

温馨提示：以下内容均为外文报告原文，请外语不好的同学谨慎打开。

消费电子，智能硬件，工业，农业，自动化，机器人，服务，教育……

DIGITAL & TRENDS

Gaming video content

Table of Contents

01 Overview

Leading consumer trends according to marketers worldwide 2024	
Hours watched on leading gaming live stream platforms Q1 2024, by gaming content	
Most popular livestream video categories in the U.S. 2024	
Channels used for mobile game awareness in the U.S. 2024	
Leading social channels to discuss and discover mobile games in U.S. and Canada 2024	
Preferred pre-purchase video game research channels 2023, by region	

02 Usage

Most used video live streaming sites by brand in the U.S. 2023	
Video live streaming sites usage in the U.S. 2023	
Most used video live streaming sites by brand in the UK 2023	
Video live streaming sites usage in the UK 2023	
Most used video live streaming sites by brand in Germany 2023	
Video live streaming sites usage in Germany 2023	
Most used video live streaming sites by brand in Brazil 2023	
Video live streaming sites usage in Brazil 2023	
Most used video live streaming sites by brand in China 2023	
Video live streaming sites usage in China 2023	

03 Content

	Leading games on streaming platforms 2024, by monthly hours watched	<u>22</u>
<u>04</u>	Top mobile eSports watched on gaming streams worldwide 2024	<u>23</u>
<u>05</u>	Leading video game releases on Twitch 2024, based on launch period hours watched	<u>24</u>
<u>06</u>	Most buzzworthy video games on TikTok worldwide 2023	<u>25</u>
<u>07</u>	Money raised during Games Done Quick charity events 2014-2024	<u>26</u>
<u>08</u>		
<u>09</u>	04 Twitch	
	Most popular Twitch categories worldwide 2023, by hours watched	<u>28</u>
	Leading games on Twitch 2024, by weekly hours viewed	<u>29</u>
<u>11</u>	Top monthly games on Twitch 2024, by peak viewers	<u>30</u>
<u>12</u>	Top monthly games on Twitch 2024, by number of streamers	<u>31</u>
<u>13</u>	Top monthly games on Twitch 2024, by hours streamed	<u>32</u>
<u>14</u>		
<u>15</u>	05 Other platforms	
<u>16</u>	YouTube: most subscribed gaming channels 2024	<u>34</u>
<u>17</u>	Leading YouTube Gaming streamers 2024, based on hours watched	<u>35</u>
<u>18</u>	Hours watched on most popular Kick content categories Q1 2023	<u>36</u>
<u>19</u>	Huya Inc. registered user number in China Q1 2020-Q1 2024	<u>37</u>
<u>20</u>	Leading eSports live-stream apps in China 2024, based on MAUs	<u>38</u>

06 Streamers & gaming influencers

Table of Contents

Most watched streamers worldwide 2024, by average viewers	<u>40</u>
Most watched female streamers worldwide 2024, by average viewers	<u>41</u>
Leading YouTube Gaming streamers 2024, based on hours watched	<u>42</u>
Most influential gaming influencers in China 2024	<u>43</u>
Perceived usefulness of influencers worldwide 2024, by topic	<u>44</u>
U.S. Gen Z on influencers and content creators followed 2024, by type	<u>45</u>
07 Spotlight: industry events and showcases	
Top live-streamed gaming conferences 2024, by average viewers	<u>47</u>
Top video game industry showcases summer 2024, by peak viewers	<u>48</u>
Sony State of Play gaming conference livestream engagement 2020-2024	<u>49</u>
Ubisoft Forward gaming conference livestream engagement 2020-2024	<u>50</u>
Xbox Games Showcase gaming conference livestream engagement 2020-2024	<u>51</u>
Nintendo Direct streaming peak viewership worldwide 2021-2024	<u>52</u>
Leading video game award ceremonies 2024, by peak viewers	<u>53</u>

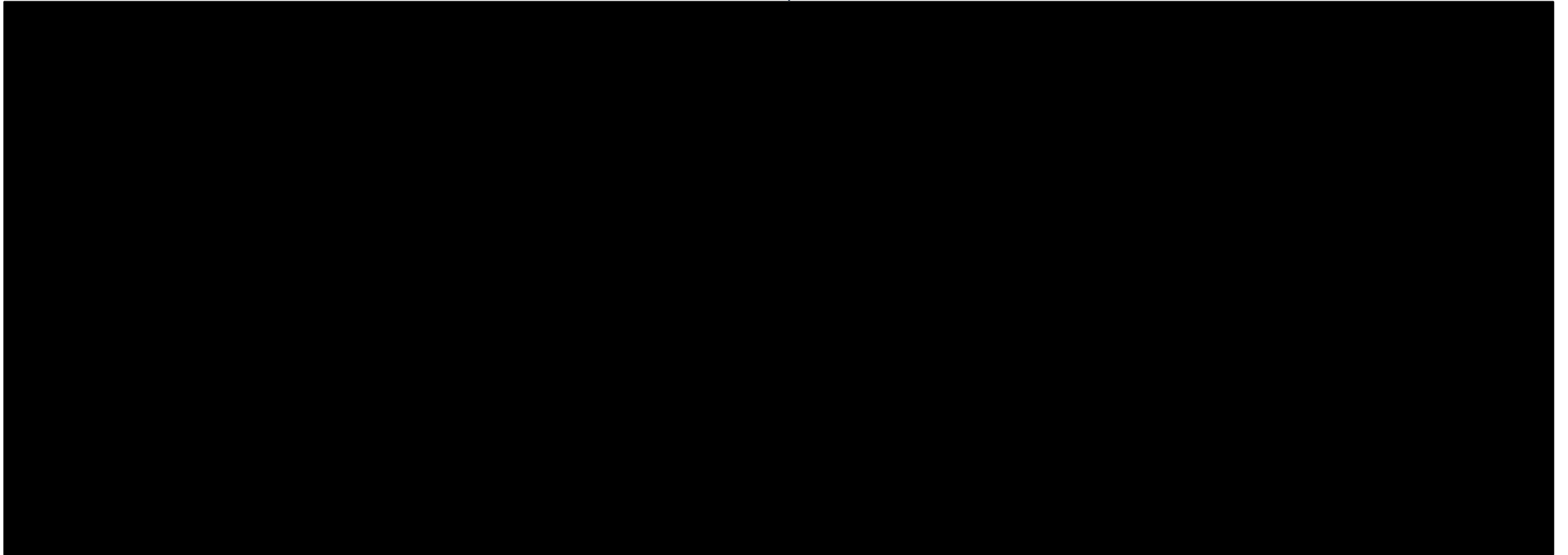
CHAPTER 01

Overview

Leading consumer trends according to marketers worldwide as of July 2024

Leading consumer trends according to marketers worldwide 2024

Share of respondents



4

Description: During a July 2024 survey among marketers worldwide, 56 percent of respondents included connected TV (CTV) and streaming among the most important consumer trends they were watching for the second half of that year. Generative artificial intelligence (GenAI) followed closely, mentioned by 55 percent, while TikTok and social video rounded up the top three with a share of 47 percent. [Read more](#)

Note(s): Worldwide; July 2024; 1,231 respondents; among brands, agencies, media companies, measurement firms, tech platforms, and other marketing industry constituents

Source(s): Mediaocean; TechValidate

Number of hours watched on leading gaming live stream platforms worldwide in 1st quarter 2024, by gaming content release (in millions)

Hours watched on leading gaming live stream platforms Q1 2024, by gaming content



5

Description: During the first quarter of 2024, Twitch users watched approximately 250 million hours of new game release content on the popular video platform. Additionally, Twitch recorded users watching over 3.3 billion hours of content on general gaming. YouTube users watched approximately 922 million hours of live-streamed gaming content, as well as 41.5 million gaming release live content. Steam's broadcasting function allowed users to watch their friends or favorite streamers watch their [...]

