

twitch

PvP

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History/background



- Twitch is an online live streaming platform that was developed for gamers.
- Founded in 2005 by Justin Kan while he was at Yale and was named Justin.tv but it was only launched in 2007.
- In 2011, Kan decided to remake with a friend Emmett Shear to focus more on the gaming side of their platform to try and grow its own community there.
- Amazon's acquisition of a streaming platform in 2014 for \$970 million
- Amazon Prime customers have some advantages on Twitch like a free subscription every month to a streamer of their choice.
- In 2015, the company created a convention for the platform, which ran for three years in San Francisco before moving to San Diego.
- In 2019, Europe got the chance to experience this convention in Amsterdam.

How the platform has changed

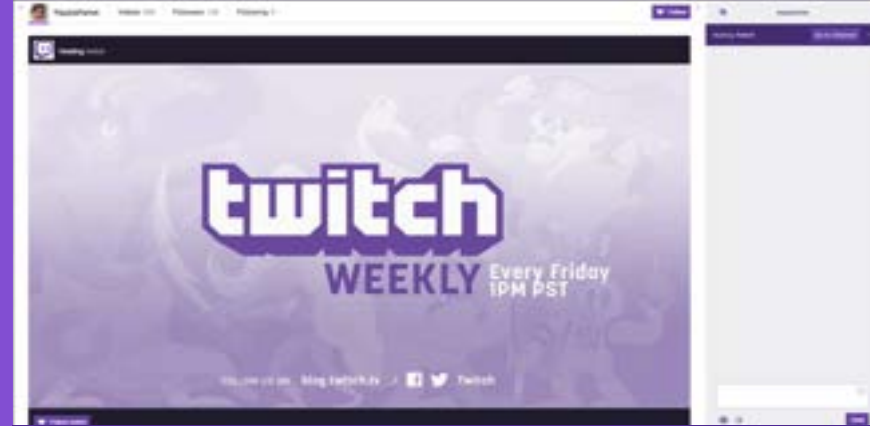
- Users can now make a livable wage by streaming on Twitch through ad revenue, brand partnerships and subscriptions
- Twitch has added new features such as Pulse, which is a Twitter-Like feature, as well as a feature where you can purchase games directly from a streamers channel
- The company has also allowed companies to add pre-roll ads as well as advertisements put on directly by a streamer they have partnered with
- Twitch has also changed its logo and site layout several times
- They have also gotten much more strict on what people can say, wear and do. Many users say it has gotten to strict



Key Features and Uses

There are two important key features in Twitch/PvP:

- First of all, live streaming in many different categories such as games, music, talk shows, sports, travel & outdoor, just chatting, food & drink, special events.
- The second crucial feature is live interaction between people who watch the stream and streamer. Live chat is the most common way to interact/communicate.
- Additional feature that Twitch has is donation right in the live chat



Core Audience

- Back when Twitch TV just started the core audience for this platform is gamers and people who love watching professional player play game.
- Today, Twitch is no longer has only gamers or people who love watching games are their core audience. It has been extended. And right now, the core audience of Twitch is people who loving watching live and interact with many people while they are watching (No specific category limit anymore)



User Statistics

- Twitch has a 66% male audience
- 56% of their audience is ages 24-35
- 91% of Twitch users main interest is gaming
- Twitch users watch TV shows such as Game of Thrones, Stranger Things, Rick and Morty, The Walking Dead, and Doctor Who
- Their favorite game producing companies are Ubisoft, Blizzard, and Epic Games
- Many users have day jobs in marketing, tech, programming, are unemployed or streaming is their full time hobby



CASE STUDIES: SUCCESSES AND FAILURES

REDBULL X NINJA CONTEST: Teaming up with creator, Ninja, could boost its brand awareness and drive sales among fellow gamers who often sip on their energy drinks as they are going by to power through long gameplay. Consumers could visit Ninja.RedBull.com to upload a photo on how they game. Entries then would be judged on authenticity, aesthetic, and creativity. Winners would be flown out to a Red Bull gaming event and have the opportunity to play with Ninja in a gaming session.



G-FUEL MARKETING: G-Fuel does a great job in advertising by providing different varieties of flavors depending on who they sponsor with. Usually, they collaborate with top streamers such as XQC, PewDiePie, FazeClan, Logic (who also streams), and many more. They also had new reveals at Twitch events too for many of the online viewers to test in-person. It is now one of the most mentioned energy drink on Twitch.



