

Live Streaming

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Live Streaming

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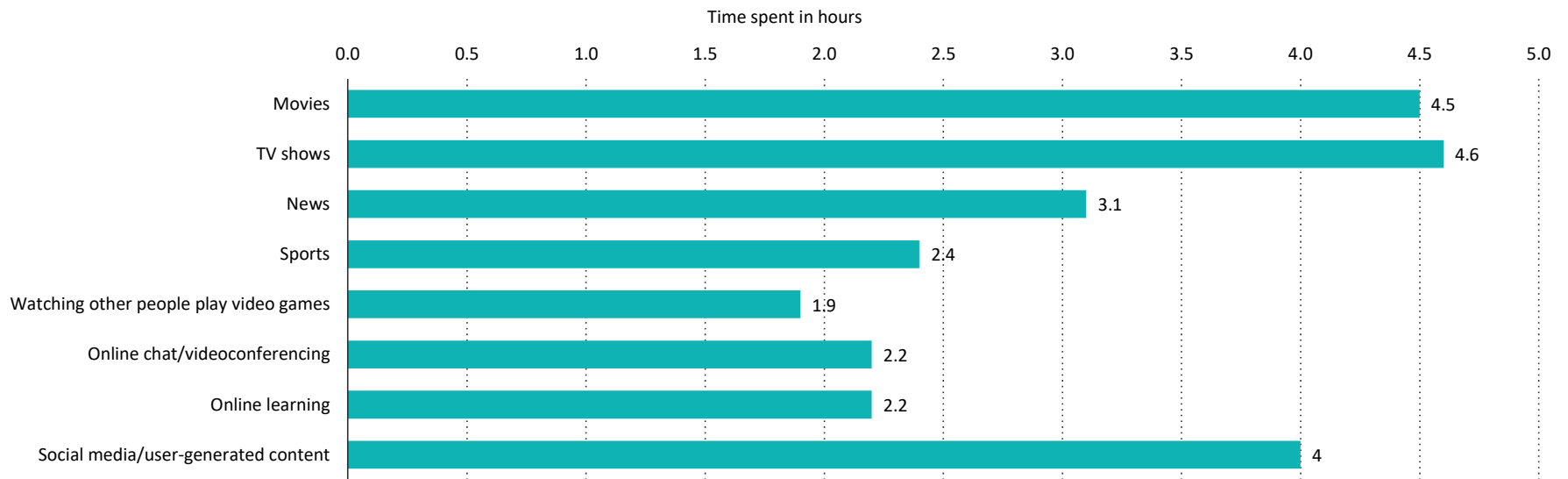
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Overview

Live Streaming

Time spent on watching online video worldwide 2020, by content

Time spent on watching selected types of online video content according to online viewers worldwide as of August 2020 (in hours)

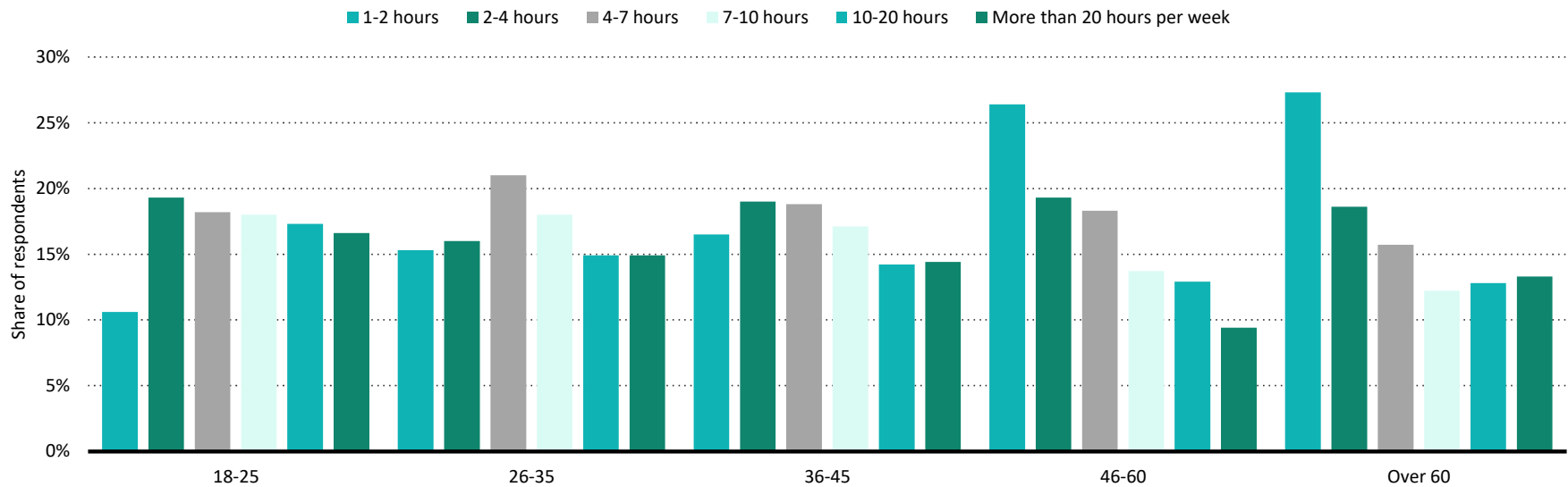


Note(s): August 1 to 12, 2020; 18 years and older; 5,000 respondents
Further information regarding this statistic can be found on [page 66](#).
Source(s): Limelight Networks [ID 784403](#)



Weekly time spent with online video 2020, by age group

Weekly time spent with online video according to internet users worldwide as of August 2020, by age group

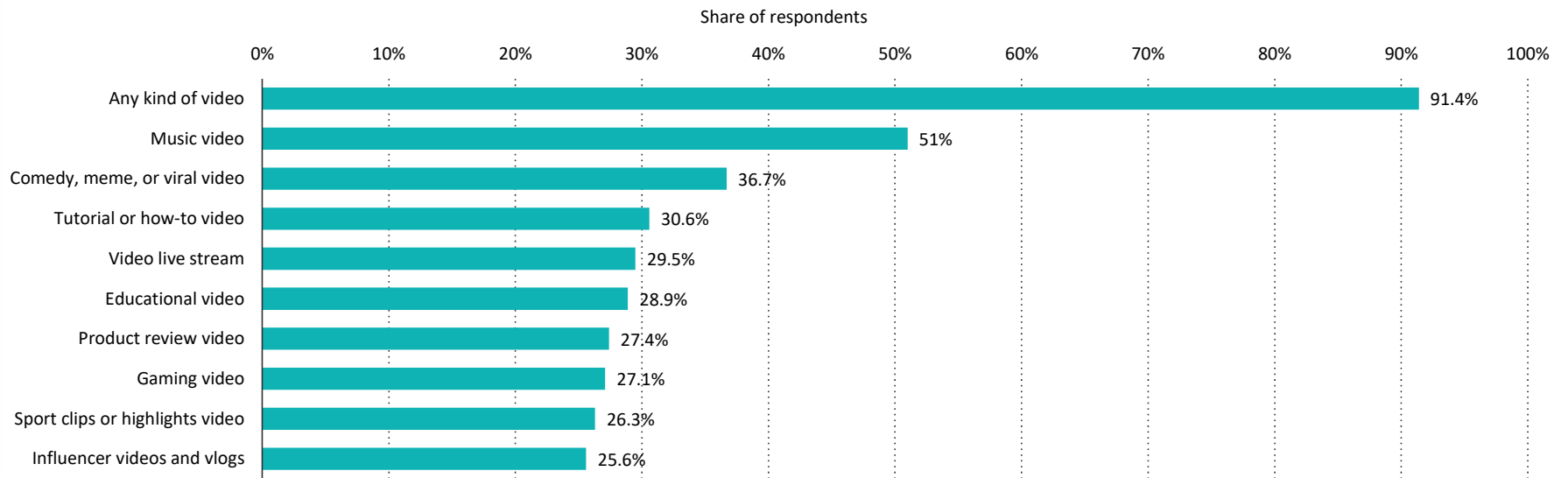


Note(s): Worldwide; August 1 to 12, 2020; 18 years and older; 5,000 respondents
Further information regarding this statistic can be found on [page 67](#).
Source(s): Limelight NetworksID 611750



Leading video content type worldwide Q4 2021, by usage reach

Most popular video content type worldwide during 4th quarter 2021, by weekly usage reach



Note(s): Worldwide; Q4 2021; 16-64 years; among internet users

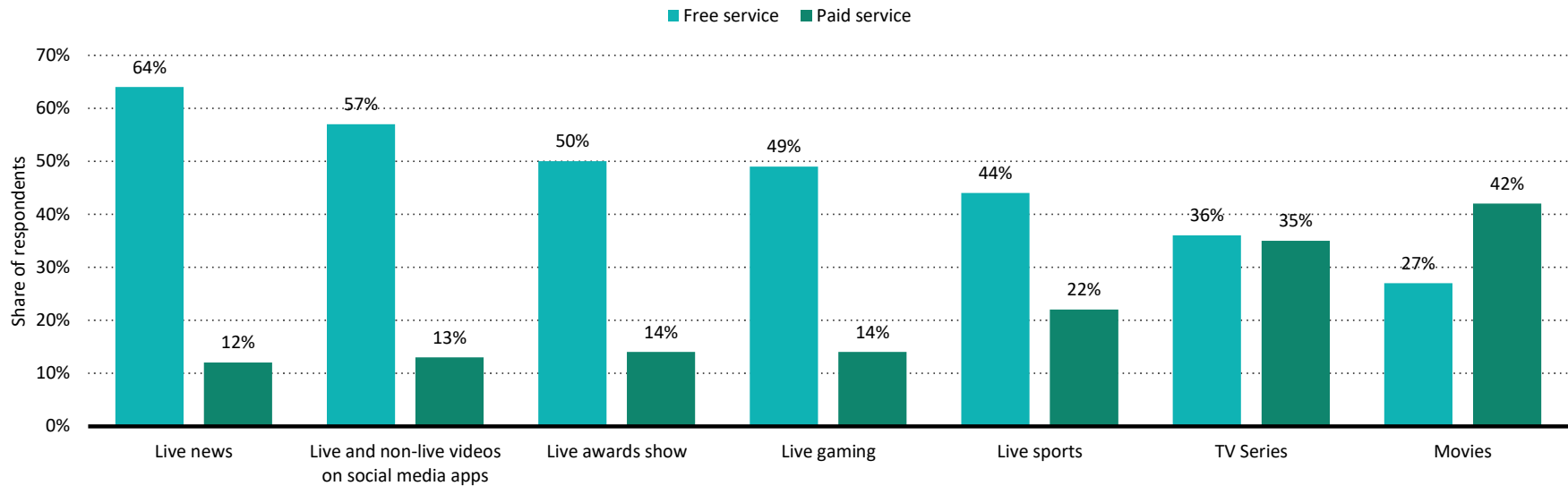
Further information regarding this statistic can be found on [page 68](#).

Source(s): We Are Social; DataReportal; Hootsuite; [GWIID 1254810](#)



Most popular content types on video streaming services worldwide Q2 2021

Most popular content types on free and paid video streaming services worldwide as of 2nd quarter 2021

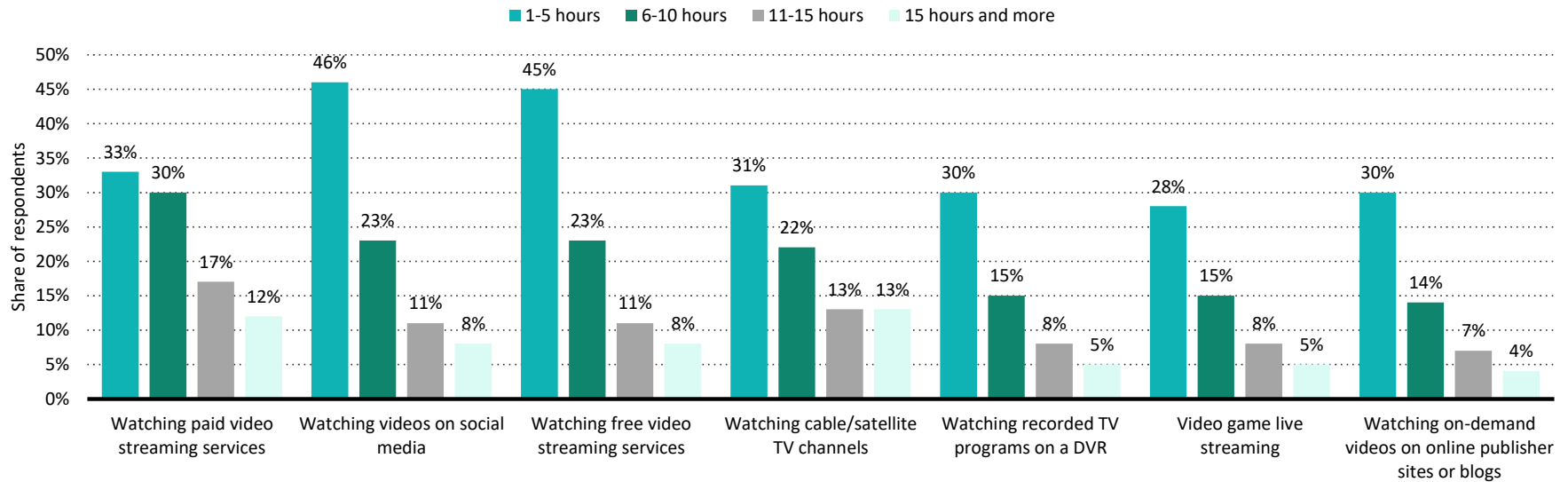


Note(s): Worldwide; Q2 2021; 73 years and younger; 8568 respondents; consumers who own a smart TV or and internet TV device and watch a paid or free video streaming service
Further information regarding this statistic can be found on [page 69](#).

Source(s): CriteoID [1277091](#)

Hours spent on video consumption weekly worldwide Q2 2021, by platform

Hours spent by video consumers in a typical week on video content worldwide as of 2nd quarter 2021, by platform



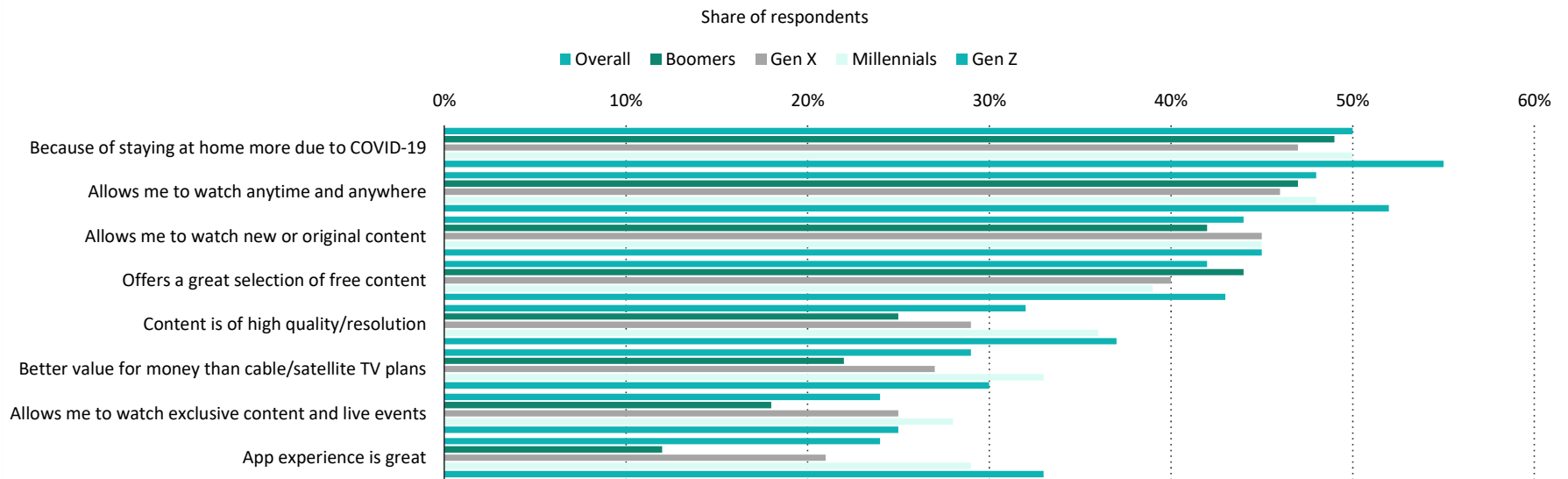
Note(s): Worldwide; Q2 2021; 9220 respondents; consumers owned a smart TV or an internet TV device and watched a paid or free video streaming service.

Further information regarding this statistic can be found on [page 70](#).

Source(s): CriteoID [1276963](#)

Reasons for watching video streaming services worldwide Q2 2021, by generation

Reasons for watching more video streaming services worldwide as of 2nd quarter 2021, by generation



Note(s): Worldwide; Q2 2021; 73 years and younger; 9210 respondents

Further information regarding this statistic can be found on [page 71](#).

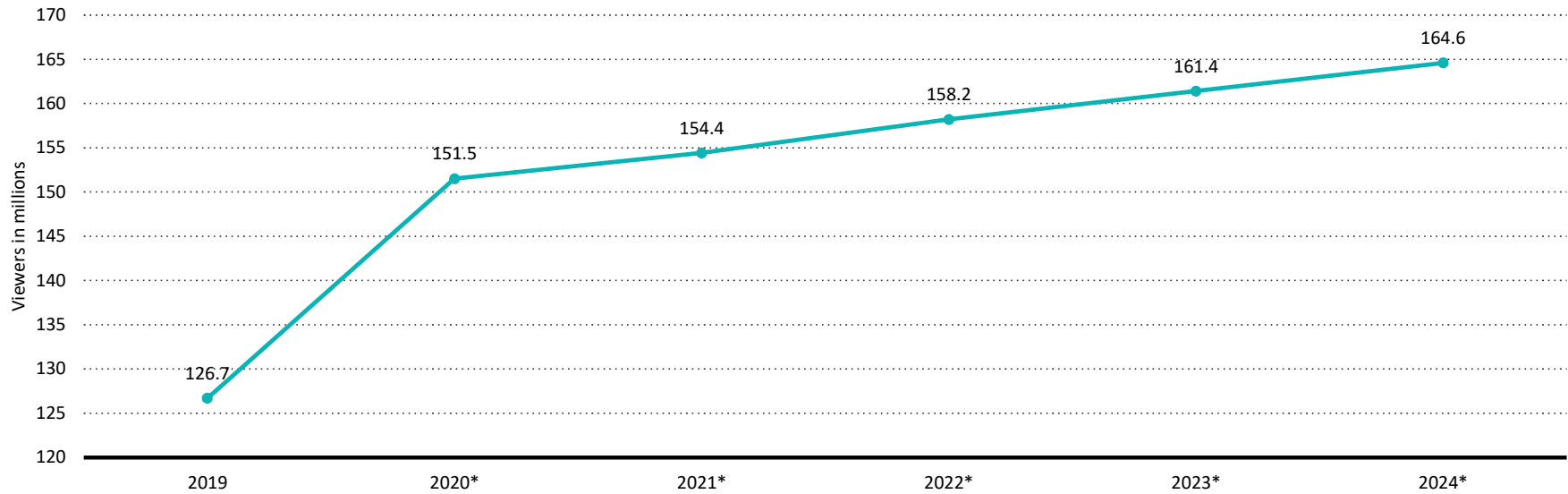
Source(s): CriteoID [1276915](#)

Global and U.S. usage

Live Streaming

U.S. live video viewership 2019-2024

Number of live video viewers in the United States from 2019 to 2024 (in millions)

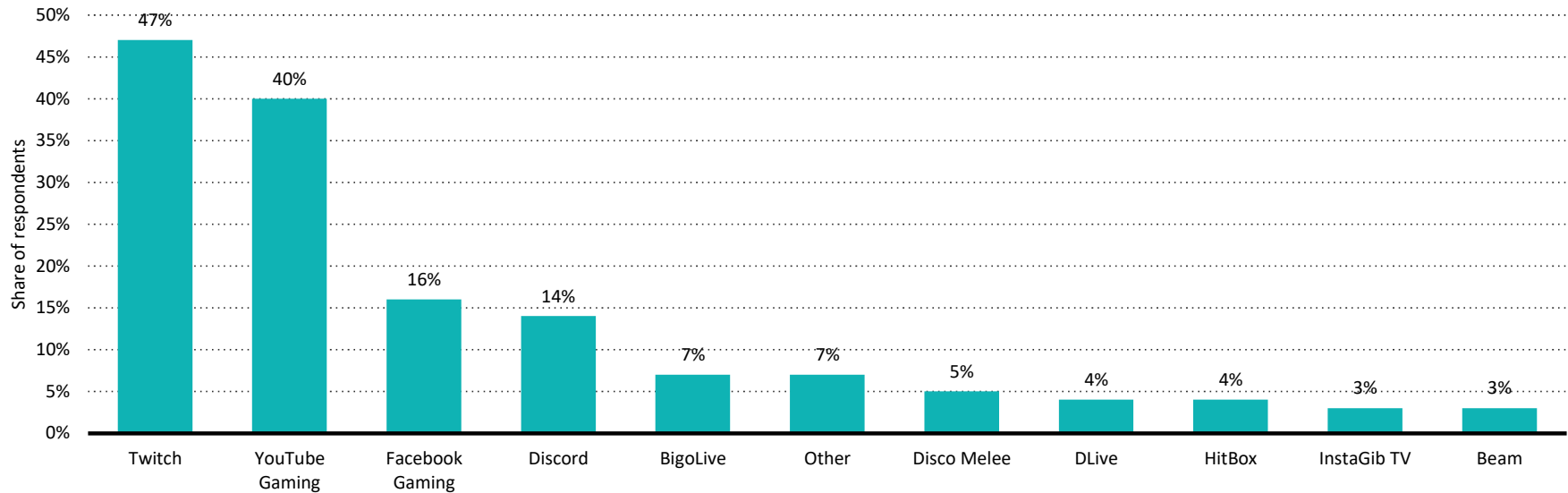


Note(s): United States; 2019 to August 2020; internet users
Further information regarding this statistic can be found on [page 72](#).
Source(s): eMarketerID [1284059](#)



Most popular live streaming platform in the U.S. 2021

Most popular platform to watch live streams according to gamers in the United States as of February 2021



Note(s): Worldwide; February 2021; gamers

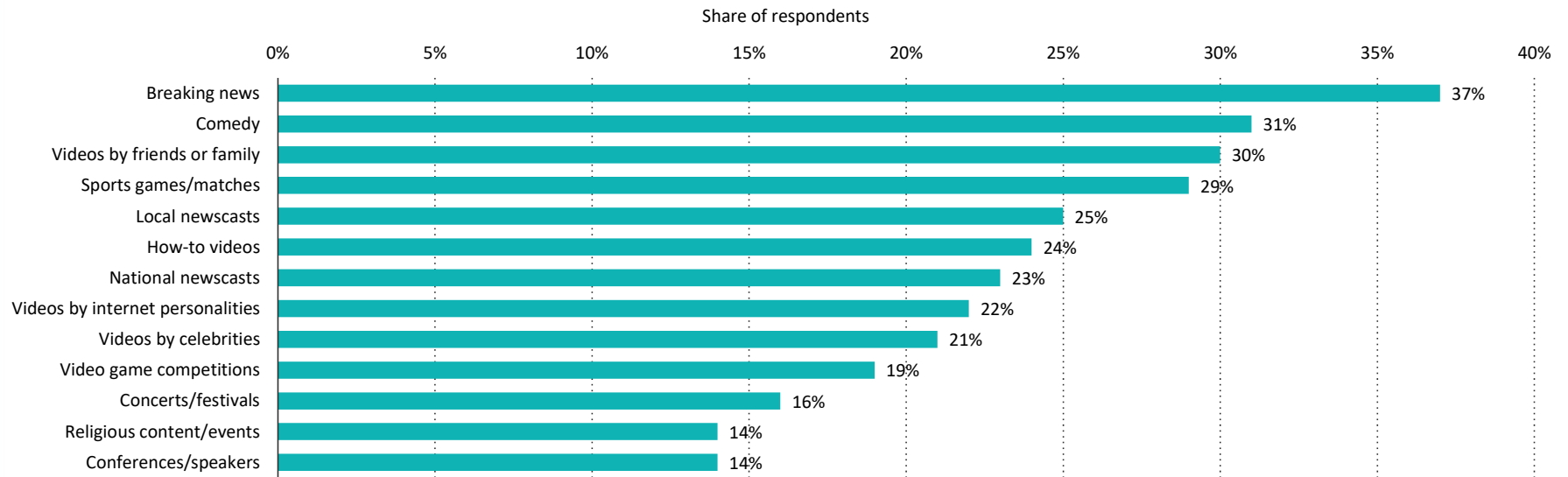
Further information regarding this statistic can be found on [page 73](#).

