watched in the last year** with her audience consisting of around 79% female viewers

Over half of viewership for the Top 100 YouTube Gaming channels came from viewers in their 20s, with the demographic survey also revealing that 56% of viewers were based in either the US (26%), Japan (19%) or Brazil (11%)

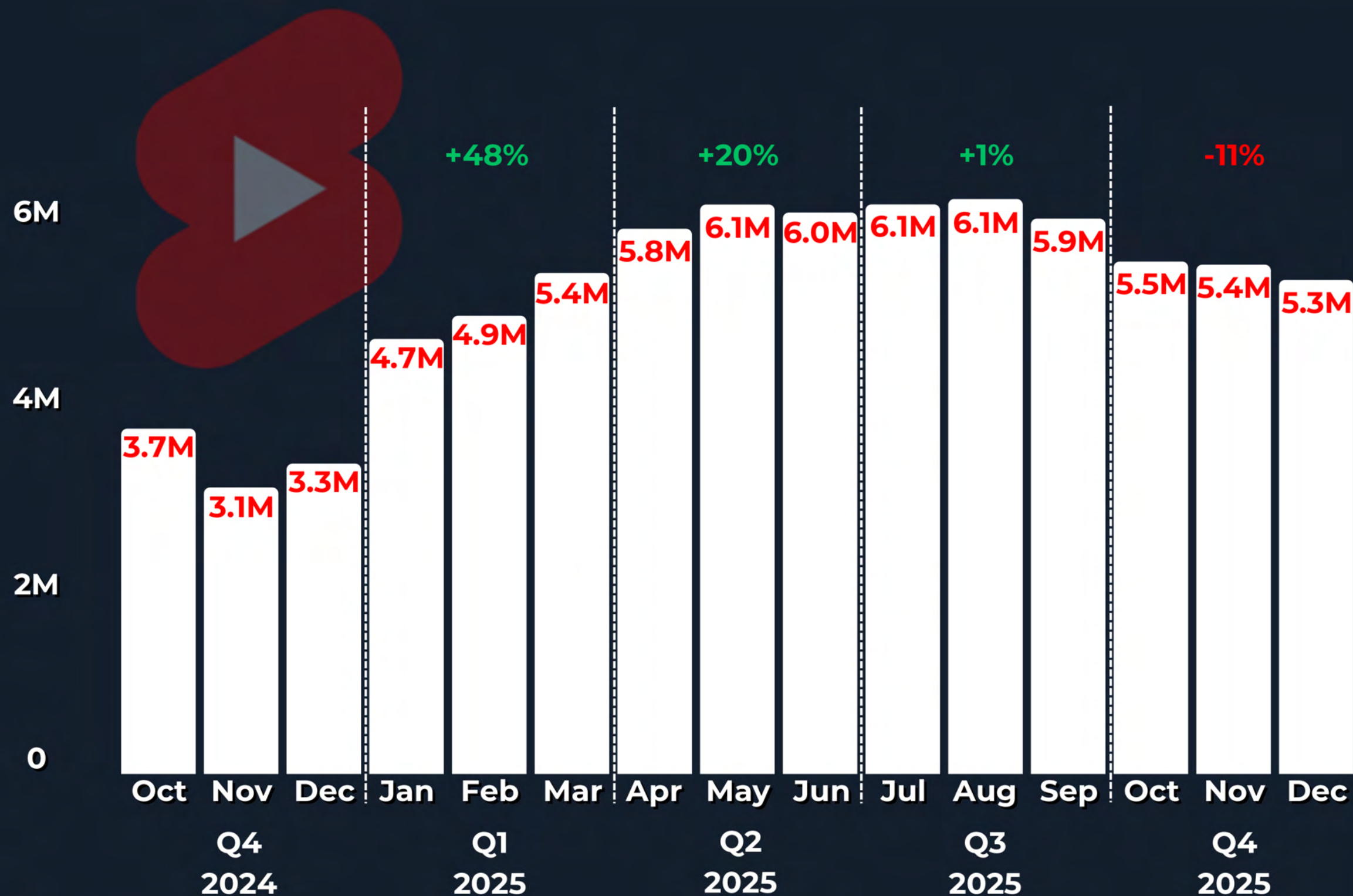
Income distribution of viewers is weighted towards the lower brackets, aligning with the younger audience age profile, however the higher income buckets - particularly \$50-75K - are driven up by channels with a predominantly US-based audience

