



STREAM
HATCHET

Q3 2025

Live-Streaming Trends Report

EXECUTIVE SUMMARY

ABOUT STREAM HATCHET'S Q3 2025 REPORT

Stream Hatchet's Live-Streaming Trends Quarterly Report is a culmination of the biggest trends, stories, and insights from the live streaming and video games industry for Q3 2025. **Want to be among the first to hear about future reports? Subscribe to our newsletter today!**

Stream Hatchet works with a consortium of industry-leading analysts and business leaders to understand key trends related to the impact of live-streaming audiences on gaming creators, esports, and the broader video games industry.

A NOTE FROM EDUARD MONTSERRAT (CEO)



"We hope you enjoy our Q3 2025 video game live-streaming insights report. We are eager to continue to offer market-leading insights in the video game streaming industry, and are thankful for our partners' continued support and guidance in framing this unique data set for those working in the video games industry."

Our latest quarterly report offers a detailed look into the past and current state of the video game live-streaming market, and its relevance to the popularity of live-streaming platforms, game publisher IP, popular media, and creators. Key takeaways include:

- **Twitch** dropped **below 50% market share** for the first time ever, partially due to **viewbotting crackdowns** (but remains the most-viewed platform)
- **TikTok Live** data is in, and the mobile platform brought in **9.2B hours watched in Q3 2025** compared to 4.6B for **Twitch** - a major shift in perception for where audiences find streaming
- The **Esports World Cup** grew stronger, with the Saudi-backed global gaming event reaching **168M hours watched - up 73% from 2024**
- **Subathon 2025** reached record levels with **Kai Cenat** as the big winner: His **Mafiathon 3** marathon stream brought in **71% of all Subtember subs**
- **Live-streaming is the place for sports:** As just one example, **FC Barcelona** hit **3.2M viewers** for their match against Como 1907

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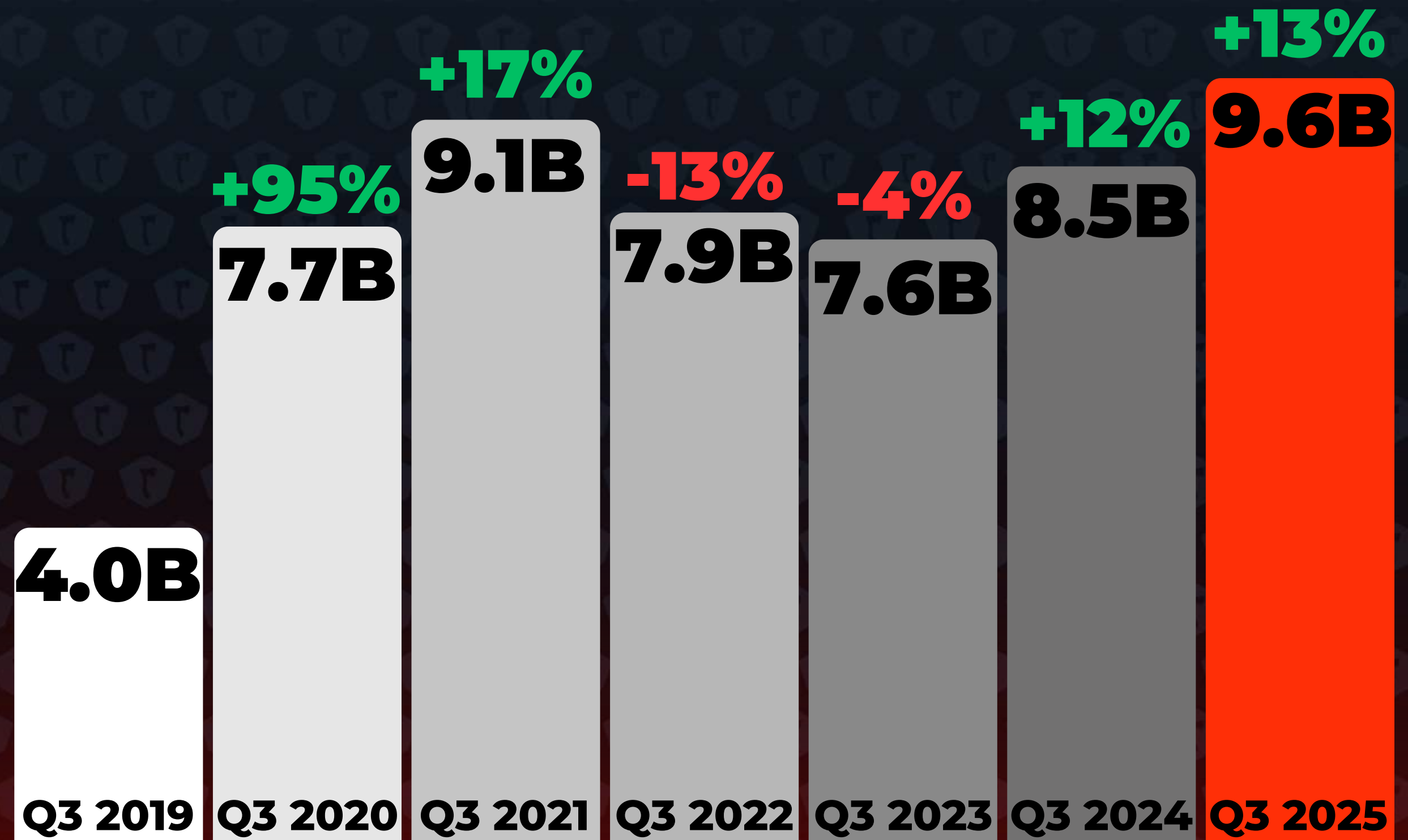


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to the relevant section

COMBINED LIVE-STREAMING VIEWERSHIP

TOTAL LIVE-STREAMING HOURS WATCHED | Q3 2019 - Q3 2025 | ALL PLATFORMS*

- Live-streaming viewership in **Q3 2025** grew by **13% YoY**, recording the highest Q3 viewership ever
- The **9.6B hours watched** recorded last quarter was second only Q2 2021 (9.8M)
- The strong YoY increase comes despite the most-viewed platform, **Twitch**, recording its **lowest quarterly viewership since Q1 2020**, with **Kick**, **YouTube Gaming** & **Chzzk** all strong contributors to the rise in global viewership



