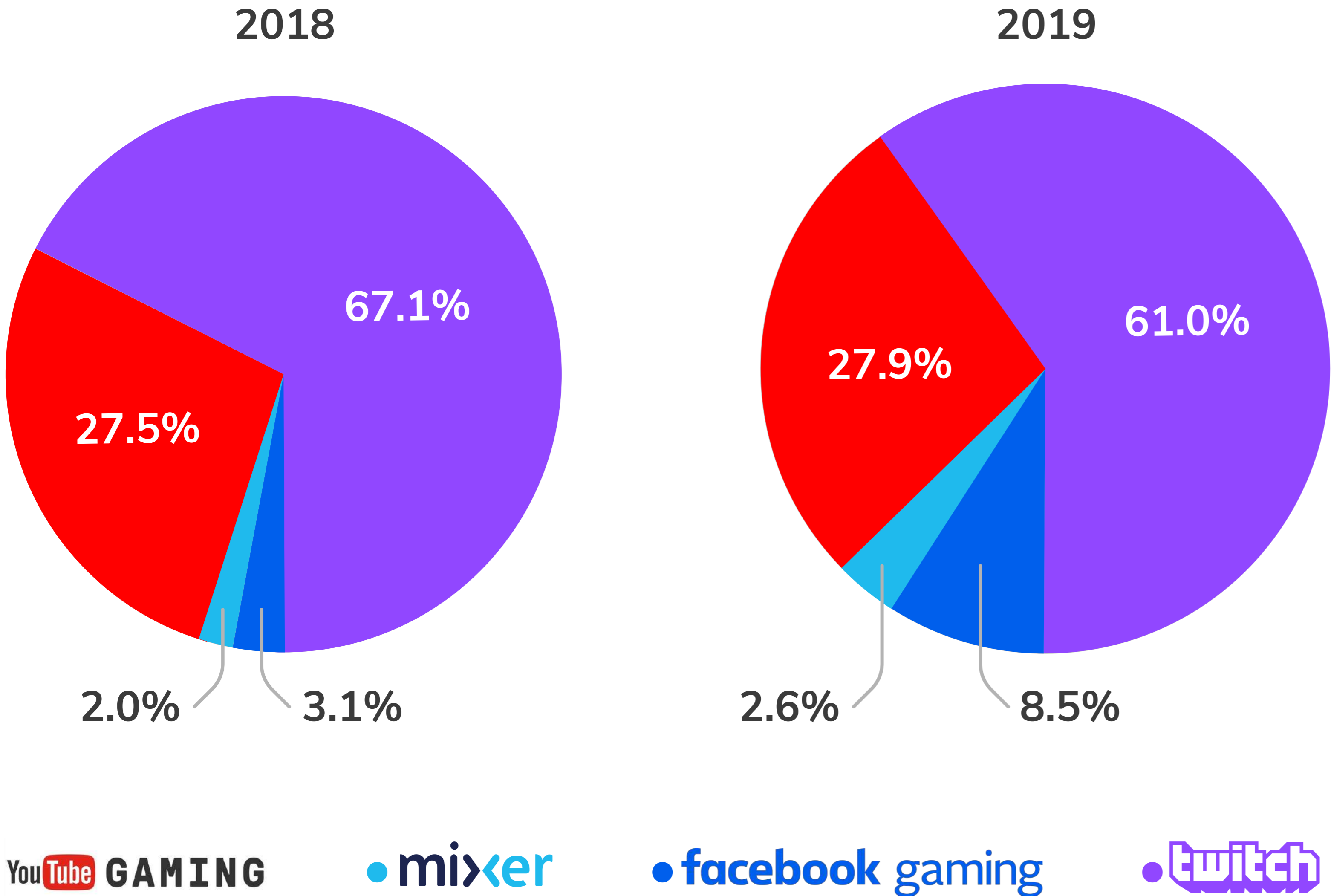




StreamElements & Arsenal.gg Present
State of the Stream Q4/December 2019

Facebook Gaming experiences epic 210% growth

Platform market share hours watched in the month of December 2018 vs December 2019