*For channels where demographics data is available

**Viewership between Q4 2024 and Q3 2025

GROWTH OF GAMING SHORT CONTENT

NUMBER OF GAMING-RELATED SHORTS POSTED | Q4 2024 - Q4 2025 | YOUTUBE



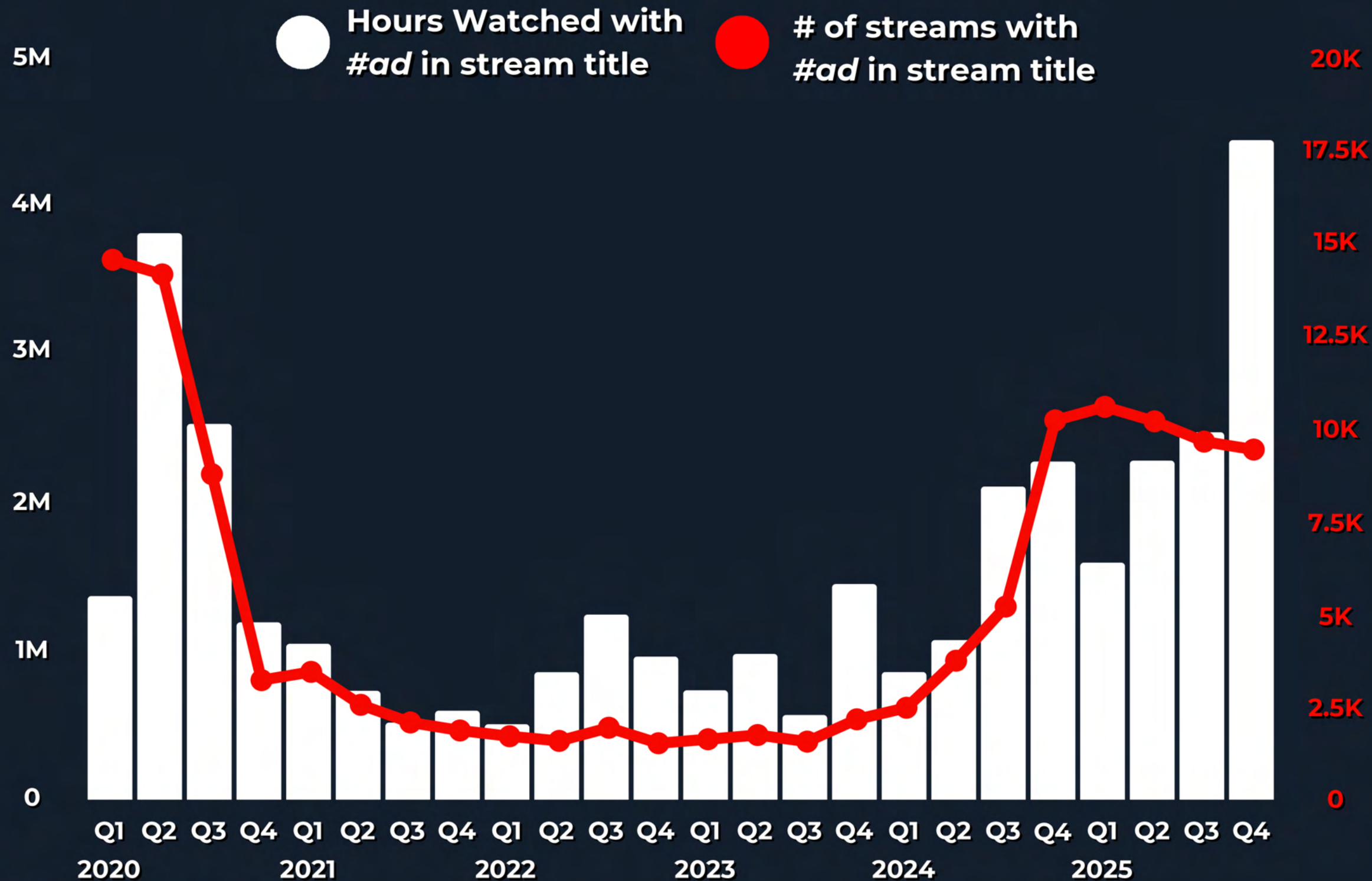
Since the launch of **YouTube Shorts** in 2020, this form of content has continued to grow its popularity