MAJOR PLATFORM MARKET SHARE

TOP 5 LIVE-STREAMING PLATFORMS* BY HOURS WATCHED | Q3 2025 VS Q2 2025

4.6B

48.1%

▼ 6.1%

TWITCH

2.5B

26.0%

▲ 1.7%

YOUTUBE GAMING

1.5M

16.0%

▲ 5.1%

KICK

442M

4.2%

▼ 0.7%

OTHERS

299M

3.1%

▶ 0%

SOOP
KOREA†

250M

2.6%

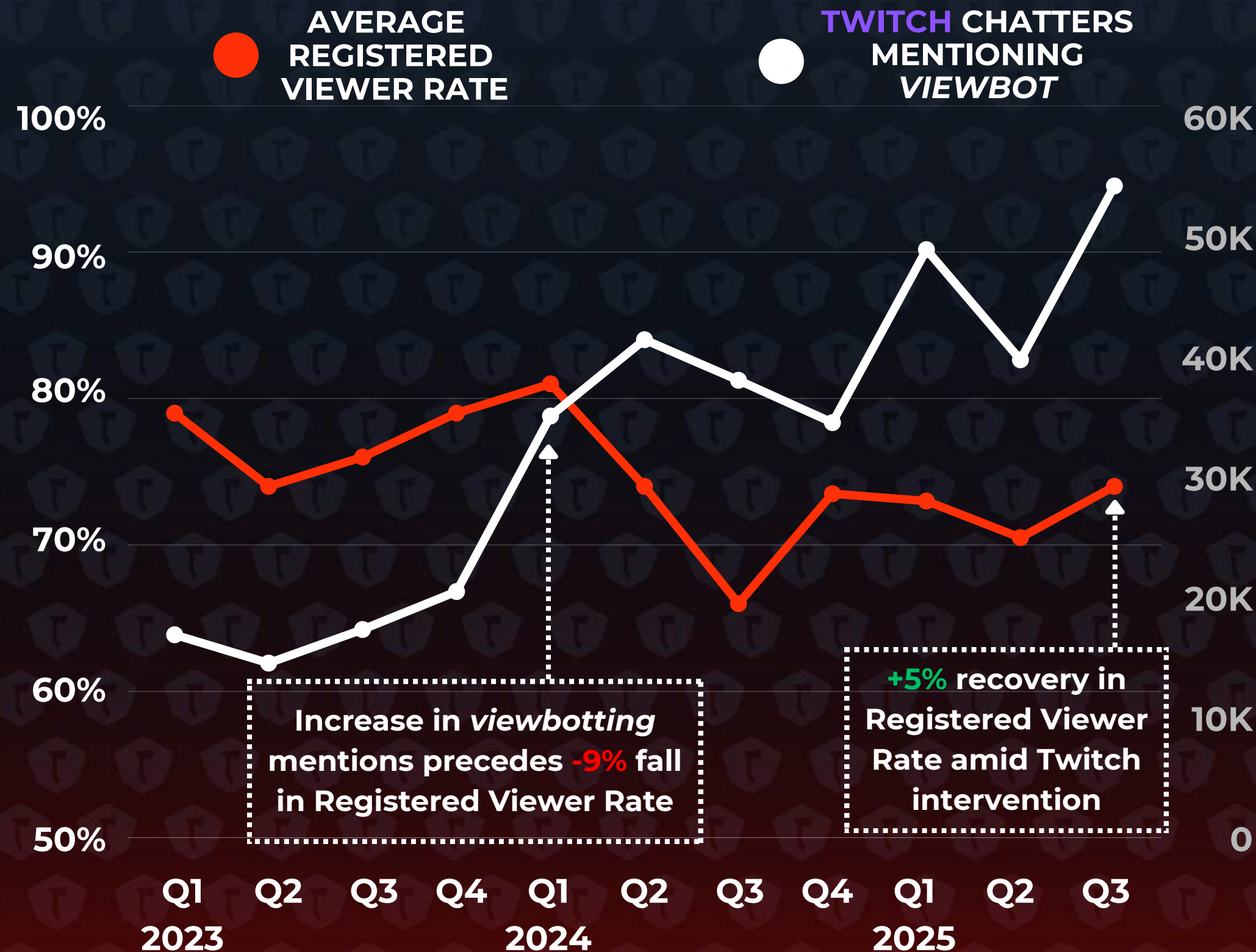
▼ 0.1%

CHZZK

- **Twitch** remains the largest live-streaming platform with **48.1% of the total viewership**; however, Q3 2025 was the first time the platform held less than half of the overall market share
- **Twitch's** crackdown on viewbotting was a key factor in the **-6.1% QoQ** shrinkage, with the platform announcing in July that measures had been taken to tackle fraudulent viewership
- **YouTube Gaming** beat its own quarterly viewership record for the second quarter running, hitting **2.5B hours watched**
- **Kick** crossed the 1B quarterly hours watched milestone for the first time in **Q3 2024**, now occupying 16% of the overall market share

TWITCH'S BATTLE AGAINST VIEWBOTTING

REGISTERED USERS AND OVERALL HOURS WATCHED FOR THE TOP 100 CHANNELS* ON TWITCH | 2023 - 2025

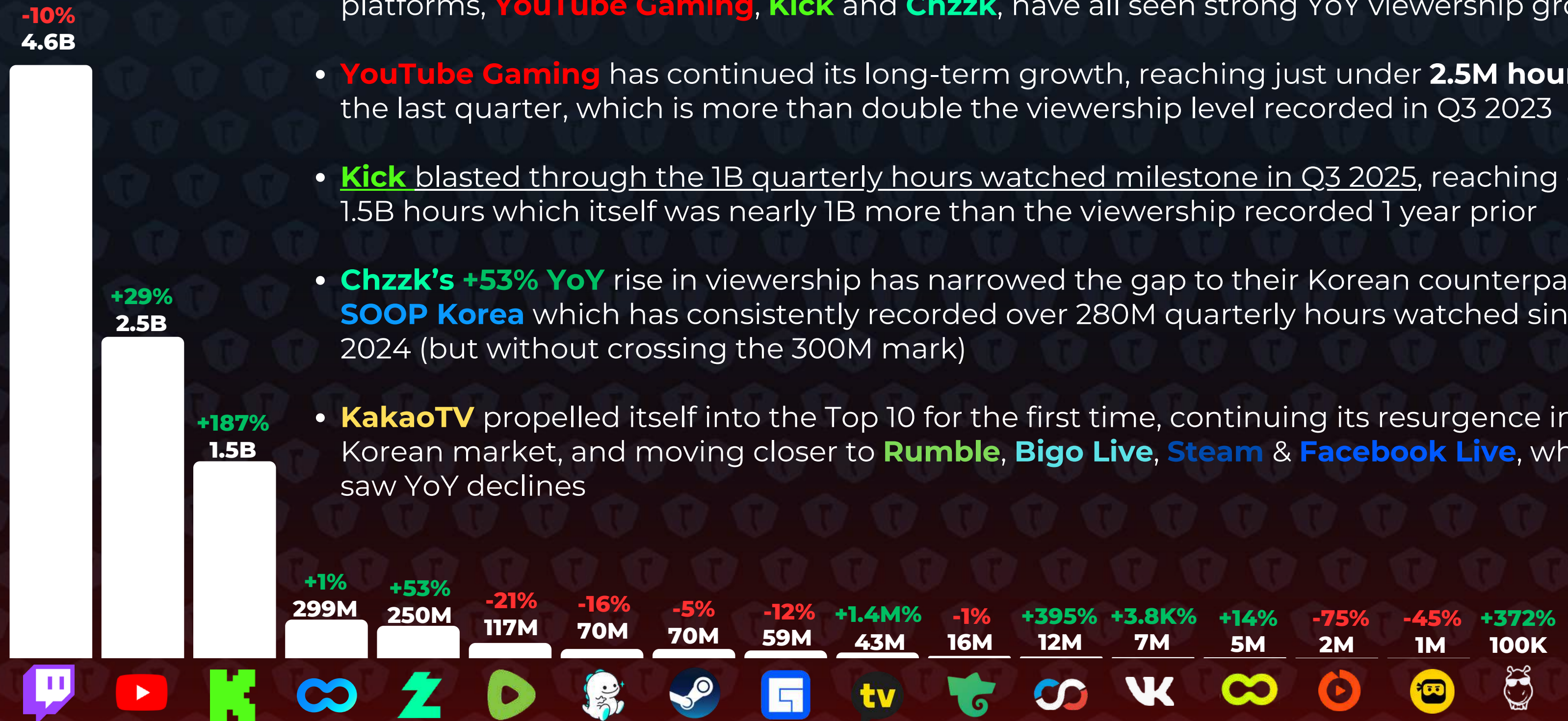


- **Viewbotting** is a practice which **inflates live stream viewer counts by generating fake or unregistered viewing sessions**, creating an illusion of higher popularity
- It's been a topic of increasing discussion, as shown by a **+212% increase in Twitch chatters referencing it over the last 2 years (peaking at 53K chatters in Q3)**
- In late July 2025, **Twitch** announced measures designed to reduce fake viewership, which resulted in a **+5% QoQ recovery in the proportion of viewership coming from registered viewers** for the quarterly Top 100 channels, up to 74%
- **Prior to 2024, the average registered viewer rate for the Top 100 was typically over 75%** (i.e. at least one in every 3 hours watched was by a registered viewer), indicating that there is still ground to be made in Twitch's battle against fake viewership

*Quarterly Top 100 channels on Twitch by Hours Watched

PLATFORM VIEWERSHIP DISTRIBUTION

ALL PLATFORMS* BY HOURS WATCHED WITH % GROWTH | Q3 2025 VS. Q3 2024

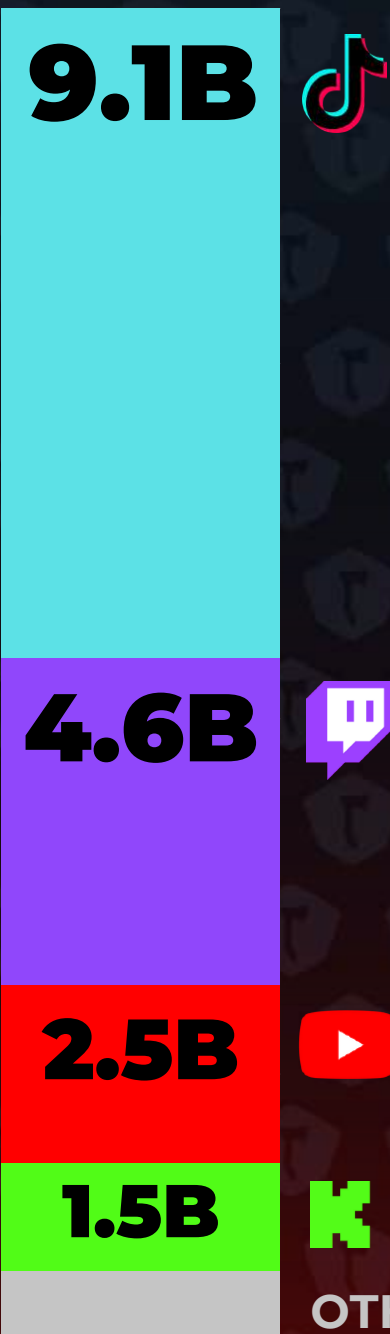


- The order of the Top 9 channels hasn't changed from Q3 2024, though 3 of the Top 5 platforms, **YouTube Gaming**, **Kick** and **Chzzk**, have all seen strong YoY viewership growth
- **YouTube Gaming** has continued its long-term growth, reaching just under **2.5M hours** in the last quarter, which is more than double the viewership level recorded in Q3 2023
- **Kick** blasted through the 1B quarterly hours watched milestone in Q3 2025, reaching over 1.5B hours which itself was nearly 1B more than the viewership recorded 1 year prior
- **Chzzk's +53% YoY** rise in viewership has narrowed the gap to their Korean counterpart **SOOP Korea** which has consistently recorded over 280M quarterly hours watched since Q1 2024 (but without crossing the 300M mark)
- **KakaoTV** propelled itself into the Top 10 for the first time, continuing its resurgence in the Korean market, and moving closer to **Rumble**, **Bigo Live**, **Steam** & **Facebook Live**, which all saw YoY declines