- Facebook Gaming had huge growth in Dec 2019 compared to Dec 2018:
 - 210% increase in hours watched
 - 6% increase in streamers with 63% more hours broadcast per unique streamer on average
 - 78% increase in the average number of viewers per hour streamed
 - 8.5% market share compared to 3.1%

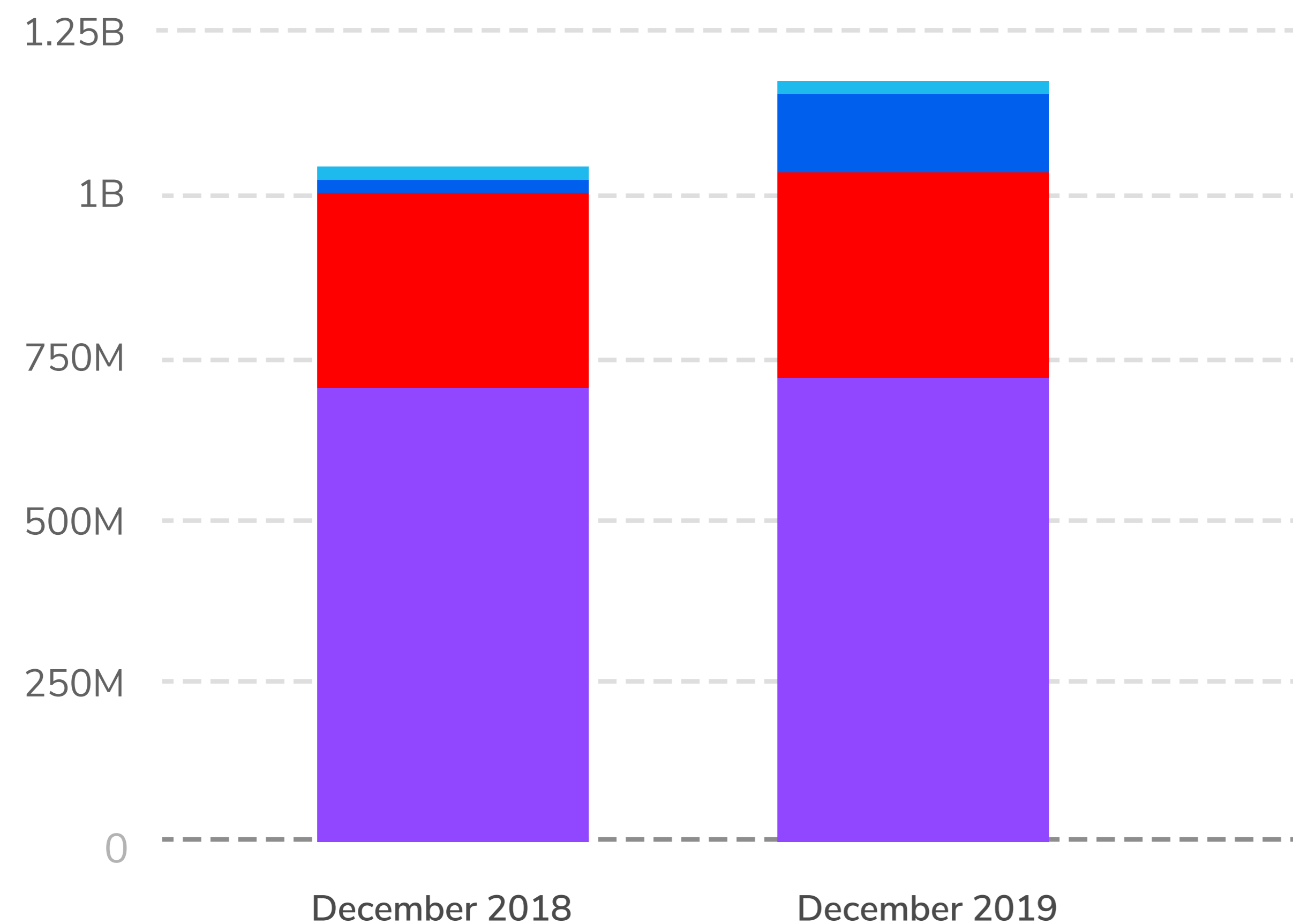
Takeaway: Facebook Gaming's market share was elevated by increased interest in existing streamers, new streamers who garnered massive numbers, and streamers broadcasting significantly more frequently.

