



STREAM
HATCHET

ESPORTS

TRENDS REPORT

2025

EXECUTIVE SUMMARY

ABOUT STREAM HATCHET'S ESPORTS TRENDS REPORT

Stream Hatchet's Esports Trends Report is a culmination of the biggest trends, stories, and insights from the esports and live streaming industries. **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 esports trends report. We are eager to continue to offer market-leading insights in the creator and streaming industries, and are thankful for our partners' continued support and guidance in framing this unique data set for those working in, and adjacent to, video games."

STREAM HATCHET'S TL;DR TAKEAWAYS

- Of the **2.7B total hours watched** across **1.9K tracked esports events in 2025**, **League of Legends** and **Counter-Strike** accounted for nearly **45%** (1.2B hours watched). Two titles drove almost half of esports demand!
- Growing trends across esports viewership? **Co-streaming made up 51.2%** of all esports hours watched in 2025, while **mobile esports is getting more popular with 42.4K average viewers** per tournament vs. 38.3K for non-mobile events.
- **Tournaments headlined by brands drove 29.2% of all esports hours watched in 2025**, with examples like BLAST, StarLadder, BetBoom, and Red Bull doubling down on their gaming-adjacent identities.
- **Esports tracking tools** have evolved:
 - **Live dashboards** track real-time, mid-event stats
 - **Creator tools** track sponsored creators while discovering emerging talent
 - **Chat analysis** reveals when and how fans engage, giving organizers and publishers a far deeper view of their audience than ever before.