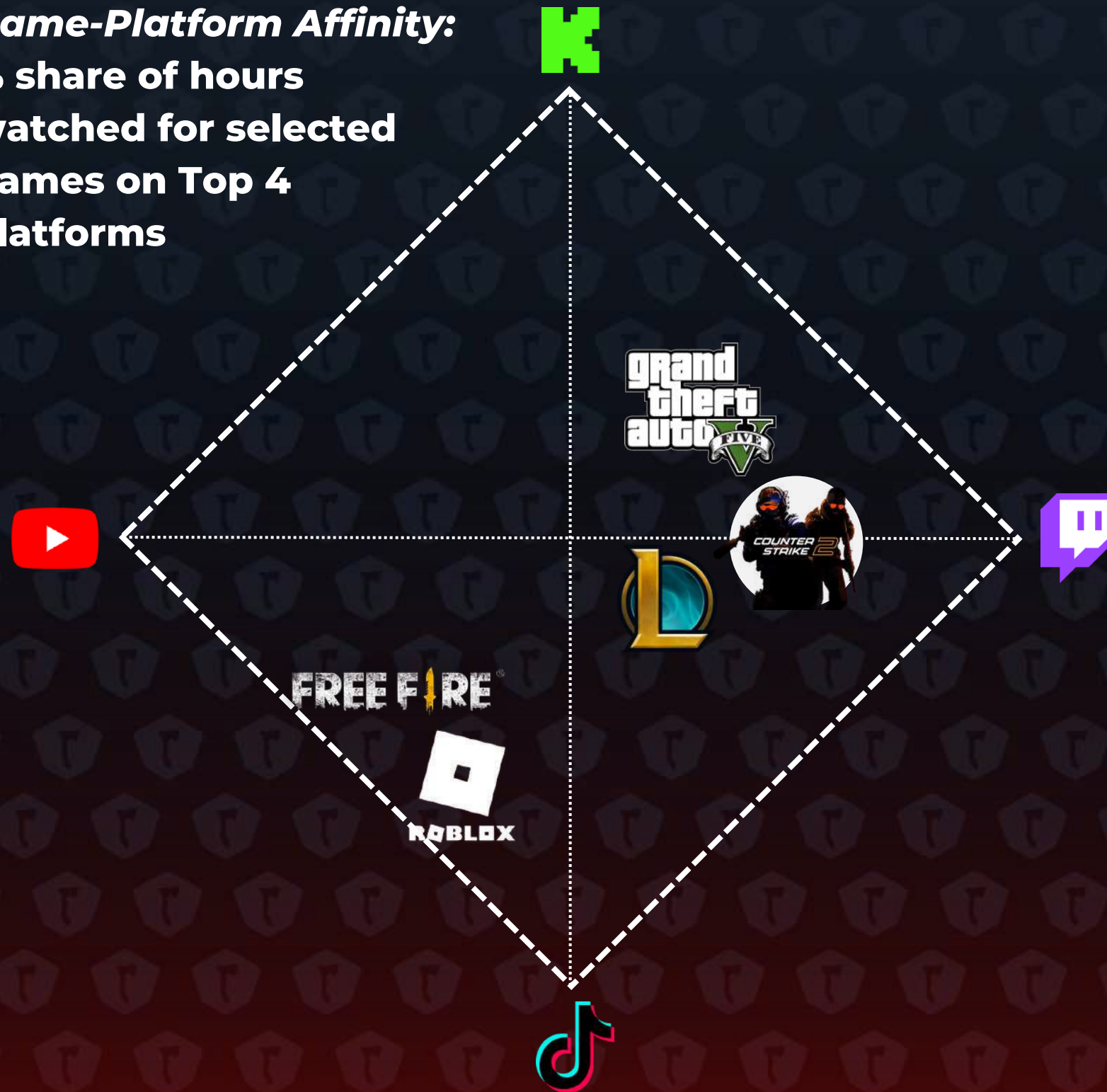
INTRODUCING **TIKTOK LIVE** STREAMING DATA

OVERALL VIEWERSHIP AND TOP GAMES ON TIKTOK LIVE BY HOURS WATCHED | Q3 2025

Q3 2025 hours
watched w/
TikTok Live



Game-Platform Affinity:
% share of hours
watched for selected
games on Top 4
platforms



- At the end of Q2 2025, **Stream Hatchet** began ingesting **TikTok Live** streaming data, unlocking viewership data for a major portion of the global live-streaming industry
- In Q3 2025, **TikTok Live** recorded **9.1B hours watched**; almost double the viewership of **Twitch** which has historically been recognised as the premier live-streaming platform
- The introduction of **TikTok Live** data casts a light on the differences in streaming behaviour by comparing the distribution of game viewership on competing platforms
- Long-form content for collaborative & narrative-driven games such as **League of Legends**, **Counter-Strike** & **GTA V** have greater viewership on **Twitch** & **Kick**
- Viewership of **Garena Free Fire** & **Roblox** is more driven by regional interests, resonance with short-form content, and younger audience preferences on **YouTube** & **TikTok Live**

Want to know more about our new TikTok Live data? [Chat with our team here](#)

TOP EVENTS BY PEAK VIEWERSHIP IN Q3 2025

PEAK CONCURRENT VIEWERS PER CHANNEL BY CATEGORY | Q3 2025

SPORTS / ENTERTAINMENT



NON-GAMING



- **Ibai** continued to break records with *La Velada del Año V*, peaking at **9.2M concurrent viewers** on **Twitch** and breaking the boxing event's previous peak viewership record within the first hour of this edition

- **Apple's** September announcement on **YouTube**, featuring details of the new **iPhone 17**, drew the highest peak channel viewership for Non-Gaming streams with **2.8M peak CCV** and provoked **25K chat mentions of iPhone** on **Twitch** (5x the daily average)

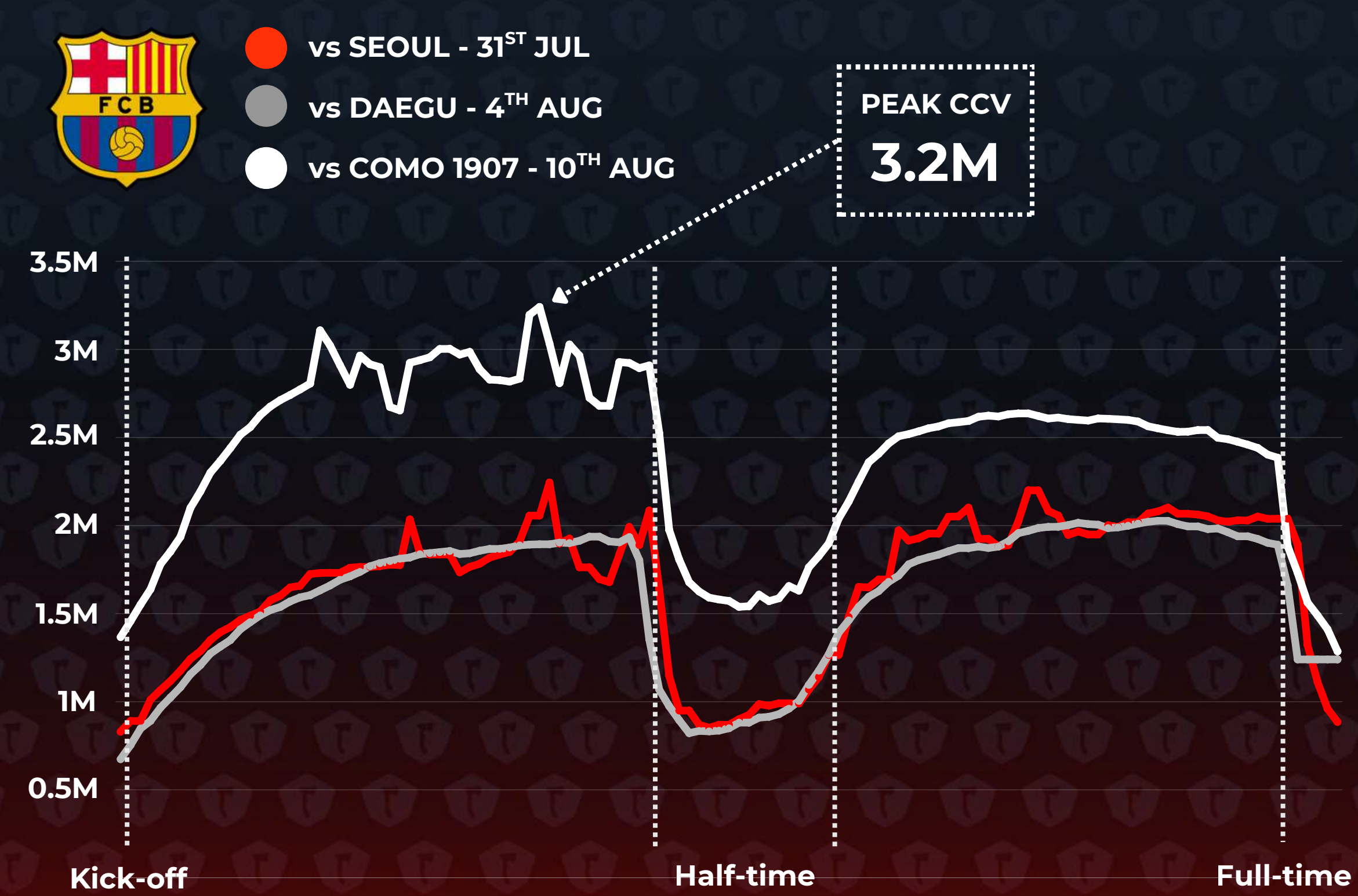


GAMING

- **Nintendo Direct's** September stream on **YouTube** reached **1.5M peak viewers**, revealing not only news on **Super Mario Galaxy** games on **Switch 2**, but also confirmation of an April 2026 movie release