Source(s): YouGovID [1221858](#)



Most popular livestream video categories in the U.S. 2021

Most popular categories of livestream videos watched by viewers in the United States as of April 2021



Note(s): United States; March 31 to April 8, 2021; 18 years and older; 1,007 respondents; among those who watch live-stream video once a month or more

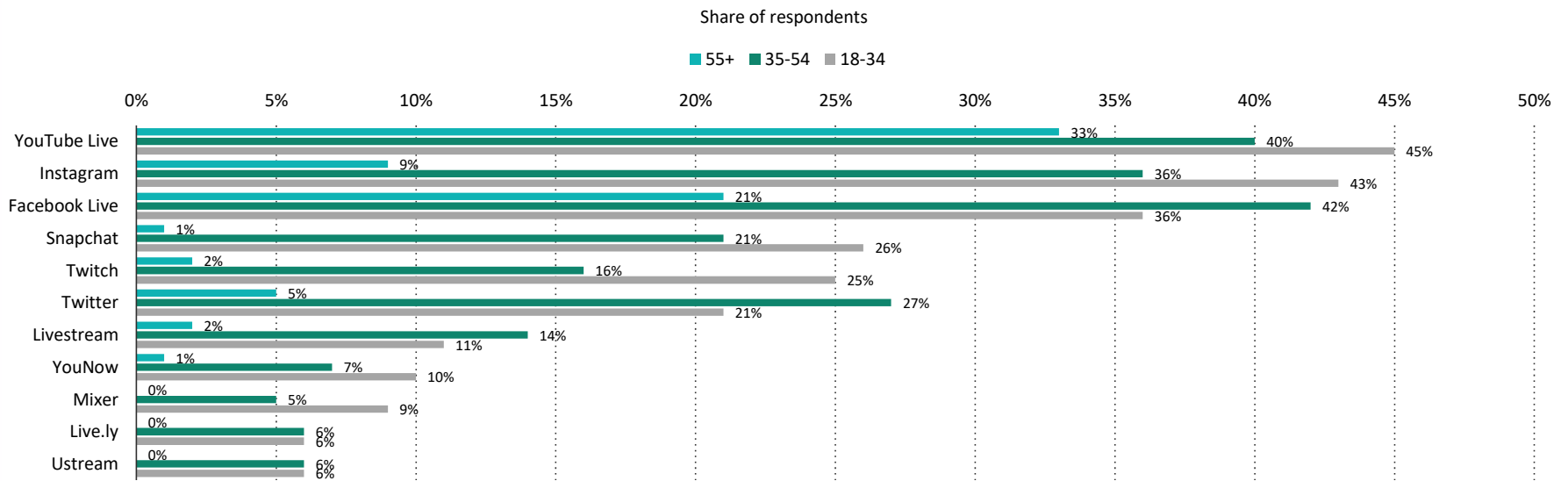
Further information regarding this statistic can be found on [page 74](#).

Source(s): Vorhaus Advisors [ID 1200027](#)



Most popular platforms used to watch live streams in the U.S. 2021, by age group

Most popular platforms used by viewers in the United States to watch live stream video content as of April 2021, by age group



Note(s): United States; March 31 to April 8, 2021; 18 years and older; 1,007 respondents; among those who watch live-stream video once a month or more

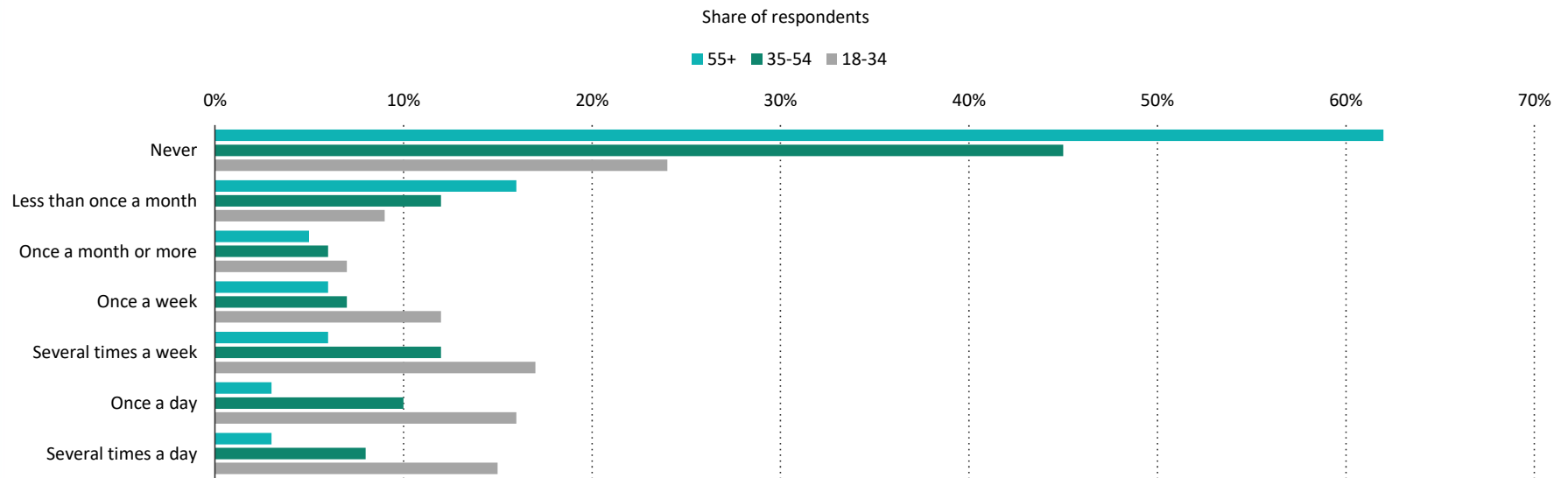
Further information regarding this statistic can be found on [page 75](#).

Source(s): Vorhaus Advisors [ID 294573](#)



Frequency of watching livestream video in the U.S. 2020, by age group

Frequency of watching livestream video in the United States as of July 2020, by age group



Note(s): United States; June 8, 2020 to July 1, 2020; 18 years and older; 2,268 respondents

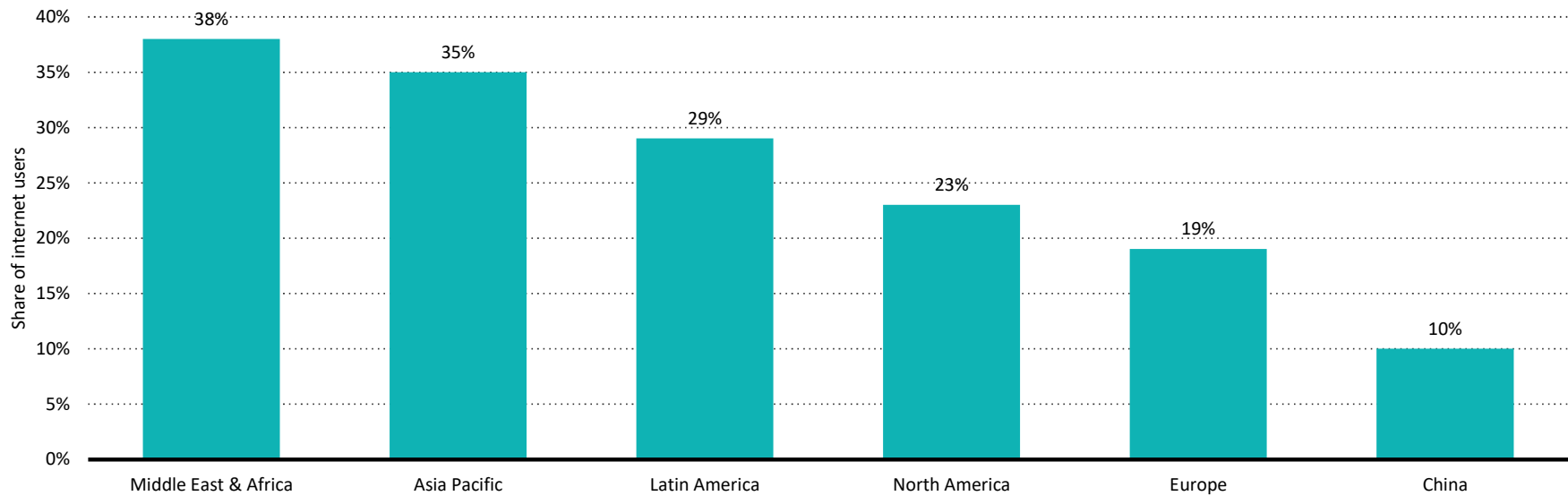
Further information regarding this statistic can be found on [page 76](#).

Source(s): Vorhaus Advisors [ID 297071](#)



Social live streamers 2020, by region

Share of internet users worldwide who livestream on social platforms in 2020, by region



Note(s): Worldwide; 2020

Further information regarding this statistic can be found on [page 77](#).

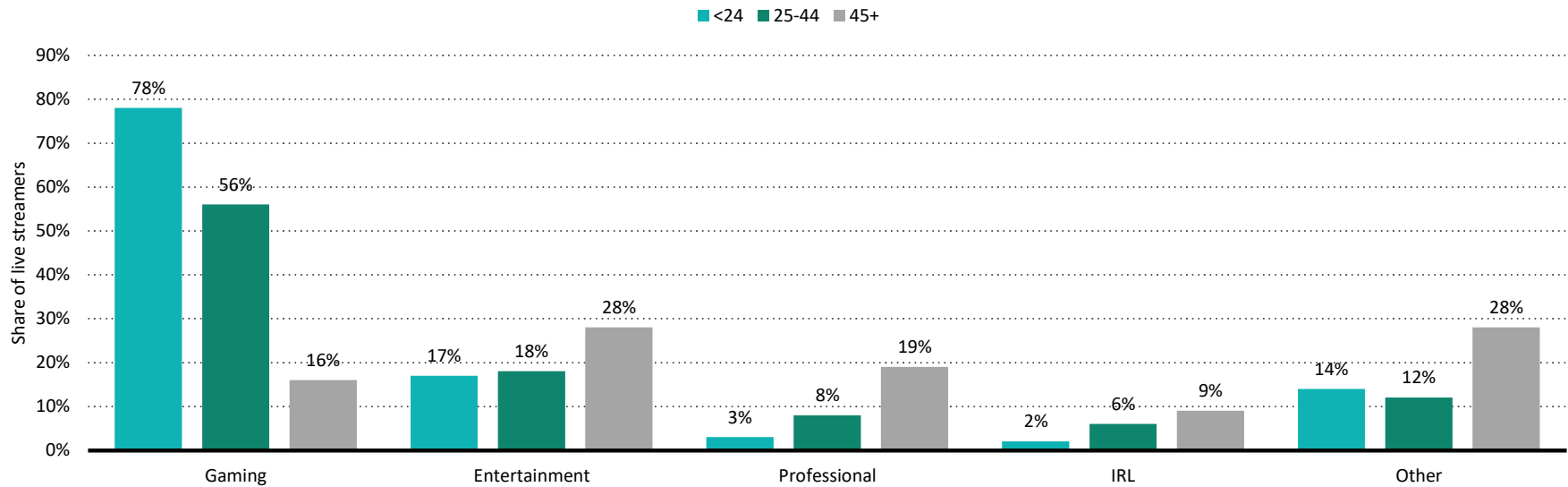
Source(s): GWI; UscreenID [1283878](#)



SUBSCRIPTION

Most popular content for global live streamers 2020, by age

Leading content category for live streamers worldwide in 2020, by age group



Note(s): Worldwide; 2020

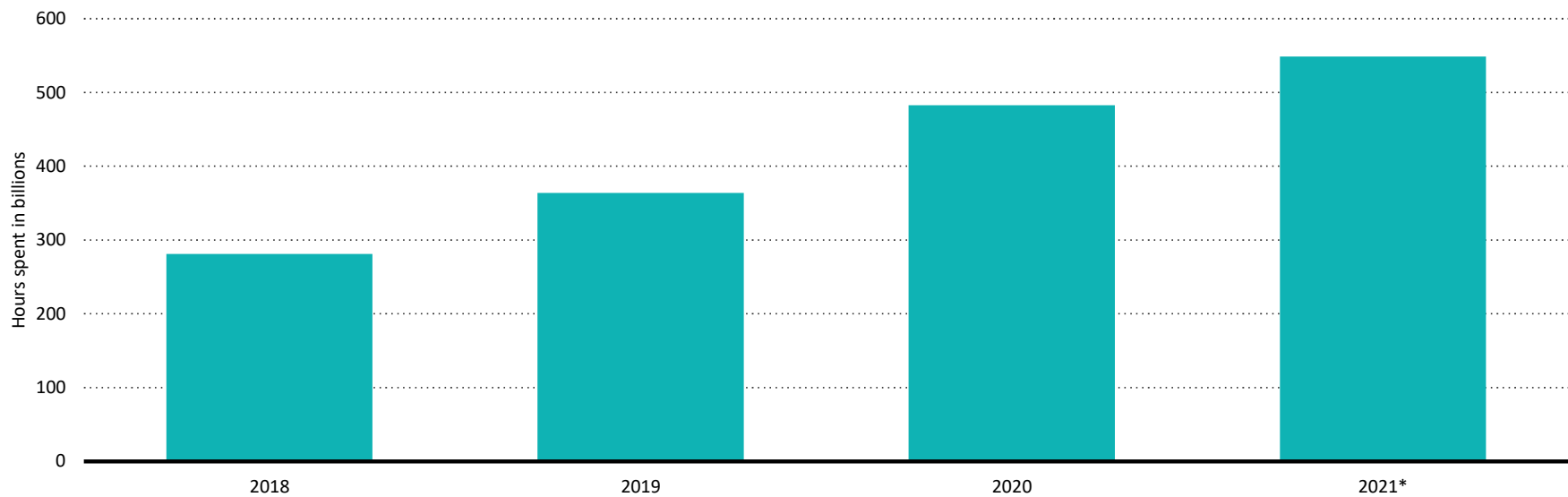
Further information regarding this statistic can be found on [page 78](#).

Source(s): RestreamID [1283906](#)



Live streaming apps: global time spent 2018-2021

Time spent on mobile live streaming apps worldwide from 2018 to 2021 (in billion hours)



Note(s): Worldwide; 2018 to 2020

Further information regarding this statistic can be found on [page 79](#).

Source(s): Data.aiID 1285501

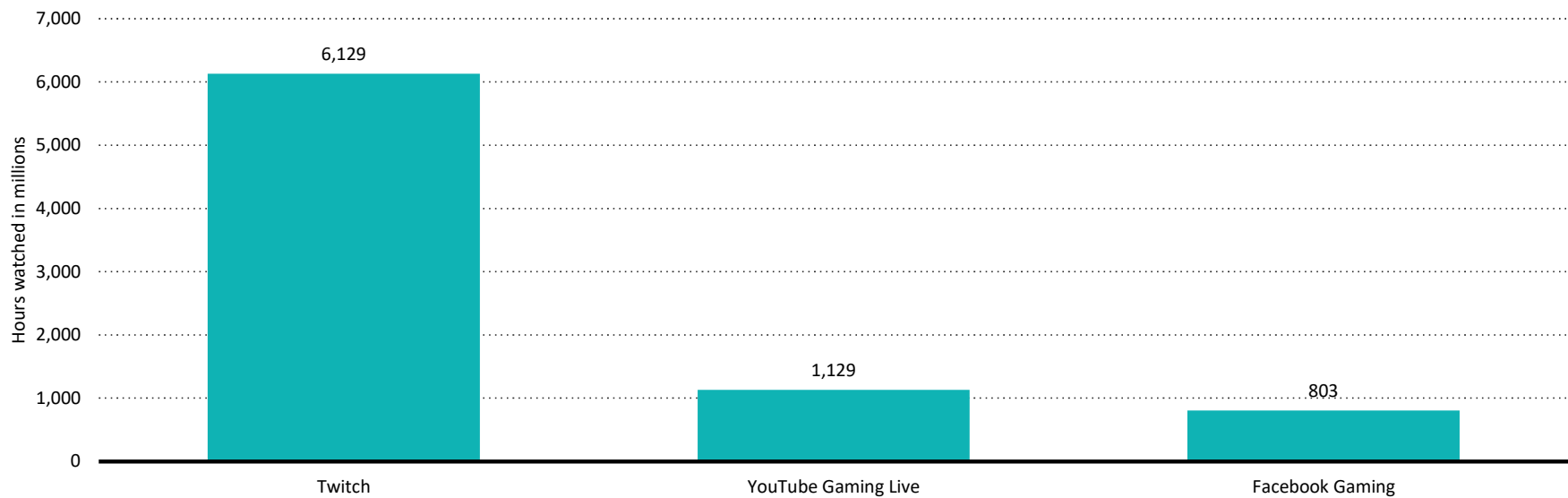


Gaming and eSports

Live Streaming

Hours watched on leading gaming live stream platforms Q1 2022

Number of hour watched on leading gaming live stream platforms worldwide in 1st quarter 2022, by platform (in millions)



Note(s): Worldwide; Q1 2022

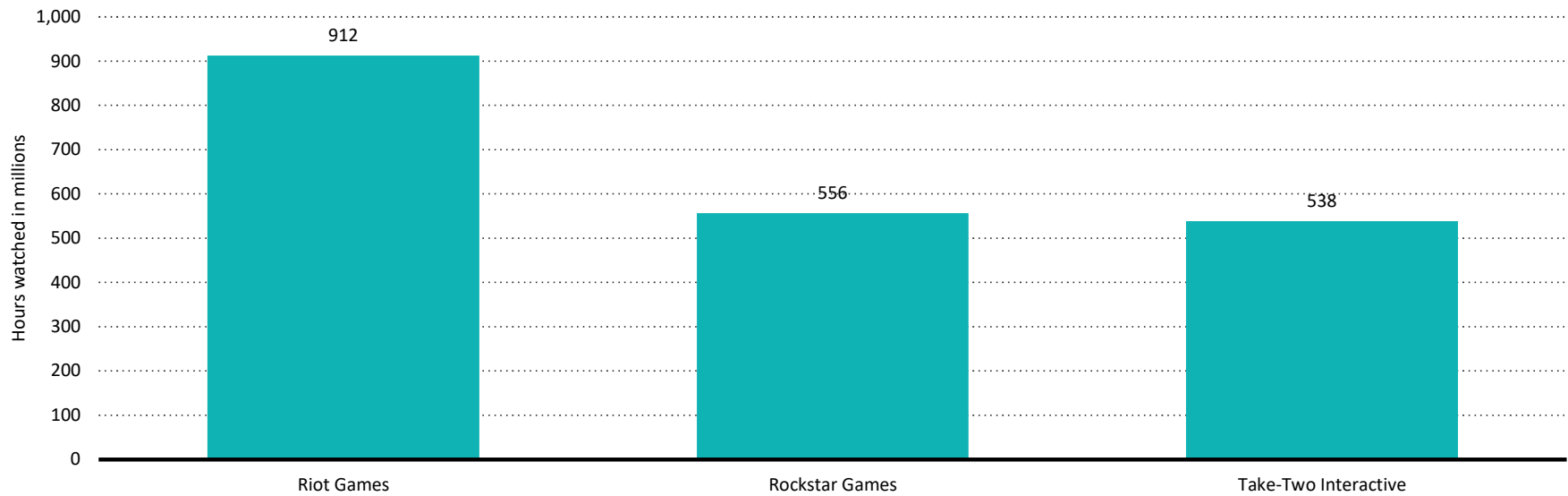
Further information regarding this statistic can be found on [page 80](#).

Source(s): Streamlabs; Stream Hatchet [ID_1030795](#)



Live stream gaming hours watched Q1 2022, by publisher

Number of live stream gaming hours watched worldwide in 1st quarter 2022, by publisher (in millions)



Note(s): Worldwide; Q1 2022

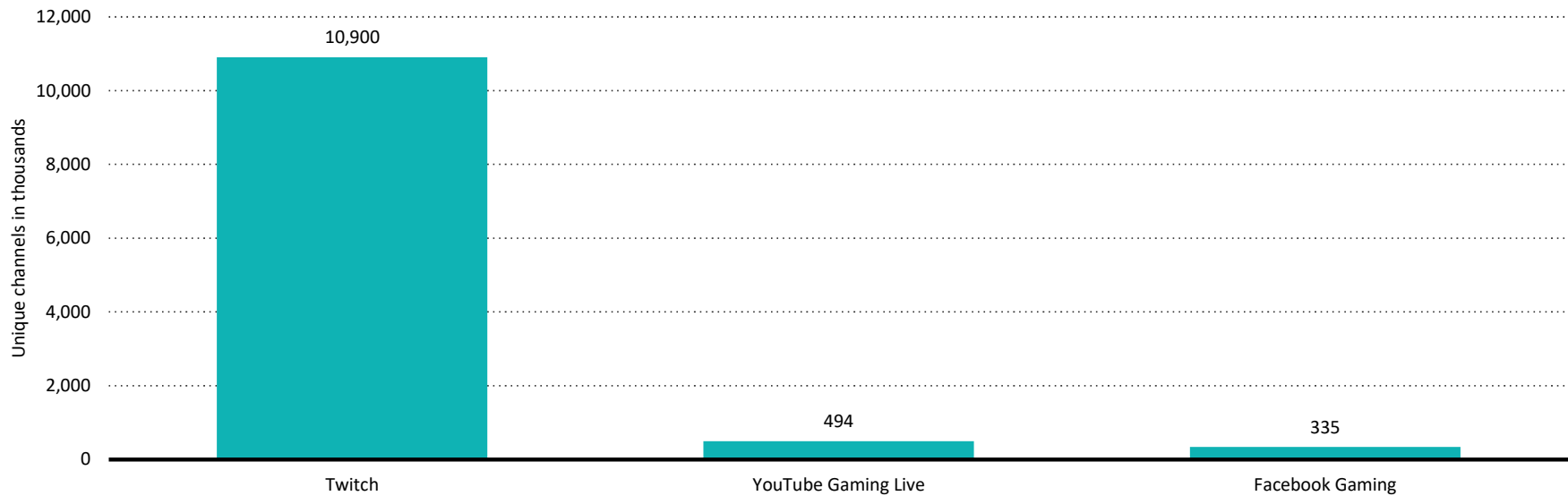
Further information regarding this statistic can be found on [page 81](#).