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TOTAL ESPORTS METRICS

KEY ESPORTS METRICS ACROSS ALL TRACKED EVENTS | 2025 | ALL PLATFORMS



1.9K

TOTAL EVENTS



2.7B

HOURS WATCHED



39.4K

AVERAGE VIEWERS



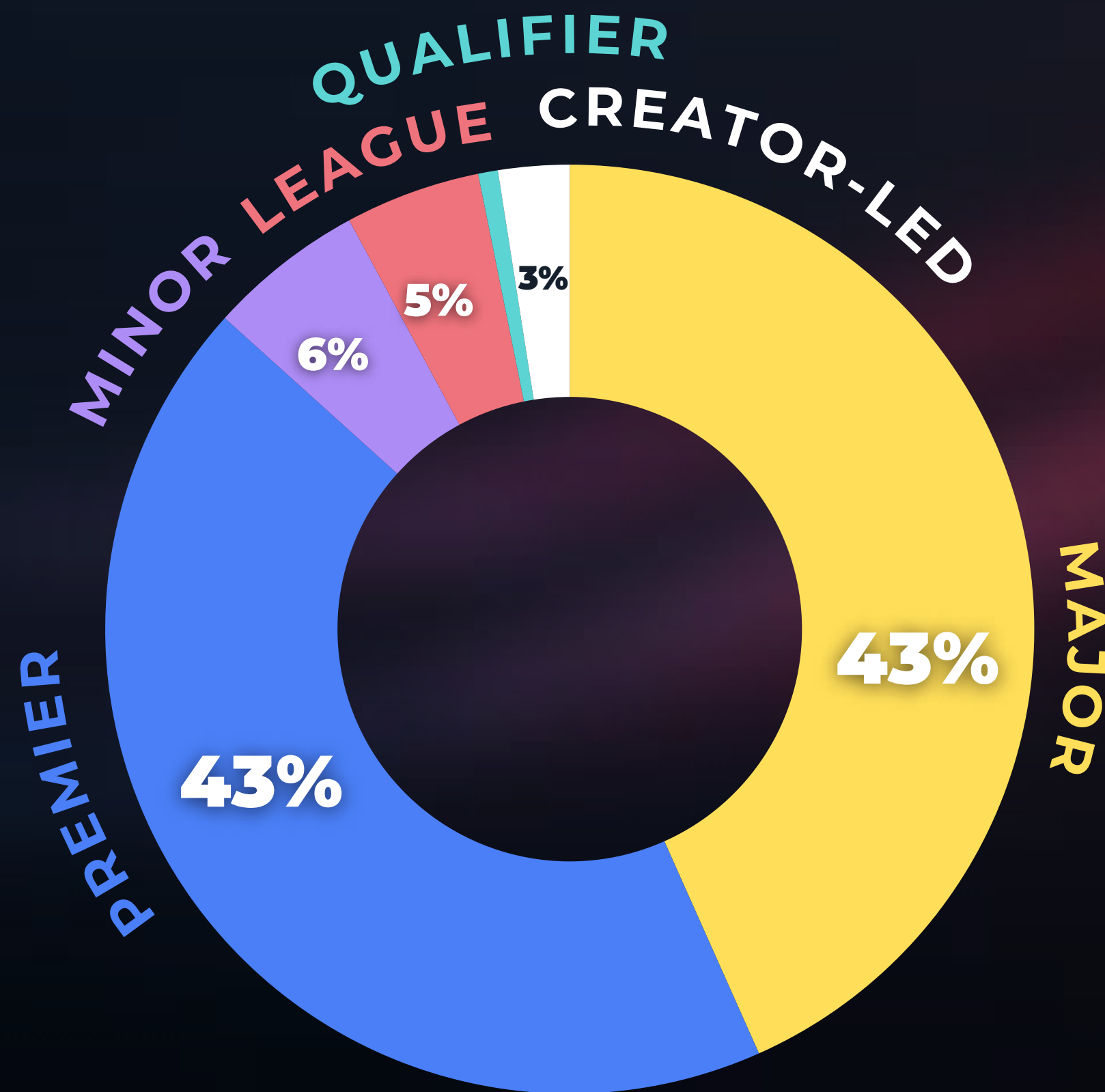
6.6M

PEAK VIEWERS

- **The esports landscape is vast.** As more publishers, creators, brands, and independent organizers begin their own competitions, the sheer number of esports events has ballooned. As such, it is impossible to track every single esports event. However, we have tracked every Premier, Major, and Minor esports tournament, and a considerable number of independent events besides.
- **In 2025, we tracked close to 2,000 esports events across 78 different games. Across this sample of games, a monumental 2.7B hours of esports content was watched, with a peak viewership of 6.6M viewers** (more on that in a moment).
- Note that although we do track other non-esports events like Game Showcases, Speedrun Competitions, and Traditional Sports, **these events are not included in this count** and will not be discussed in this report.

TOURNAMENT TYPES

TYPES OF TOURNAMENTS BY SHARE OF HOURS WATCHED | 2025 | ALL PLATFORMS



- **Major** and **Premier** events combined for **2.4B hours watched in 2025**, accounting for **86.4% of total esports HW**. Audiences concentrate heavily at the top of the competitive ladder, where stakes, production value, and talent are highest.
- Despite running across multiple regions for months at a time, **League formats (129.2M hours) were outpaced by Minor events (149.5M hours)** in 2025, pointing to audience selectivity even within structured competition.
- **Creator Tournaments** generated **67.9M hours watched**, more than triple the 18.8M earned by Qualifiers, underlining the growing crossover between creator culture and esports audiences.
 - **Note that we won't be including Creator Tournaments in our metrics throughout the rest of the report**, as they exist in a grey area between genuine esports and gaming events like speedrun competitions. See [Slides 14 & 15](#) for more info.