BARÇA DEMONSTRATES FOOTBALL'S LIVE STREAMING APPEAL

PEAK CONCURRENT VIEWERS PER 5 MIN OF AIRTIME ON FC BARCELONA YT CHANNEL | Q3 2025

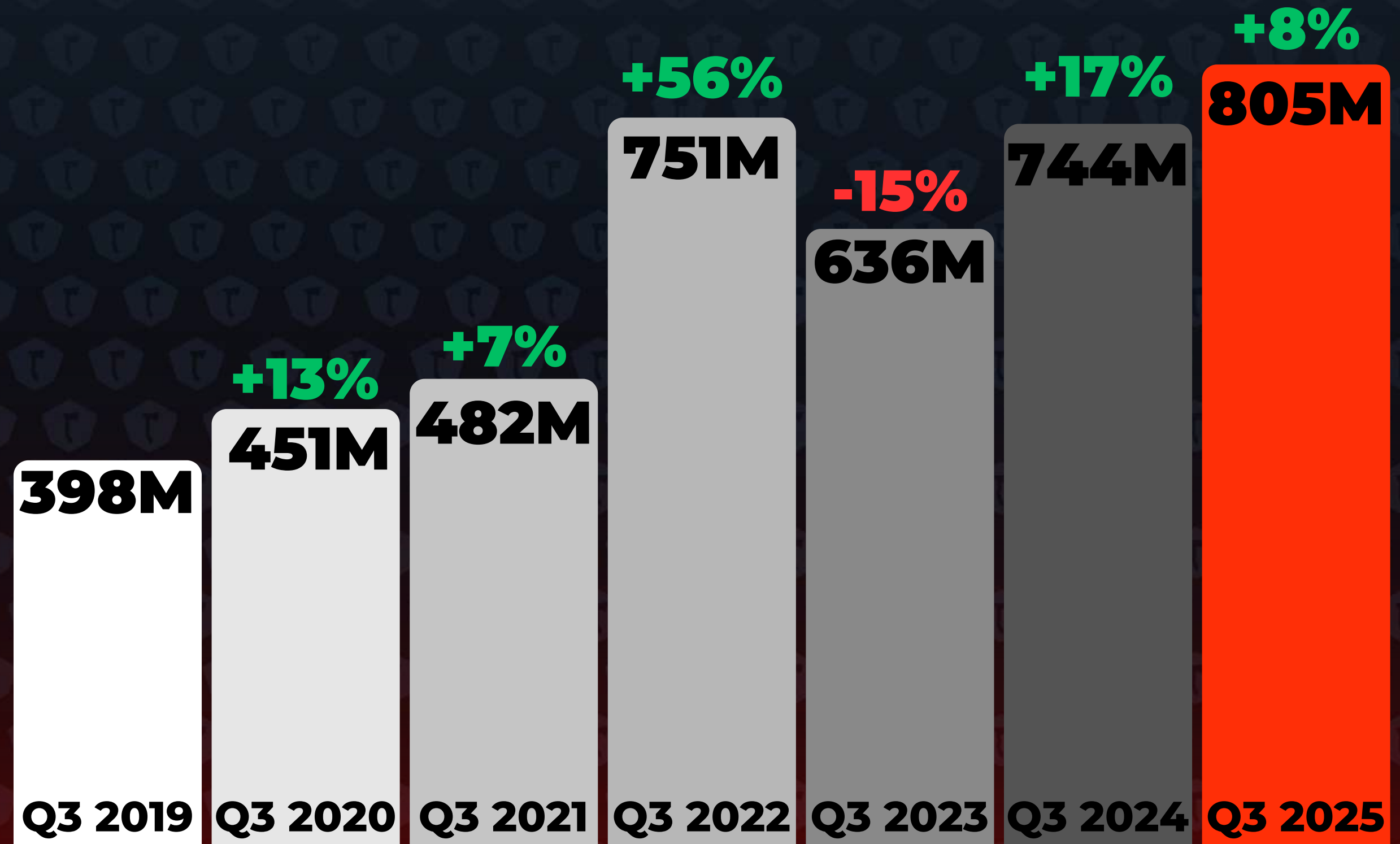


- **Sports** live streaming viewership has grown rapidly in recent years, driven largely by boxing events such as **La Velada** and **Supernova Strikers**. In Q3 2025, **football** content dominated the most-viewed sports streams
- **FC Barcelona surpassed 2M viewers on three occasions** by airing three pre-season matches for free on **YouTube**
- Their weekday tour games in Seoul (**2.4M**) and Daegu (**2M**) drew impressive audiences despite airing outside prime hours for Europe and South America, while their final home match against Como 1907 **peaked at 3.2M**
- Turkish **YouTube** channels also showed football's growing appeal; **Galatasaray** reached **2.4M peak viewers** for a signing announcement, and **HT Spor** hit **860K** during a Beşiktaş Europa League tie

ESPORTS LIVE-STREAMING VIEWERSHIP

TOTAL ESPORTS VIEWERSHIP BY HOURS WATCHED | Q3 2019 - Q3 2025 | ALL PLATFORMS

- Esports viewership saw a **+8%** increase YoY up to **805M** hours watched - the highest Q3 figure recorded
- **21% of the Esports viewership this quarter is attributed to the 2025 Esports World Cup (EWC)**
- **Riot Games'** League of Legends tournament **2025 Mid-Season Invitational** was the most watched event of the quarter, recording **72M hours watched** and peaking at **3.4M viewers**
- **MLBB Mid Season Cup 2025** was hosted at EWC and had the **2nd highest peak viewership at 3.3M**, driven by Southeast Asian audiences on **YouTube** and **TikTok Live**



ESPORTS WORLD CUP 2025 VIEWERSHIP

HOURS WATCHED, AMA, & PEAK CCV AT EWC 2025 | 2025 VS 2024 | ALL PLATFORMS

TOTAL
HOURS WATCHED

168M

+73%

PEAK CONCURRENT
VIEWERS

3.2M

+33%

TOP GAMES BY AMA

MOBILE LEGENDS:
BANG BANG

543K +45%

LEAGUE OF LEGENDS

448K -8%

PUBG MOBILE

402K +112%

COUNTER-STRIKE

335K +40%

GARENA FREE FIRE

265K +112%

% SHARE
HOURS WATCHED
BY PLATFORM

OTHERS

FB LIVE

TIKTOK

TWITCH

YOUTUBE

9%

8%

6%

12%

49%

30%

31%

43%

2024

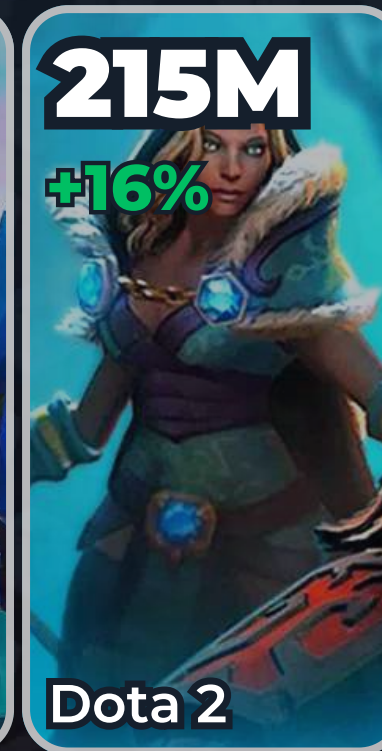
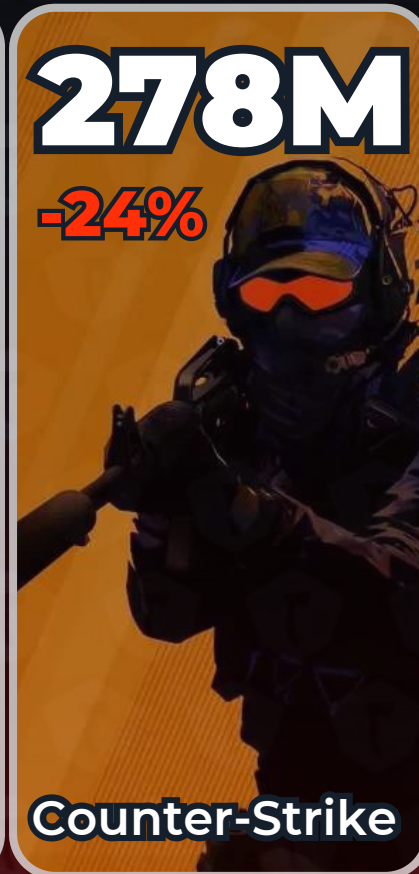
2025