2025 saw three consecutive quarters of growth number of gaming-related Shorts posts, peaking at 6.15M videos in August

Creators on **YouTube** are increasingly combining Shorts with live streaming, for example Canadian streamer **outwork** & **CaylusBlox** from the US earned a combined 14M new followers in 2025 posting Minecraft and Roblox content, respectively

REVIVAL OF SPONSORED STREAMS ON YOUTUBE GAMING

COUNT & HOURS WATCHED OF STREAMS CONTAINING #AD | 2020 - 2025 | YOUTUBE GAMING



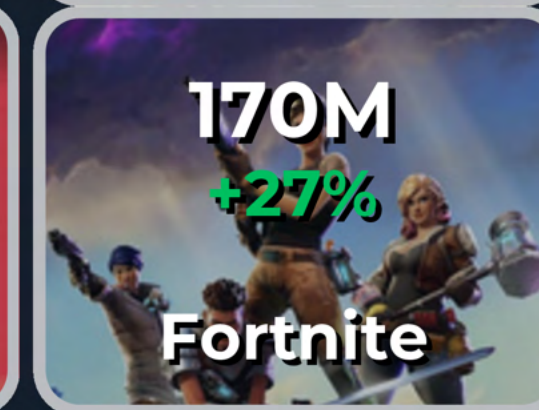
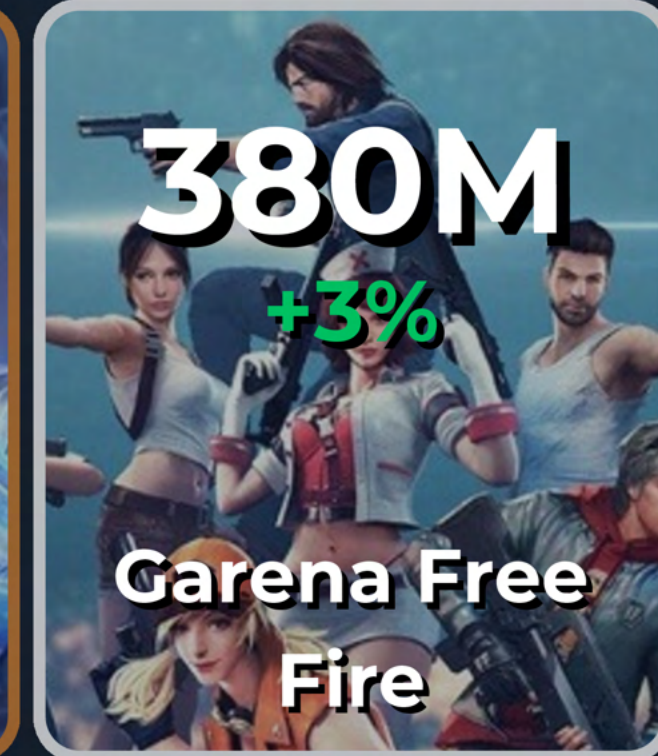
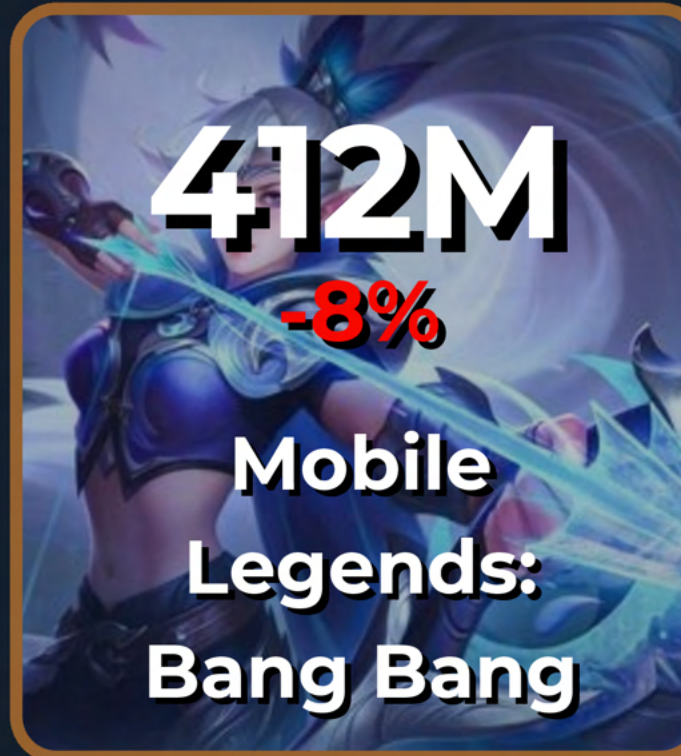
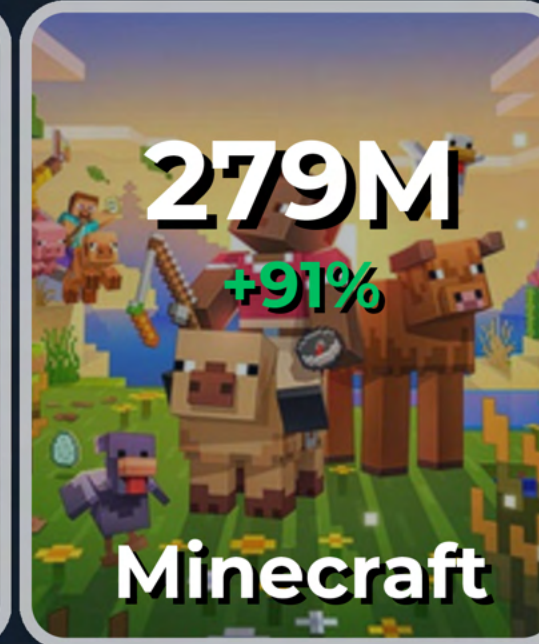
The end of 2023 saw the start of a huge increase in sponsored **YouTube Gaming** content

Viewership of streams containing #ad in the title, reached 4.5M hours watched in Q4 2025 - the highest level since Q3 2020

In 2025, the top creators for sponsored YTG content were variety streamer **TheBurntPeanut** (697K HW), Free Fire streamer **Apelapato999** (683K) and VTuber **Clio Aite** (411K)

TOP GAMES ON YOUTUBE GAMING

TOP GAMES BY HOURS WATCHED | 2025 | YOUTUBE GAMING



In 2025, YouTube Gaming established itself as the preferred platform for **Roblox** creators in live streaming, recording **425M as the most-watched game on the platform**

Top Esports games **League of Legends** and **Mobile Legends: Bang Bang** also recorded over **400M hours of viewership** over the year

9 of the Top 10 games of the year on YouTube Gaming saw YoY viewership growth; aside from Roblox, the game with the second-highest growth was **Minecraft** with a **91% increase**