ESPORTS VIEWERSHIP BY PLATFORM

STREAMING PLATFORMS BY SHARE OF HOURS WATCHED | 2025 | ALL PLATFORMS

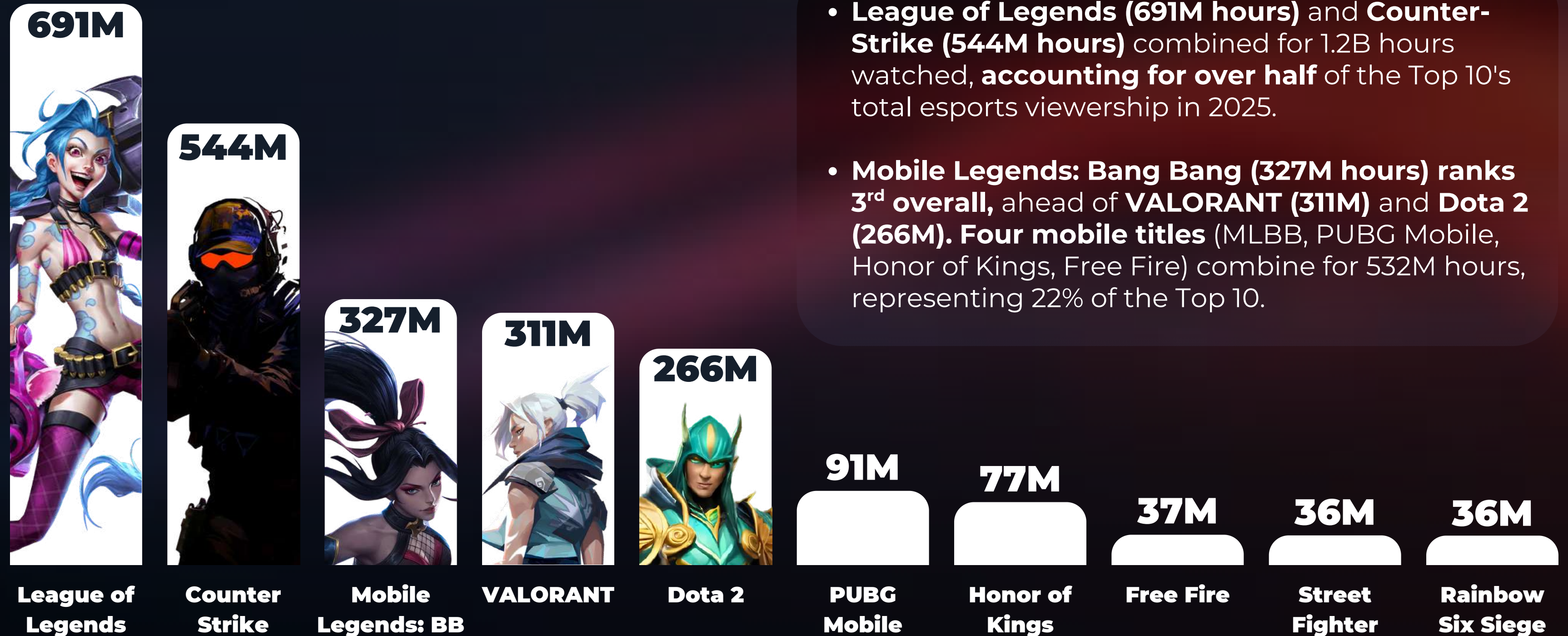
- **Twitch (1.2B hours)** and **YouTube Gaming (1.1B hours)** account for **84.1%** of all esports viewership in 2025, with just 83.8M hours separating them. The esports audience is consolidating around two platforms, with YouTube Gaming closing the gap fast.
- **The drop from 2nd to 3rd is steep: TikTok sits at 112.4M hours**, nearly 1B hours behind YouTube Gaming. Outside the top two, no single platform comes close.
- **Chzzk (63.4M)** and **SOOP Korea (52.5M)** combine for 66.6M hours, fractionally ahead of TikTok (116.3M), underlining South Korea's outsized weight in global esports viewership.