- July and August saw the 2nd edition of the Esports World Cup, which built on its 2024 viewership by **+73%** to reach **168M total hours watched**
- The 2025 EWC saw a shift in platform viewership distribution, with **Twitch** ceding 19% of its previous share to **YouTube** and **Tiktok**, which grew to 43% and 12%, respectively
- The growth in viewership on these platforms is owed to **Southeast Asian channels** such as **MPL Indonesia**, which amassed **11.9M hours watched** in total, as well as **greater co-streamer presence**, with creators such as **scump**, **Gaules**, and **Cr7 Horaa** contributing over **4M hours** on **YouTube** between them



TOP GAMES ON LIVE STREAMING

TOP GAMES BY HOURS WATCHED | Q3 2025 VS Q2 2025 | ALL PLATFORMS*

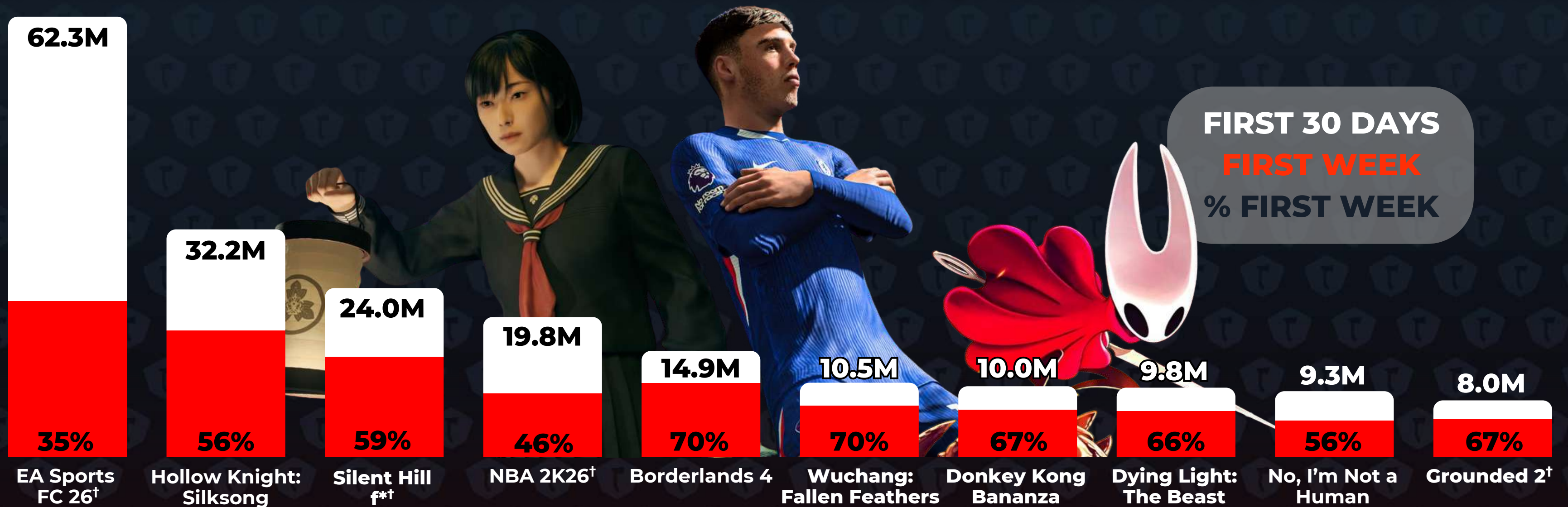


- **GTA V** remained the most-watched game on live streaming in Q3 2025, with a **+8% QoQ increase** up to **554M hours watched**; **26% higher than the same period last year**
- Propelled by the 2025 Mid-Season Invitational tournament, **League of Legends** saw a **+18% increase in viewership** to pass the 500M mark for the first quarter since Q1 2024
- **Roblox** leapt 8 places in the quarterly Top 10 with a **+157% increase in hours watched to 225M**; the virality of the **Grow a Garden** experience has played a key role, recording over 15M hours watched in the last quarter on **YouTube** alone

*Excluding TikTok Live

TOP NEW RELEASES ON LIVE STREAMING

TOP RELEASES BY FIRST 30 DAYS' HOURS WATCHED* | Q3 2025 | TWITCH, YTG, KICK, FB LIVE



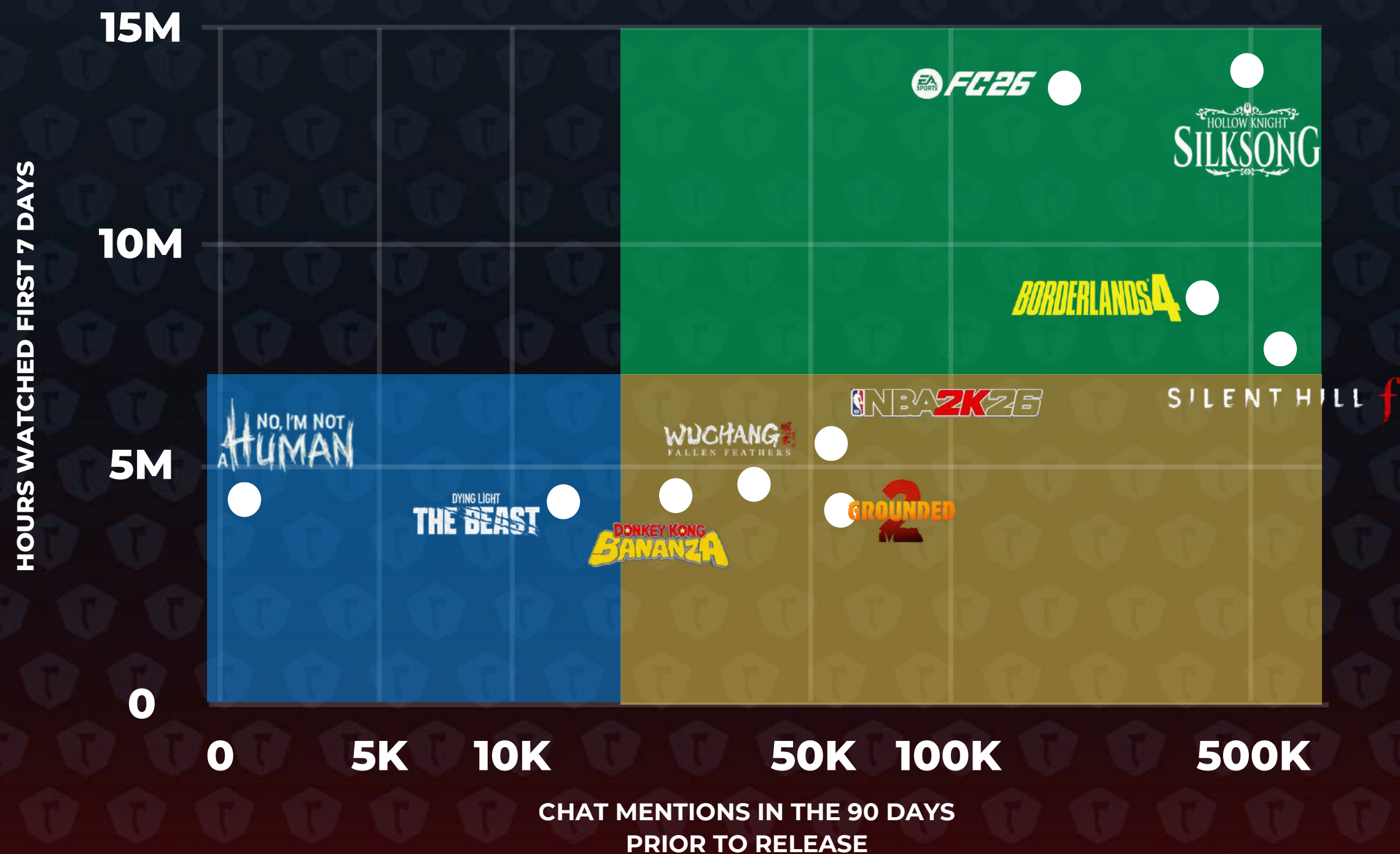
- EA Sports FC 26 recorded the highest live streaming viewership in the first 30 days after release[†] with **62.3M hours watched**. **Kick** creators contributed a **third of that total**, which is double the share compared to the release of the previous edition
- Hollow Knight: Silksong racked up **3.8M hours watched in its first 24 hours**, which is the **highest first-day viewership for an indie game** since the release of **Palworld** in Q1 2024
- 8 of the titles in the quarterly Top 10 recorded over half of their first month of viewership within the first week, notably **Borderlands 4** which was propelled to nearly **15M hours watched** by a feature in **Kai Cenat's Mafiathon 3** and a successful **Twitch drops campaign** by **shroud**

*First 30 Days since release, including viewership up to and including 21st October in cases where a game was released near the end of Q3 2025.