- Non-gaming content has been a major growth driver for Twitch representing 11% of the hours watched in December 2019 compared to 8% in December 2018.

* Twitch / Mixer data does not include prominent non-gaming categories

Live streaming continues to thrive with 12% growth in Dec 2019 compared to Dec 2018

Total streaming hours per month



| Total streaming hours per month of Dec only | December 2018 | December 2019 |
|---|----------------------|----------------------|
| twitch | 715,654,693 | 727,965,497 |
| You Tube GAMING | 293,299,756 | 332,914,419 |
| facebook gaming | 32,924,638 | 102,087,962 |
| mixer | 24,399,346 | 31,062,090 |
| Industry overall | 1,066,278,433 | 1,194,029,968 |

* Twitch / Mixer data does not include prominent non-gaming categories

● You Tube GAMING
● mixer
● facebook gaming
● twitch

Non-gaming category takes the top spot on Twitch for the first time

Top games/categories on Twitch in December 2019

| | Game | December Hours Watched |
|----|----------------------------------|------------------------|
| 1 | Just Chatting | 80,904,993 |
| 2 | League of Legends | 74,143,246 |
| 3 | Fortnite | 58,332,957 |
| 4 | Counter-Strike: Global Offensive | 38,563,082 |
| 5 | Grand Theft Auto V | 36,340,563 |
| 6 | Dota 2 | 33,432,573 |
| 7 | Hearthstone | 25,754,349 |
| 8 | Escape from Tarkov | 19,392,138 |
| 9 | Path of Exile | 18,798,014 |
| 10 | World of Warcraft | 18,665,293 |

- Just Chatting made its top of the chart debut with a month-over-month increase of 14 million hours watched.

Takeaway: Twitch's gamer audience likes a lot more than just games.