TWITCH: 44% **YOUTUBE: 41%**
TIKTOK: 4.2% **KICK: 2.6%**
CHZZK: 2.4% **FACEBOOK: 2.2%**
STEAM: 1.5% **SOOP KOREA: 0.1%**

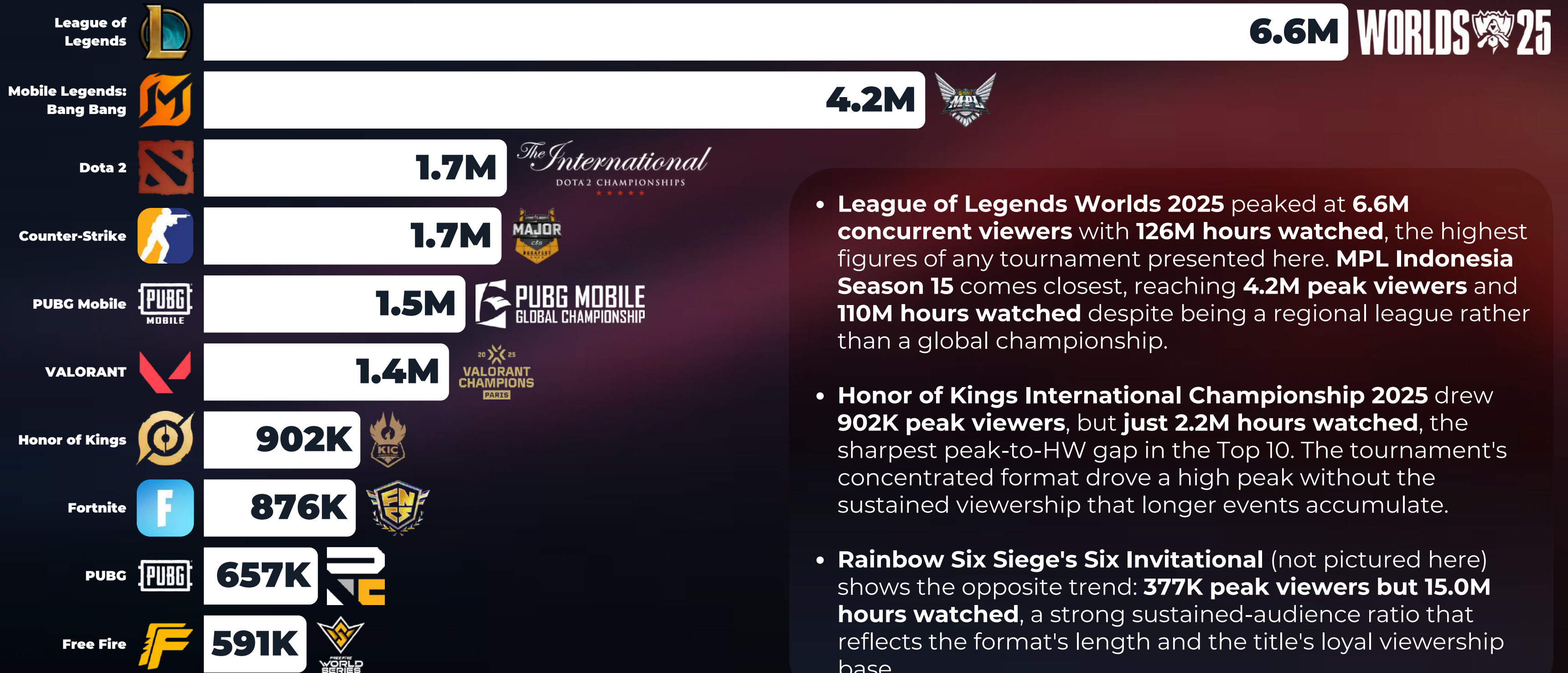
TOP GAMES IN ESPORTS

GAMES BY HOURS WATCHED OF ESPORTS CONTENT | 2025 | ALL PLATFORMS



TOP ESPORTS TOURNAMENTS

MOST POPULAR ESPORTS TOURNAMENTS BY PEAK VIEWERS PER TOP GAME | 2025 | ALL PLATFORMS



- **League of Legends Worlds 2025** peaked at **6.6M concurrent viewers** with **126M hours watched**, the highest figures of any tournament presented here. **MPL Indonesia Season 15** comes closest, reaching **4.2M peak viewers** and **110M hours watched** despite being a regional league rather than a global championship.
- **Honor of Kings International Championship 2025** drew **902K peak viewers**, but **just 2.2M hours watched**, the sharpest peak-to-HW gap in the Top 10. The tournament's concentrated format drove a high peak without the sustained viewership that longer events accumulate.