CONTINUED...

MID-STREAM ADS:

- Twitch announced that they are “testing” new mid-stream ads.
- Viewers began to notice that they are receiving ads during stream sessions that others in channel aren't receiving. These ads are triggered by Twitch, not the content creator.
- Twitch began to utilize picture-by picture streams (the stream the viewer is currently watching goes into a smaller screen, while ads roll on the main window).
- Either streamers schedule an ad break, or one randomly pops up at random times for viewers.



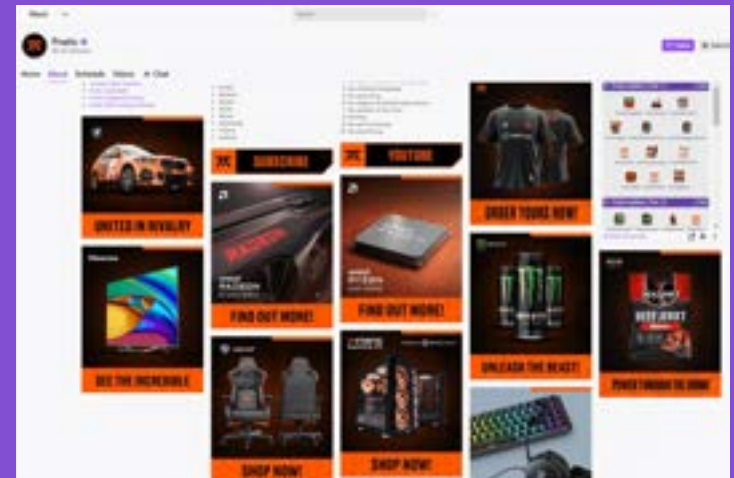
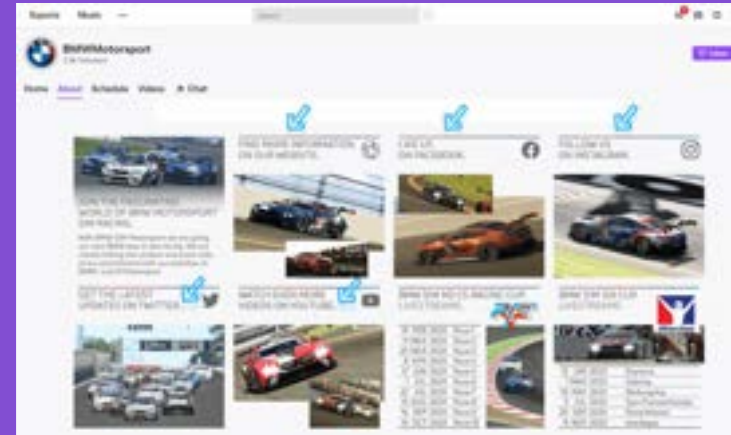
BURGER KING TTS:

- A bot on twitch reads out messages in (Text To Speech) from fans during a stream. In exchange for a small donation, fans can ask streamers questions or make comments.
- Burger king has been using this cheap tactic with a New York ad agency Ogilvy to send donations of \$5 or less to streamers to advertise its latest offers and deliver reviewer messages.

THE KING OF 
STREAM

WHY & HOW BUSINESSES SHOULD USE TWITCH

- Some marketers feel as if Twitch is designed to one niche, gameplay and esports. However, this streaming platform attracts millions of people daily, which makes it suitable for marketing campaigns to become successful.
- Brands could look at BMW who promote through esports events. The company engages by running live streams of esport tournaments and commenting on them. BMW also actively uses Twitch as an additional social media platform for brand promotion. You can find links to the official website on their “About Me” page.
- Twitch is about online entertaining in real-time, not just about gaming. Many companies reached out to Twitch influencers and gave them the opportunity, you could find who a streamer collaborates with by their ad banners in their profile.



ADDITIONAL FACTS:

- 81.5% of Twitch users are male.
- A person spends an average time of 95 minutes on Twitch daily.
- More than 50% of Twitch users age range from 18-35.
- Twitch holds the record for the world's biggest livestream audience.
- Twitch has partnerships with over 27,000 influential streamers.
- Twitch streamers can host another person's channel live. (form raids)
- The live streaming platform is owned by Amazon.
- Twitch affiliates can make customizable emotes.



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