Source(s): Streamlabs; Stream Hatchet [ID_1030830](#)



Unique live stream channels Q1 2022, by platform

Number of unique channels streaming to leading gaming live streaming platforms worldwide in 1st quarter 2022 (in 1,000s)



Note(s): Worldwide; Q3 2021

Further information regarding this statistic can be found on [page 82](#).

Source(s): Streamlabs; Stream Hatchet [ID_1030816](#)



Most popular live streamers worldwide 2021, by engagement

Leading gaming live streamers worldwide in August 2021, by user engagement

	Hours watched	Peak viewers	Average viewers	Airtime (in hrs:mins)	Total rank
xQcOw	19.2m	102.8k	61.5k	311:30	1
AuronPlay	14.3m	148.1k	121.1k	117:29	2
Loud_coringa	11.9m	139.9k	76.3k	156:49	3
Nickmercs	11.6m	110.4k	49.9k	234:35	4
Ibai	11m	490.2k	92.2k	121:13	5
Gaules	9.76m	83.6k	13.2k	737:05	6
MixiGaming	8.78m	216.8k	133.7k	65:42	7
Trainswreckstv	8.53m	51.9k	26.6k	320:21	8
Roshtein	7.71m	40.7k	22.3k	345:00	9
Summit1g	7.5m	43k	23.6k	318:15	10

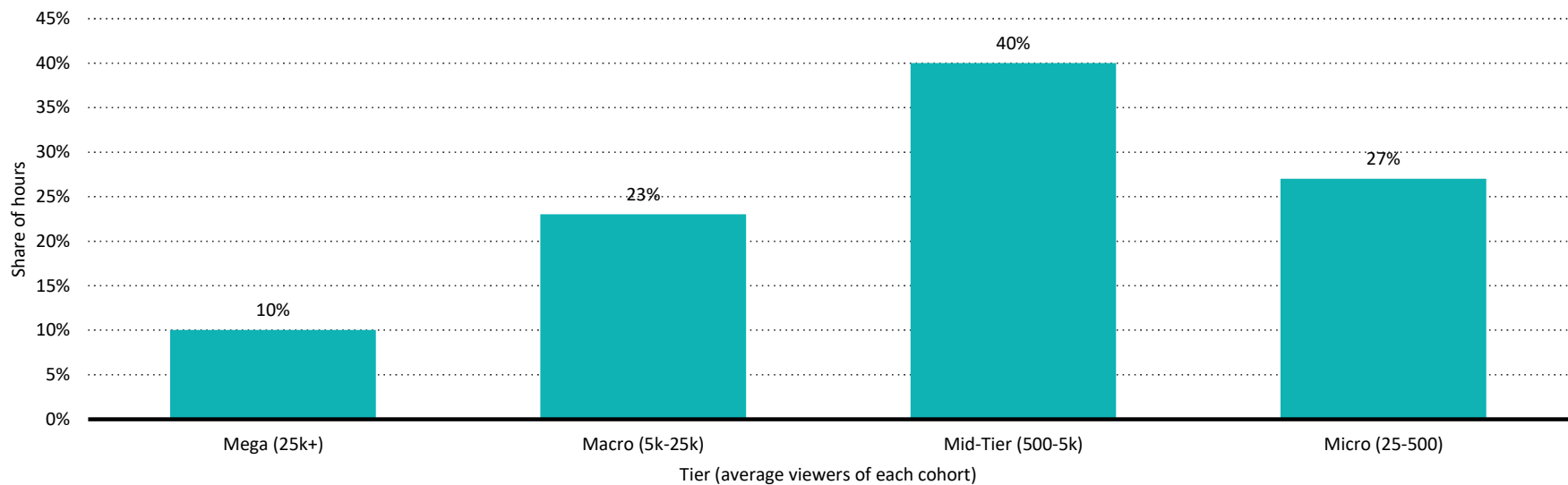
Note(s): Worldwide; August 2021; across Twitch, YouTube Gaming, Facebook Gaming combined

Further information regarding this statistic can be found on [page 83](#).

Source(s): Streamlabs; Stream Hatchet [ID_1264238](#)

Distribution of live streaming viewing hours on leading global platforms Q3 2021

Distribution of live streaming viewing hours on leading platforms worldwide in 3rd quarter 2021, by influencer tier



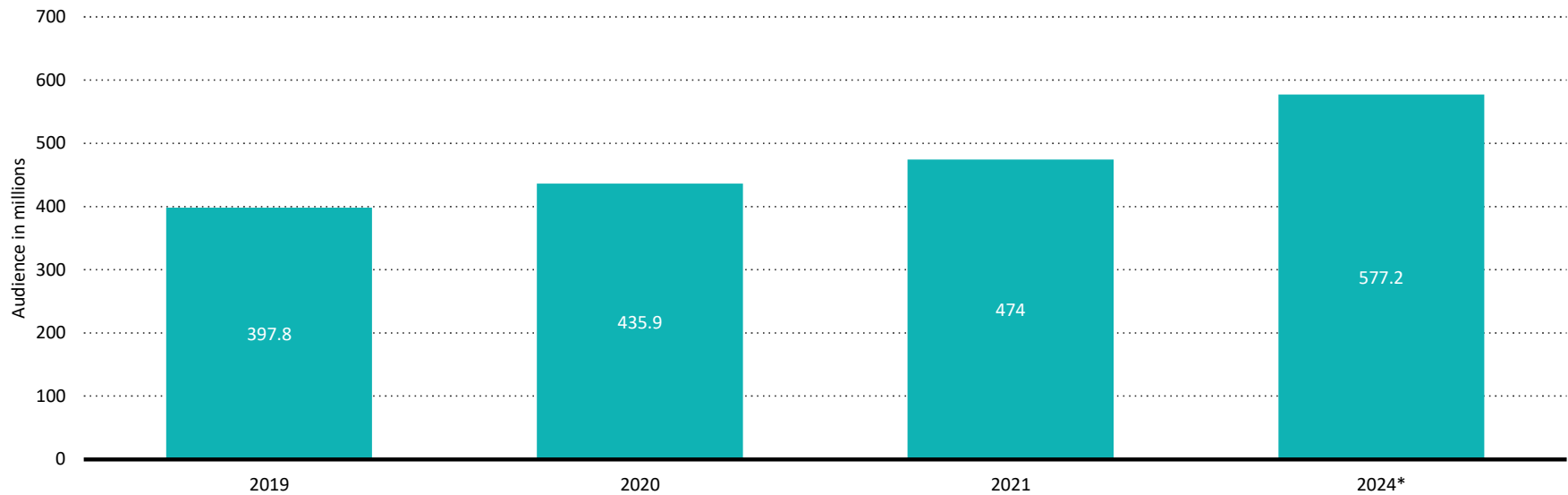
Note(s): Worldwide; Q3 2021; Twitch, YouTube Gaming, and Facebook Gaming

Further information regarding this statistic can be found on [page 84](#).

Source(s): Stream Hatchet [ID 1280333](#)

Worldwide eSports audience size 2021

eSports audience size worldwide from 2019 to 2024 (in millions)



Note(s): Worldwide; 2019 to 2021

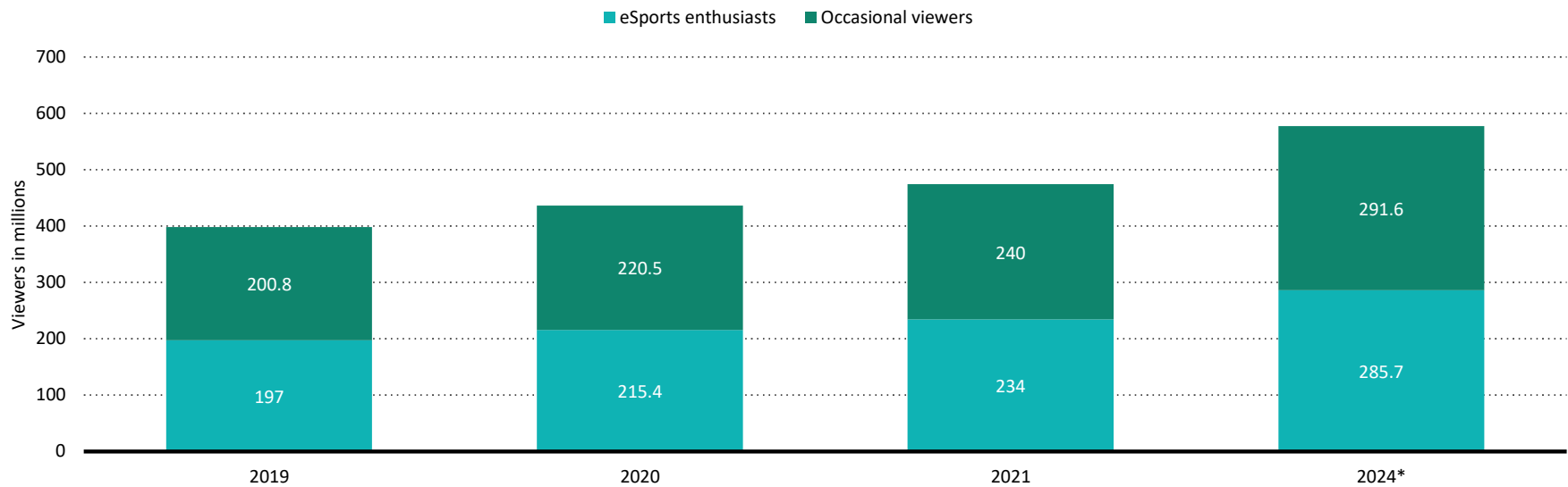
Further information regarding this statistic can be found on [page 85](#).

Source(s): Newzoo; VentureBeatID [1109956](#)



Worldwide eSports viewer numbers 2019-2024, by type

eSports audience size worldwide from 2019 to 2024, by type of viewers (in millions)



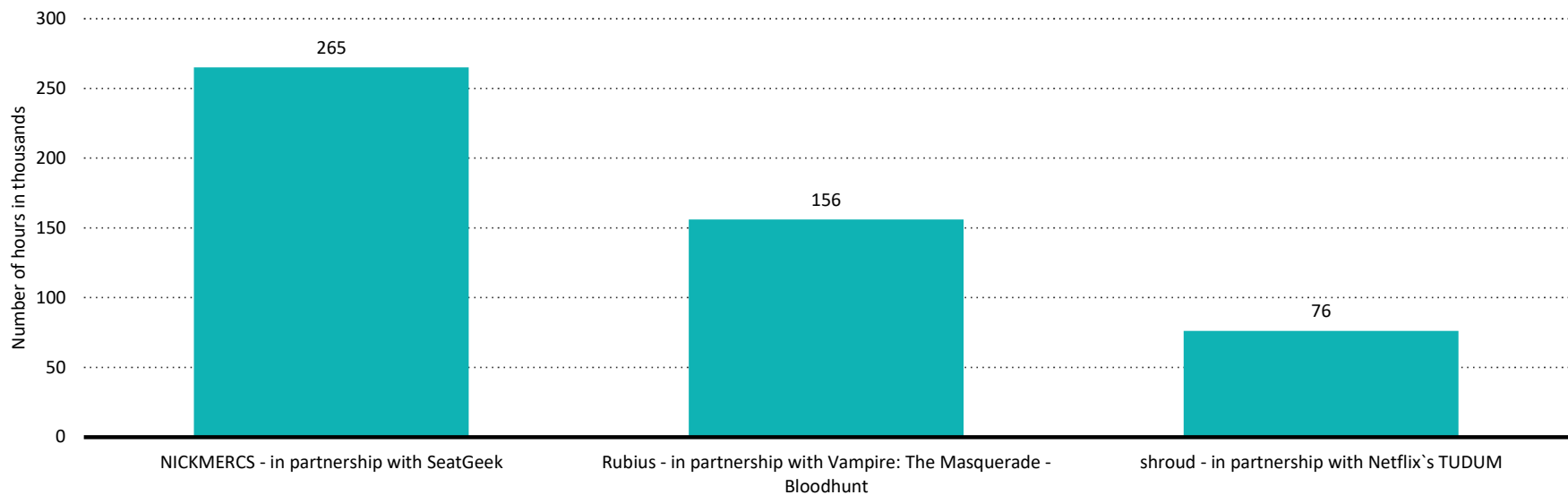
Note(s): Worldwide; 2018 to 2021

Further information regarding this statistic can be found on [page 86](#).

Source(s): Newzoo; VentureBeatID [490480](#)

Most watched sponsored live stream game segments 2021, by hours watched

Leading brand-sponsored live segments and gaming sessions across streaming platforms in the week ending September 26, 2021, by hours watched (in 1,000s)



Note(s): Worldwide; September 20 to 26, 2021

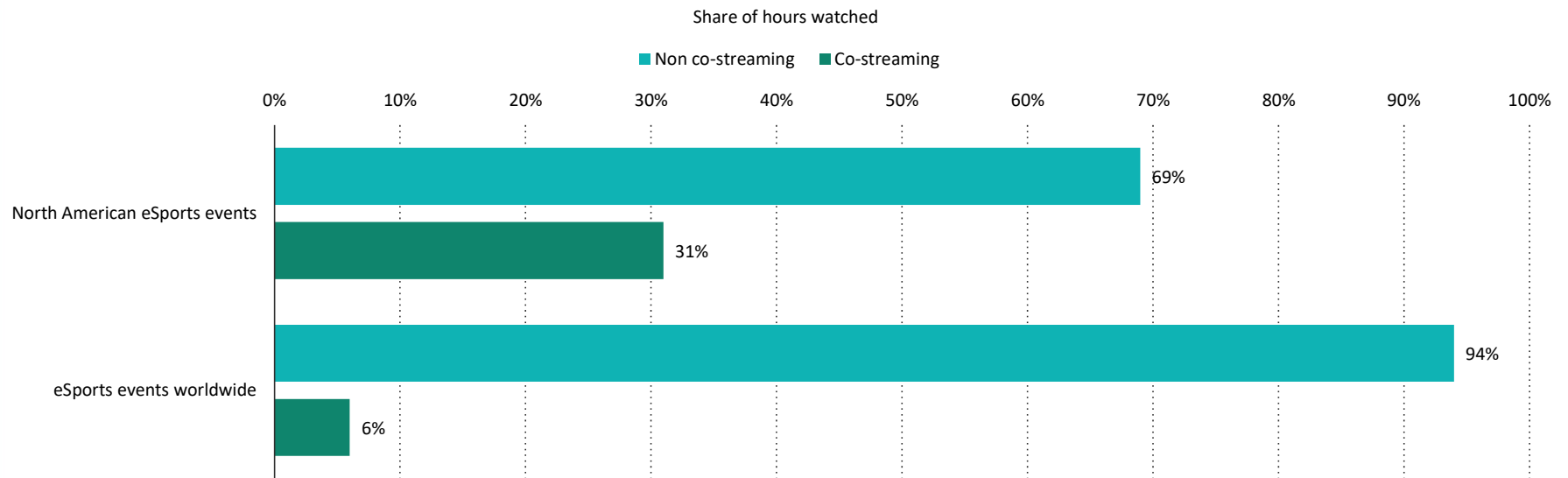
Further information regarding this statistic can be found on [page 87](#).

Source(s): Stream Hatchet [ID 1230188](#)



Co-streaming of global and North American eSports events Q2 2021

Share of hours of global and North American eSports events watched on co-streaming channels in 2nd quarter 2021



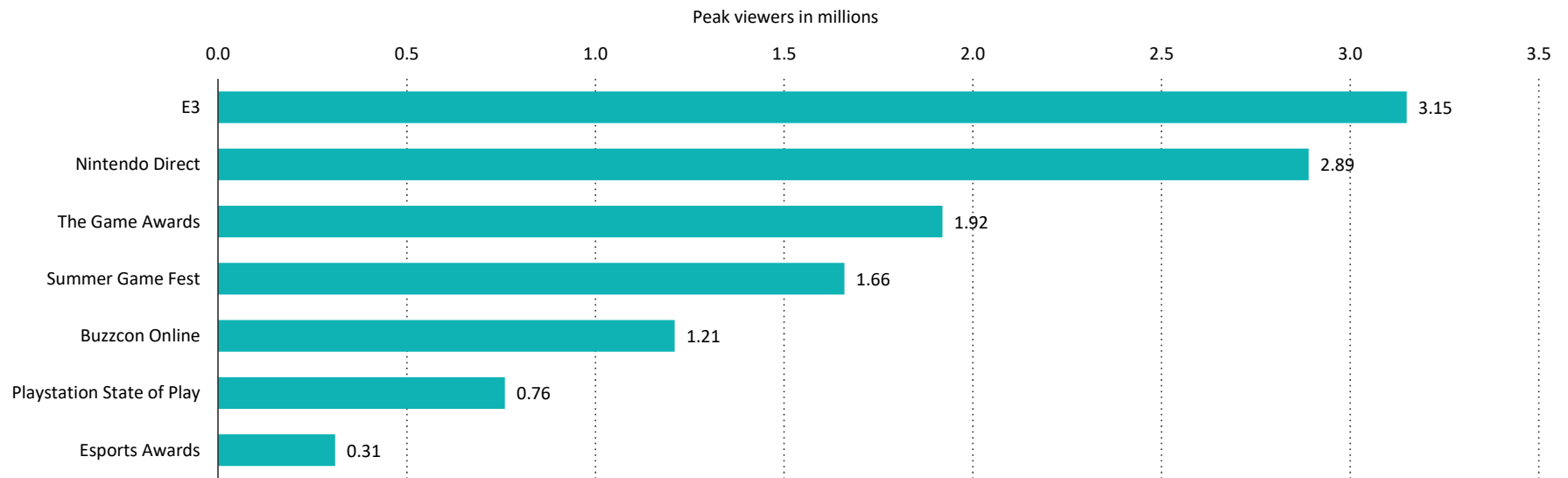
Note(s): Worldwide, North America; Q2 2021; Based on 326 million hours of the top 10 eSports events watched globally and 80 million in North America

Further information regarding this statistic can be found on [page 88](#).

Source(s): Stream Hatchet [ID 1270924](#)

Top live streamed gaming conferences 2021, by peak viewers

Most watched live streamed game conferences in 2021, by peak viewers (in millions)



Note(s): Worldwide; 2021 YTD; across Twitch, YouTube, and Facebook
Further information regarding this statistic can be found on [page 89](#).
Source(s): Stream Hatchet [ID 1284160](#)

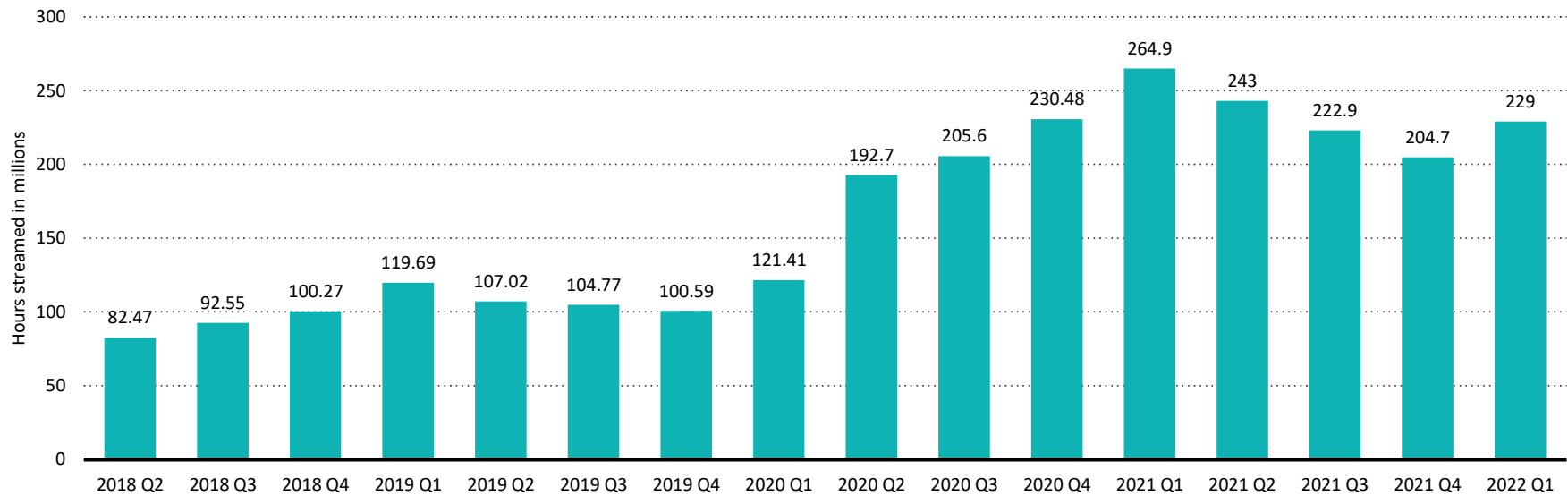


Twitch

Live Streaming

Hours streamed on Twitch worldwide Q1 2022

Number of hours streamed on Twitch worldwide from 2nd quarter 2018 to 1st quarter 2022 (in millions)



Note(s): Worldwide; Q2 2018 to Q1 2022

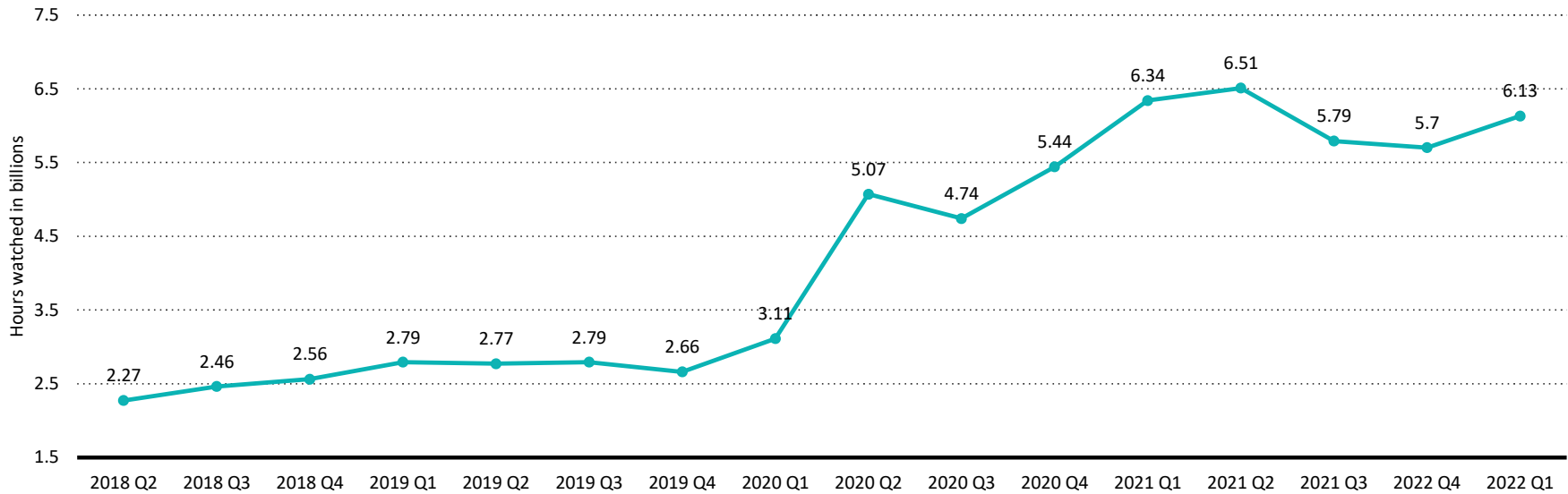
Further information regarding this statistic can be found on [page 90](#).