- **Rainbow Six Siege's Six Invitational** (not pictured here) shows the opposite trend: **377K peak viewers but 15.0M hours watched**, a strong sustained-audience ratio that reflects the format's length and the title's loyal viewership base.

POPULAR ESPORTS PER REGION

% OF HOURS WATCHED FOR ESPORTS GAMES STEMMING FROM EACH REGION | 2025 | ALL PLATFORMS

VALORANT
36%
HW FROM NORTH AMERICA,
MAINLY FROM UNITED STATES

FREE FIRE
49%
HW FROM LATAM, MAINLY FROM
BRAZIL

DOTA 2
79%
HW FROM EUROPE,
MAINLY FROM RUSSIA

COUNTER-STRIKE
89%
HW FROM EUROPE,
MAINLY FROM RUSSIA

HONOR OF KINGS
99%
HW FROM ASIA,
MAINLY FROM CHINA

PUBG MOBILE
92%
HW FROM ASIA, MAINLY
FROM INDONESIA

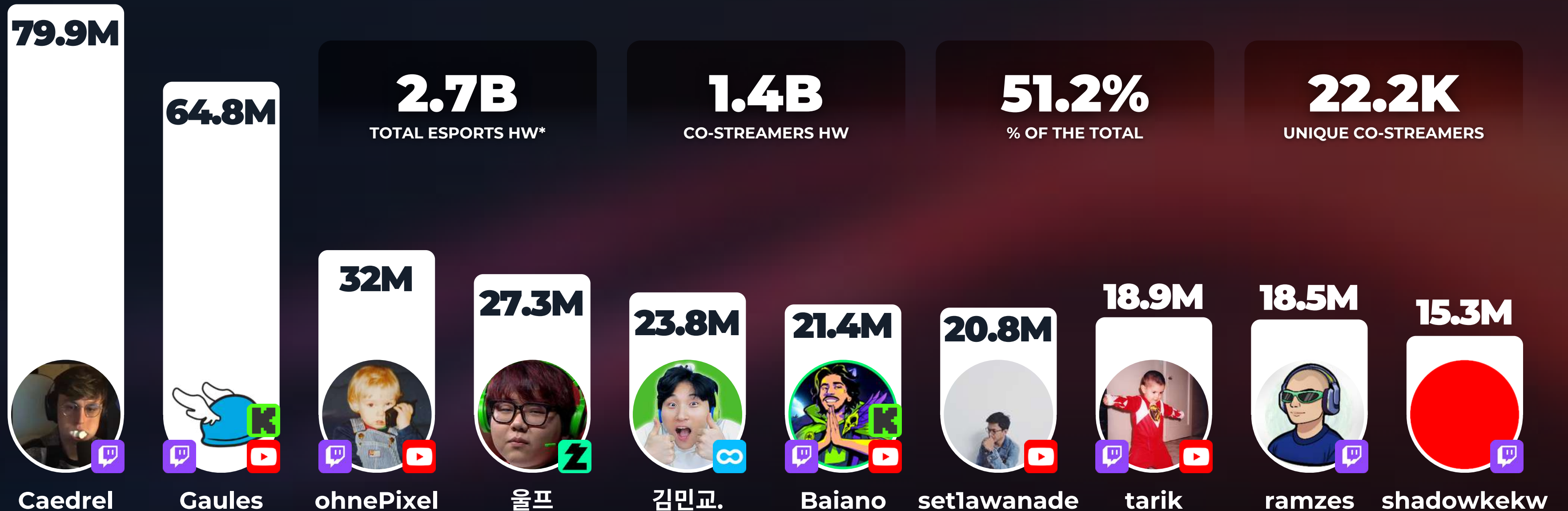
LEAGUE OF LEGENDS
60%
HW FROM ASIA, MAINLY
FROM SOUTH KOREA