Note(s): Worldwide; Q3 2022

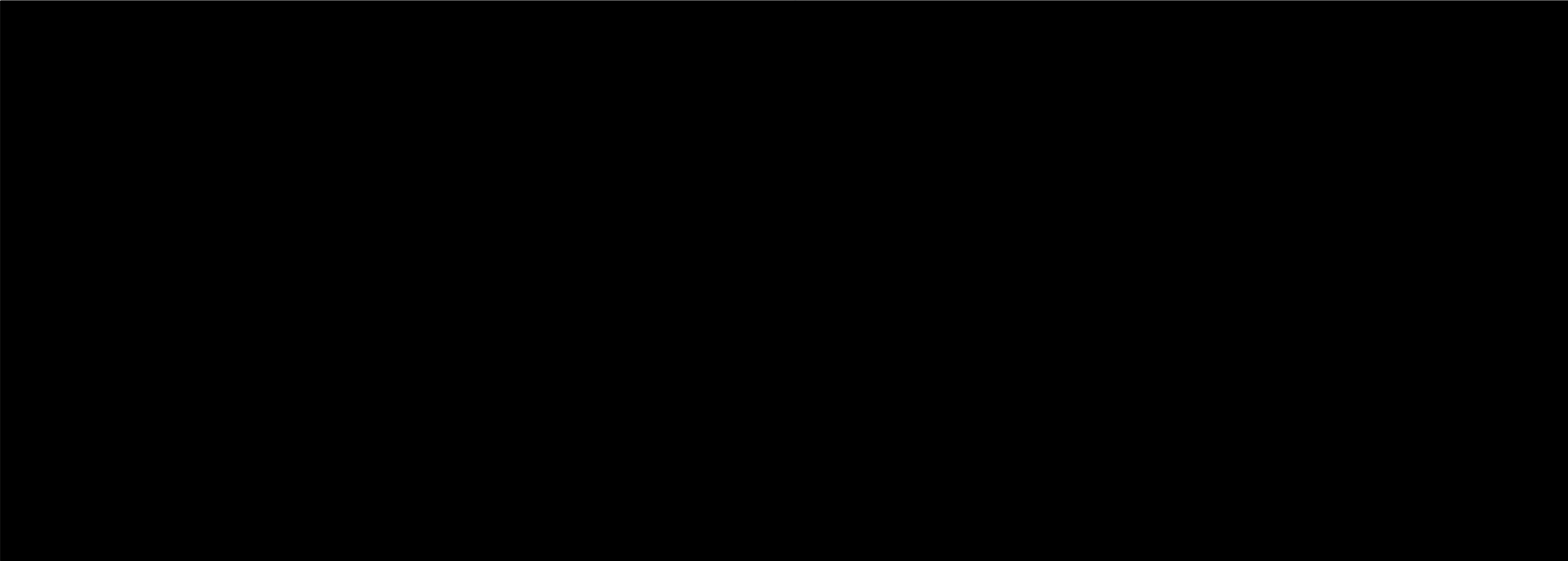
Source(s): Stream Hatchet; X (Twitter)

[Read more](#)

Most popular categories of livestream videos watched by viewers in the United States as of March 2024

Most popular livestream video categories in the U.S. 2024

Share of respondents

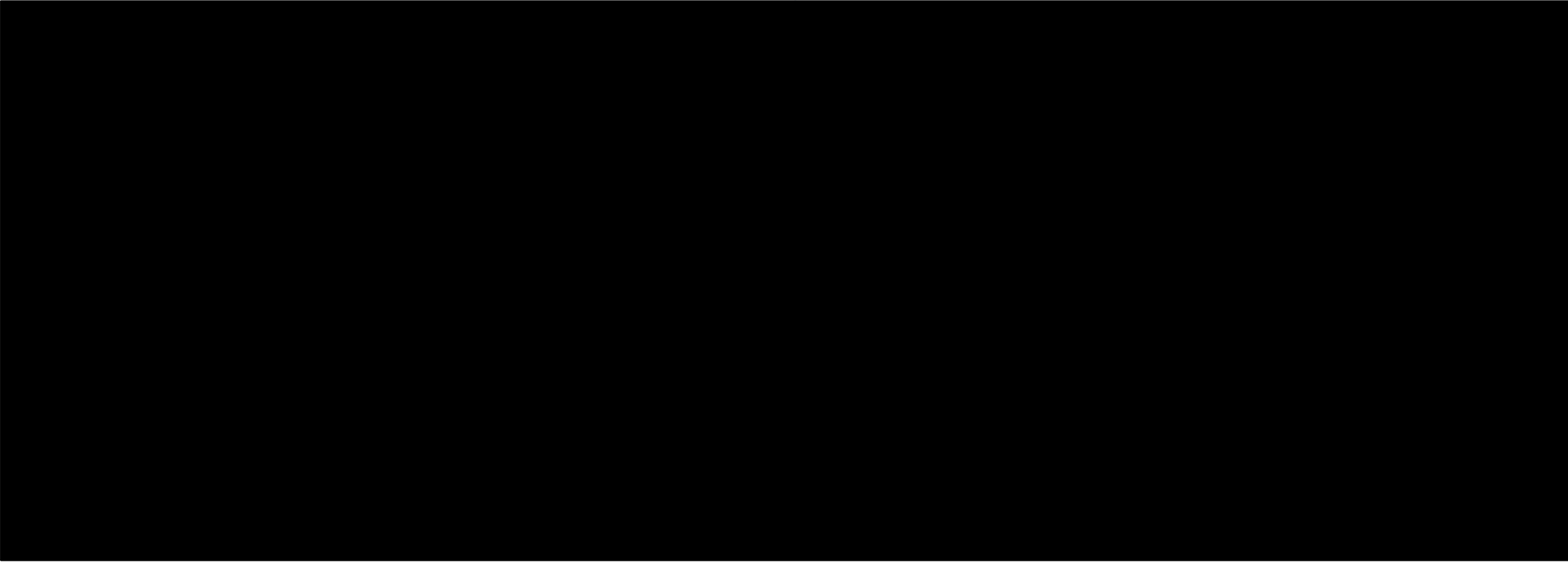


6 **Description:** According to a survey conducted in 2024 among U.S. consumers, 34 percent of monthly livestream viewers watched livestreams of breaking news. Livestreams of sports games and matches ranked second with a 29 percent watch rate among U.S. livestream audiences. [Read more](#)
Note(s): United States; March 22 to 29, 2024; 1,421 respondents; 18 years and older; among those who watch live-stream video once a month or more
Source(s): Vorhaus Advisors

Channels used for mobile game awareness among adults in the United States as of March 2024

