

EVERYTHING ABOUT



22,561 EUROPEAN RESPONDENTS

TERRITORY INFLUENCE SURVEY HIGHLIGHTS

52%

frequent viewers

9

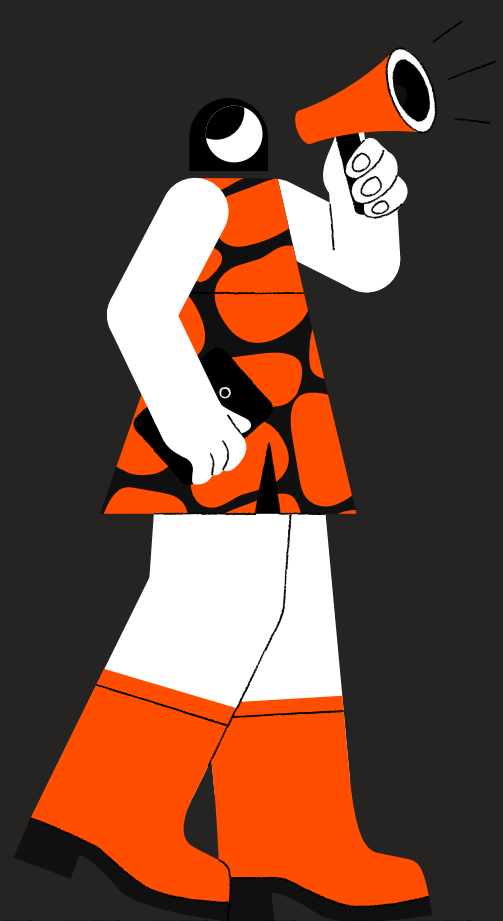
countries

53%

millenials

18-75

years old



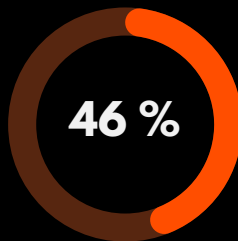
The first thing you should know about Twitch is that is not a platform. Twitch is a service for **everyone**: For someone that wants to **produce content**, for someone that wants to express something and **share their passion** with a virtual community, or for people that just want to **be entertained** and that wants to be part of something.

From **Monica Manescu**
Account Director DACH Twitch

TWITCH IS AN ENTERTAINMENT SPACE

3H

a day is the average time spent on Twitch by **50%** of its audience



46 % of users go to the platform to entertain themselves

+

148 Mio hours of Livestream per month

VARIETY OF CONTENT TYPES

#MORETHANGAMING

MOST POPULAR NON-GAMING CATEGORY



just chatting



music

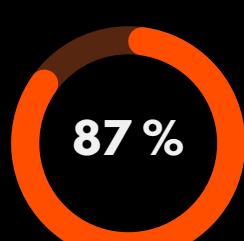


cooking

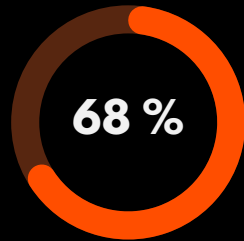


sports

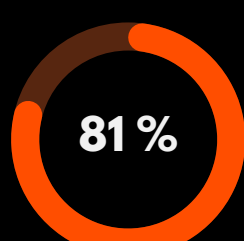
BUILDING #COMMUNITY



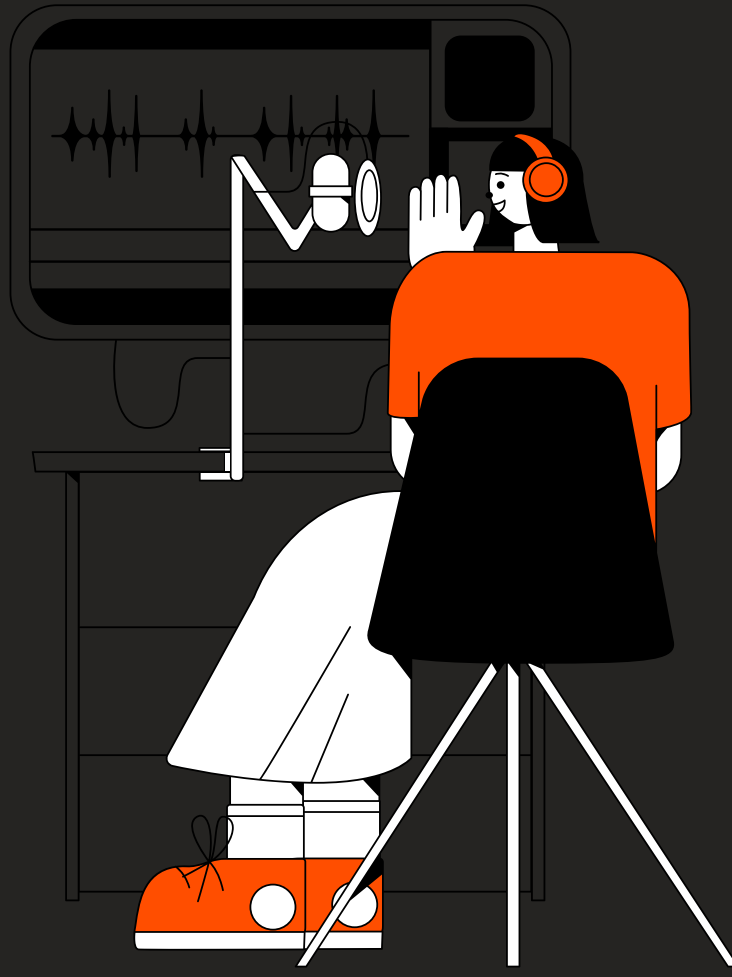
87 % agree that Twitch build communities around streamers and their channels



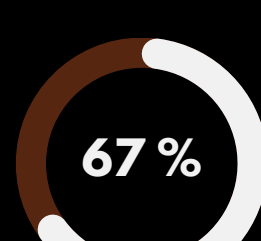
68 % said they show their interest in streams by being active in the chat



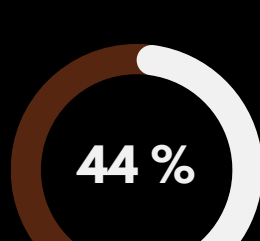
81 % uses Twitch to connect with their favorite streamer



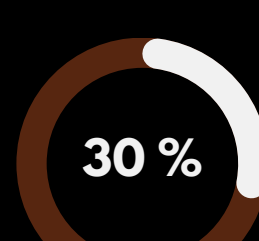
TWITCH MARKETING OPPORTUNITIES



67 % bought something through a live stream



44 % bought something through affiliate link



30 % bought something through logo interaction

BEST PRACTICES FOR A STREAMER COLLABORATION



- Add Twitch to your media plan to increase reach and connect deeply with the Generation Twitch.
- Work with Twitch streamers to effectively promote your product or brand through captivating livestreams, allowing for creative freedom for leveraging their engaging content.
- Use Twitch not to be swiped away, but to tap into a community that matches your brand and that closely follows what unfolds live taking part of it.