TOP CREATORS ON YOUTUBE GAMING

TOP 10 CREATORS* BY HOURS WATCHED EXCL. VTUBERS | Q4 2024 - Q3 2025 | YOUTUBE GAMING



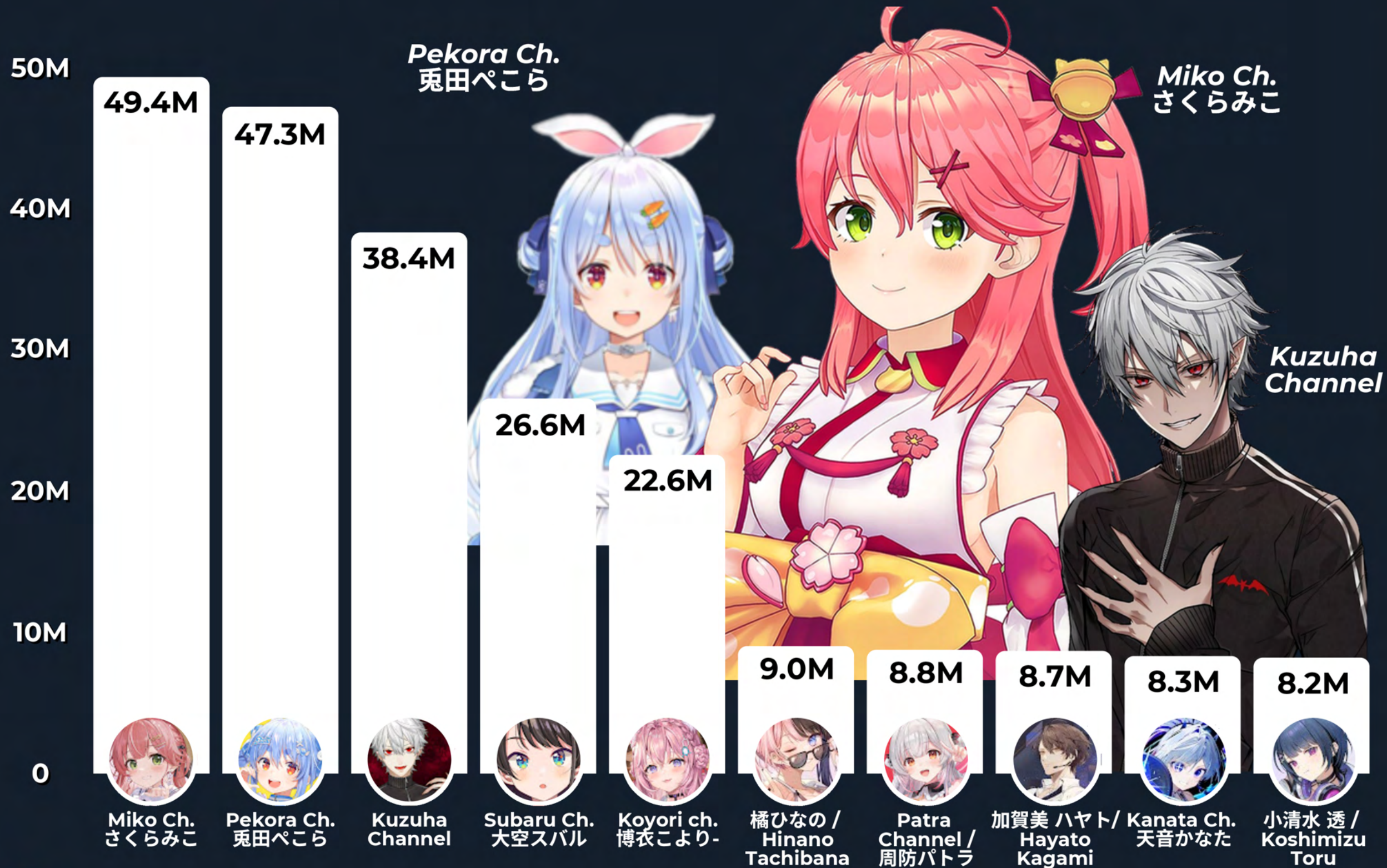
The Top 10 creators on **YouTube Gaming** over the last year demonstrate the **geographical reach of streamers on the platform** with creators from 3 continents represented