Source(s): Streamlabs; Stream Hatchet [ID_1030859](#)



Hours watched on Twitch worldwide Q1 2022

Number of hours watched on Twitch worldwide from 2nd quarter 2018 to 1st quarter 2022 (in billions)



Note(s): Worldwide; Q2 2018 to Q1 2022

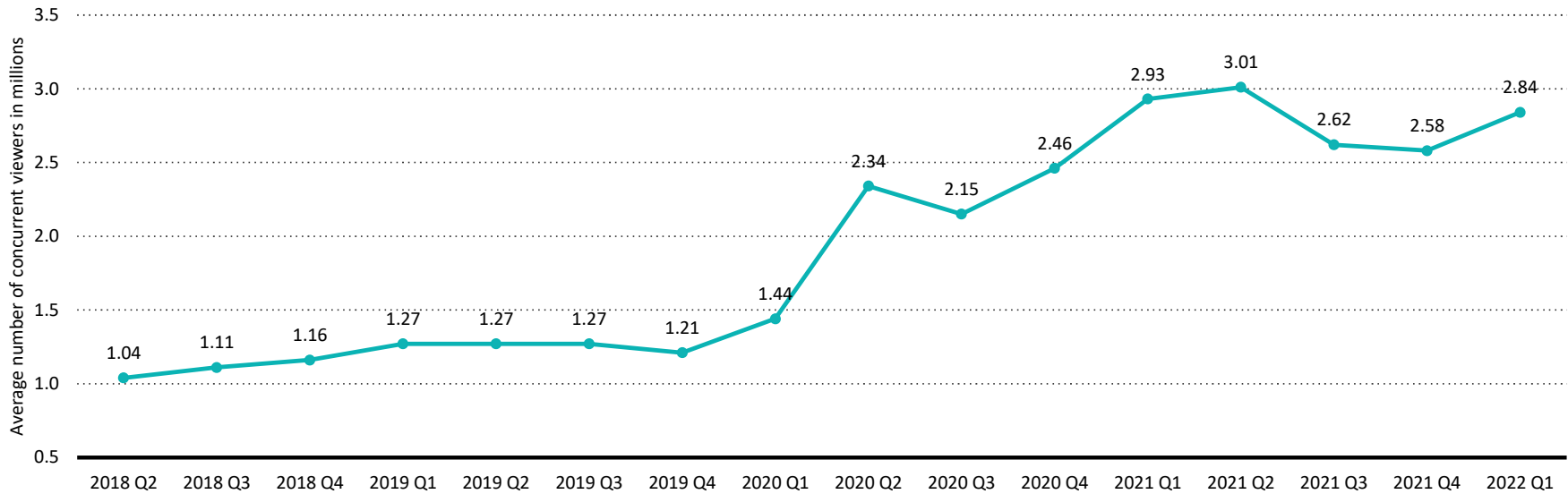
Further information regarding this statistic can be found on [page 91](#).

Source(s): Streamlabs; Stream Hatchet [ID_1030852](#)



Concurrent viewers on Twitch Q1 2022

Average number of concurrent viewers on Twitch from 2nd quarter 2018 to 1st quarter 2022 (in millions)



Note(s): Worldwide; Q2 2018 to Q1 2022

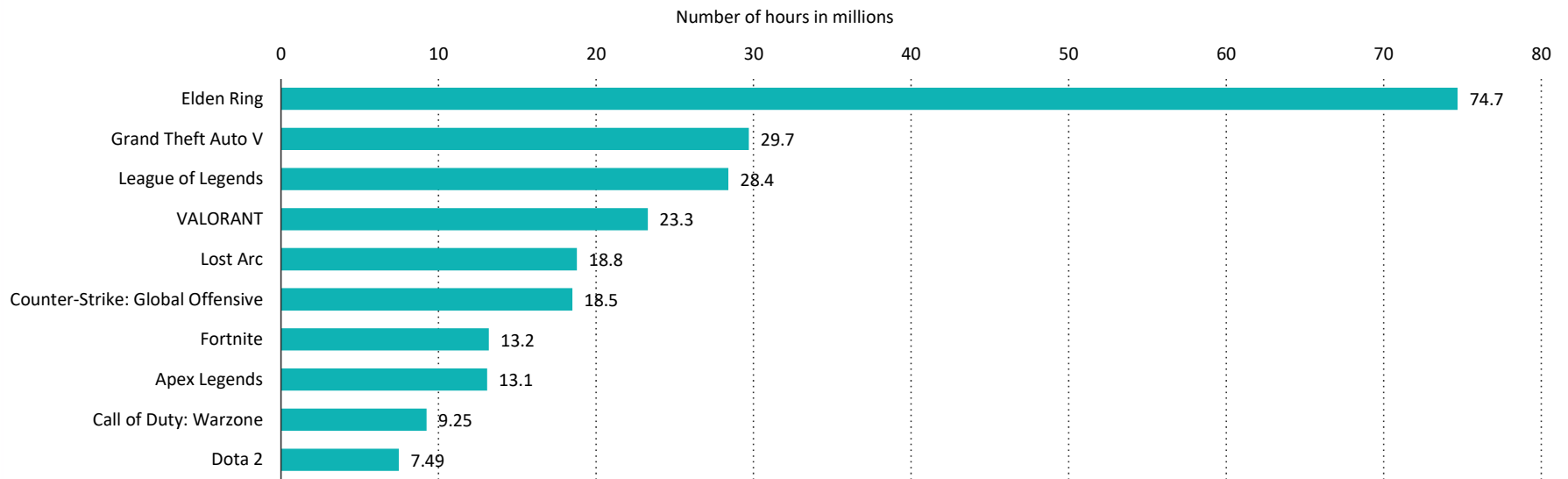
Further information regarding this statistic can be found on [page 92](#).

Source(s): Streamlabs; Stream Hatchet [ID 761122](#)



Leading games on Twitch in March 2022, by hours viewed

Leading games on Twitch in March 2022, by weekly number of hours watched (in millions)



Note(s): Worldwide; March 2022; number of hours viewed for the last 7 days

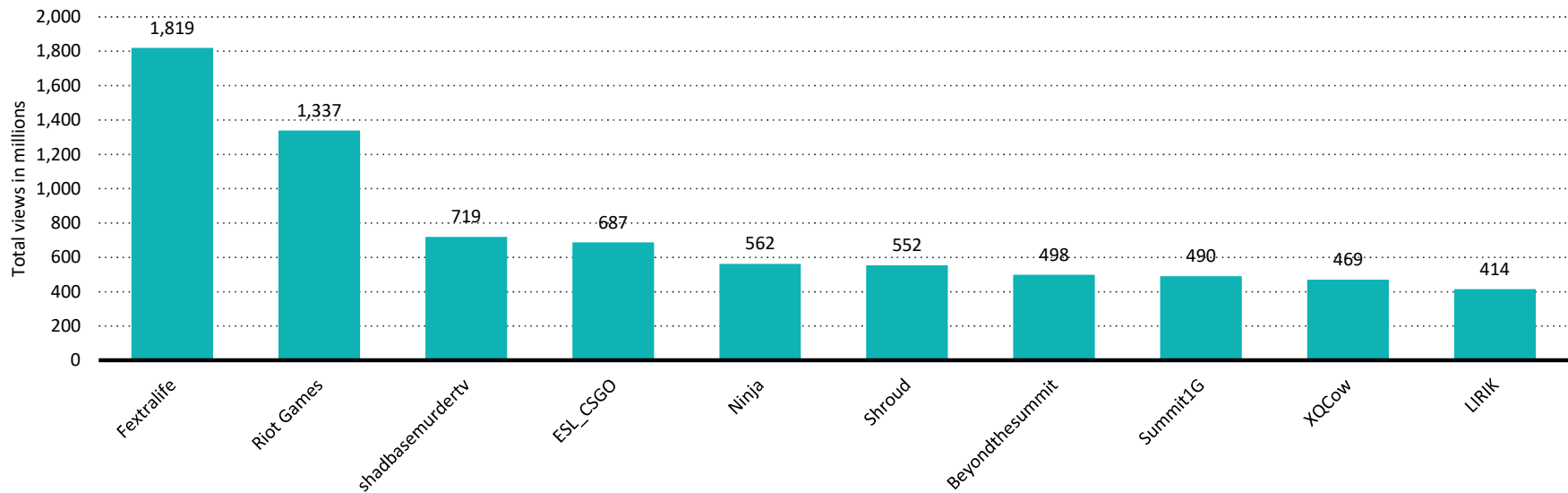
Further information regarding this statistic can be found on [page 93](#).

Source(s): TwitchTrackerID [509814](#)



Most popular Twitch streamers 2022, by total views

Most popular streamers on Twitch worldwide in January 2022, by total views (in millions)



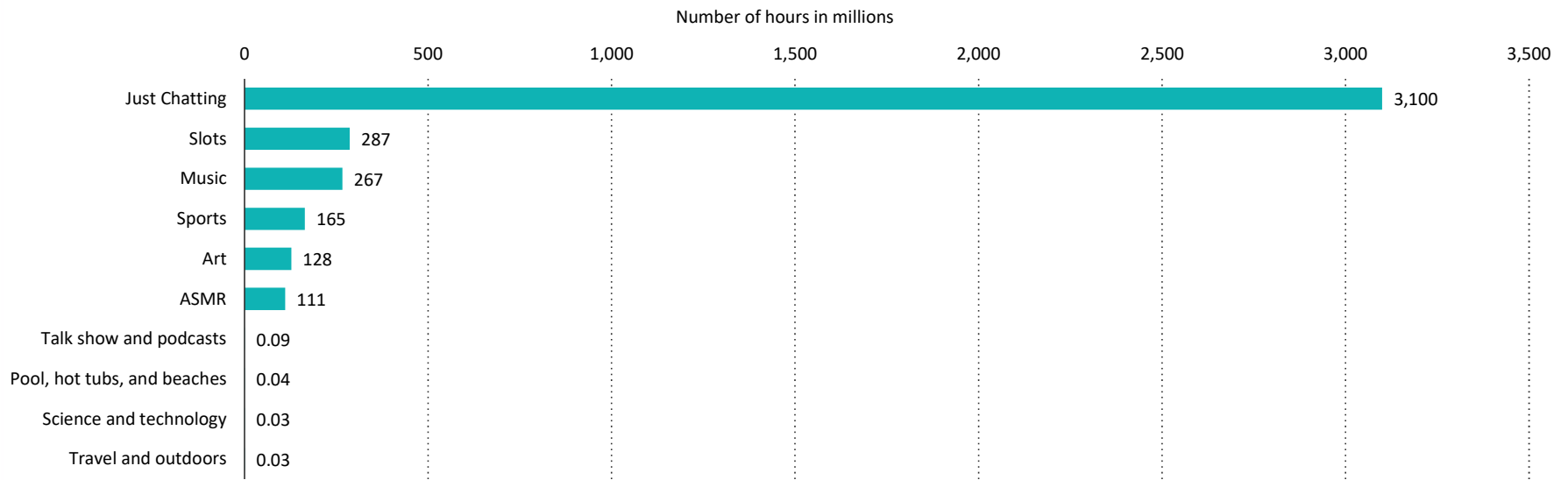
Note(s): Worldwide; January 2022; all languages

Further information regarding this statistic can be found on [page 94](#).

Source(s): TwitchTrackerID [1110273](#)

Most popular Twitch non-gaming categories worldwide 2021, by hours watched

Most popular non-gaming categories on Twitch worldwide in 2021, by hours watched (in millions)



Note(s): Worldwide; 2021

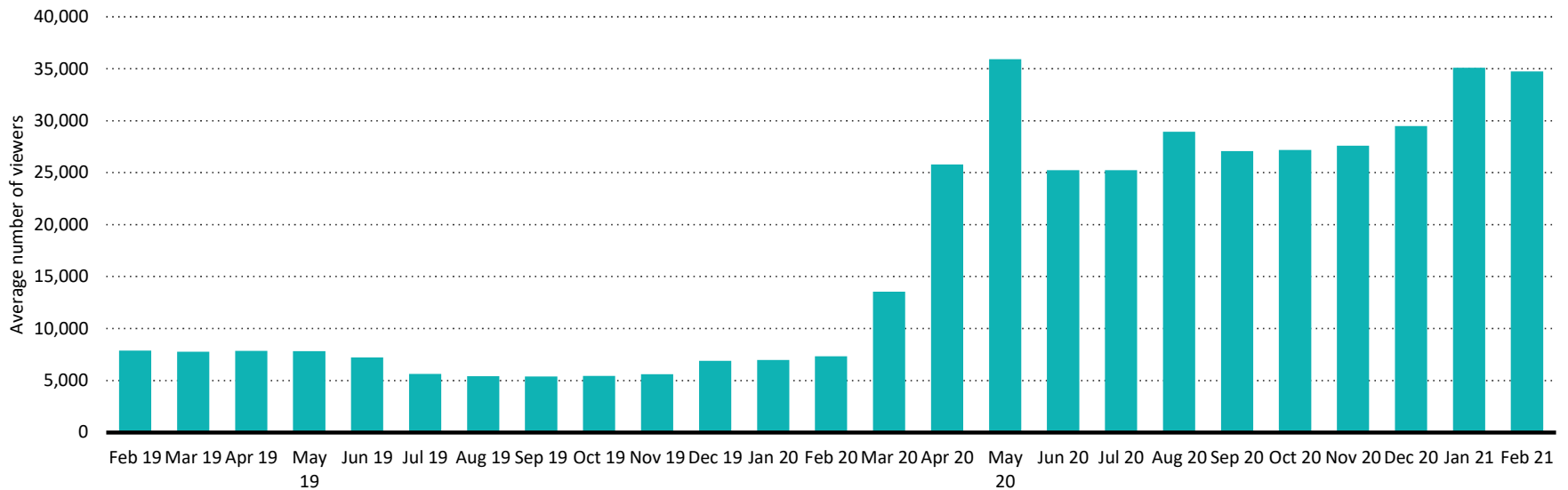
Further information regarding this statistic can be found on [page 95](#).

Source(s): StreamElementsID [1284145](#)



Average monthly viewers of music channels on Twitch 2019-2021

Average monthly viewers of channels streaming music on Twitch from February 2019 to February 2021



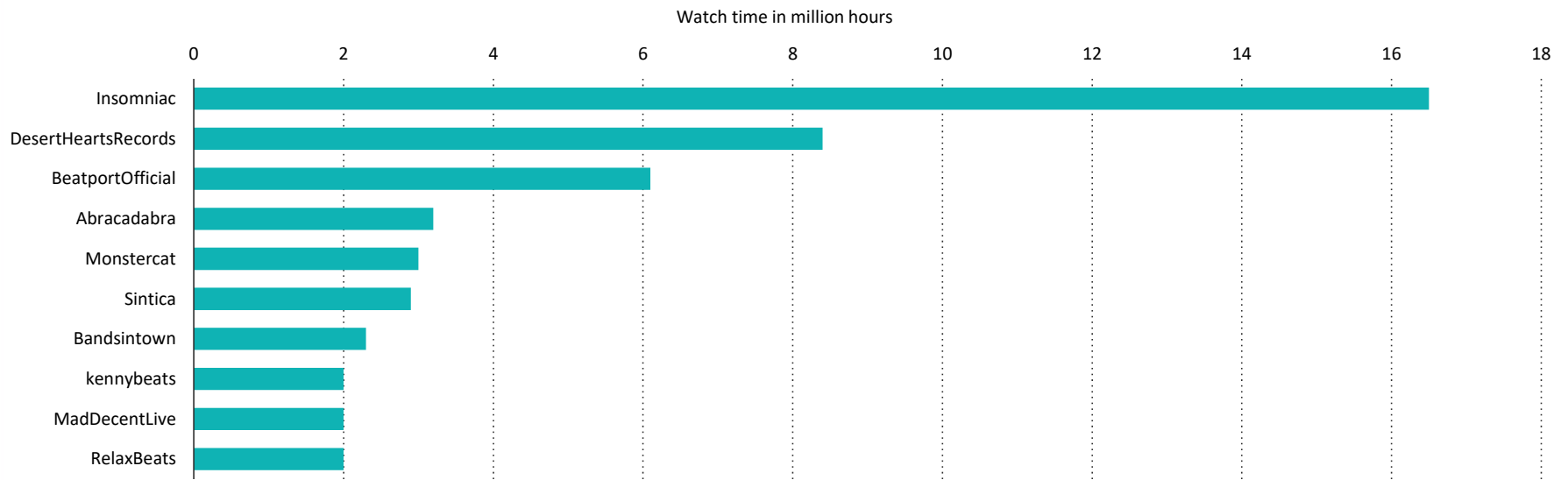
Note(s): Worldwide; February 2019 to February 2021

Further information regarding this statistic can be found on [page 96](#).

Source(s): SullyGnome.com [ID 1222348](#)

Most watched music streaming channels on Twitch 2020/2021

Most watched channels that streamed music on Twitch in the last year as of March 2021 (in million hours)



Note(s): Worldwide; February 2019 to February 2021

Further information regarding this statistic can be found on [page 97](#).

Source(s): SullyGnome.com [ID 1222376](#)

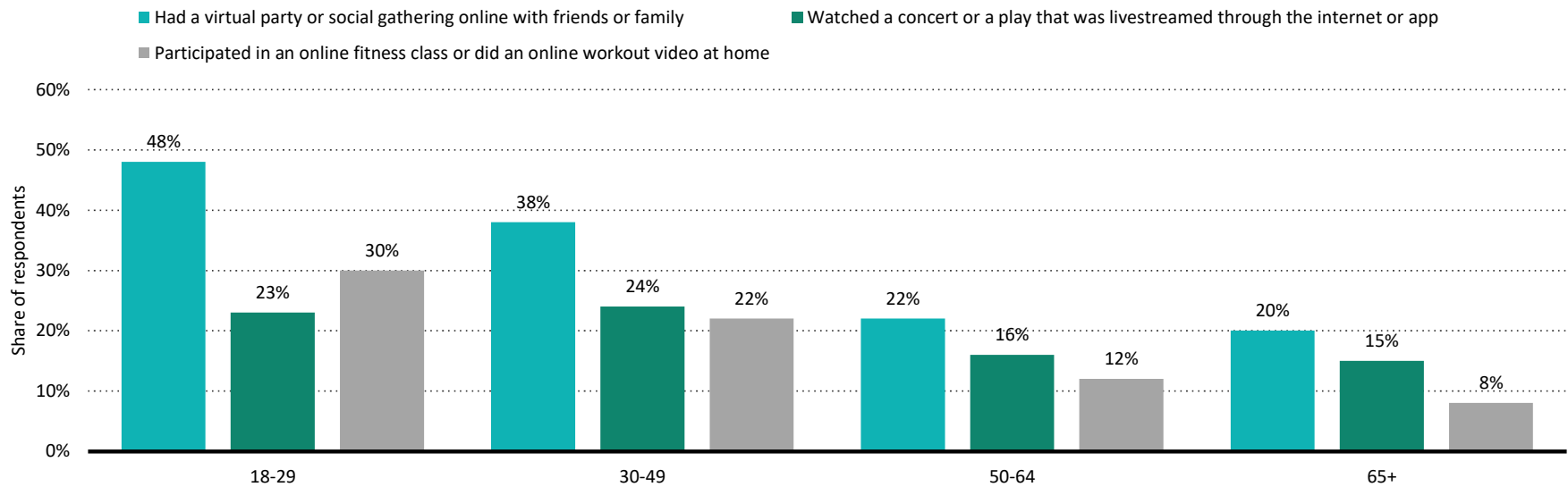


Live events

Live Streaming

Online communication and video users during COVID-19 in the U.S. 2020, by age

Share of adults using online communication and video services during the COVID-19 pandemic in the United States as of April 2020, by age



Note(s): United States; April 7 to 12, 2020; 18 years and older; 4,917 respondents

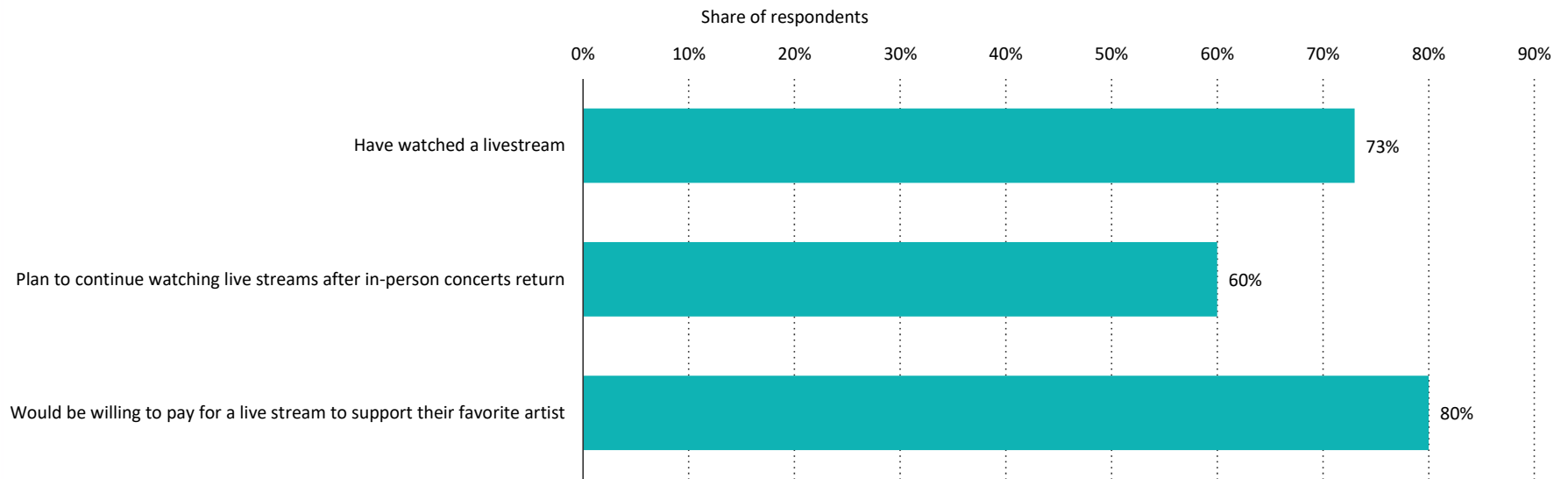
Further information regarding this statistic can be found on [page 98](#).