Channels used for mobile game awareness in the U.S. 2024

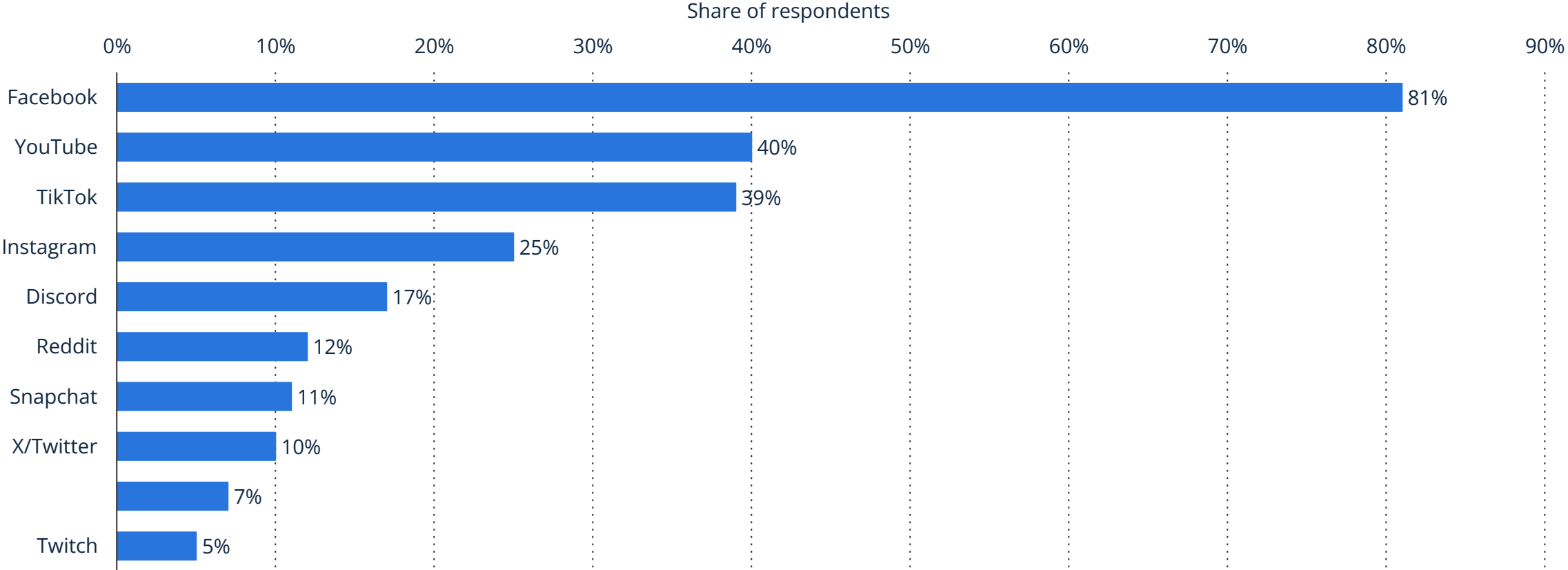
Share of respondents



7 **Description:** A March 2024 survey found that 40 percent of mobile gamers in the United States found out about mobile games via word of mouth from friends or family. The usage of app stores on mobile devices was the second-most important app discovery channel as 32 percent of the respondents claimed usage. Seeing mobile games on YouTube was utilized by 24 percent of gamers. [Read more.](#)
Note(s): United States; March 22 to 29, 2024; 1,377 respondents; 18 years and older; among those who play games on mobile devices
Source(s): Vorhaus Advisors

Most popular social channels to discuss and discover mobile games according to mobile gaming spenders in the United States and Canada as of January 2024

Leading social channels to discuss and discover mobile games in U.S. and Canada 2024



Preferred way of researching new video games before purchase according to gamers in selected regions worldwide as of April 2023

Preferred pre-purchase video game research channels 2023, by region

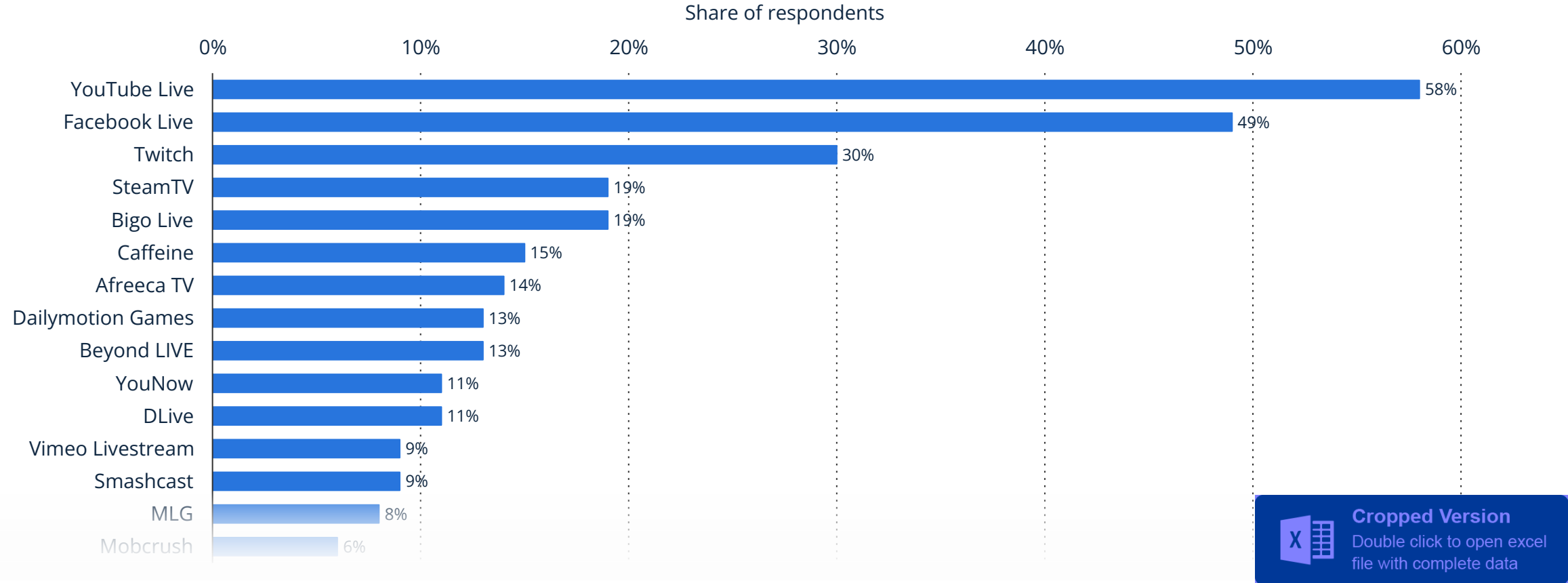
	Video reviews	Talking to friends/family	Reviews in print media	Brand website	Expert advice
Australia	60%	44%	43%	39%	29%
China	46%	38%	53%	25%	27%
Denmark	41%	46%	35%	30%	21%
France	40%	43%	35%	36%	19%
Germany	32%	43%	26%	21%	16%
Hong Kong	54%	43%	49%	41%	20%
India	53%	44%	40%	26%	44%
Indonesia	71%	37%	45%	18%	28%
Italy	37%	31%	45%	16%	22%
Mexico	62%	33%	46%	38%	21%
Poland	51%	41%	37%	34%	31%
Singapore	65%	52%	51%	31%	33%
Spain	51%	36%	49%	32%	26%
Sweden	32%	38%	32%	29%	31%

CHAPTER 02

Usage

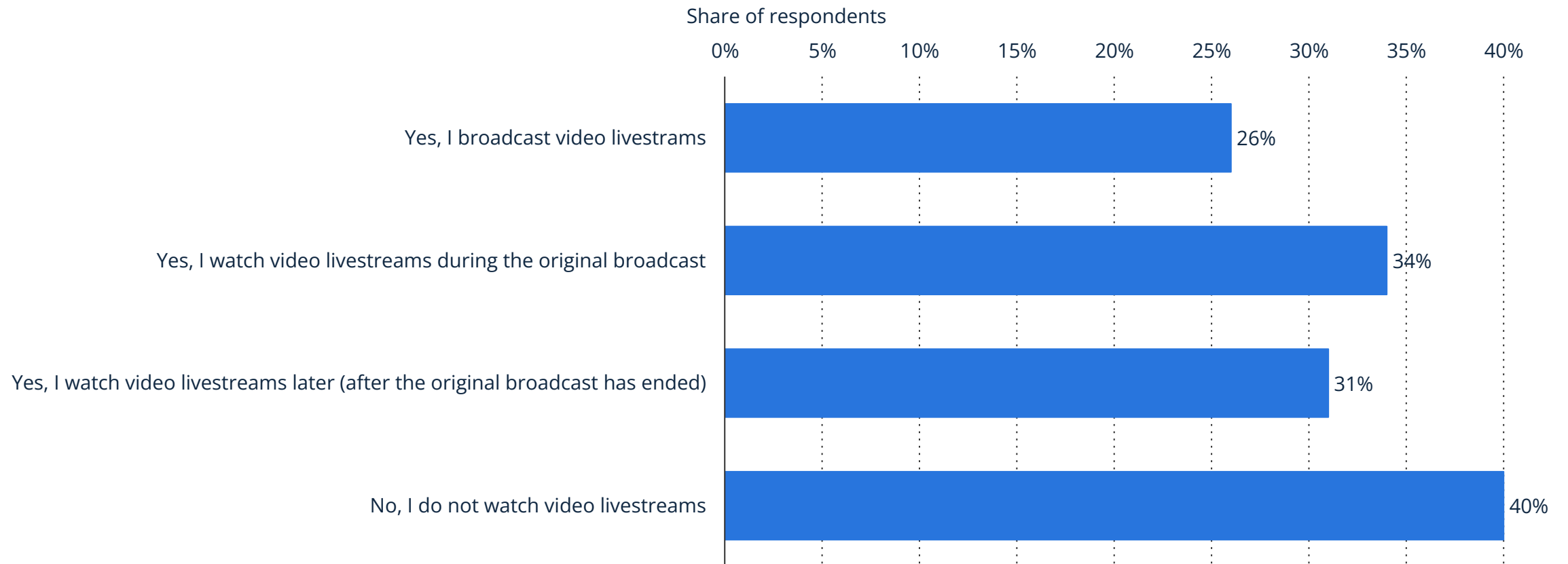
Most used video live streaming sites by brand in the U.S. in 2023