In 2025, **IShowSpeed recorded 19M more hours watched than the next most-watched creator**, largely driven by IRL content such as his 35-day, 24/7 live streaming trip across the US

Half of the Top 10 also streamed on other platforms such as **Twitch** (*IShowSpeed, Gaules, Baiano, Typical Gamer & TimTheTatman*) and **Kick** (*Baiano*), recording an additional 145M hours of viewership

TOP VTUBERS ON YOUTUBE GAMING

TOP 10 VTUBERS BY HOURS WATCHED | 2025 | YOUTUBE GAMING



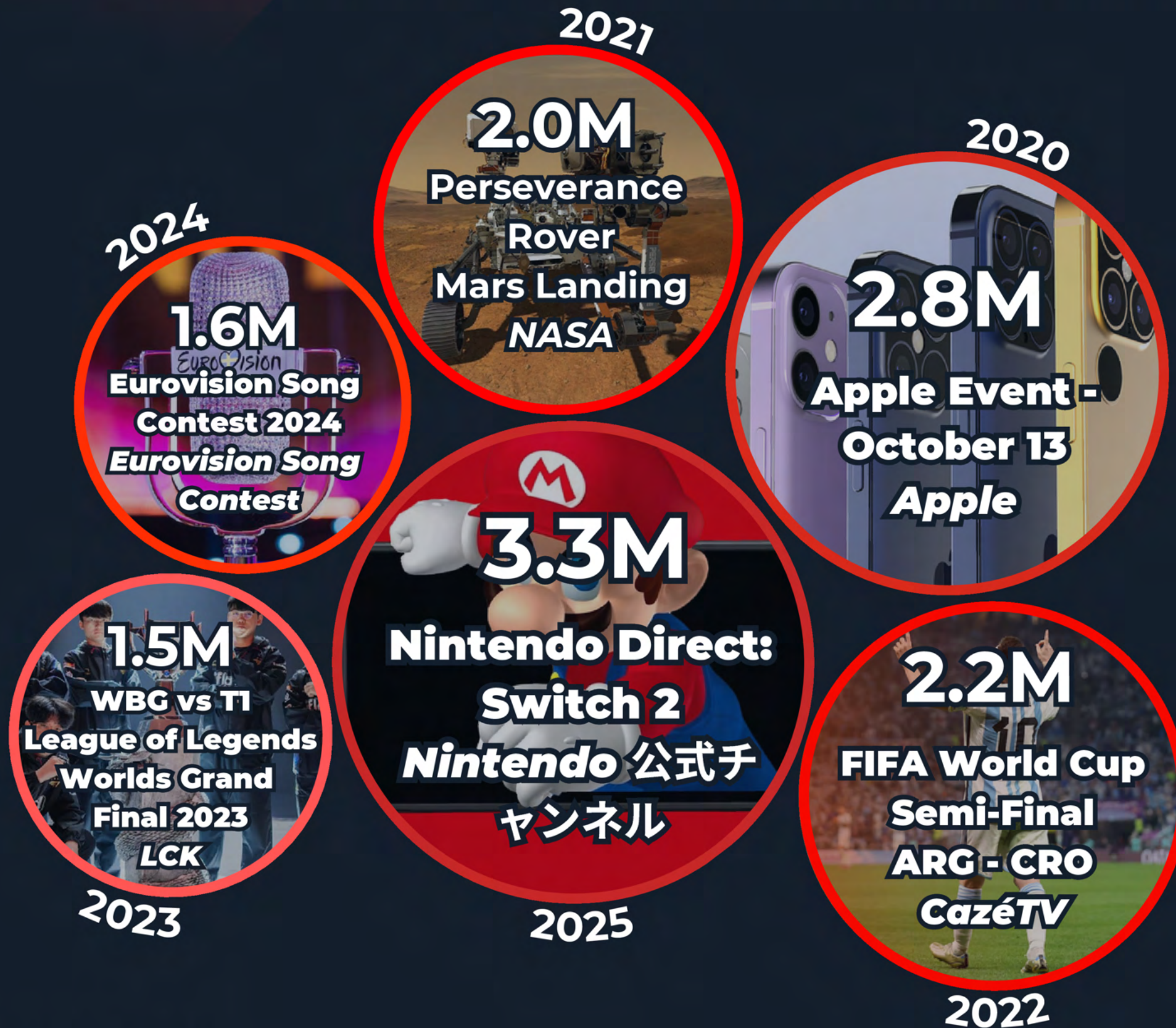
For approaching a decade, **YouTube Gaming** has long been one of the primary homes for VTubers, with multiple virtual creators ranking among the platform's most-watched gaming channels