Source(s): Pew Research Center [ID 1226697](#)



Music fans' attitude towards livestreaming concerts worldwide 2020

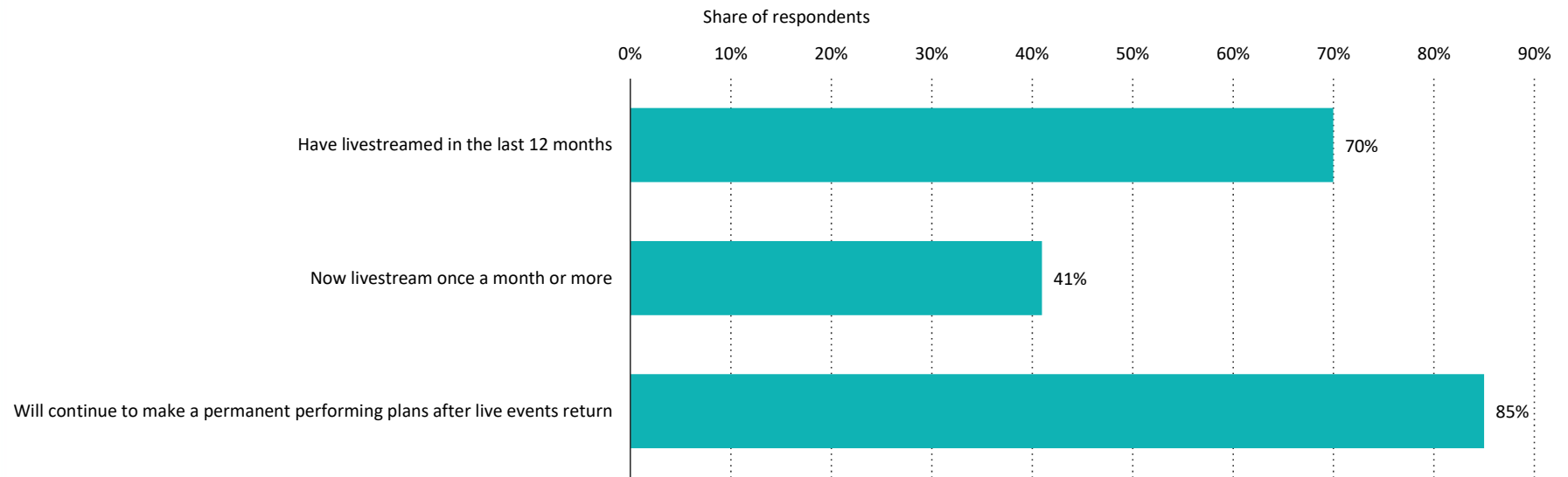
Attitudes toward live streaming concerts and music events among fans worldwide as of August 2020



Note(s): Worldwide; August 2020; 5,500 respondents; music fans
Further information regarding this statistic can be found on [page 99](#).
Source(s): BandsintownID [1221280](#)

Artists' livestreaming behavior during the COVID-19 pandemic 2021

Musicians livestreaming performances during the COVID-19 pandemic as of March 2021



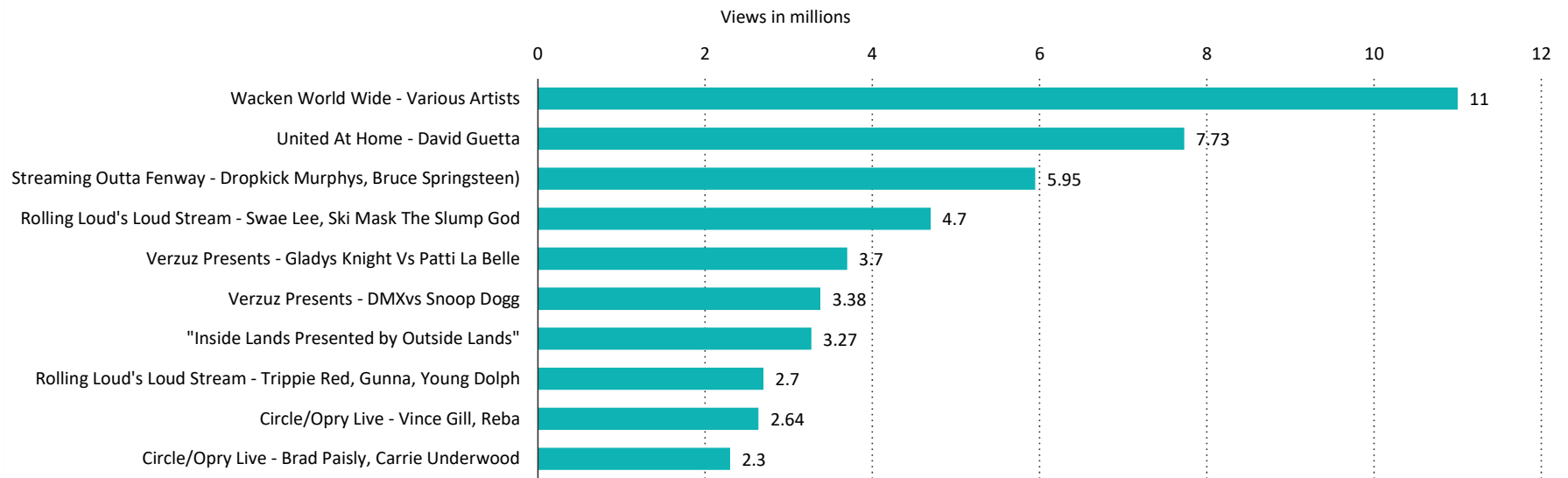
Note(s): Worldwide; March 2021; 7,688*; Artists

Further information regarding this statistic can be found on [page 100](#).

Source(s): BandsintownID [1231081](#)

Most viewed music event livestreams worldwide 2020

Livestreamed music performances with the highest viewership worldwide in 2020 (in million views)



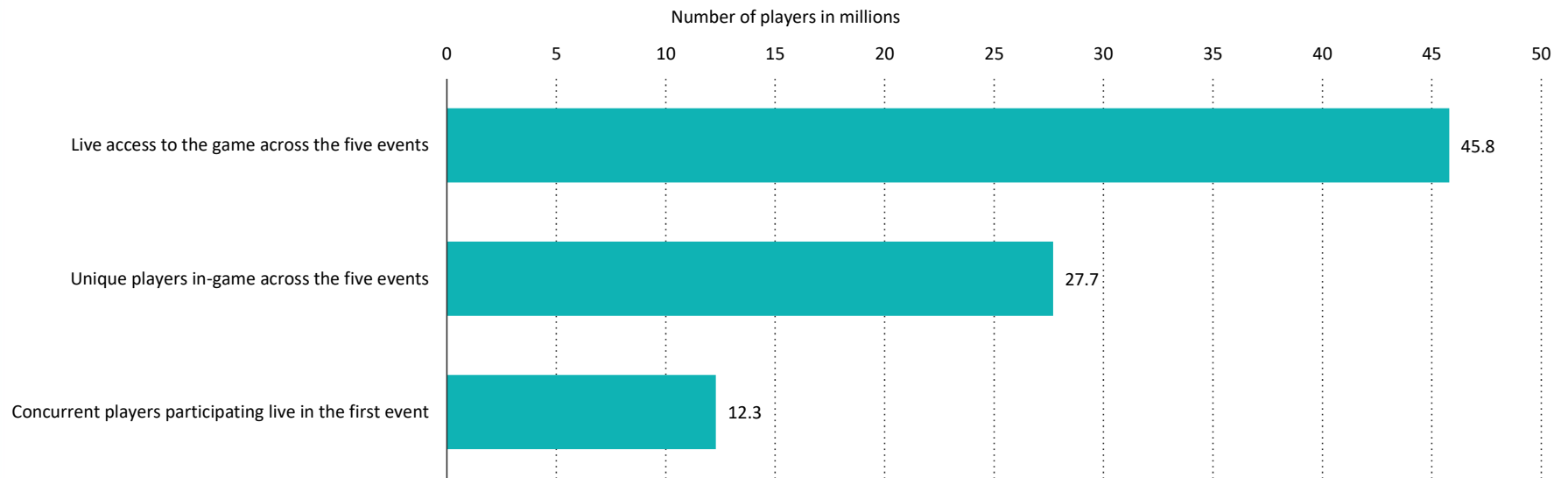
Note(s): Worldwide; May 5, to November 18, 2020

Further information regarding this statistic can be found on [page 101](#).

Source(s): PollstarID [1221281](#)

Fortnite: Travis Scott live event players 2020

Number of Fortnite players during Travis Scott's Astronomical live event worldwide in April 2020 (in millions)



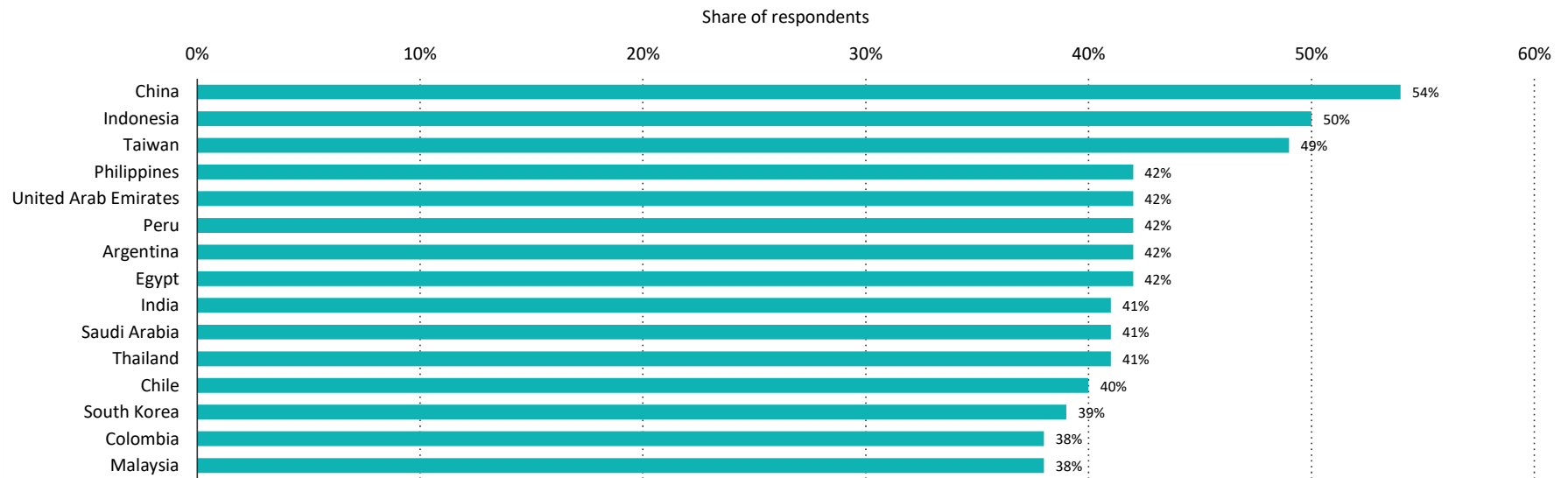
Note(s): Worldwide; April 2020

Further information regarding this statistic can be found on [page 102](#).

Source(s): Nielsen; StriveID [1097635](#)

Use of live streams to watch sports worldwide in 2021, by country

Share of respondents who use online live streams to watch sports worldwide as of January 2021, by country



Note(s): Worldwide; January 1 to 31, 2021; 18 years and older; between 295 and 11,074 based on country

Further information regarding this statistic can be found on [page 103](#).

Source(s): Twitter; YouGovID [1035439](#)

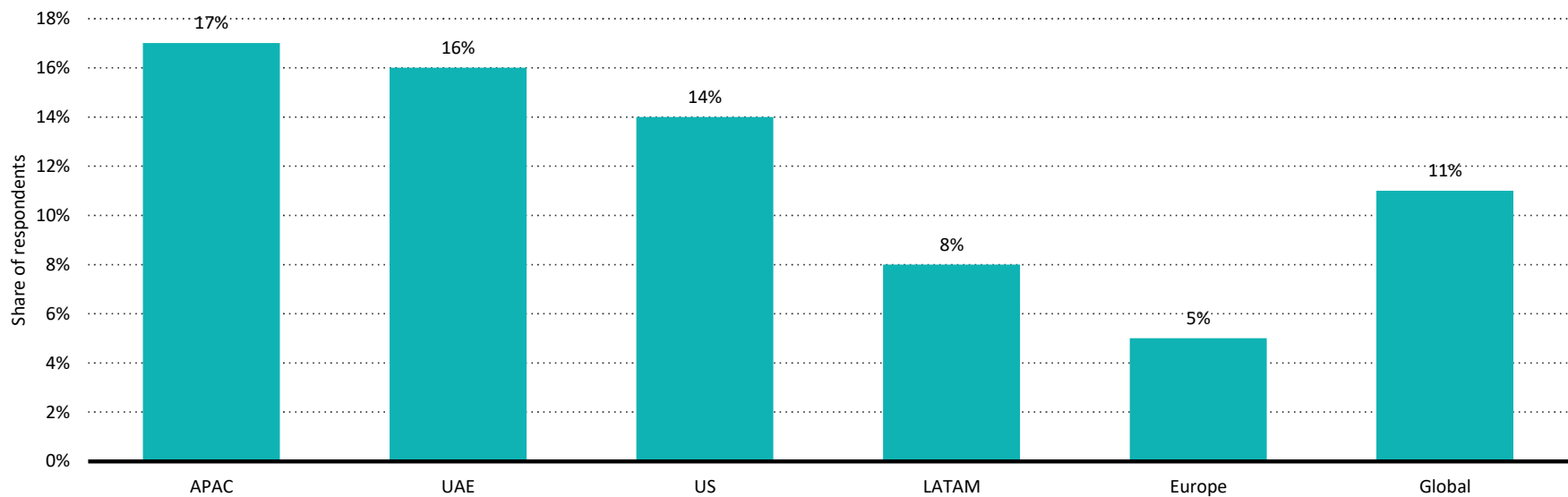


Live Commerce

Live Streaming

Global consumer appetite for livestream commerce 2021, by region

Interest in livestream commerce from online shoppers worldwide as of April 2021, by region



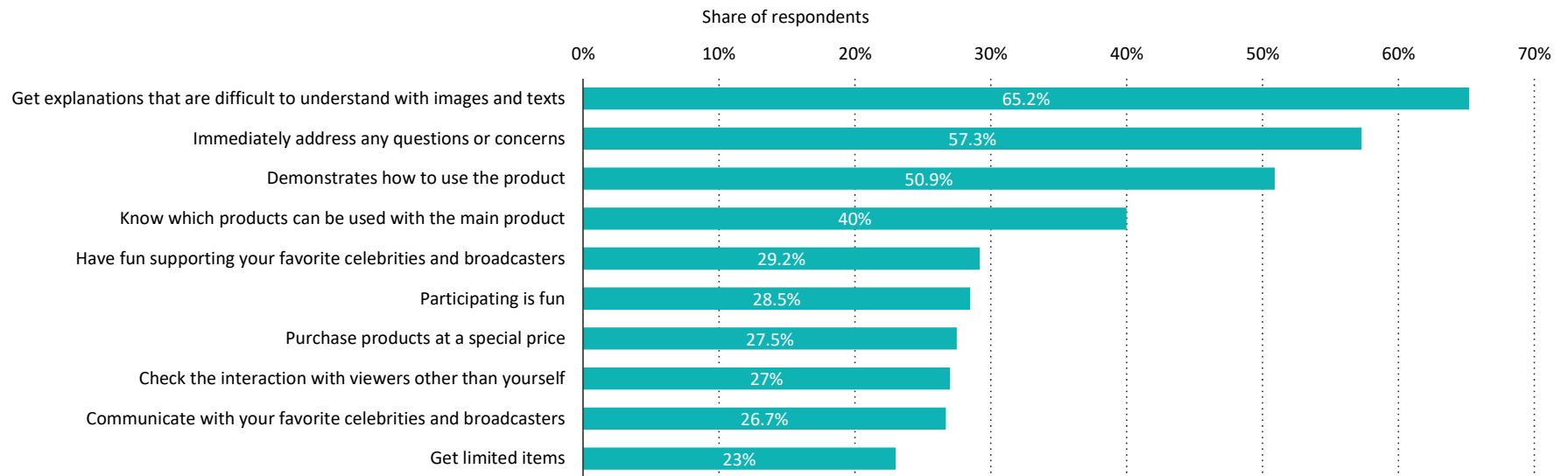
Note(s): Worldwide; March 26 to April 14, 2021; 16 years and older; 28,426 respondents; consumers who shop online at least once a month; through influencer streams and video calls with sales assistants

Further information regarding this statistic can be found on [page 104](#).

Source(s): Censuswide; Wunderman Thompson; magazine mediaID 1275093

Leading impressions of using live commerce Asia 2021

Leading impressions of using live commerce in Asia in 2021



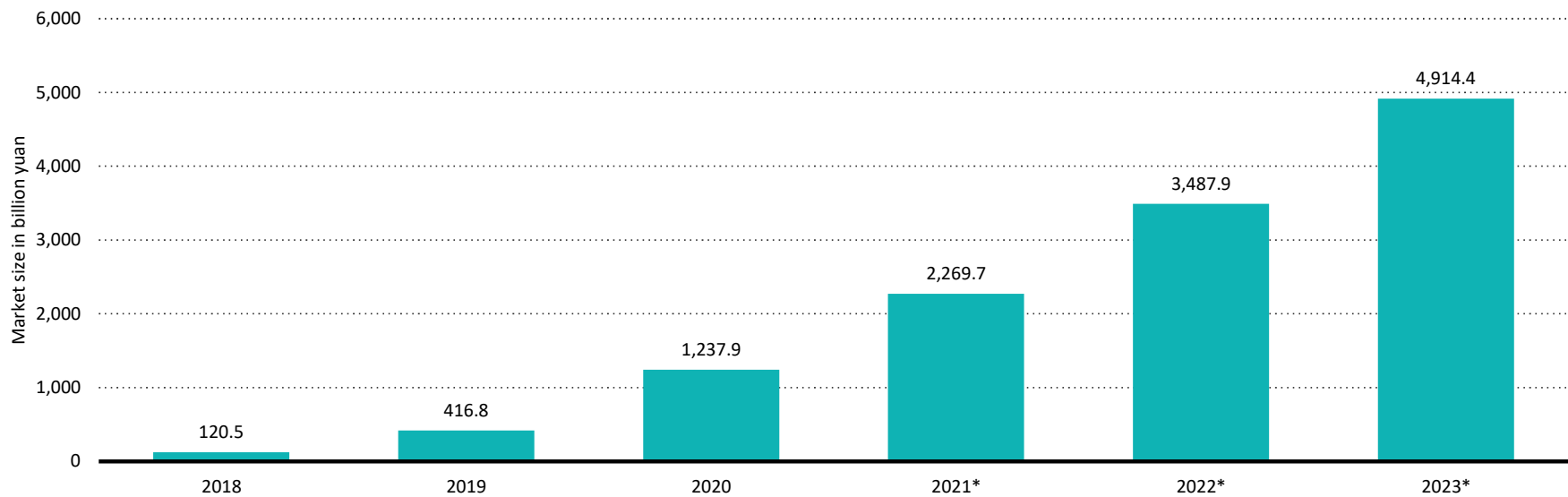
Note(s): Asia, APAC; December 25, 2020 to January 12, 2021; 10 to 49 years; 3,200 respondents; who shopped online within the last year

Further information regarding this statistic can be found on [page 105](#).

Source(s): transcosmosID [1256730](#)

Market value of live commerce in China 2018-2023

Market size of live streaming e-commerce in China from 2018 to 2020 with estimates until 2023 (in billion yuan)



Note(s): China; 2018 to 2020

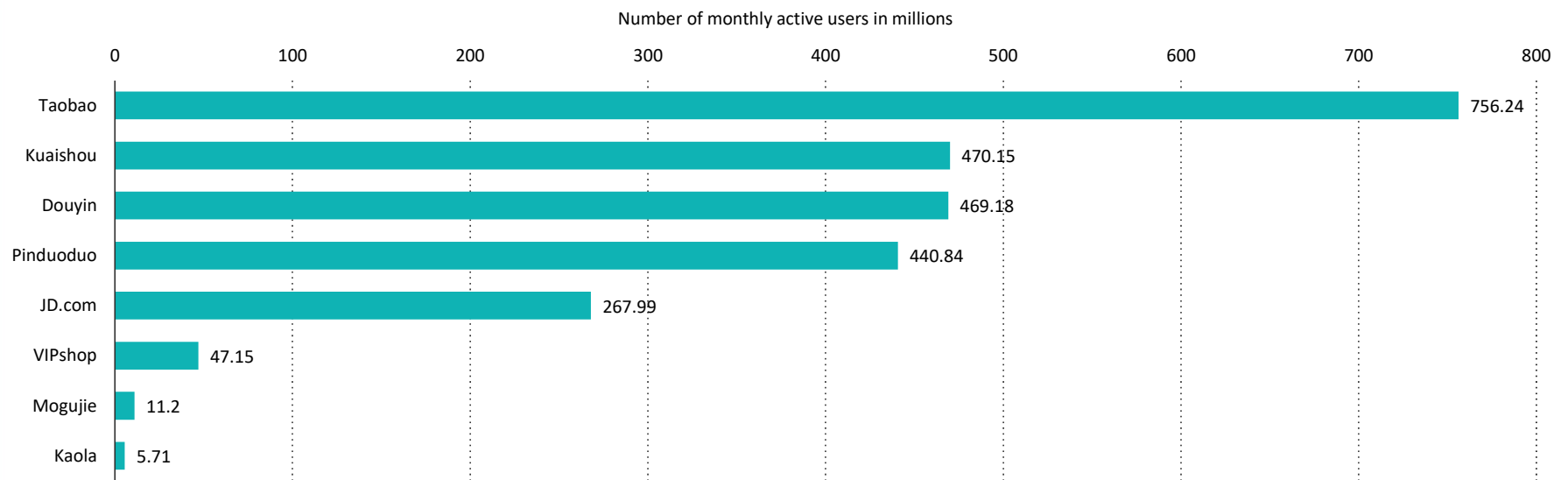
Further information regarding this statistic can be found on [page 106](#).