MOBILE LEGENDS: BB
99%
HW FROM ASIA, MAINLY
FROM INDONESIA

- Some games are highly **region-dependent**, deriving anywhere from half to almost all of their viewership from a single country or continent.
- The chief examples here are games popular in Asia including Honor of Kings, League of Legends, and PUBG Mobile (mobile titles are particularly popular in South East Asia).
- Among other continents, **Europe drives Dota 2 and Counter-Strike viewership** while **VALORANT is most popular in North America** (the U.S.).
- Interestingly, **Garena Free Fire is most popular in Brazil** despite the company operating out of Singapore.

TOP CO-STREAMERS

CO-STREAMERS BY TOTAL ESPORTS HOURS WATCHED | 2025 | ALL PLATFORMS

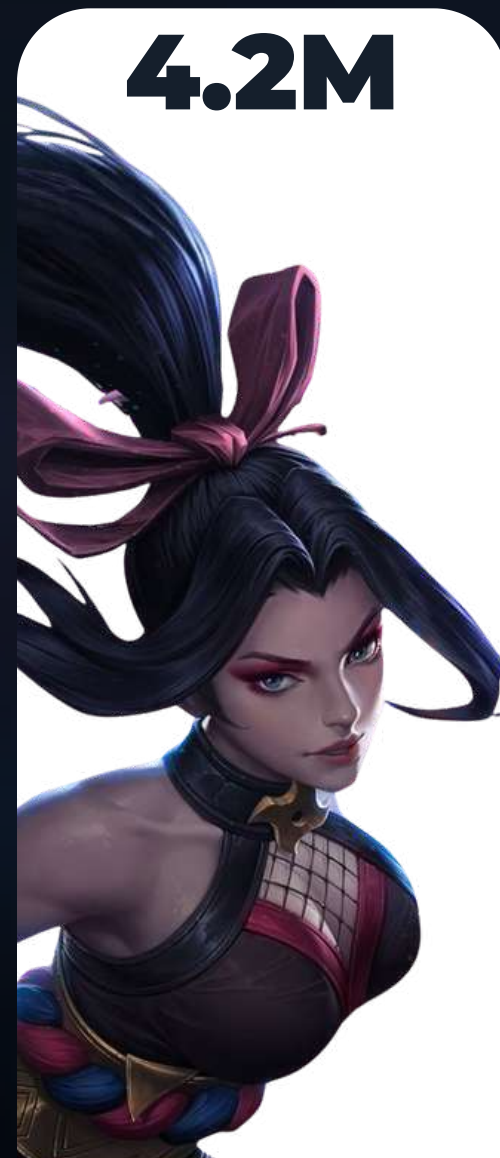


- **Co-streaming accounted for 51.2% of all esports HW in 2025: Creators are as central to esports viewership as official channels.** The reason is partially linguistic accessibility: Top creators cover **English, Portuguese, Korean, French, and Ukrainian-speaking** audiences.
- **The top two co-streamers alone combined for 145M hours watched, roughly 10.6% of all co-stream HW.** In esports, a small number of high-profile personalities carry a disproportionate share of total viewership.
- **MLBB** has just one representative in the Top 10, **but setlawanade's 20.8M hours on YouTube alone** represents how certain genres (in this case, mobile esports) have found their home outside the traditional **Twitch-first ecosystem**.