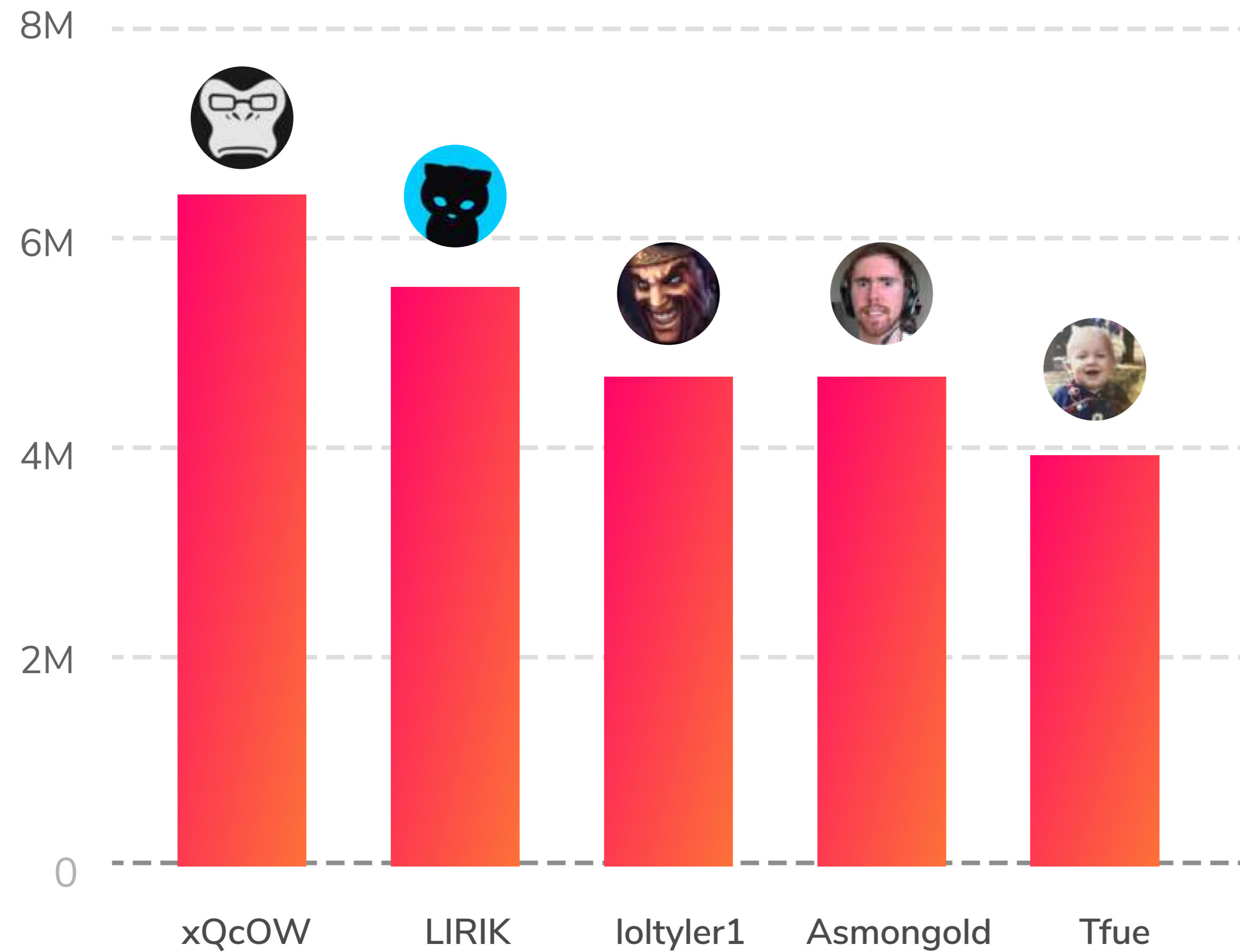
- Cracking the top games list for the first time this year are Escape from Tarkov and Path of Exile.
 - Escape's rise benefited from a Twitch Drops campaign with in-game items for viewers and a lot of top streamers playing it live.
 - Path of Exile received a big boost to its viewership with the release of its Conquerors of the Atlas expansion.