Most used video live streaming sites by brand in the U.S. 2023



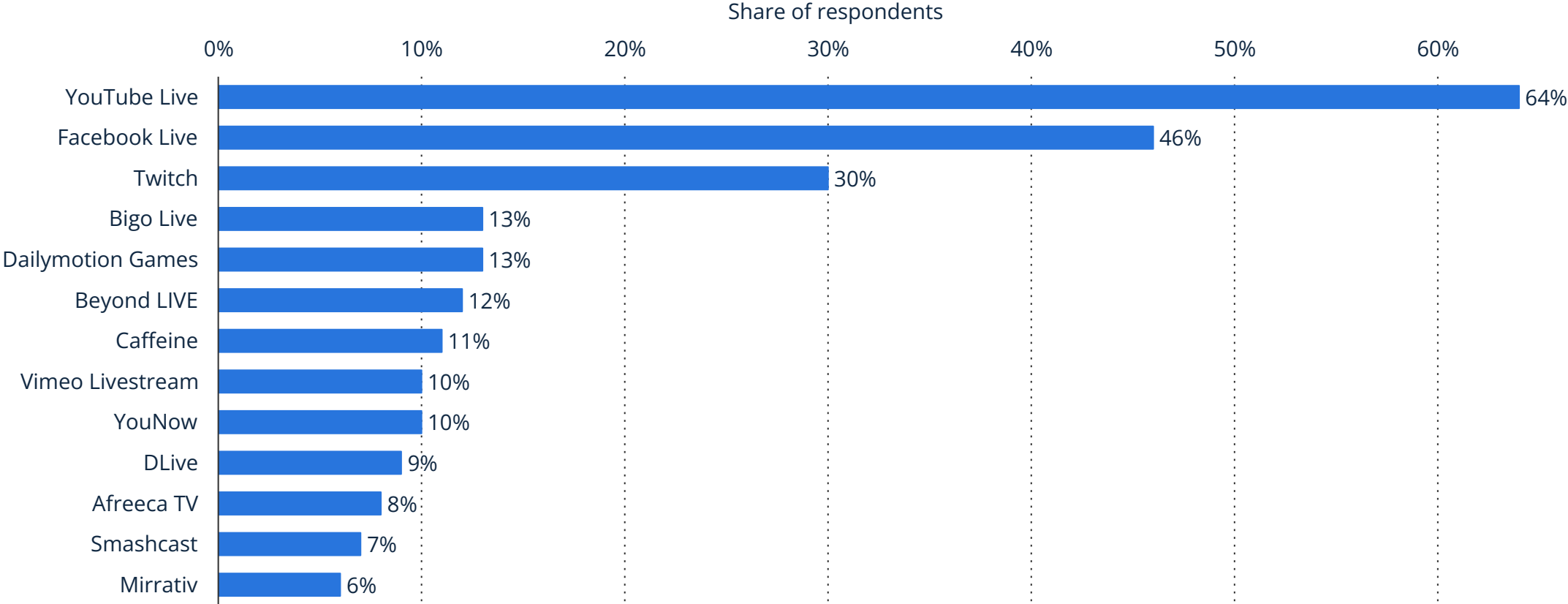
Video live streaming sites usage in the U.S. in 2023

Video live streaming sites usage in the U.S. 2023



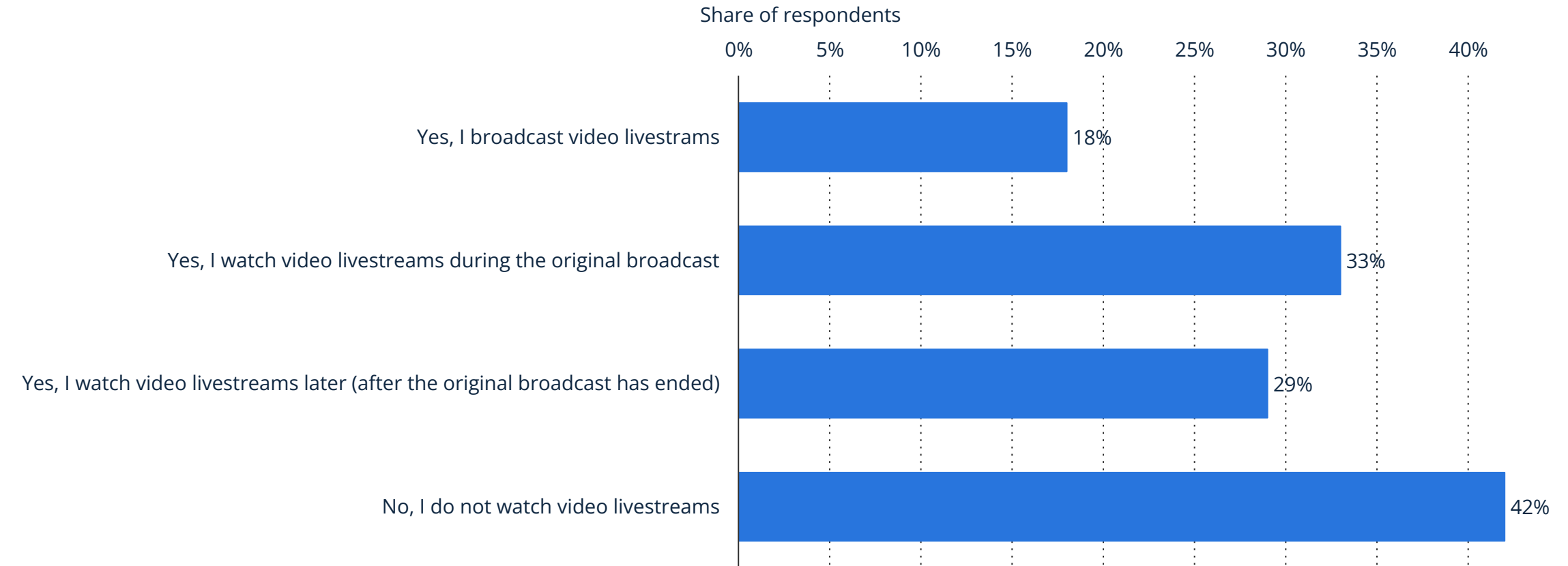
Most used video live streaming sites by brand in the UK in 2023