† Indicates data starting from Early Access release date

MOST-HYPED RELEASES BASED ON TWITCH CHATTER

HOURS WATCHED 7D POST-RELEASE VS CHAT MENTIONS 90D PRIOR* | Q3 2025 | TWITCH

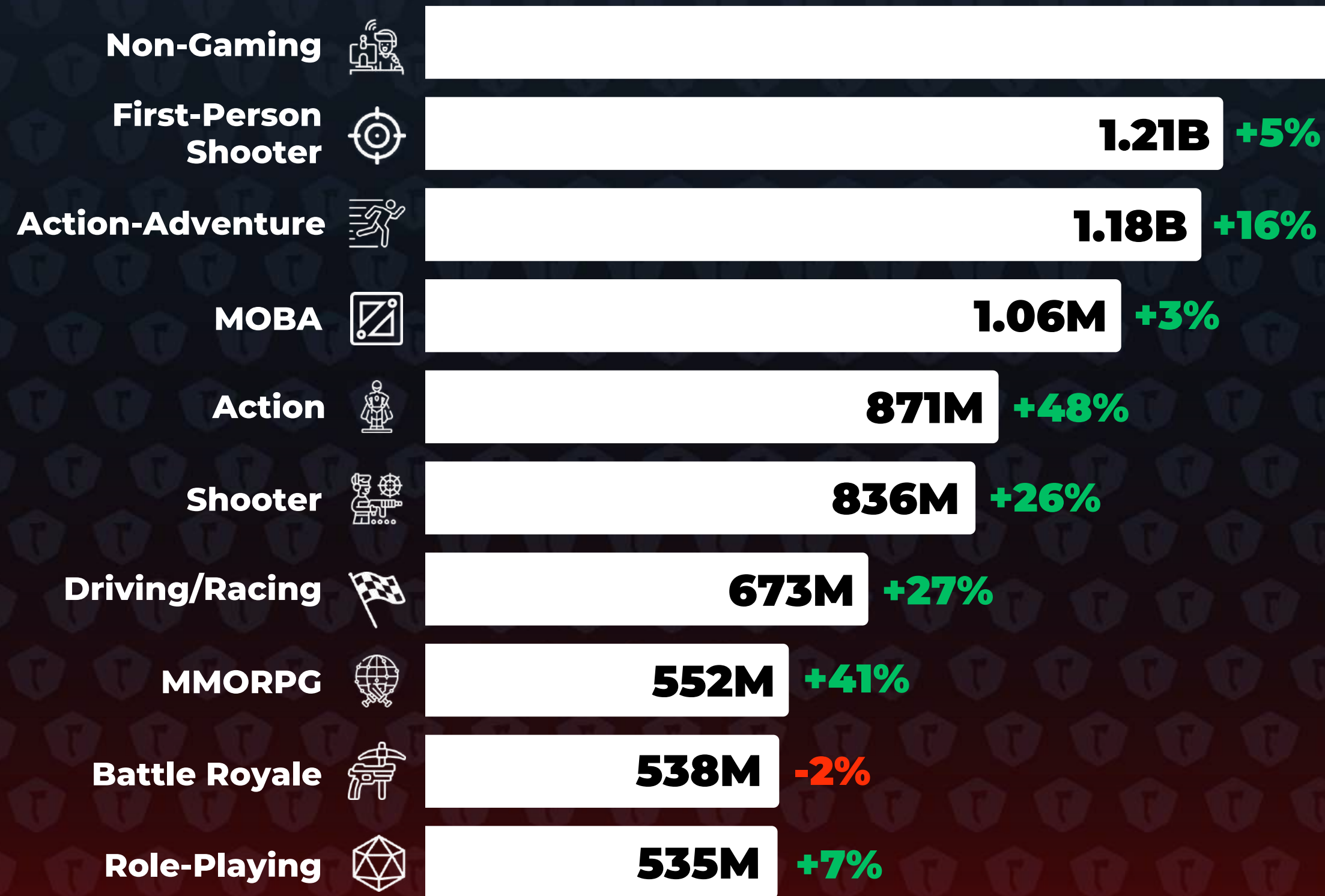


- **Twitch** chatter can be used as an **indicator of the hype for a new game** in the pre-release period, but does not always translate to high live-streaming viewership post-release
- **Silent Hill f[†]** was the most-talked about release of the quarter on **Twitch**, receiving **539K chat mentions in the 90 days prior to release**, while a cluster of the Top 10 including **NBA 2K26[†]**, **Wuchang: Fallen Feathers** and **Grounded 2[†]** averaged around **50K mentions prior to 5M hours watched** in the first week
- The hype from **Hollow Knight: Silksong** and **EA Sports FC26[†]** translated into significant first week viewership, with both crossing **13M hours watched**
- Special acknowledgement goes to indie title **No, I'm Not a Human** which was only mentioned 2.5K times in the 3 months prior to release yet gained great traction to reach **4.4M hours watched**

*Top 10 Q3 2025 releases by Twitch Hours Watched only
†Indicates data starting from Early Access release date

MOST POPULAR STREAMING GENRES

TOP STREAMING GENRES BY HOURS WATCHED | Q3 2025 VS Q3 2024 | ALL PLATFORMS*



- With **1.7B hours watched** in Q3 2025, **Non-Gaming** (including Just Chatting, IRL, Sports, and Special Events) extended its dominance as the **most-watched genre on live streaming**, growing its viewership by **+20% YoY**
- **Action** was the Top 10 genre with the largest growth in viewership, with **+48% more hours watched than the same period last year**. Titles such as **Dead by Daylight** and **Rust** contributed to the genre's YoY rise
- **MMORPG** rose 2 places from 10th to 8th, the **+41% increase in hours watched** is largely owed to the performance of **Roblox**, which formed **over a third of the genre's viewership** this quarter

TOP 10 STREAMERS

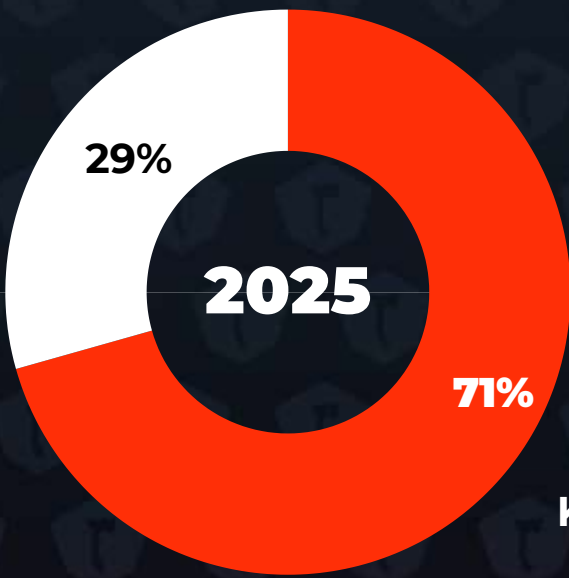
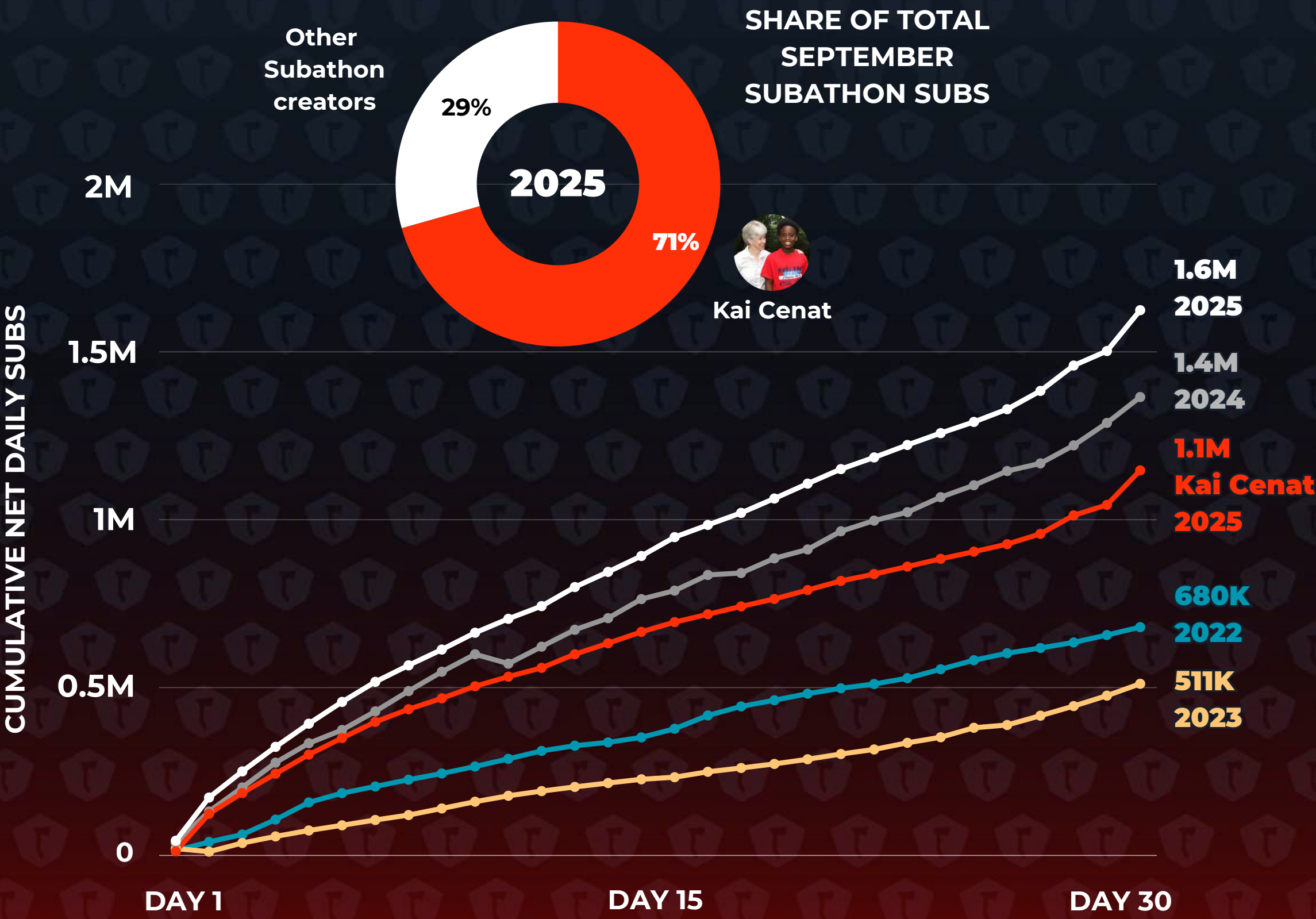
TOP STREAMERS BY HOURS WATCHED | Q3 2025 VS Q2 2025 | ALL PLATFORMS*