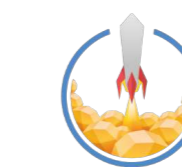
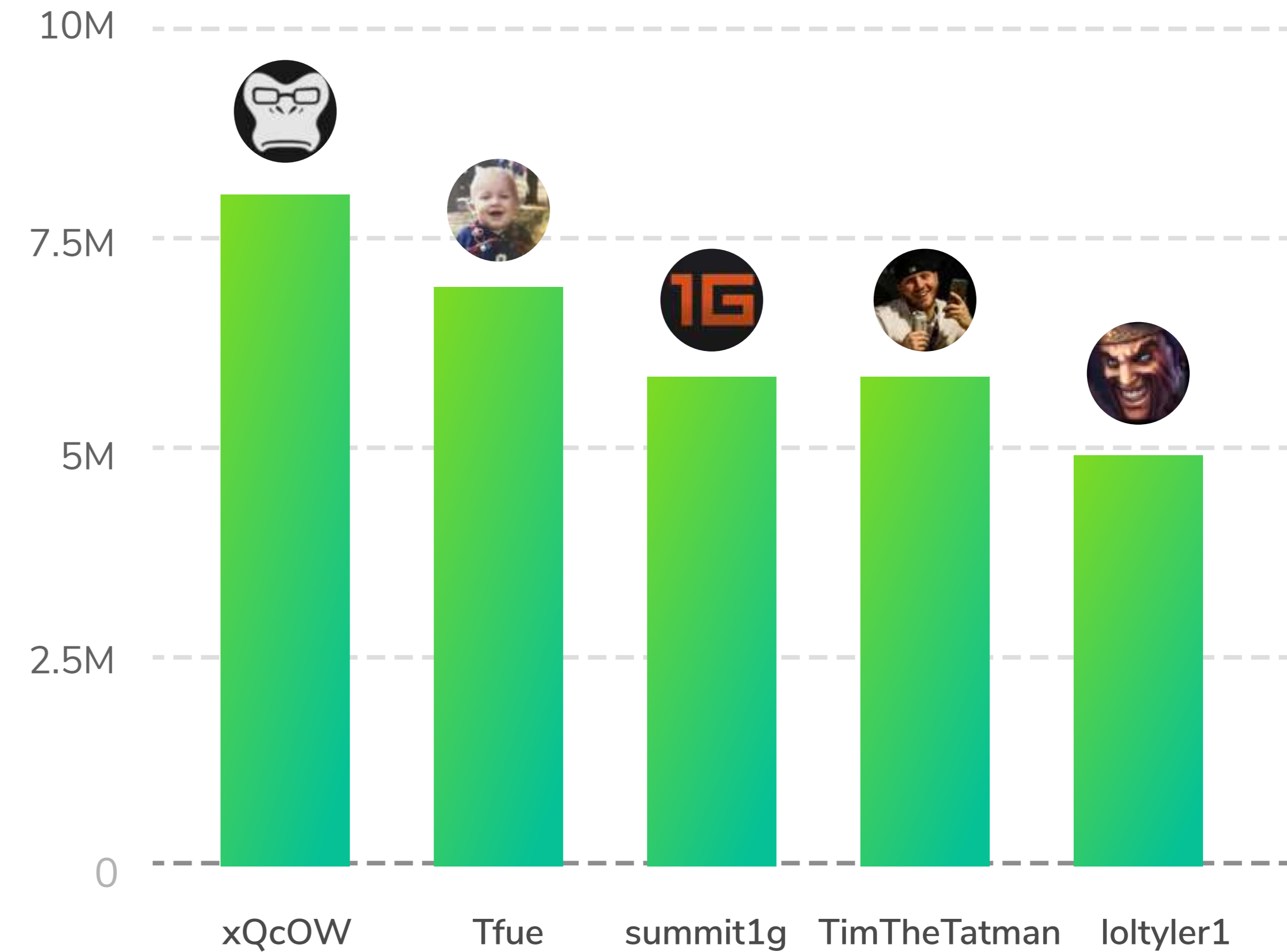
xQc stays on top of Twitch two months in a row

Top 5 individual streamers on Twitch in November and December 2019 based on hours watched