Most used video live streaming sites by brand in the UK 2023



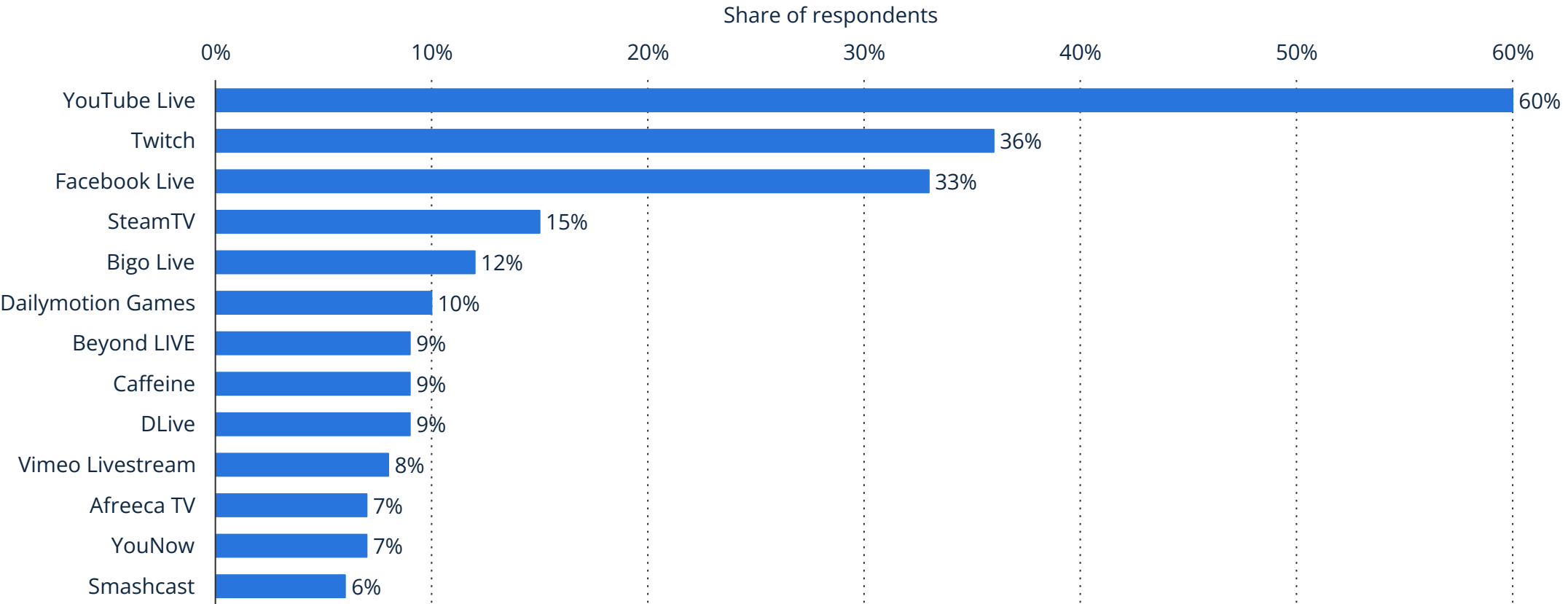
Video live streaming sites usage in the UK in 2023

Video live streaming sites usage in the UK 2023



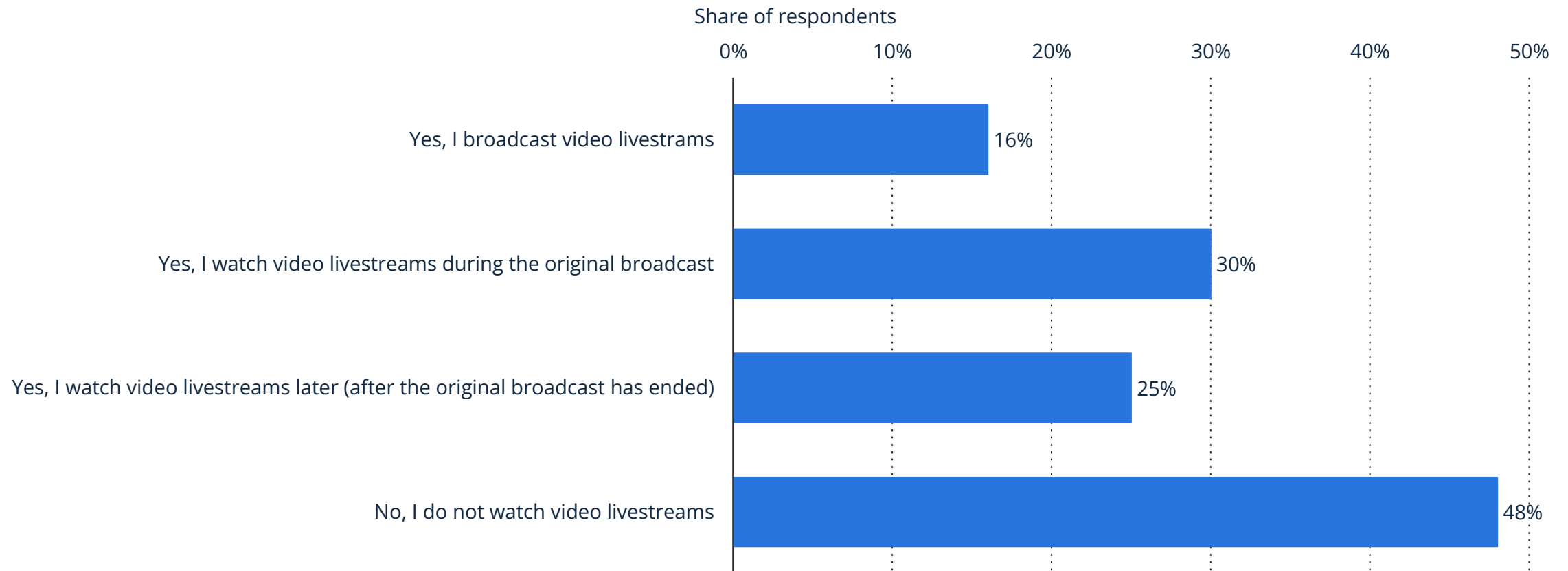
Most used video live streaming sites by brand in Germany in 2023

Most used video live streaming sites by brand in Germany 2023



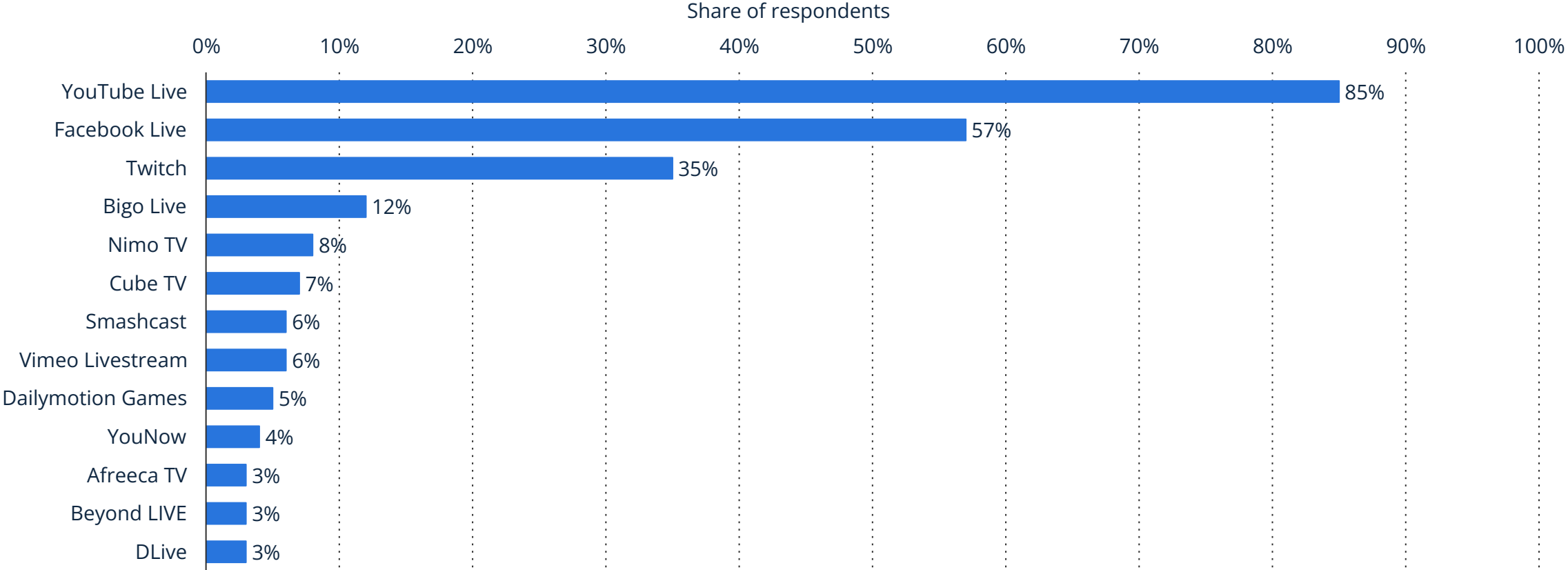
Video live streaming sites usage in Germany in 2023