- **Kai Cenat** was the most-viewed creator across all platforms in **Q3 2025**, recording **91.4M hours watched** on **Twitch**, thanks to his 30-day **Mafiathon 3** event, the third annual edition of his marathon streaming event
- **ibai** claimed second place in the rankings, with 88% of his total hours watched coming from **La Velada V**, while **IShowSpeed** reached **43.5M** hours driven by strong viewership of his 35-day tour of the US
- Newcomers to the Top 10 were **NoobSapiens**, primarily broadcasting **Roblox Grow a Garden** stock and trade updates on **YouTube**, and **Absi** on **Kick** who registered 10.4M of his total **23.5M hours** streaming **GTA V**

KAI CENAT DOMINATES SUBTEMBER 2025

NET DAILY SUBSCRIPTIONS FOR SUBATHON CREATORS* | 2022 - 2025 | TWITCH



SHARE OF TOTAL
SEPTEMBER
SUBATHON SUBS



Kai Cenat

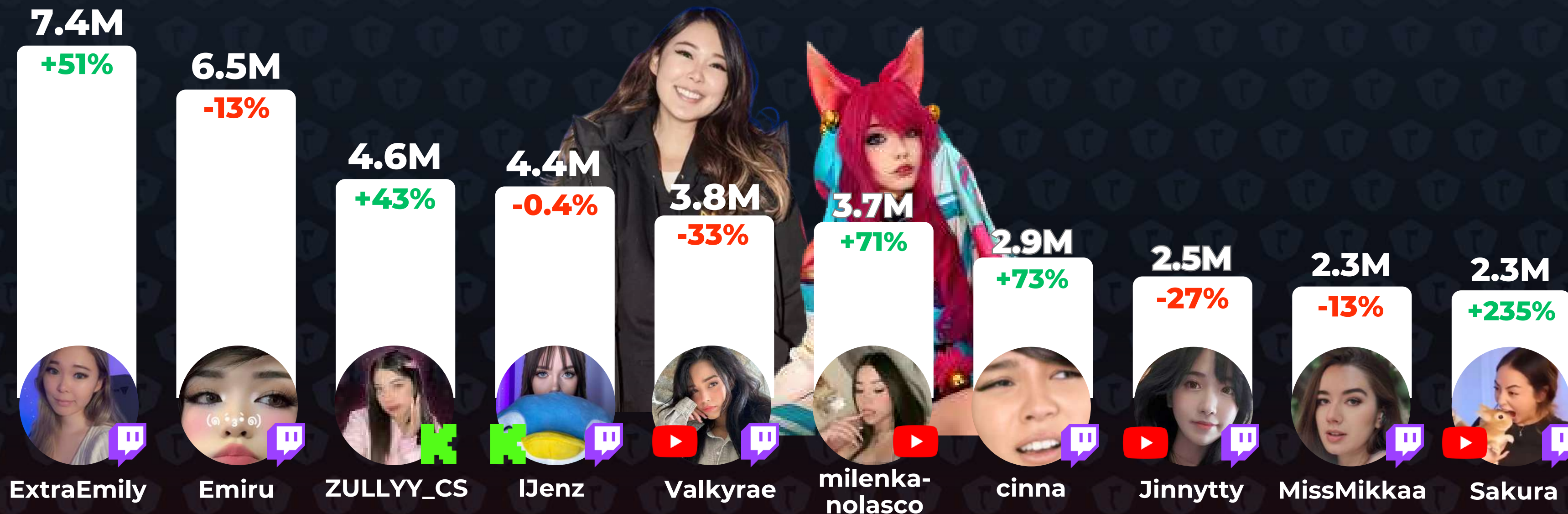
- **Subtember** is **Twitch**'s annual September promotion where viewers get discounted subs, encouraging more community support
- This year, **Kai Cenat** opted to host his annual **Mafiathon** event in September; pledging to donate a share of the event's revenue to fund a school project in Nigeria, he **amassed a record 1.1M subs over the 30 day period**
- **Mafiathon 3** ended up with a **71% share** of all net channel subscriptions for creators hosting a subathon
- **Kai Cenat's** September 2025 sub total alone eclipsed the overall number of new subs in Subtember 2022 (680K) and 2023 (511K)



*Creators with *subathon* in the stream title in September 2022 - 2025

TOP 10 FEMALE STREAMERS

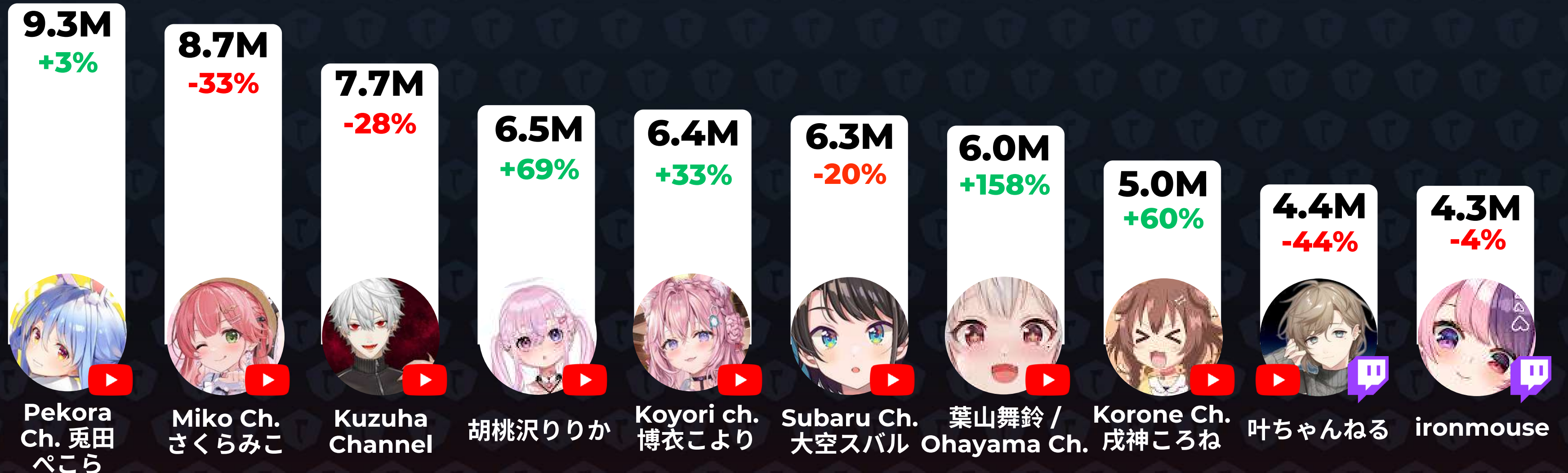
TOP FEMALE STREAMERS BY HOURS WATCHED | Q3 2025 VS Q2 2025 | ALL PLATFORMS*



- **ExtraEmily** increased her **Twitch** viewership QoQ by **+51%** to reach the top of the quarterly hours watched rankings for female creators, largely due to the success of her **Elden Ring** marathon in August, which **peaked at 54K concurrent viewers**
- **Emiru** dropped to second, but drew **6.5M hours** of viewership driven by a variety of collaborations with other Top 10 streamers including **ExtraEmily**, **Cinna (2.9M HW)** & **Sakura (2.7M HW)**, such as a Murder Mystery Night and a cosplay contest at **San Diego Comic-Con**
- **ZULLYY_CS** entered the Top 3 as she continued to grow her **Kick** viewership since joining the platform in Q1 2025, hitting 4.6M hours watched. Her IRL content generated the majority of her viewership, with a birthday stream hitting over **100K peak CCV** in August