November top 5 streamers



December top 5 streamers



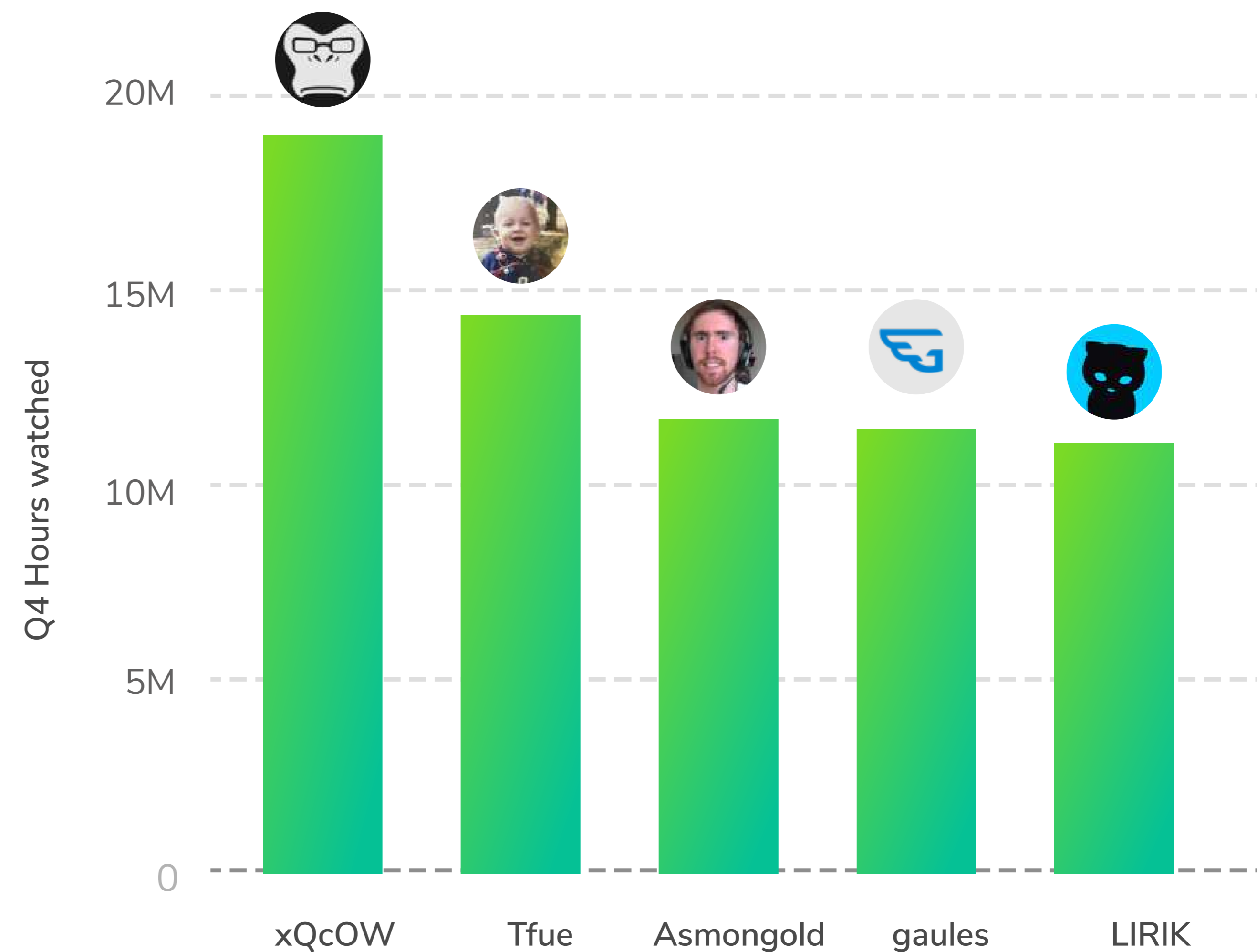
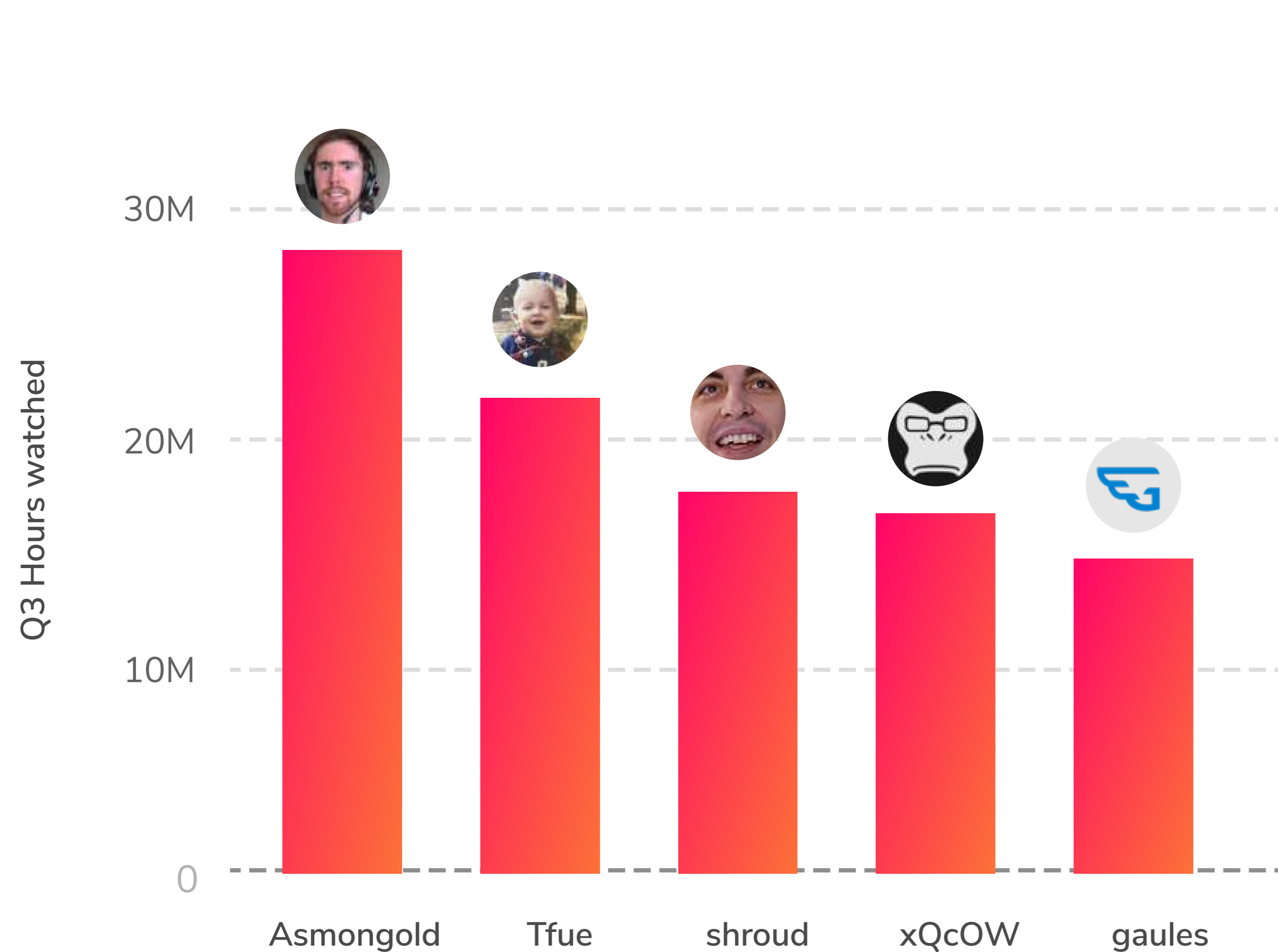
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ARSENAL