Video live streaming sites usage in Germany 2023



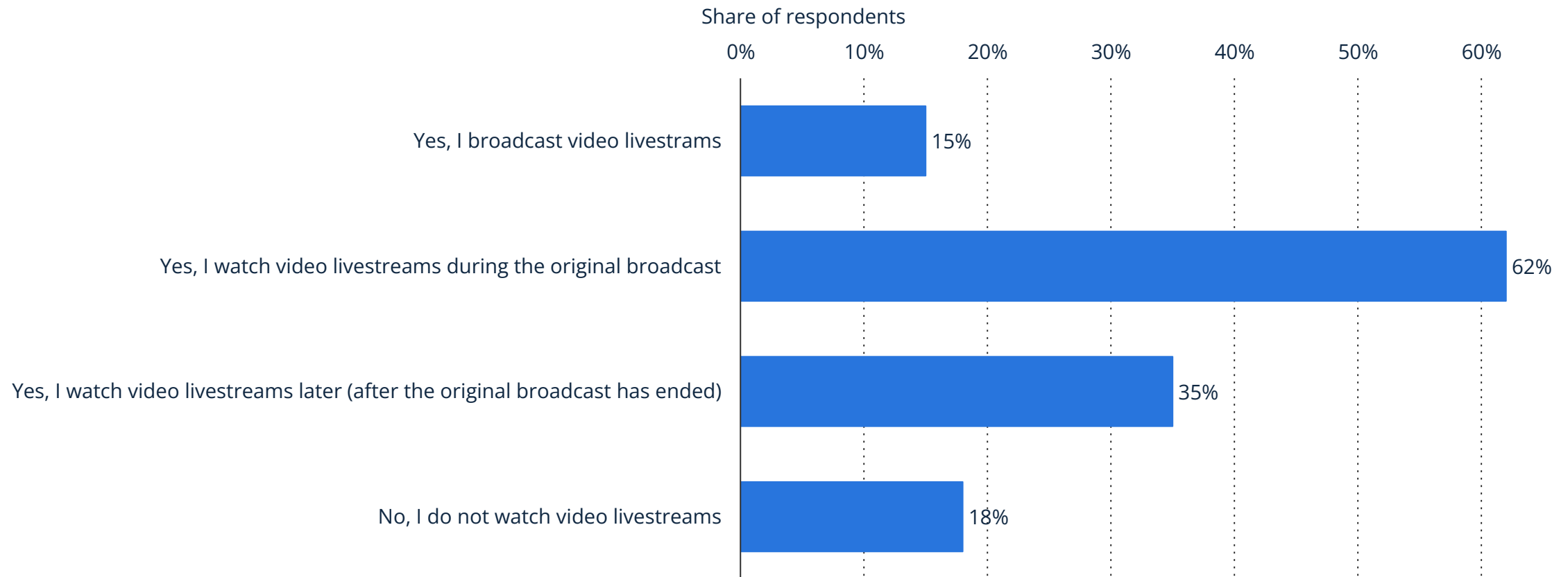
Most used video live streaming sites by brand in Brazil in 2023

Most used video live streaming sites by brand in Brazil 2023



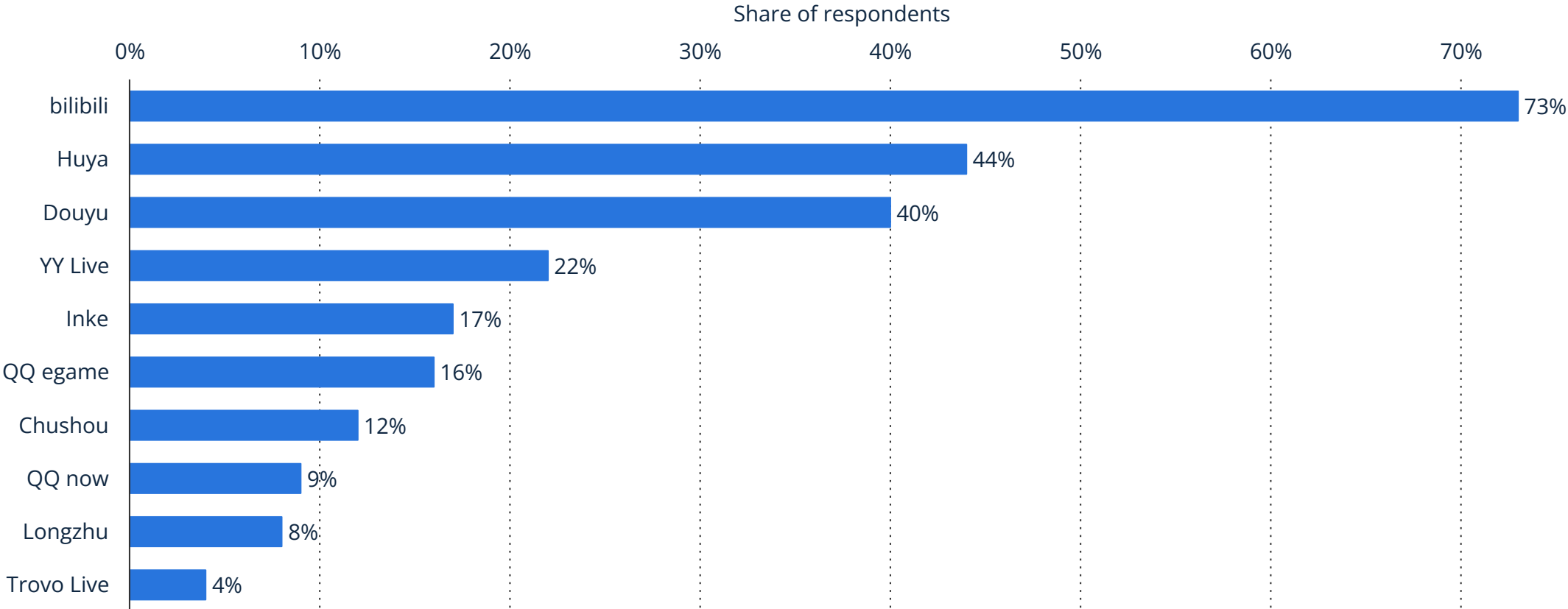
Video live streaming sites usage in Brazil in 2023

Video live streaming sites usage in Brazil 2023



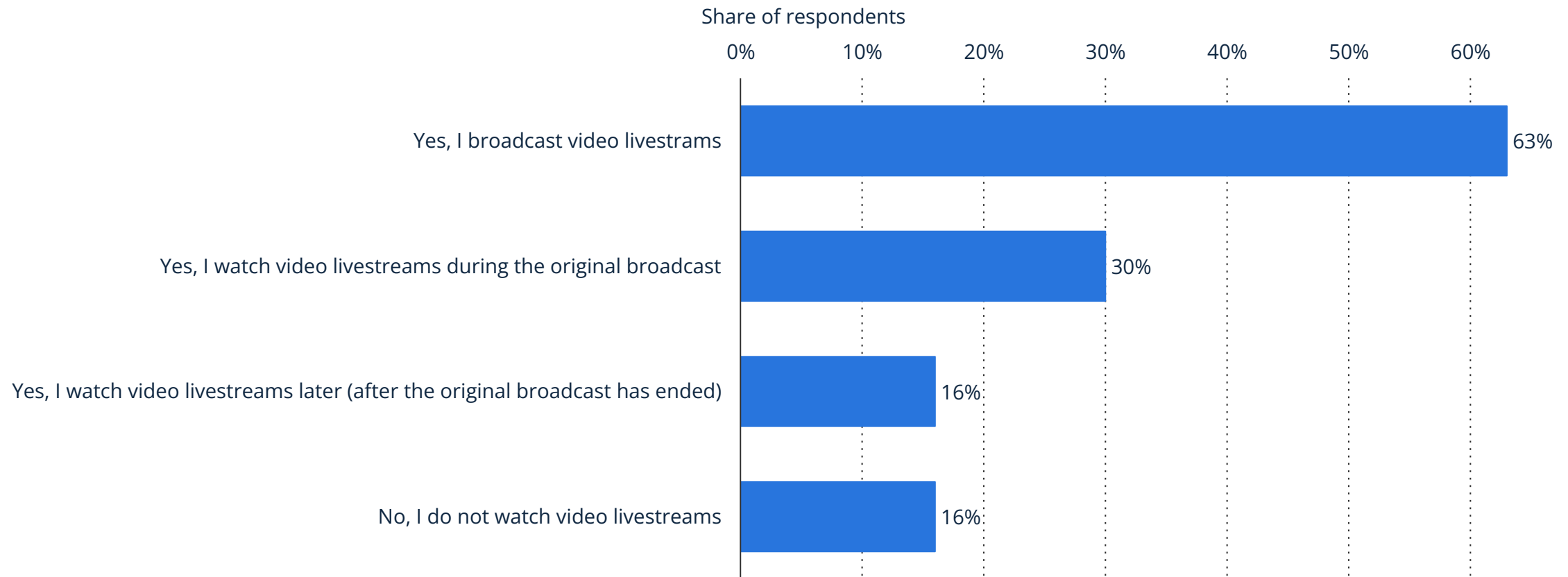
Most used video live streaming sites by brand in China in 2023