Source(s): iResearchID [1127635](#)



MAUs of lives streaming shopping platforms in China 2020, by platform

Number of monthly active users of major live streaming e-commerce platforms in China as of March 2020, by platform (in millions)



Note(s): China; March 2020

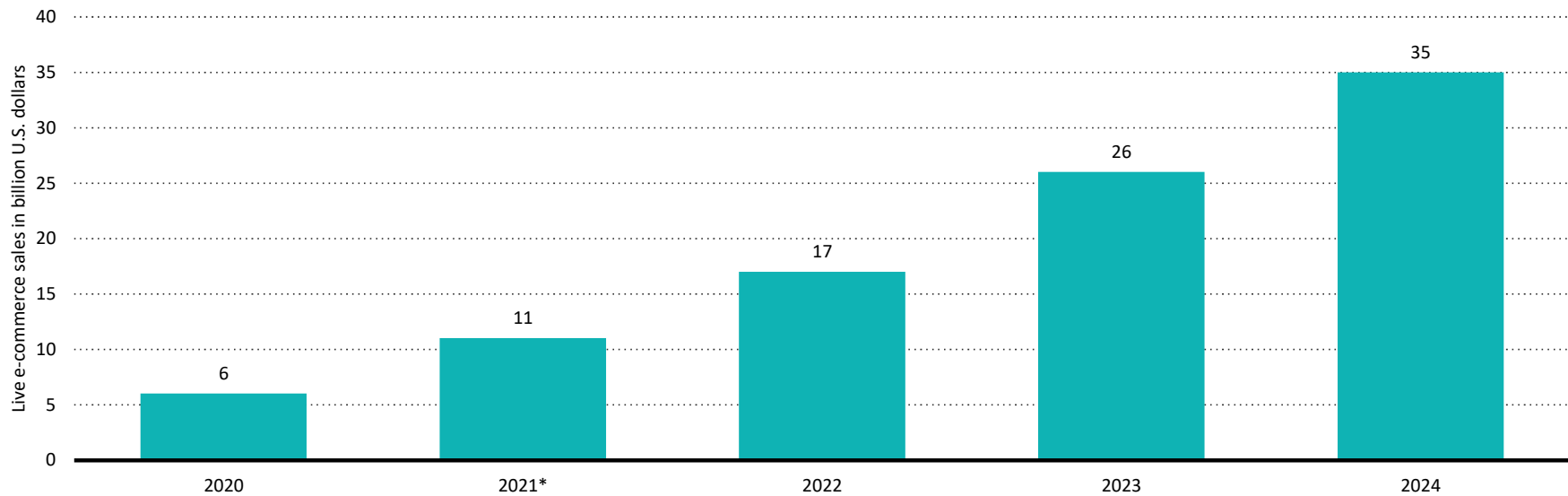
Further information regarding this statistic can be found on [page 107](#).

Source(s): Forward Intelligence (Qianzhan); CBNDData; AnalysysID [1185254](#)



Live commerce market size in the U.S. 2020-2024

Livestream e-commerce sales in the United States from 2020 to 2024 (in billion U.S. dollars)



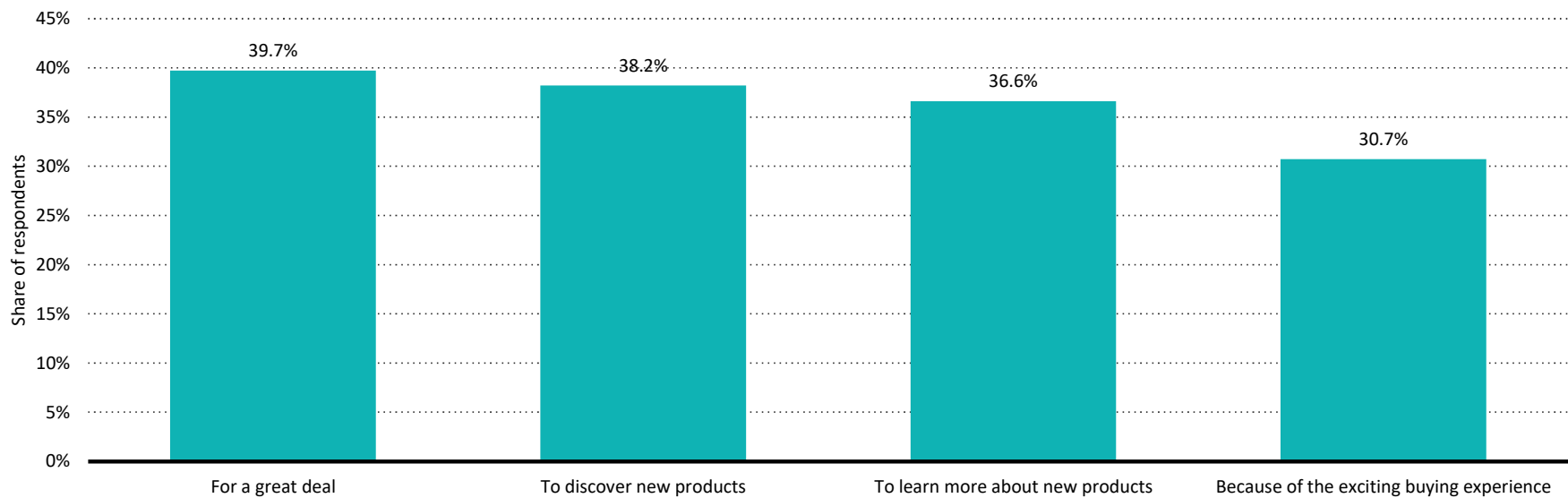
Note(s): United States; 2019 and 2020

Further information regarding this statistic can be found on [page 108](#).

Source(s): Coresight Research; Retail TouchPointsID 1276120

Leading reasons for consumers to shop in livestreams in the U.S. 2021

Leading reasons to shop in livestreams among consumers in the United States in 2021



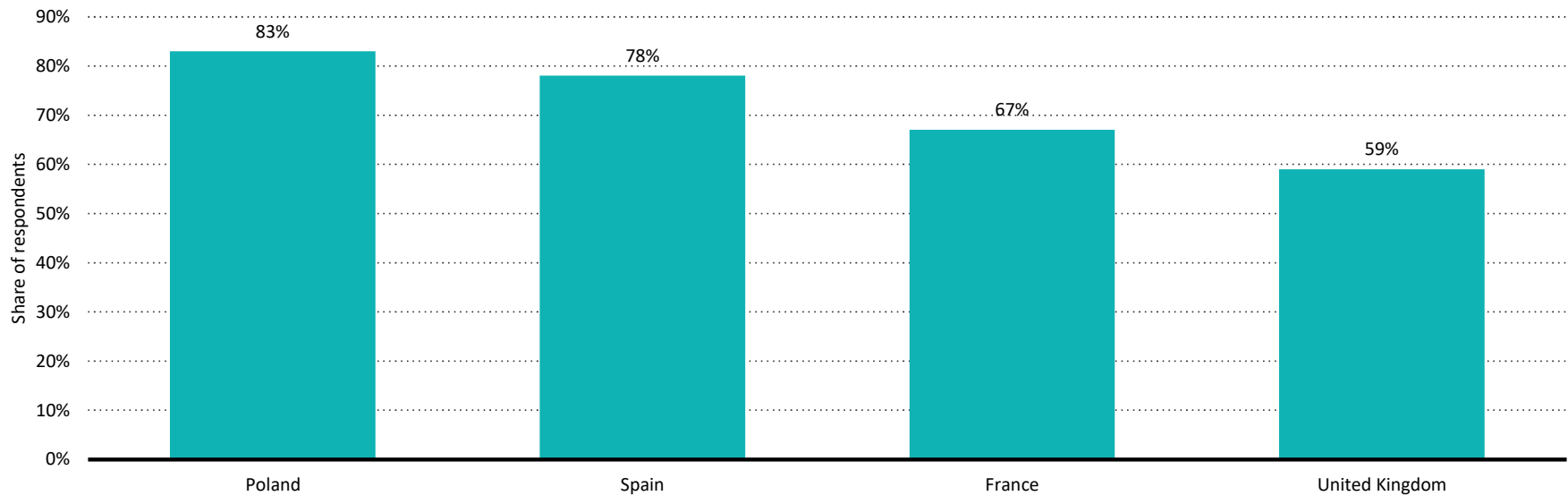
Note(s): United States; as of September 2021

Further information regarding this statistic can be found on [page 109](#).

Source(s): Business Wire; Coresight ResearchID [1276308](#)

Consumer interest in shoppertainment in Europe 2020, by country

Share of consumers interested in shoppertainment in selected European countries in 2020



Note(s): France, Poland, Spain, United Kingdom; December 2020; 12,382 respondents; among those who purchased products or services online at least quarterly

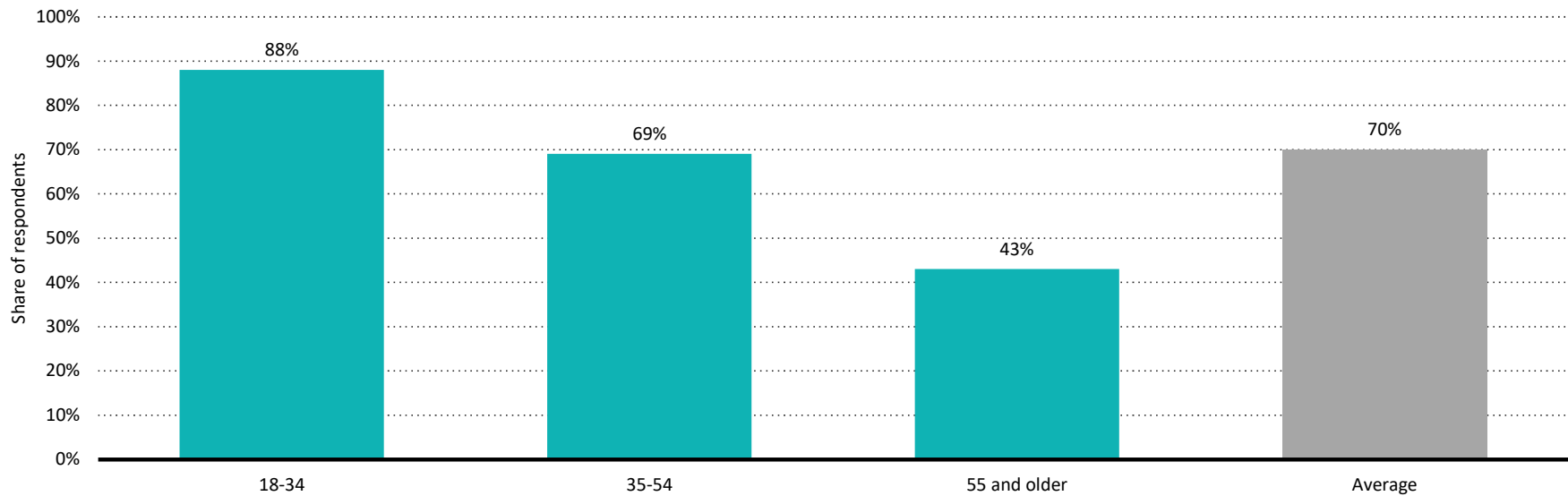
Further information regarding this statistic can be found on [page 110](#).

Source(s): Forrester Research [ID 1277092](#)



Consumer interest in shoppertainment in Europe 2020, by age group

Share of consumers interested in shoppertainment in Europe in 2020, by age group



Note(s): France, Poland, Spain, United Kingdom; December 2020; 12,382 respondents; among those who purchased products or services online at least quarterly

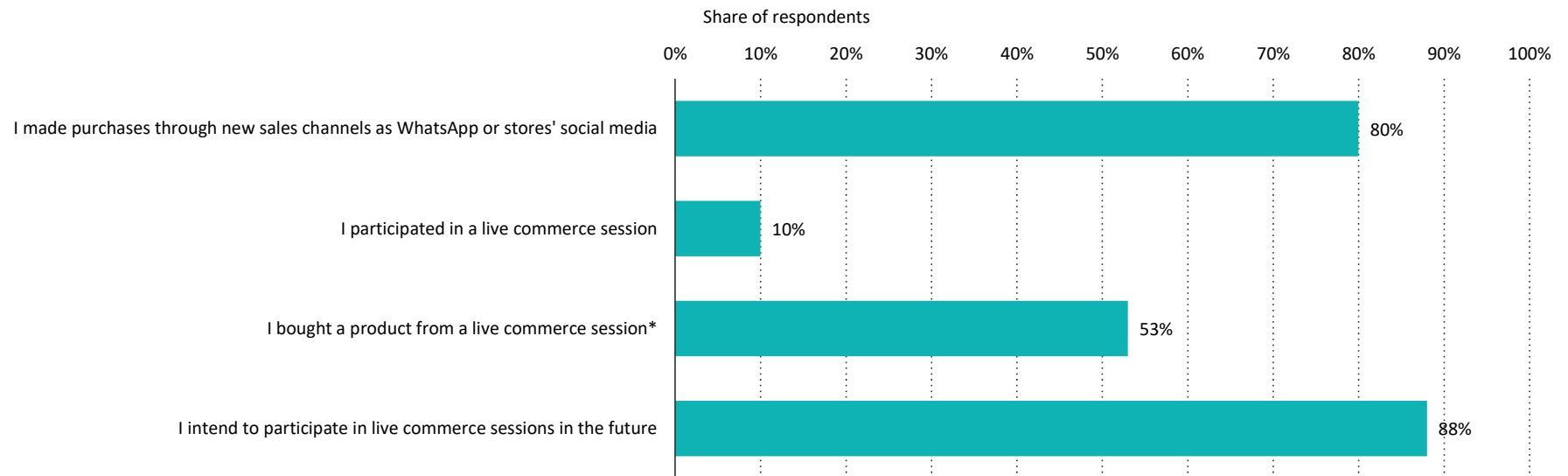
Further information regarding this statistic can be found on [page 111](#).

Source(s): Forrester Research [ID 1277097](#)



Usage of live commerce in Brazil 2021

Live commerce usage among consumers in Brazil in 2021



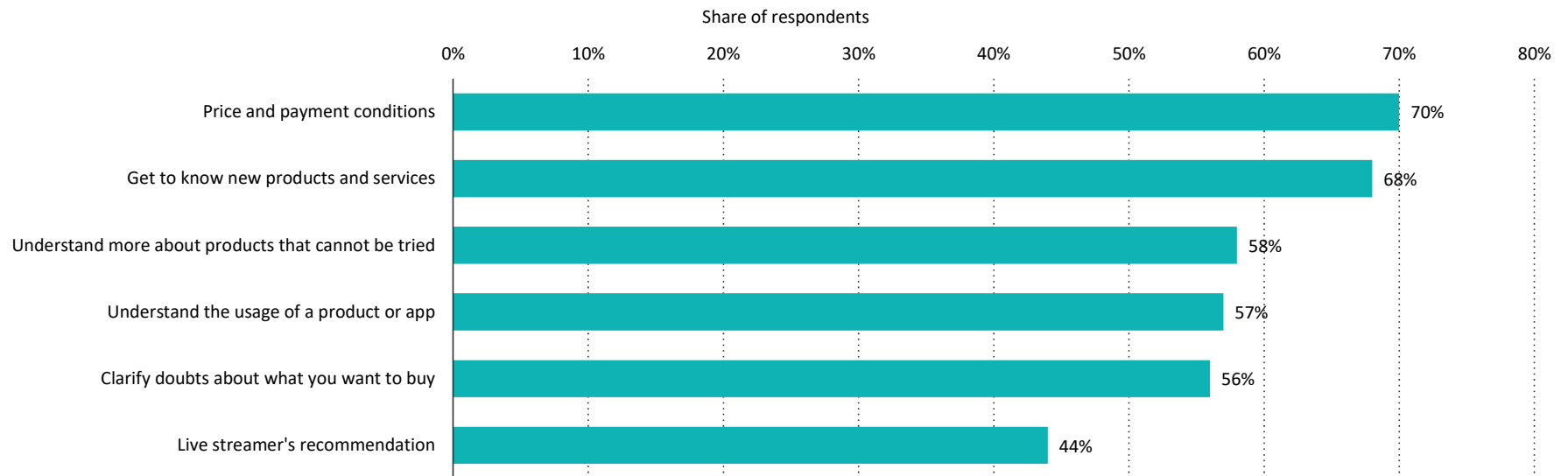
Note(s): Brazil; June 2021**; 1,681 respondents

Further information regarding this statistic can be found on [page 112](#).

Source(s): Globo; behupID 1202245

Main features of live commerce in Brazil 2021

Most attractive factors of live commerce among consumers in Brazil in 2021



Note(s): Brazil; June 2021*; 1,681 respondents

Further information regarding this statistic can be found on [page 113](#).

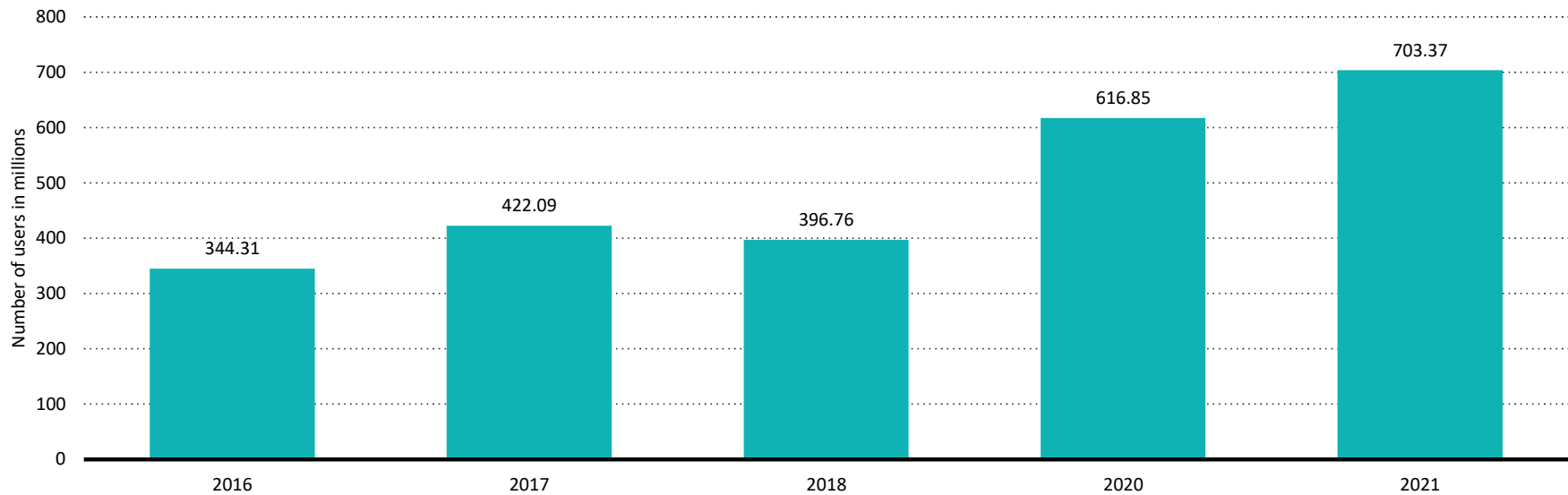
Source(s): behup; GloboID [1187729](#)

Spotlight: Live Streaming in China

Live Streaming

Number of live streamers in China 2016-2021

Number of online streaming users in China from 2016 to 2021 (in millions)



Note(s): China; 2016 to 2021

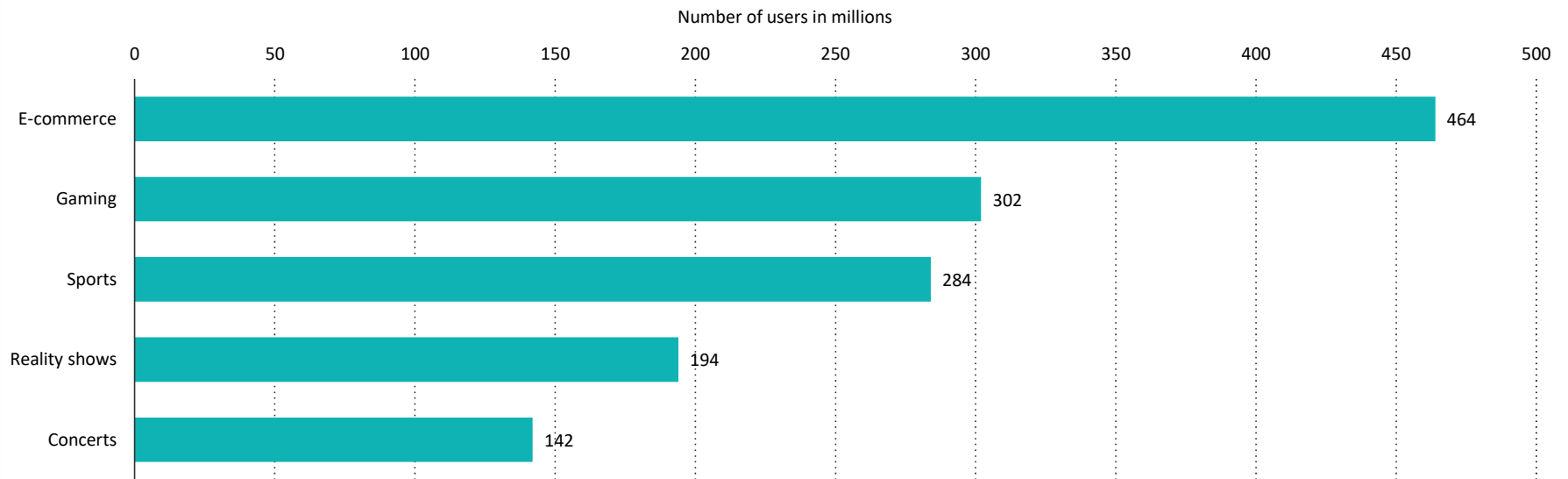
Further information regarding this statistic can be found on [page 114](#).

Source(s): CNNIC [ID 1061708](#)



Number of live streaming users in China 2021, by market segment

Number of live streaming users in China in December 2021, by market segment (in millions)



Note(s): China; as of December 2021

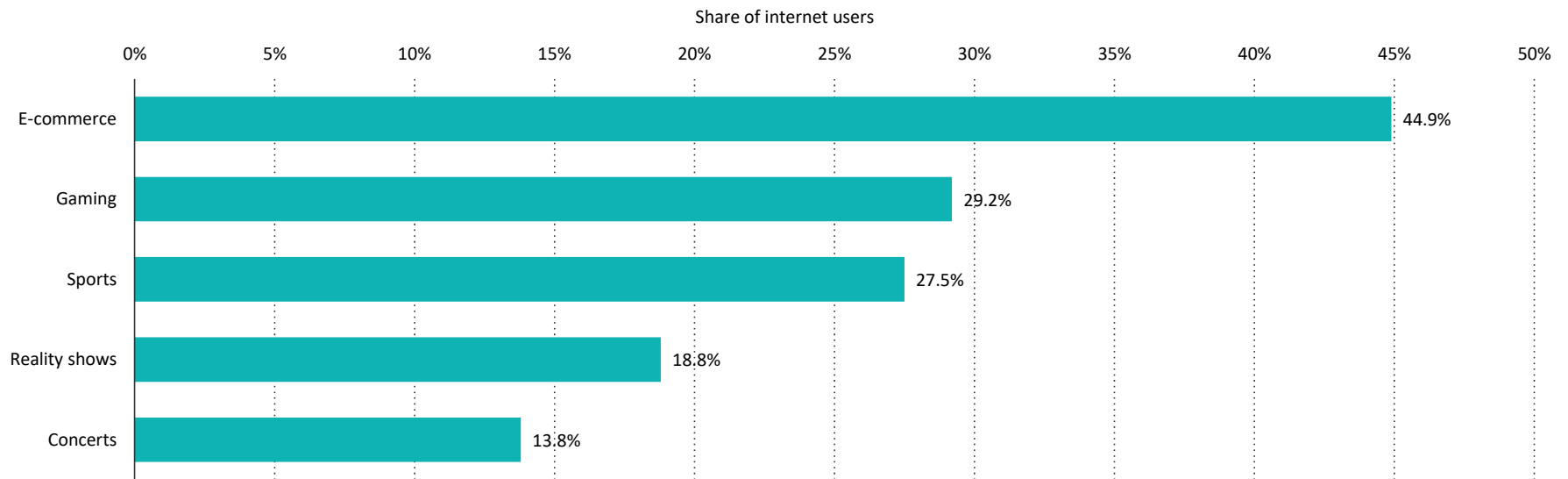
Further information regarding this statistic can be found on [page 115](#).