Twitch's top stars remain consistent quarter over quarter

Top 5 individual streamers on Twitch in Q3 and Q4 2019 based on hours watched



The top channel overall in Q3 was OverwatchLeague (32m hours watched) and in Q4 it was Riot Games (30m hours watched)




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Twitch streamers shine in non-gaming categories

Top Just Chatting and ASMR streamers in Q4 2019 based on hours watched

Top 5 ASMR streamers



| | Streamer | ASMR hours watched |
|---|-------------|--------------------|
| 1 | CopyKat_ | 1,449,640 |
| 2 | MaryJLeeeee | 997,609 |
| 3 | Amouranth | 774,054 |
| 4 | courncake | 228,400 |
| 5 | RubyTrue | 220,580 |

Top 5 Just Chatting streamers



| | Streamer | Just Chatting hours watched |
|---|----------------|-----------------------------|
| 1 | xQcOW | 5,411,371 |
| 2 | Kitboga | 3,147,666 |
| 3 | Trainwreckstv | 2,807,429 |
| 4 | shuteye_orange | 2,589,544 |
| 5 | RajjPatel | 1,904,411 |

CopyKat_ and xQcOW were also the top streamers in their respective categories in December 2019



StreamElements





StreamElements is the fastest growing provider of tools and services for live stream production, monetization, audience engagement, influencer marketing, and brand sponsorships. StreamElements powers many of the top digital content creators on Twitch, YouTube Live, Facebook Gaming, and Mixer with the only 100% cloud-based collection of overlays, bots, alerts, tipping apps, merch, loyalty programs, and more. StreamElements is also harnessed by brands who want to tap into influencers for sponsorships and other activations.

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Arsenal.gg is a live streaming data and analytics platform. For individual creators, it delivers free performance statistics and insights to grow their channels. Arsenal also offers an authoritative paid platform for game publishers, studios, and brands to accurately identify viewership trends across the ecosystem as well as discover, build, and track influencer marketing strategies. Head to Arsenal.gg to request a demo or sign up today.

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