TOP 10 VTUBERS

TOP VTUBERS BY HOURS WATCHED | Q3 2025 VS Q2 2025 | ALL PLATFORMS*



- **Usada Pekora** reclaimed her place as the most-watched VTuber of the quarter with **9.3M hours watched**, though it was largely due to decreases in viewership from last quarter's Top 2 **Sakura Miko** & **Kuzuha** who saw QoQ falls of **-33%** and **-28%**, respectively. Pekora amassed over 2M hours of viewership while streaming games from the **Final Fantasy** franchise
- **胡桃沢りりか (Ririka Kurumizawa)** reached the Top 10 for the first time, securing 4th spot after recording **6.5M hours watched** - a **+69% increase on last quarter** and nearly **5X higher than the same period last year**
- The biggest mover within the Top 10 was **Ohayama**, who re-entered the Top 10 with a **+158% QoQ increase in viewership**. During the quarter she attracted strong viewership playing **Elden Ring Nightreign**, **Grounded** & **Shadowverse: Champions Battle**, peaking at **56.5K concurrent viewers**

TOP BRAND CAMPAIGNS IN Q3 2025

DAILY TWITCH CHAT MENTIONS VS DAILY AVERAGE PER BRAND | Q3 2025

- Throughout Q3 2025, there were various notable **spikes in daily Twitch chat mentions** related to brand activations
- Sports media company **DAZN** partnered with German creator **EliasN97** who hosted a football watch-party, with brand mentions reaching **5.6K** on the day
- Tech brand **Alienware** sponsored **Ludwig's FAST 52** charity marathon, contributing a \$5,000 donation which sparked a **9K increase in daily mentions**
- Among the many sponsors of **Kai Cenat's Mafiathon 3** was **Crocs**, which saw 26K mentions upon the reveal of special edition shoes honoring the event
- The re-release of the **Balenciaga** skins in **Fortnite** generated **2.1K mentions**, highlighting strong community interest and buzz around the revival



EliasN97



5.6K +5.3K
AUG 19



Ludwig



9.2K +9.0K
SEP 28



kaicenat



26K +24.7K
AUG 27

FORTNITE



2.1K +1.9K
SEP 26

Interested in brands activating with creators in 2025? Find out more here

ABOUT THIS REPORT

STREAM HATCHET

METRICS DEFINITIONS

HOURS WATCHED

The total number of hours the audience watched the channel over the selected timeframe

PEAK CONCURRENT VIEWERS

The maximum number of viewers watching the channel at the same time reached within the selected timeframe

AVERAGE CONCURRENT VIEWERS

The average number of viewers watching the channel during the broadcasting time within the selected timeframe

AIRTIME

The amount of time that a channel broadcasted live in hours

UNIQUE CHATTERS

The total number of unique Twitch users who mentioned the brand during the selected timeframe

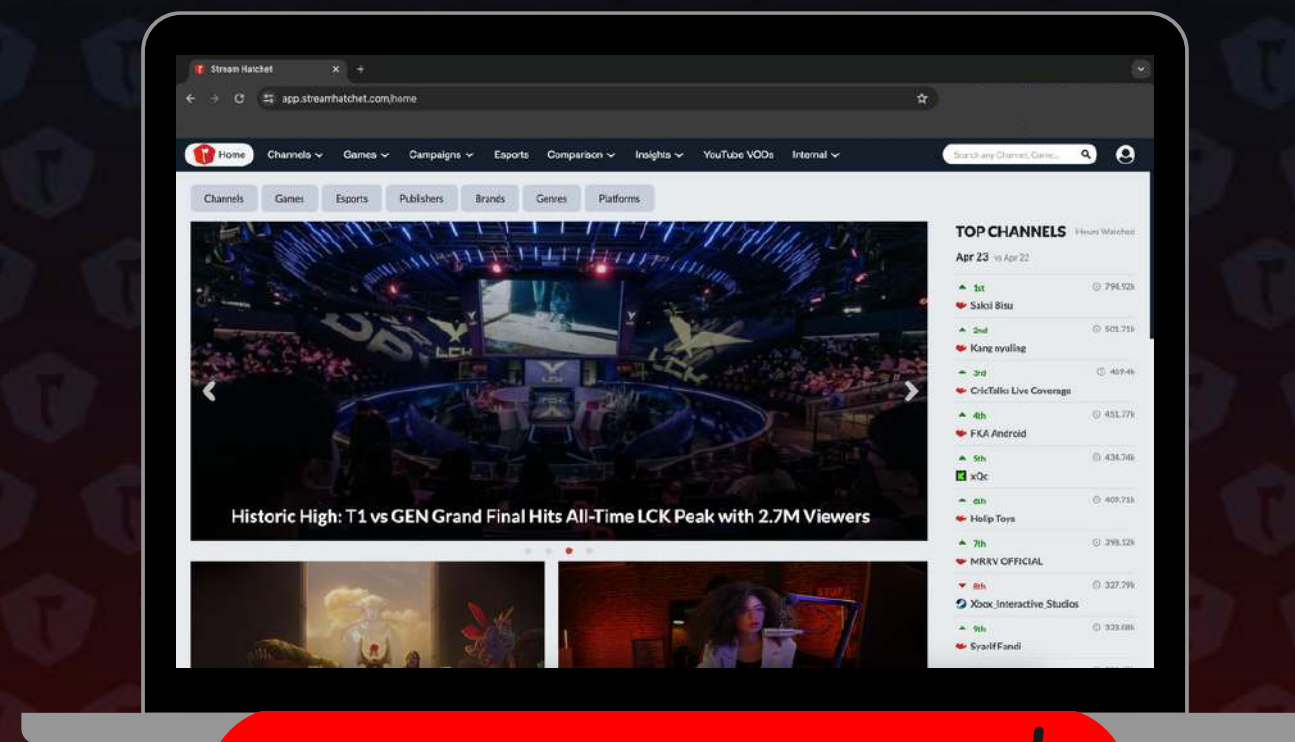
REGISTERED VIEWER RATE

Ratio of the hours watched by registered viewers on a live-streaming platform to the total viewership by all viewers

ABOUT STREAM HATCHET



Stream Hatchet provides data from the top video game streaming sites via a robust business intelligence platform. We power insightful, informed decisions leading to innovation and growth through the aggregation of dynamic, granular data. To learn more, visit www.streamhatchet.com.



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GameSquare's (NASDAQ:GAME) mission is to revolutionize the way brands and game publishers connect with hard-to-reach Gen Z, Gen Alpha, and Millennial audiences. Our next generation media, entertainment, and technology capabilities drive compelling outcomes for creators and maximize our brand partners' return on investment. Through our purpose-built platform, we provide award winning marketing and creative services, offer leading data and analytics solutions, and amplify awareness through FaZe Clan Esports, one of the most prominent and influential gaming organizations in the world. With one of the largest gaming media networks in North America, as verified by Comscore, we are reshaping the landscape of digital media and entertainment.

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*** = *New content*

FURTHER READING

Live Streaming Overview:

[Live Streaming Basics: A Comprehensive Introduction](#)
[A Comprehensive Guide to Every Live-Streaming Platform](#)
[Linking Streaming Awareness with Steam Wishlists](#)***

Platforms:

[Twitch Basics: A Beginner's Guide](#)
[YouTube Gaming Basics: A Beginner's Guide](#)
[Kick Basics: A Beginner's Guide](#)***
[Countering Viewbotting on Live Streaming](#)***

Minor Platforms:

[SOOP: AfreecaTV's New Live-Streaming Platform](#)
[Chzzk Streamers Prosper After Departing Twitch](#)
[Steam Finds its Live-Streaming Niche in New Game Releases](#)
[BIGO LIVE: Everything You Need To Know](#)

Esports and Events:

[Esports Trends: Mobile Games, Co-streaming, and Creators](#)
[Everything Sports on Live Streaming in 2024](#)
[The Esports World Cup 2025](#)
[The Top Co-streamers Promoting Esports and Events](#)***

Games and Genres:

[Game Genre Trends on Live Streaming in 2024](#)
[The State of Live Service Games](#)
[Indie Game Popularity](#)
[Roblox and Live Streaming: Interactive Marketing](#)
[The Link Between Roblox Streamers and Roblox Players](#)***
[Hollow Knight: Silksong & Metroidvanias](#)***
[Fighting Games and Arcade Fighters on Live Streaming](#)***
[Sports Games with EA Sports FC 26](#)***

Streamers:

[The Most Viewed Streams & Streamers Ever](#)
[Most Subscribed Streamers & Channels](#)
[Kai Cenat's Mafiathon 3 Full Recap](#)***
[Partnering with Music Creators and DJs for Marketing](#)***
[Everything You Need to Know About VTubers](#)
[The Bunny Queen Usada Pekora: The Most Popular VTuber](#)

Brands:

[Influencer Marketing for Brands Report](#)***
[Non-Endemic Brand Campaigns](#)***
[Influencer Marketing to Gen Z](#)***