Most used video live streaming sites by brand in China 2023



Video live streaming sites usage in China in 2023

Video live streaming sites usage in China 2023



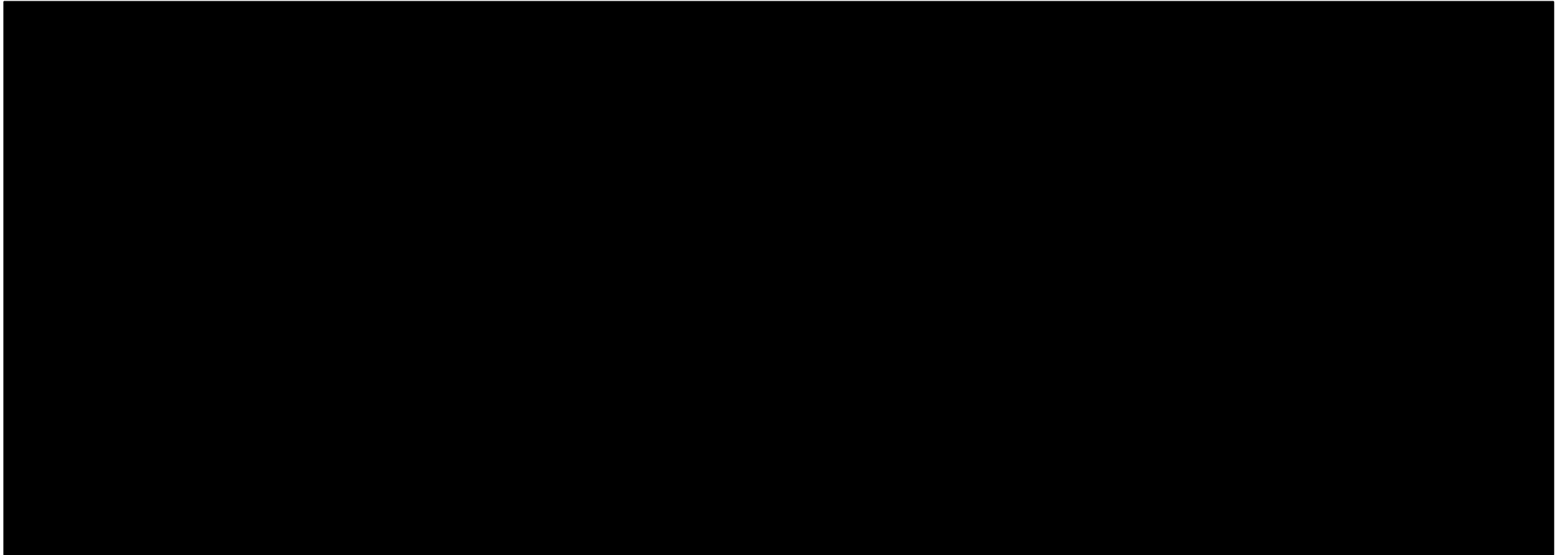
CHAPTER 03

Content

Most popular video games watched on streaming platforms worldwide in June 2024, by live hours watched (in millions)

Leading games on streaming platforms 2024, by monthly hours watched

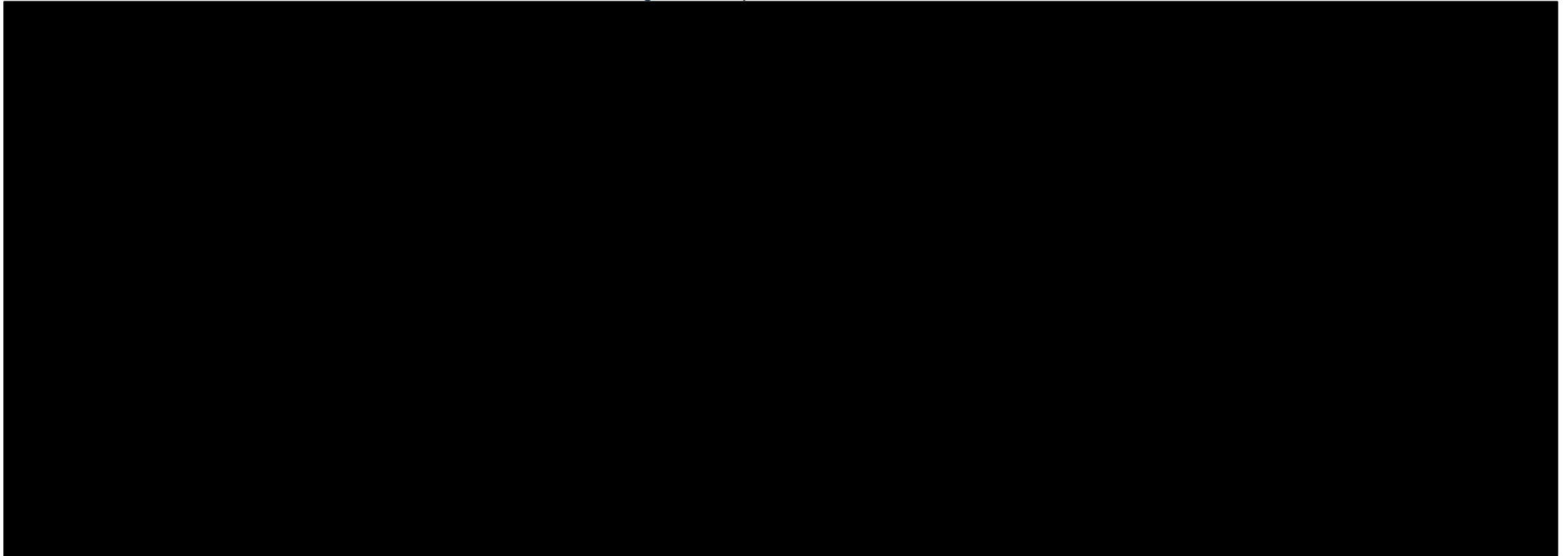
Number of hours in millions



Leading mobile eSports titles watched on livestreaming platforms worldwide as of March 2024, by average minute viewership (in 1,000s)

