



實況大革命

影音改造全球電玩娛樂產業

How Video is Transforming Video Games

Before we start

Who am I?

大家好，我是 Jonathan Chou

Video Games and Online Video

A BRIEF HISTORY

讓我們打開電玩史...

1980: In the Beginning

不同的時空，相同的樂趣



2005: YouTube



2007: Justin.tv

Justin.tv

2011



www.twitch.tv

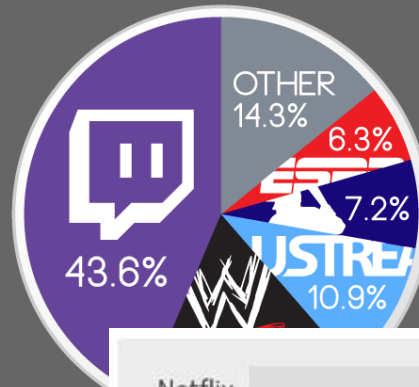
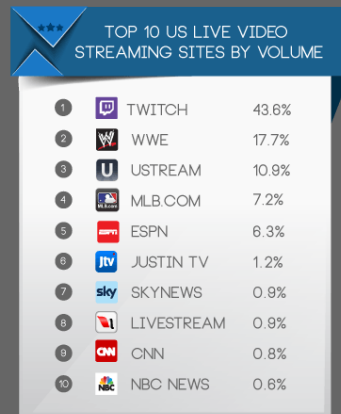
2015: Video Game Video is Huge



Audience Growth

Twitch is the Top Live Streaming Site in the US

Based on Qwilt Analytics, Twitch has a commanding lead over all other live streaming sites in the US:



By a huge margin, Twitch leads with over 43%

Source: Qwilt Video Analytics, Week of April 7th, 2014



TWITCH = MASSIVE SCALE

WITH HIGH ENGAGEMENT FACTOR

60+ MILLION

UNIQUE VIEWERS PER MONTH WORLDWIDE



6.9 MILLION

DAILY AVERAGE USERS

That's the entire population of Singapore or Berlin!



106 MINUTES

SPENT DAILY ON TWITCH PER USER

That's two episodes of Game of Thrones back-to-back!

11 MILLION

DAILY CHAT INTERACTIONS

Video games have transcended gaming

WHAT ARE PEOPLE WATCHING?

觀眾都在看什麼？

esports



Inside esports



Games Media



Game Developers



TALES FROM THE BORDERLANDS
A TELLTALE GAMES SERIES

PREMIERING
LIVE ON TWITCH FROM THE
ALAMO DRAFTHOUSE CINEMA RICHARDSON, TX
MONDAY NOVEMBER 24th @ 8pm CT

Logos: Telltale Games, Gearbox Software, 2K, Nerdist Industries, twitch, ALAMO DRAFTHOUSE CINEMA, ESRB MATURE 17+ (Violence, Blood and Gore, Suggestive Themes, Strong Language)

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Community Phenomena

GAMES DON'T
QUIT
QUICK

#AGDQ2015



Pokemon Plays Twitch: round 2
Any% - EST: 0:20:00

TIMER
0.00



TASbot

Fundraising Total: **\$791,456.51**



Independent Producers



User Generated Video

1,500,000+ Unique Broadcasters Per Month

Why Do People Broadcast & Watch?

- It's fun
- It's social
- It's educational
- It's aspirational
- And because they want more

Video is transforming the video game experience

WHAT DOES IT ALL MEANS

這趨勢有何意義?

Game Design and Mechanics



Game Technology



Game PR



Game Marketing



Game Media

20場節目Live秀

POWERED BY



超級大咖現身



長毛



老皮



鳥屎



大天神



小葵



6tan



肯伊斯古德



Next-generation consoles will put video front and center

GAME CHANGER: HARDWARE

改變看得到，更摸得到

Hardware



Takeaways

- People love watching other people play games
- Gaming videos are HUGE
- Video has profound impact on the video game industry, entertainment, and advertising
- Consider how your video strategy is affecting your business