In the current Top 10 VTubers list, half exceed 20M hours watched, underscoring how established VTubing is in **YouTube's** gaming ecosystem

hololive accounts for 5 of the Top 10 most-watched VTuber channels - including *Miko & Pekora* - establishing itself as the leading VTuber talent agency, with more than **150M hours watched** across those channels

PEAK VIEWERSHIP ON YOUTUBE GAMING

TOP STREAMS BY PEAK CONCURRENT VIEWERS | 2020-2025 | YOUTUBE GAMING*



Nintendo's Japanese channel holds the record for peak viewership on the platform with 3.3M viewers watching the unveiling of the Switch 2 console this year

5 years prior, the most-watched event was **Apple's release of the iPhone 12 with 2.8M viewers**

In between, the streaming of highly anticipated live events; **FIFA World Cup 2022 watch-along** by Brazilian creator **CazéTV**, the **League of Legends Worlds 2023 Grand Final**, the official stream of the **2024 Eurovision Song Contest** and the live images of the **NASA Perseverance Rover** touching down on Mars

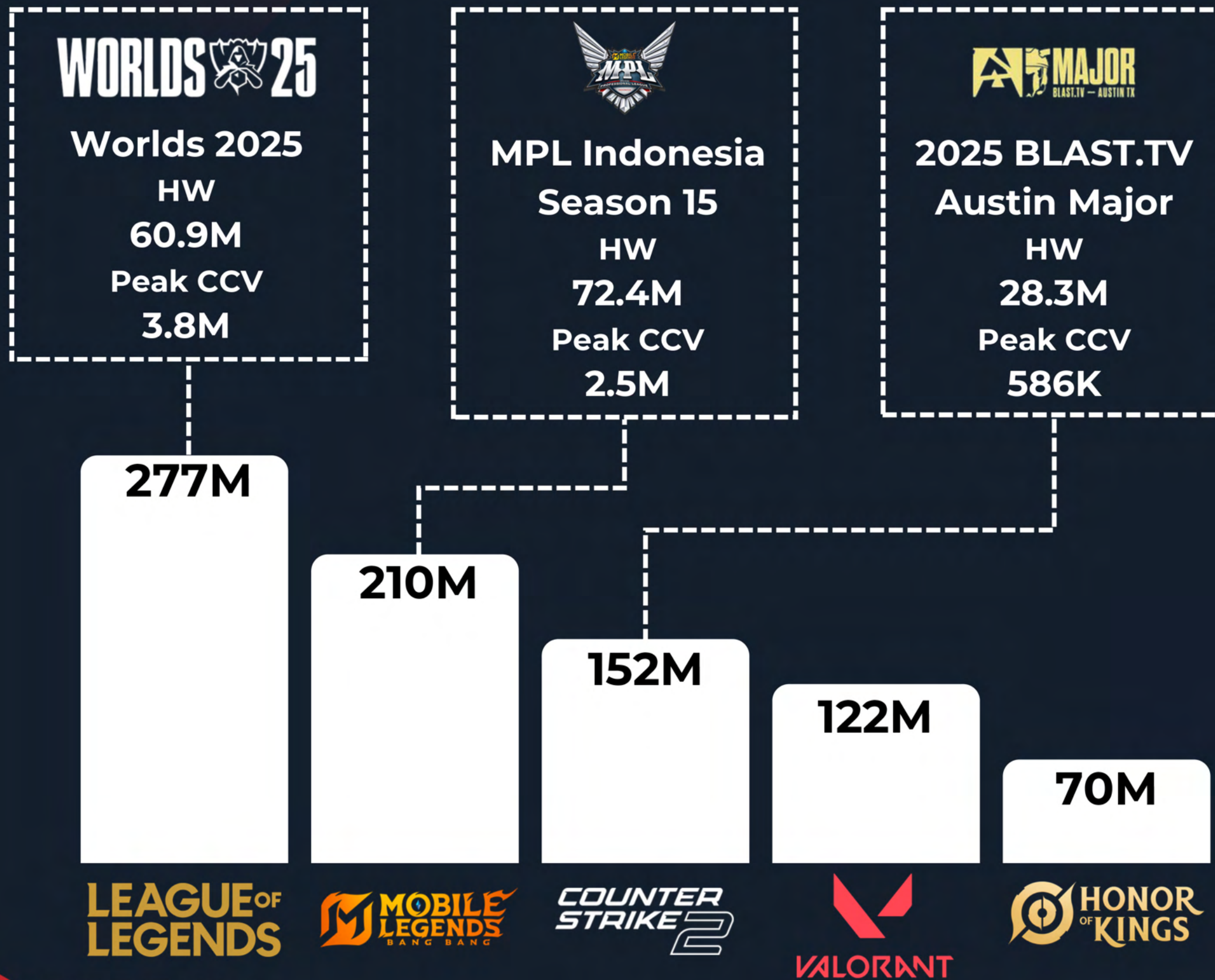


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*Streams tracked on YouTube Gaming, including non-gaming related events

ESPORTS ON YOUTUBE GAMING

TOP 5 ESPORTS GAMES BY TOURNAMENT HOURS WATCHED | 2025 | YOUTUBE GAMING



In 2025, **YouTube Gaming** registered **1.2B hours of Esports viewership**

League of Legends was the **most-watched Esports game on YouTube Gaming, with 277M hours watched**, and its flagship event, **Worlds 2025**, peaking at **3.8M concurrent viewers**

The strong Asian audience on YouTube Gaming is reflected by the popularity of **Mobile Legends: Bang Bang**, which recorded **210M hours watched**; the **MPL Indonesia Season 15** tournament hit a peak of **2.5M viewers**

KEY TAKEAWAYS

YouTube Gaming accounts for nearly 1 in 4 hours watched on live-streaming, recording an all-time high of 8.8B annual hours of viewership in 2025

The platform continues to demonstrate broad creator and regional diversity with strong viewership in North America, Asia & LATAM across a range of demographics

YouTube Shorts popularity grew over the course of 2025, while sponsored streams have made a comeback on the platform with 4.5M hours watched in Q4 2025

TAP INTO ONLINE COMMUNITIES

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Director of Strategy

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Jonathan Karam
Senior Partnerships Manager EMEA

jonathan@streamhatchet.com



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METRICS & METHODOLOGY

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

AUDIENCE DEMOGRAPHICS

Audience gender, age & income data is provided by a trusted third-party, and is derived from the analysis of public social media behaviors and the identification of patterns that correlate with specific demographic traits