Source(s): CNNIC [ID 1204163](#)



Penetration rate of live streaming in China 2021, by market segment

Penetration rate of live streaming among the internet users in China in December 2021, by market segment



Note(s): China; as of December 2021

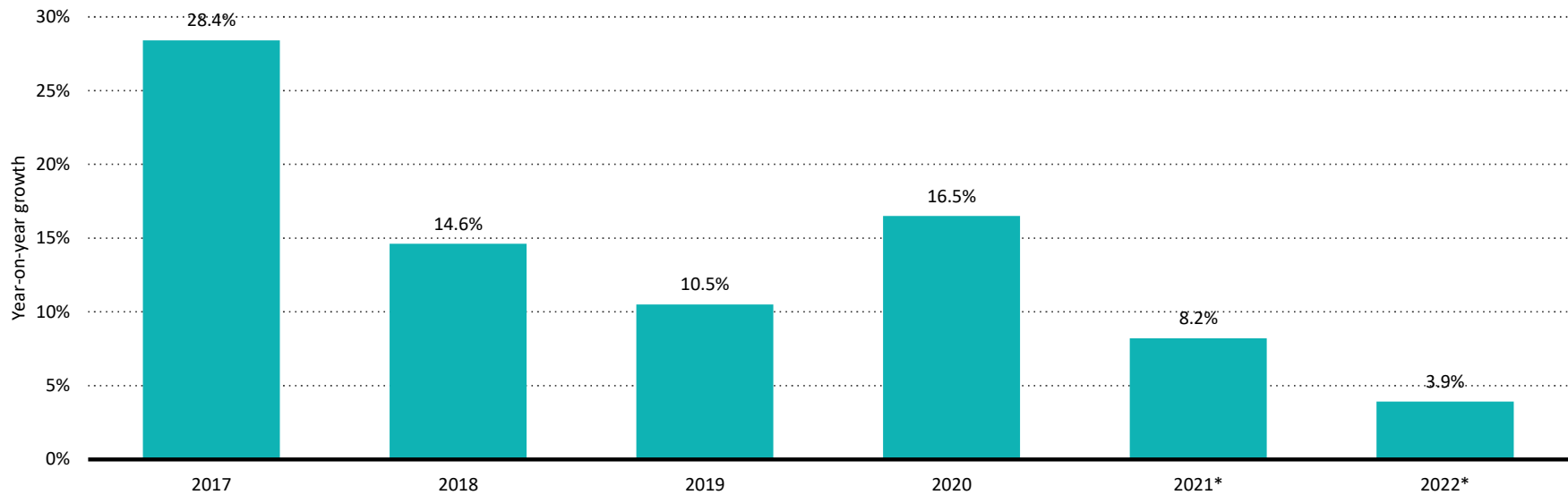
Further information regarding this statistic can be found on [page 116](#).

Source(s): CNNICID 1204176



User growth of live streaming in China 2017-2022

Annual growth rate of the live streaming users in China from 2017 to 2020 with forecasts until 2022



Note(s): China; 2017 to 2020

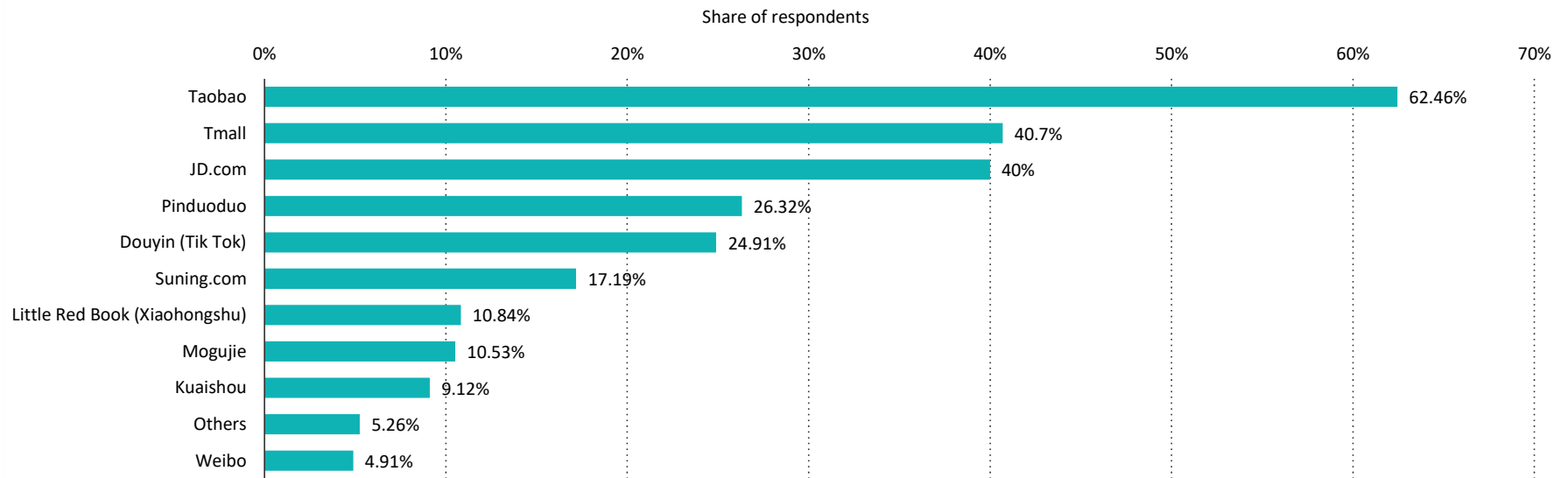
Further information regarding this statistic can be found on [page 117](#).

Source(s): iiMedia Research [ID 1061725](#)



Most used platforms for live streaming shopping in China 2020

Leading online platforms for live streaming shopping among respondents in China as of June 2020



Note(s): China; May 26 to June 2, 2020; 5,415 respondents

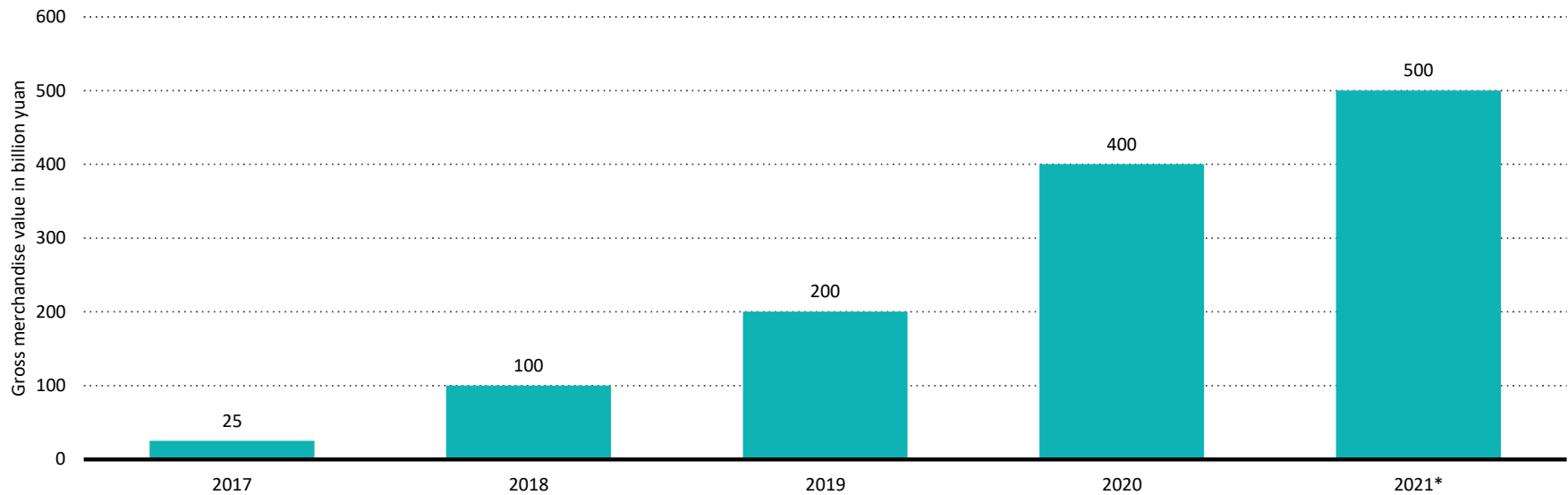
Further information regarding this statistic can be found on [page 118](#).

Source(s): Beijing Consumer Association [ID 1125841](#)



GMV of live streaming shopping on Taobao in China 2017-2021

Transaction value of livestream commerce on Chinese online shopping platform Taobao in China from 2017 to 2020 with an estimate for 2021 (in billion yuan)



Note(s): China; 2017 to 2020

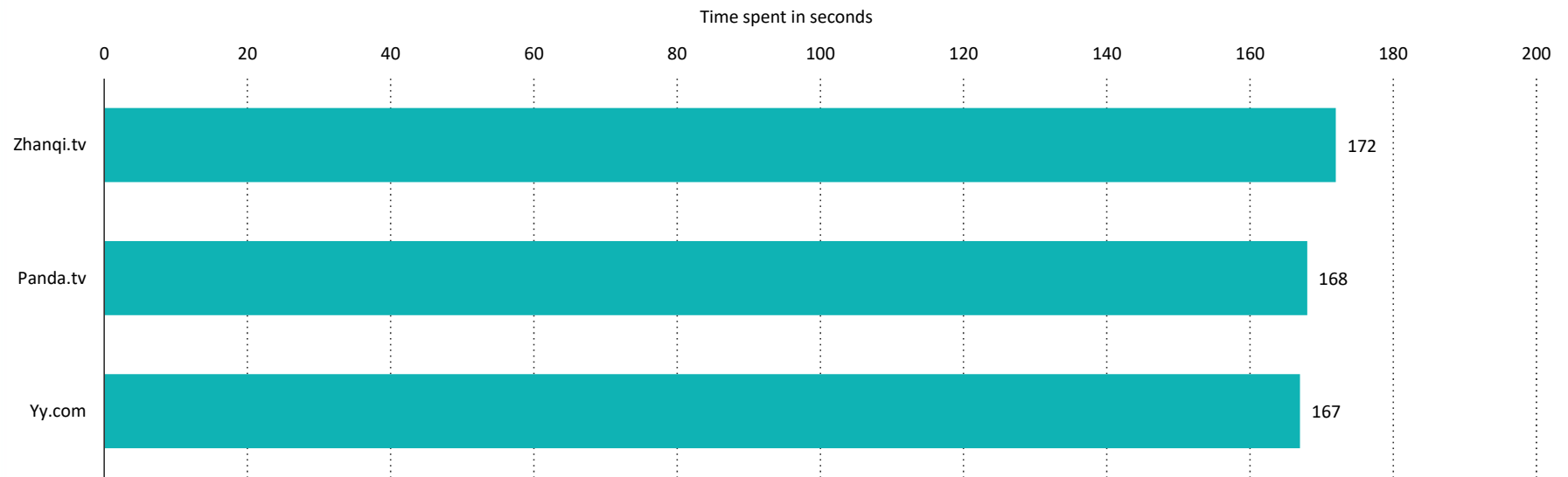
Further information regarding this statistic can be found on [page 119](#).

Source(s): 100ec.cnID [1174832](#)



Daily time spent on selected eSports live-stream sites in China 2021

Average daily browsing time per visitor on selected eSports streaming sites in China as of March 2021 (in seconds)



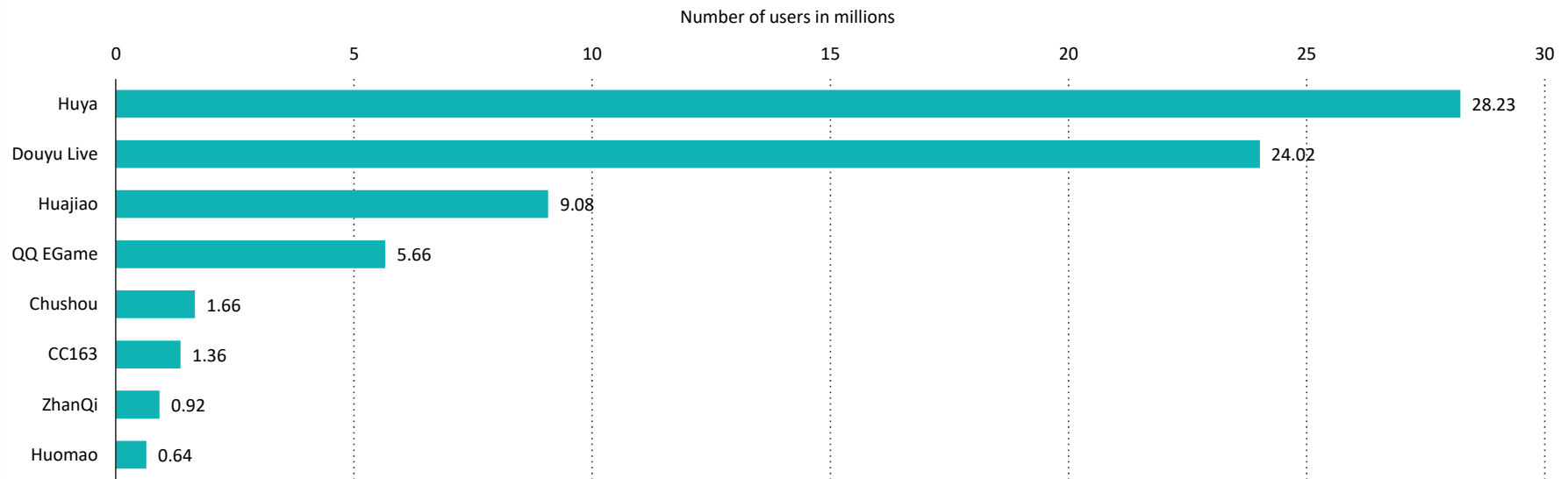
Note(s): China; as of March 18, 2021

Further information regarding this statistic can be found on [page 120](#).

Source(s): AlexaID [1222679](#)

Leading eSports live-stream apps in China 2021, based on MAUs

Number of monthly active users of eSports streaming apps in China in December 2021, by platform (in millions)



Note(s): China; as of December 2021; only platforms specialized in game streaming were included

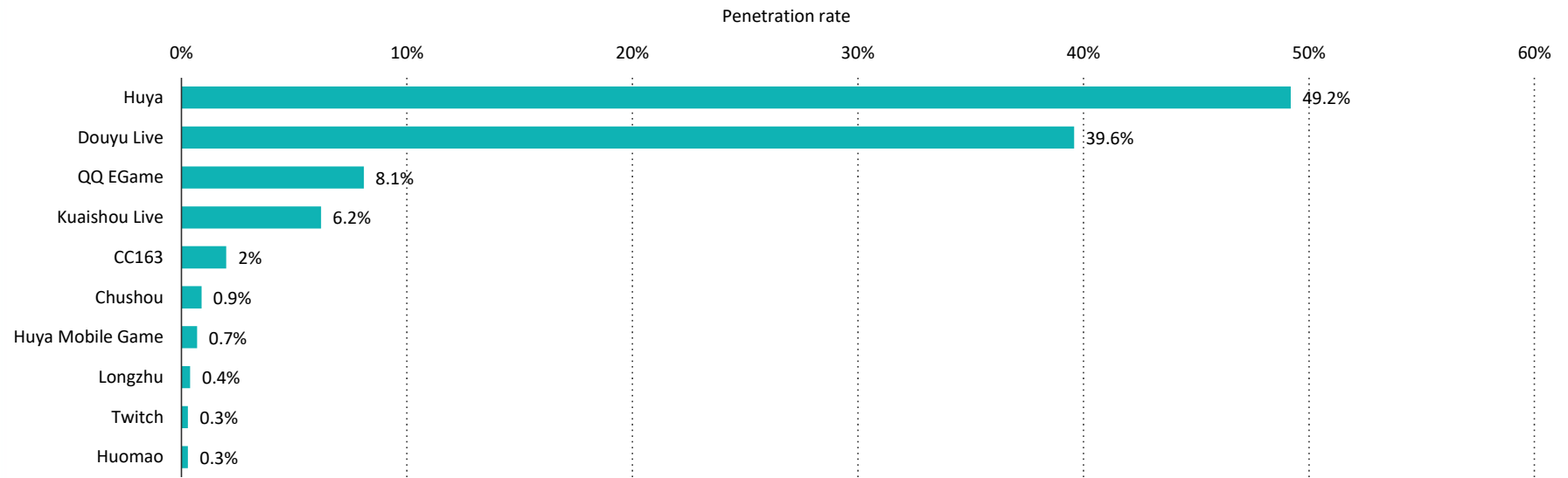
Further information regarding this statistic can be found on [page 121](#).

Source(s): iiMedia Research [ID 1222653](#)



Penetration rate of leading game streaming apps in China 2020

Penetration rate of leading live game streaming apps in China in 2020



Note(s): China; 2020

Further information regarding this statistic can be found on [page 122](#).

Source(s): MobTechID [1222715](#)



References

Live Streaming

Time spent on watching online video worldwide 2020, by content

Time spent on watching selected types of online video content according to online viewers worldwide as of August 2020 (in hours)

Source and methodology information

Source(s)	Limelight Networks
Conducted by	Limelight Networks
Survey period	August 1 to 12, 2020
Region(s)	Worldwide
Number of respondents	5,000
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Limelight Networks
Publication date	October 2020
Original source	The State of Online Video 2020, page 8
Website URL	visit the website

Notes:

Data is based on 5,000 responses from consumers in France, Germany, India, Indonesia, Italy, Japan, Singapore, South Korea, the United Kingdom, and the United States, ages 18 and older, who watch one hour or more of online video content each week. Original question: How much of your online video vie

Weekly time spent with online video 2020, by age group

Weekly time spent with online video according to internet users worldwide as of August 2020, by age group

Source and methodology information

Source(s)	Limelight Networks
Conducted by	Limelight Networks
Survey period	August 1 to 12, 2020
Region(s)	Worldwide
Number of respondents	5,000
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Limelight Networks
Publication date	October 2020
Original source	The State of Online Video 2020, page 5
Website URL	visit the website

Notes:

Data is based on responses from 5,000 responses from consumers in France, Germany, India, Indonesia, Italy, Japan, Singapore, South Korea, the United Kingdom, and the United States age 18 and older who watch one hour or more of online video content each week.

Leading video content type worldwide Q4 2021, by usage reach

Most popular video content type worldwide during 4th quarter 2021, by weekly usage reach

Source and methodology information

Source(s)	We Are Social; DataReportal; Hootsuite; GWI
Conducted by	DataReportal; GWI
Survey period	Q4 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	16-64 years
Special characteristics	among internet users
Published by	We Are Social; DataReportal; Hootsuite
Publication date	April 2022
Original source	Digital 2022: April Global Statshot Report, page 62
Website URL	visit the website

Notes:

n.a.

Most popular content types on video streaming services worldwide Q2 2021

Most popular content types on free and paid video streaming services worldwide as of 2nd quarter 2021

Source and methodology information

Source(s)	Criteo
Conducted by	Criteo
Survey period	Q2 2021
Region(s)	Worldwide
Number of respondents	8568
Age group	73 years and younger
Special characteristics	consumers who own a smart TV or and internet TV device and watch a paid or free video streaming service
Published by	Criteo
Publication date	September 2021
Original source	criteo.com
Website URL	visit the website

Notes:

n.a.

Hours spent on video consumption weekly worldwide Q2 2021, by platform

Hours spent by video consumers in a typical week on video content worldwide as of 2nd quarter 2021, by platform

Source and methodology information

Source(s)	Criteo
Conducted by	Criteo
Survey period	Q2 2021
Region(s)	Worldwide
Number of respondents	9220
Age group	<i>n.a.</i>
Special characteristics	consumers owned a smart TV or an internet TV device and watched a paid or free video streaming service.
Published by	Criteo
Publication date	September 2021
Original source	criteo.com
Website URL	visit the website

Notes:

Original question: "In a typical week, how many hours do you spend on the following activities?"

Reasons for watching video streaming services worldwide Q2 2021, by generation

Reasons for watching more video streaming services worldwide as of 2nd quarter 2021, by generation

Source and methodology information

Source(s)	Criteo
Conducted by	Criteo
Survey period	Q2 2021
Region(s)	Worldwide
Number of respondents	9210
Age group	73 years and younger
Special characteristics	<i>n.a.</i>
Published by	Criteo
Publication date	September 2021
Original source	criteo.com
Website URL	visit the website

Notes:

Original question: "Which of the following are reasons you're now watching more video streaming services?"

U.S. live video viewership 2019-2024

Number of live video viewers in the United States from 2019 to 2024 (in millions)

Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2019 to August 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	internet users
Published by	eMarketer
Publication date	November 2020
Original source	emarketer.com
Website URL	visit the website

Notes:

*Forecasted data According to the source: " includes live events, news, linear OTT, social media, sports, TV everywhere, and video gaming"

Most popular live streaming platform in the U.S. 2021

Most popular platform to watch live streams according to gamers in the United States as of February 2021

Source and methodology information

Source(s)	YouGov
Conducted by	YouGov
Survey period	February 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	gamers
Published by	YouGov
Publication date	March 2021
Original source	yougov.com
Website URL	visit the website

Notes:

Original question: "Which, if any, of the following apps and/or platforms do you use to watch live streams? Please select all that apply. (% of those who watch video games on streaming services)"

Most popular livestream video categories in the U.S. 2021

Most popular categories of livestream videos watched by viewers in the United States as of April 2021

Source and methodology information

Source(s)	Vorhaus Advisors
Conducted by	Vorhaus Advisors
Survey period	March 31 to April 8, 2021
Region(s)	United States
Number of respondents	1,007
Age group	18 years and older
Special characteristics	among those who watch live-stream video once a month or more
Published by	Vorhaus Advisors
Publication date	July 2020
Original source	Vorhaus Digital and Gaming Research Study 2021, page 44
Website URL	visit the website

Notes:

Original question: "What types of LIVE streaming videos do you currently watch?" Multiple answers were allowed

Most popular platforms used to watch live streams in the U.S. 2021, by age group

Most popular platforms used by viewers in the United States to watch live stream video content as of April 2021, by age group

Source and methodology information

Source(s)	Vorhaus Advisors
Conducted by	Vorhaus Advisors
Survey period	March 31 to April 8, 2021
Region(s)	United States
Number of respondents	1,007
Age group	18 years and older
Special characteristics	among those who watch live-stream video once a month or more
Published by	Vorhaus Advisors
Publication date	July 2021
Original source	Vorhaus Digital and Gaming Research Study 2021, page 43
Website URL	visit the website

Notes:

Original question: "Which of the following do you ever use to watch live-streaming video?"