Top mobile eSports watched on gaming streams worldwide 2024

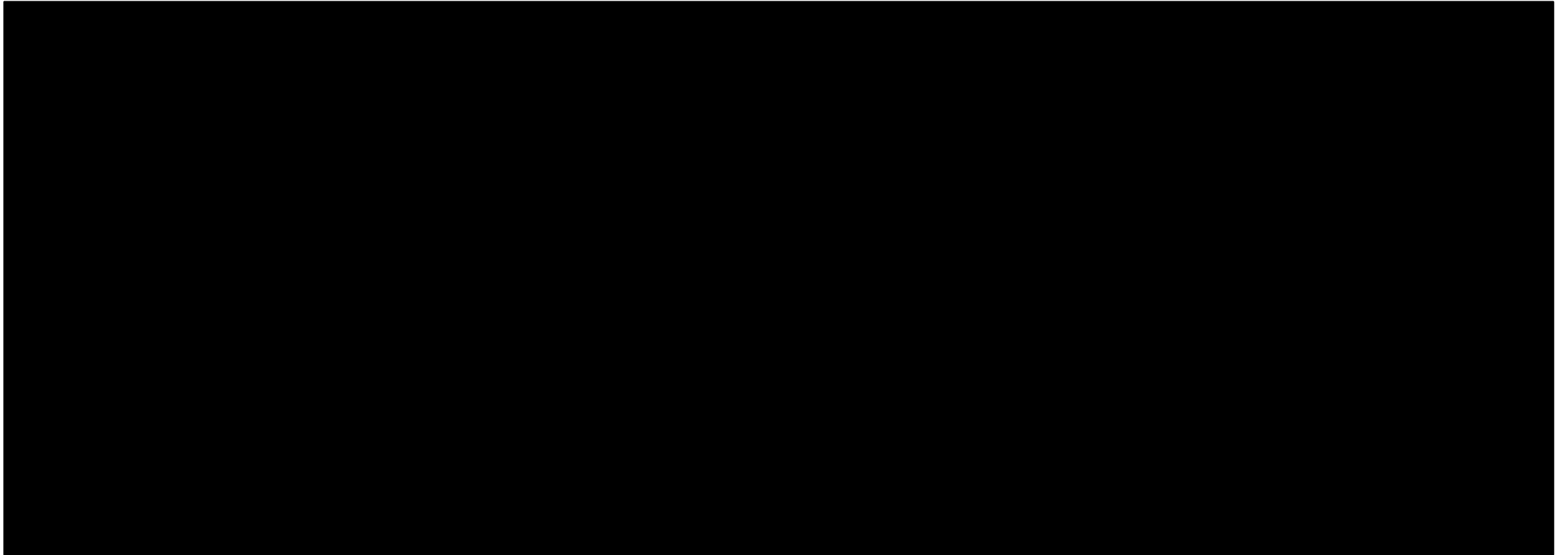
Average viewers per minute in thousands



Most watched 2024 release video games on Twitch as of August 2024, by hours watched on release day (in millions)

Leading video game releases on Twitch 2024, based on launch period hours watched

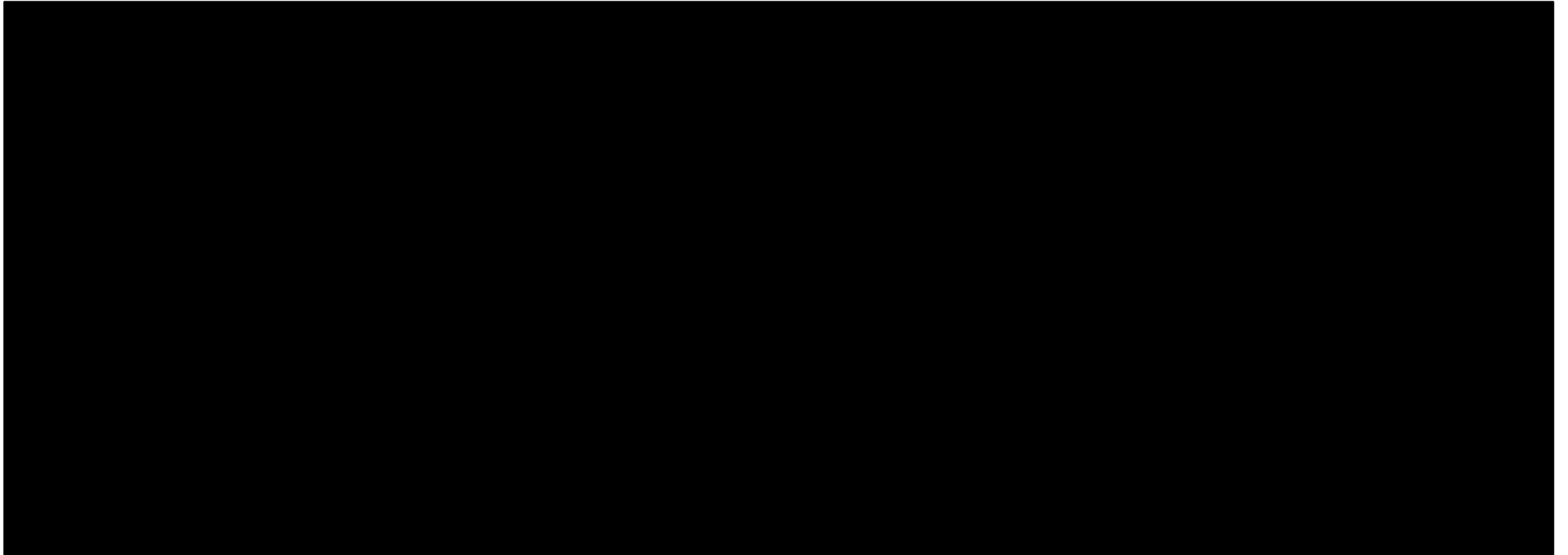
Hours watched in millions



Most popular video games on TikTok worldwide in 2023, by number of views (in millions)

Most buzzworthy video games on TikTok worldwide 2023

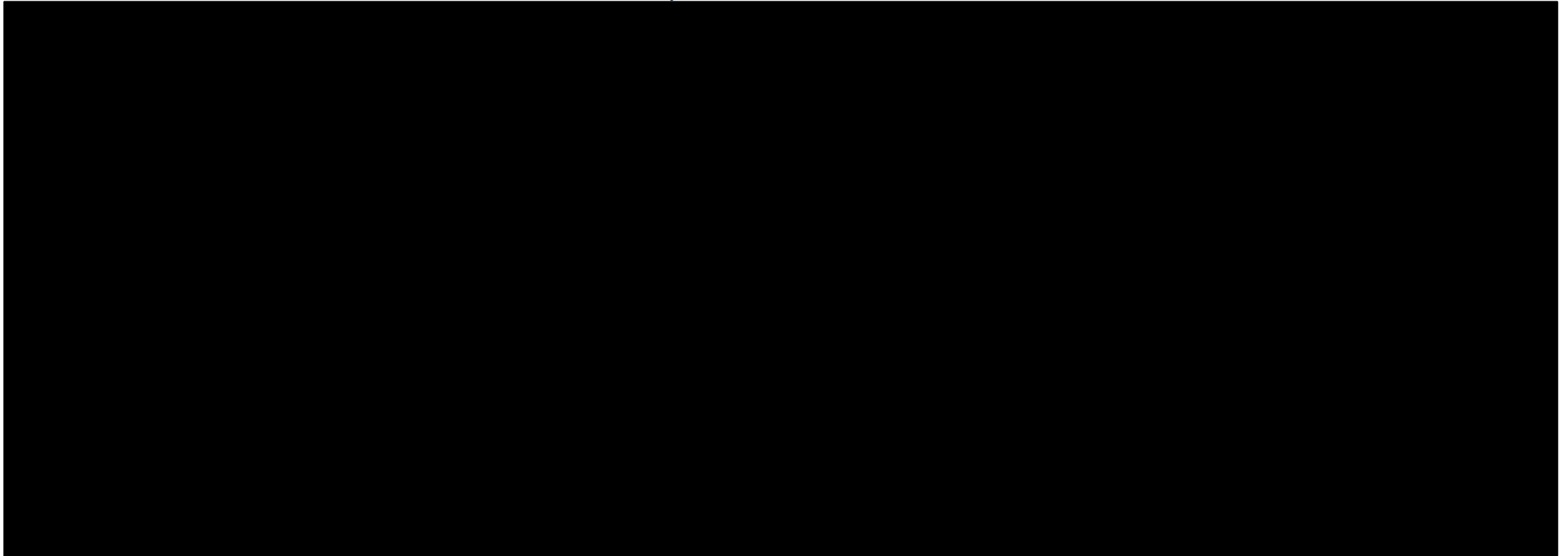
Number of views in millions



Amount of funds raised by Games Done Quick charity events from 2014 to 2024 (in million U.S. dollars)

Money raised during Games Done Quick charity events 2014-2024

Money raised in million U.S. dollars



以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/387104126024010004>