Frequency of watching livestream video in the U.S. 2020, by age group

Frequency of watching livestream video in the United States as of July 2020, by age group

Source and methodology information

Source(s)	Vorhaus Advisors
Conducted by	Vorhaus Advisors
Survey period	June 8, 2020 to July 1, 2020
Region(s)	United States
Number of respondents	2,268
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Vorhaus Advisors
Publication date	July 2020
Original source	Vorhaus Digital Strategy Study, page 25
Website URL	visit the website

Notes:

Original question: "How frequently do you watch livestreaming video?"

Social live streamers 2020, by region

Share of internet users worldwide who livestream on social platforms in 2020, by region

Source and methodology information

Source(s)	GWJ; Uscreen
Conducted by	GWJ
Survey period	2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Uscreen
Publication date	October 2020
Original source	uscreen.tv
Website URL	visit the website

Notes:

n.a.

Most popular content for global live streamers 2020, by age

Leading content category for live streamers worldwide in 2020, by age group

Source and methodology information

Source(s)	Restream
Conducted by	Restream
Survey period	2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Restream
Publication date	December 2020
Original source	restream.io
Website URL	visit the website

Notes:

n.a.

Live streaming apps: global time spent 2018-2021

Time spent on mobile live streaming apps worldwide from 2018 to 2021 (in billion hours)

Source and methodology information

Source(s)	Data.ai
Conducted by	Data.ai
Survey period	2018 to 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Data.ai
Publication date	September 2021
Original source	The Evolution of Social Media Apps, page 9
Website URL	visit the website

Notes:

*Forecast According to the source: "Android phones only; worldwide outside of China; Custom categorization of apps based on features called out as part of the key value proposition of the app; Top 5 is determined for each time period."

Hours watched on leading gaming live stream platforms Q1 2022

Number of hour watched on leading gaming live stream platforms worldwide in 1st quarter 2022, by platform (in millions)

Source and methodology information

Source(s)	Streamlabs; Stream Hatchet
Conducted by	Streamlabs; Stream Hatchet
Survey period	Q1 2022
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Streamlabs
Publication date	May 2022
Original source	Streamlabs and Stream Hatchet Q1 2022 Live Streaming Industry Report
Website URL	visit the website

Notes:

n.a.

Live stream gaming hours watched Q1 2022, by publisher

Number of live stream gaming hours watched worldwide in 1st quarter 2022, by publisher (in millions)

Source and methodology information

Source(s)	Streamlabs; Stream Hatchet
Conducted by	Streamlabs; Stream Hatchet
Survey period	Q1 2022
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Streamlabs
Publication date	May 2022
Original source	Streamlabs and Stream Hatchet Q1 2022 Live Streaming Industry Report
Website URL	visit the website

Notes:

n.a.

Unique live stream channels Q1 2022, by platform

Number of unique channels streaming to leading gaming live streaming platforms worldwide in 1st quarter 2022 (in 1,000s)

Source and methodology information

Source(s)	Streamlabs; Stream Hatchet
Conducted by	Streamlabs; Stream Hatchet
Survey period	Q3 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Streamlabs
Publication date	May 2022
Original source	Streamlabs and Stream Hatchet Q1 2022 Live Streaming Industry Report
Website URL	visit the website

Notes:

Note: unlike Twitch and Facebook Gaming, which include Chatting and other IRL categories, YouTube Gaming focuses solely on gaming content.

Most popular live streamers worldwide 2021, by engagement

Leading gaming live streamers worldwide in August 2021, by user engagement

Source and methodology information

Source(s)	Streamlabs; Stream Hatchet
Conducted by	Streamlabs; Stream Hatchet
Survey period	August 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	across Twitch, YouTube Gaming, Facebook Gaming combined
Published by	Streamlabs
Publication date	September 2021
Original source	streamlabs.com
Website URL	visit the website

Notes:

n.a.

Distribution of live streaming viewing hours on leading global platforms Q3 2021

Distribution of live streaming viewing hours on leading platforms worldwide in 3rd quarter 2021, by influencer tier

Source and methodology information

Source(s)	Stream Hatchet
Conducted by	Stream Hatchet
Survey period	Q3 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Twitch, YouTube Gaming, and Facebook Gaming
Published by	Stream Hatchet
Publication date	November 2021
Original source	streamhatchet.com
Website URL	visit the website

Notes:

n.a.

Worldwide eSports audience size 2021

eSports audience size worldwide from 2019 to 2024 (in millions)

Source and methodology information

Source(s)	Newzoo; VentureBeat
Conducted by	Newzoo
Survey period	2019 to 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	VentureBeat
Publication date	March 2021
Original source	venturebeat.com
Website URL	visit the website

Notes:

*Forecast

Worldwide eSports viewer numbers 2019-2024, by type

eSports audience size worldwide from 2019 to 2024, by type of viewers (in millions)

Source and methodology information

Source(s)	Newzoo; VentureBeat
Conducted by	Newzoo
Survey period	2018 to 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	VentureBeat
Publication date	March 2021
Original source	venturebeat.com
Website URL	visit the website

Notes:

* Forecast.

Most watched sponsored live stream game segments 2021, by hours watched

Leading brand-sponsored live segments and gaming sessions across streaming platforms in the week ending September 26, 2021, by hours watched (in 1,000s)

Source and methodology information

Source(s)	Stream Hatchet
Conducted by	Stream Hatchet
Survey period	September 20 to 26, 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Stream Hatchet
Publication date	September 2021
Original source	streamhatchet.com
Website URL	visit the website

Notes:

n.a.

Co-streaming of global and North American eSports events Q2 2021

Share of hours of global and North American eSports events watched on co-streaming channels in 2nd quarter 2021

Source and methodology information

Source(s)	Stream Hatchet
Conducted by	Stream Hatchet
Survey period	Q2 2021
Region(s)	Worldwide, North America
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Based on 326 million hours of the top 10 eSports events watched globally and 80 million in North America
Published by	Stream Hatchet
Publication date	July 2021
Original source	streamhatchet.com
Website URL	visit the website

Notes:

n.a.

Top live streamed gaming conferences 2021, by peak viewers

Most watched live streamed game conferences in 2021, by peak viewers (in millions)

Source and methodology information

Source(s)	Stream Hatchet
Conducted by	Stream Hatchet
Survey period	2021 YTD
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	across Twitch, YouTube, and Facebook
Published by	Stream Hatchet
Publication date	December 2021
Original source	twitter.com/StreamHatchet
Website URL	visit the website

Notes:

n.a.

Hours streamed on Twitch worldwide Q1 2022

Number of hours streamed on Twitch worldwide from 2nd quarter 2018 to 1st quarter 2022 (in millions)

Source and methodology information

Source(s)	Streamlabs; Stream Hatchet
Conducted by	Streamlabs; Stream Hatchet
Survey period	Q2 2018 to Q1 2022
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Streamlabs
Publication date	May 2022
Original source	Streamlabs and Stream Hatchet Q1 2022 Live Streaming Industry Report
Website URL	visit the website

Notes:

n.a.

Hours watched on Twitch worldwide Q1 2022

Number of hours watched on Twitch worldwide from 2nd quarter 2018 to 1st quarter 2022 (in billions)

Source and methodology information

Source(s)	Streamlabs; Stream Hatchet
Conducted by	Streamlabs; Stream Hatchet
Survey period	Q2 2018 to Q1 2022
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Streamlabs
Publication date	May 2022
Original source	Streamlabs and Stream Hatchet Q1 2022 Live Streaming Industry Report
Website URL	visit the website

Notes:

n.a.

Concurrent viewers on Twitch Q1 2022

Average number of concurrent viewers on Twitch from 2nd quarter 2018 to 1st quarter 2022 (in millions)

Source and methodology information

Source(s)	Streamlabs; Stream Hatchet
Conducted by	Streamlabs; Stream Hatchet
Survey period	Q2 2018 to Q1 2022
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Streamlabs
Publication date	May 2022
Original source	Streamlabs and Stream Hatchet Q1 2022 Live Streaming Industry Report
Website URL	visit the website

Notes:

n.a.

Leading games on Twitch in March 2022, by hours viewed

Leading games on Twitch in March 2022, by weekly number of hours watched (in millions)

Source and methodology information

Source(s)	TwitchTracker
Conducted by	TwitchTracker
Survey period	March 2022
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	number of hours viewed for the last 7 days
Published by	TwitchTracker
Publication date	March 2022
Original source	twitchtracker.com
Website URL	visit the website

Notes:

n.a.

Most popular Twitch streamers 2022, by total views

Most popular streamers on Twitch worldwide in January 2022, by total views (in millions)

Source and methodology information

Source(s)	TwitchTracker
Conducted by	TwitchTracker
Survey period	January 2022
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	all languages
Published by	TwitchTracker
Publication date	January 2022
Original source	twitchtracker.com
Website URL	visit the website

Notes:

n.a.

Most popular Twitch non-gaming categories worldwide 2021, by hours watched

Most popular non-gaming categories on Twitch worldwide in 2021, by hours watched (in millions)

Source and methodology information

Source(s)	StreamElements
Conducted by	StreamElements
Survey period	2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	StreamElements
Publication date	December 2021
Original source	streamelements.com
Website URL	visit the website

Notes:

n.a.

Average monthly viewers of music channels on Twitch 2019-2021

Average monthly viewers of channels streaming music on Twitch from February 2019 to February 2021

Source and methodology information

Source(s)	SullyGnome.com
Conducted by	SullyGnome.com
Survey period	February 2019 to February 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	SullyGnome.com
Publication date	March 2021
Original source	sullygnome.com
Website URL	visit the website

Notes:

n.a.

Most watched music streaming channels on Twitch 2020/2021

Most watched channels that streamed music on Twitch in the last year as of March 2021 (in million hours)

Source and methodology information

Source(s)	SullyGnome.com
Conducted by	SullyGnome.com
Survey period	February 2019 to February 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	SullyGnome.com
Publication date	March 2021
Original source	sullygnome.com
Website URL	visit the website

Notes:

Figures have been rounded.

Online communication and video users during COVID-19 in the U.S.2020, by age

Share of adults using online communication and video services during the COVID-19 pandemic in the United States as of April 2020, by age

Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	April 7 to 12, 2020
Region(s)	United States
Number of respondents	4,917
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	April 2020
Original source	www.pewresearch.org
Website URL	visit the website

Notes:

n.a.

Music fans` attitude towards livestreaming concerts worldwide 2020

Attitudes toward livestreaming concerts and music events among fans worldwide as of August 2020

Source and methodology information

Source(s)	Bandsintown
Conducted by	Bandsintown
Survey period	August 2020
Region(s)	Worldwide
Number of respondents	5,500
Age group	<i>n.a.</i>
Special characteristics	music fans
Published by	Bandsintown
Publication date	August 2020
Original source	bandsintown.com
Website URL	visit the website

Notes:

n.a.

Artists' livestreaming behavior during the COVID-19 pandemic 2021

Musicians livestreaming performances during the COVID-19 pandemic as of March 2021

Source and methodology information

Source(s)	Bandsintown
Conducted by	Bandsintown
Survey period	March 2021
Region(s)	Worldwide
Number of respondents	7,688*
Age group	<i>n.a.</i>
Special characteristics	Artists
Published by	Bandsintown
Publication date	April 2021
Original source	bandsintown.com
Website URL	visit the website

Notes:

* 7,688 music fans and artists were surveyed. This question however was only asked to artists (exact number not provided).

Most viewed music event livestreams worldwide 2020

Livestreamed music performances with the highest viewership worldwide in 2020 (in million views)

Source and methodology information

Source(s)	Pollstar
Conducted by	Pollstar
Survey period	May 5, to November 18, 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Pollstar
Publication date	December 2020
Original source	pollstar.com
Website URL	visit the website

Notes:

Viewership includes all live streamed musical and comedy performances that took place between May 5 and November 18, 2020 based on direct reports or publically available data., Views were recorded on second day after the stream. All events included in this statistic were free of charge to view.

Fortnite: Travis Scott live event players 2020

Number of Fortnite players during Travis Scott's Astronomical live event worldwide in April 2020 (in millions)

Source and methodology information

Source(s)	Nielsen; Strive
Conducted by	Nielsen
Survey period	April 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Strive
Publication date	May 2020
Original source	strivesponsorship.com
Website URL	visit the website

Notes:

n.a.

Use of live streams to watch sports worldwide in 2021, by country

Share of respondents who use online live streams to watch sports worldwide as of January 2021, by country

Source and methodology information

Source(s)	Twitter; YouGov
Conducted by	YouGov
Survey period	January 1 to 31, 2021
Region(s)	Worldwide
Number of respondents	between 295 and 11,074 based on country
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Twitter
Publication date	March 2021
Original source	twitter.com
Website URL	visit the website

Notes:

n.a.

Global consumer appetite for livestream commerce 2021, by region

Interest in livestream commerce from online shoppers worldwide as of April 2021, by region

Source and methodology information

Source(s)	Censuswide; Wunderman Thompson; magazine media
Conducted by	Censuswide
Survey period	March 26 to April 14, 2021
Region(s)	Worldwide
Number of respondents	28,426
Age group	16 years and older
Special characteristics	consumers who shop online at least once a month; through influencer streams and video calls with sales assistants
Published by	Wunderman Thompson
Publication date	July 2021
Original source	The Future Shopper 2021, page 54
Website URL	visit the website

Notes:

The study was conducted in the following 17 countries: - Europe: United Kingdom, Spain, France, Netherlands, Germany. - APAC: China, Japan, Thailand, Indonesia, Australia, India, Australia, India. - LATAM: Brazil, Argentina, Mexico, Colombia, Mexico, Colombia. - USA. - UAE.

Leading impressions of using live commerce Asia 2021

Leading impressions of using live commerce in Asia in 2021

Source and methodology information

Source(s)	transcosmos
Conducted by	transcosmos
Survey period	December 25, 2020 to January 12, 2021
Region(s)	Asia, APAC
Number of respondents	3,200
Age group	10 to 49 years
Special characteristics	who shopped online within the last year
Published by	transcosmos
Publication date	March 2021
Original source	trans-cosmos.co.jp
Website URL	visit the website

Notes:

Original question: "How do you feel about using live commerce?" Respondents are from 10 cities: Hanoi, Bangkok, Mumbai, Tokyo, Shanghai, Jakarta, Kuala Lumpur, Manila, Taipei, and Singapore.

Market value of live commerce in China 2018-2023

Market size of live streaming e-commerce in China from 2018 to 2020 with estimates until 2023 (in billion yuan)

Source and methodology information

Source(s)	iResearch
Conducted by	iResearch
Survey period	2018 to 2020
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	iResearch
Publication date	September 2021
Original source	China's live commerce industry research report 2021, page 12
Website URL	visit the website

Notes:

* Estimate. One yuan equals approximately 0.16 U.S. dollars and 0.13 euros (as of November 2021).

MAUs of lives streaming shopping platforms in China 2020, by platform

Number of monthly active users of major live streaming e-commerce platforms in China as of March 2020, by platform (in millions)

Source and methodology information

Source(s)	Forward Intelligence (Qianzhan); CBNDData; Analysys
Conducted by	Forward Intelligence (Qianzhan); Analysys
Survey period	March 2020
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CBNDData
Publication date	May 2020
Original source	China's livestreaming e-commerce research report 2020
Website URL	visit the website

Notes:

n.a.

Live commerce market size in the U.S. 2020-2024

Livestream e-commerce sales in the United States from 2020 to 2024 (in billion U.S. dollars)

Source and methodology information

Source(s)	Coresight Research; Retail TouchPoints
Conducted by	Coresight Research
Survey period	2019 and 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Retail TouchPoints
Publication date	October 2021
Original source	retailtouchpoints.com
Website URL	visit the website

Notes:

* From this year onwards, figures are forecasts.

Leading reasons for consumers to shop in livestreams in the U.S. 2021

Leading reasons to shop in livestreams among consumers in the United States in 2021

Source and methodology information

Source(s)	Business Wire; Coresight Research
Conducted by	Coresight Research
Survey period	as of September 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Business Wire
Publication date	September 2021
Original source	businesswire.com
Website URL	visit the website

Notes:

The source does not provide information on the age or number of participants, nor on the type or date of the survey. The survey date used is that of release.

Consumer interest in shoppertainment in Europe 2020, by country

Share of consumers interested in shoppertainment in selected European countries in 2020

Source and methodology information

Source(s)	Forrester Research
Conducted by	Forrester Research
Survey period	December 2020
Region(s)	France, Poland, Spain, United Kingdom
Number of respondents	12,382
Age group	18 years and older
Special characteristics	among those who purchased products or services online at least quarterly
Published by	Forrester Research
Publication date	February 2021
Original source	Shoppertainment Is Landing in Europe, page 6
Website URL	visit the website

Notes:

According to the source shoppertainment includes: livestreaming on e-commerce platforms, social media livestreaming, product content posted by influencers on social media, and interactive gaming features.

Consumer interest in shoppertainment in Europe 2020, by age group

Share of consumers interested in shoppertainment in Europe in 2020, by age group

Source and methodology information

Source(s)	Forrester Research
Conducted by	Forrester Research
Survey period	December 2020
Region(s)	France, Poland, Spain, United Kingdom
Number of respondents	12,382
Age group	18 years and older
Special characteristics	among those who purchased products or services online at least quarterly
Published by	Forrester Research
Publication date	February 2021
Original source	Shoppertainment Is Landing in Europe, page 6
Website URL	visit the website

Notes:

The study was conducted in four European countries, namely Poland, Spain, France, and the United Kingdom. According to the source shoppertainment includes: livestreaming on e-commerce platforms, social media livestreaming, product content posted by influencers on social media, and interactive gaming

Usage of live commerce in Brazil 2021

Live commerce usage among consumers in Brazil in 2021

Source and methodology information

Source(s)	Globo; behup
Conducted by	behup
Survey period	June 2021**
Region(s)	Brazil
Number of respondents	1,681
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Globo
Publication date	June 2021
Original source	gente.globo.com
Website URL	visit the website

Notes:

* Only among live commerce participants (10 percent of survey respondents). ** The source does not provide an exact date of survey or further methodological details. The date of survey given is the month of publication.

Main features of live commerce in Brazil 2021

Most attractive factors of live commerce among consumers in Brazil in 2021

Source and methodology information

Source(s)	behup; Globo
Conducted by	behup
Survey period	June 2021*
Region(s)	Brazil
Number of respondents	1,681
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Globo
Publication date	June 2021
Original source	gente.globo.com
Website URL	visit the website

Notes:

* The source does not provide an exact date of survey or further methodological details. The date of survey given is the month of publication.

Number of live streamers in China 2016-2021

Number of online streaming users in China from 2016 to 2021 (in millions)

Source and methodology information

Source(s)	CNNIC
Conducted by	CNNIC
Survey period	2016 to 2021
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CNNIC
Publication date	February 2022
Original source	49th Statistical Report on Internet Development in China, page 31
Website URL	visit the website

Notes:

Year-end figures unless indicated.

Number of live streaming users in China 2021, by market segment

Number of live streaming users in China in December 2021, by market segment (in millions)

Source and methodology information

Source(s)	CNNIC
Conducted by	CNNIC
Survey period	as of December 2021
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CNNIC
Publication date	February 2022
Original source	49th Statistical Report on Internet Development in China, page 46
Website URL	visit the website

Notes:

n.a.

Penetration rate of live streaming in China 2021, by market segment

Penetration rate of live streaming among the internet users in China in December 2021, by market segment

Source and methodology information

Source(s)	CNNIC
Conducted by	CNNIC
Survey period	as of December 2021
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CNNIC
Publication date	February 2022
Original source	49th Statistical Report on Internet Development in China, page 46
Website URL	visit the website

Notes:

n.a.

User growth of live streaming in China 2017-2022

Annual growth rate of the live streaming users in China from 2017 to 2020 with forecasts until 2022

Source and methodology information

Source(s)	iiMedia Research
Conducted by	iiMedia Research
Survey period	2017 to 2020
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	iiMedia Research
Publication date	April 2021
Original source	China's digital economy industry development analysis report 2021
Website URL	visit the website

Notes:

* Forecast.

Most used platforms for live streaming shopping in China 2020

Leading online platforms for live streaming shopping among respondents in China as of June 2020

Source and methodology information

Source(s)	Beijing Consumer Association
Conducted by	Beijing Consumer Association
Survey period	May 26 to June 2, 2020
Region(s)	China
Number of respondents	5,415
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Beijing Consumer Association
Publication date	June 2020
Original source	bj315.org
Website URL	visit the website

Notes:

The survey was conducted among respondents: 43.51 percent female and 56.49 percent male; 1.4 percent aged below 18 years, 29.47 percent between 18 and 25 years, 42.11 percent between 26 and 35 years, 14.04 percent between 36 and 45 years, 11.93 percent between 46 and 60 years, 1.05 percent aged above

GMV of live streaming shopping on Taobao in China 2017-2021

Transaction value of livestream commerce on Chinese online shopping platform Taobao in China from 2017 to 2020 with an estimate for 2021 (in billion yuan)

Source and methodology information

Source(s)	100ec.cn
Conducted by	100ec.cn
Survey period	2017 to 2020
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	100ec.cn
Publication date	August 2021
Original source	China's live streaming commerce data report H1 2021
Website URL	visit the website

Notes:

* Estimate. One yuan equals approximately 0.15 U.S. dollars and 0.13 euro as of September 2021.

Daily time spent on selected eSports live-stream sites in China 2021

Average daily browsing time per visitor on selected eSports streaming sites in China as of March 2021 (in seconds)

Source and methodology information

Source(s)	Alexa
Conducted by	Alexa
Survey period	as of March 18, 2021
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Alexa
Publication date	March 2021
Original source	alex.com
Website URL	visit the website

Notes:

n.a.

Leading eSports live-stream apps in China 2021, based on MAUs

Number of monthly active users of eSports streaming apps in China in December 2021, by platform (in millions)

Source and methodology information

Source(s)	iiMedia Research
Conducted by	iiMedia Research
Survey period	as of December 2021
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	only platforms specialized in game streaming were included
Published by	iiMedia Research
Publication date	March 2022
Original source	iimedia.cn
Website URL	visit the website

Notes:

Figures have been rounded for a better understanding.

Penetration rate of leading game streaming apps in China 2020

Penetration rate of leading live game streaming apps in China in 2020

Source and methodology information

Source(s)	MobTech
Conducted by	MobTech
Survey period	2020
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	MobTech
Publication date	January 2021
Original source	China's mobile internet report H2 2020, page 77
Website URL	visit the website

Notes:

The penetration rate refers to the monthly active user number of each app divided by the total userbase of live game streaming industry.