TYPES OF ESPORTS EVENTS

MOBILE GAME ESPORTS

MOBILE GAMES BY HIGHEST PEAK VIEWERSHIP | 2025 | ALL PLATFORMS



Mobile Legends:
Bang Bang

4.2M

26% OF THE ESPORTS
HOURS WATCHED
COME FROM MOBILE

1.5M

PUBG Mobile

902K

Honor of Kings

591K

Garena Free Fire

551K

Clash Royale

396K

BATTLEGROUNDS
MOBILE INDIA

- Despite generating 3.8x fewer hours watched than non-mobile esports, **mobile tournaments averaged 42.4K viewers per broadcast compared to 38.3K for non-mobile.** Mobile esports events are shorter and less frequent, but deliver a more concentrated audience.
- **MLBB leads all mobile esports titles with a 4.2M peak,** almost triple the 1.5M of second-placed PUBG Mobile. The Top 3 (MLBB, PUBG Mobile, Honor of Kings) all have established, long-running league structures: **History and legacy are key to achieving new peaks in esports.**
- **Garena Free Fire (591K)** and **Clash Royale (551K)** round out the Top 5 but sit well below the leading trio, pointing to a clear tier break between mobile esports' established giants and titles still building their competitive audiences.

MOBILE LEGENDS: BB ESPORTS

VARIOUS KEY METRICS FOR ML:BB ESPORTS | 2025 | ALL PLATFORMS

YOUTUBE COUNTRY DISTRIBUTION BY HOURS WATCHED



4%

13%



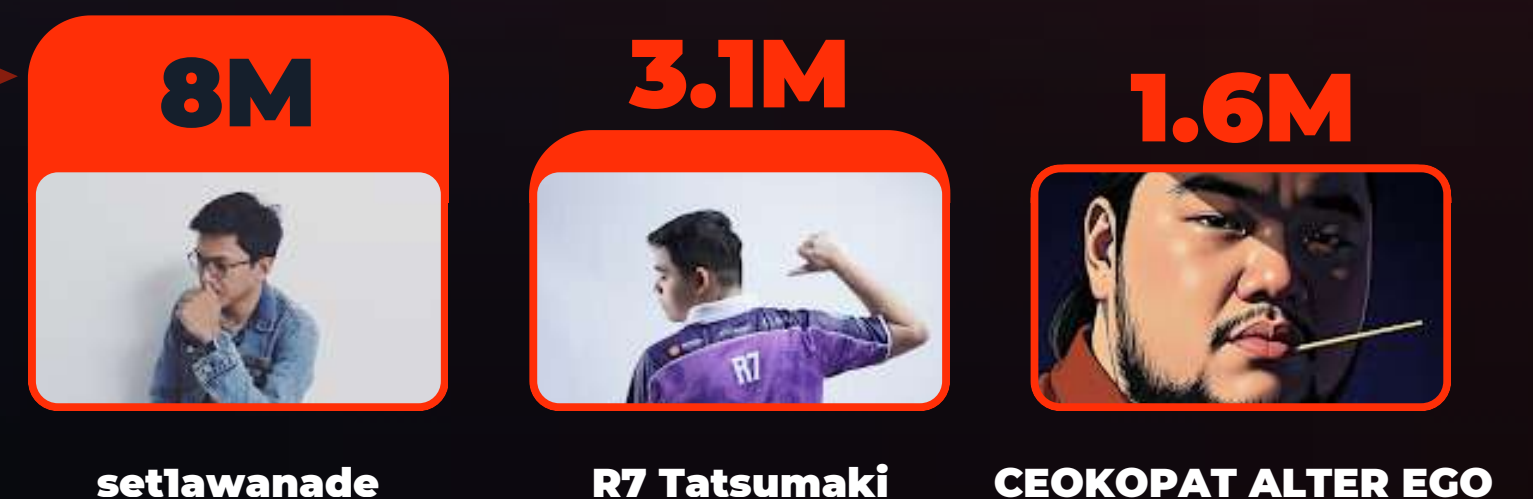
83%

- **ML:BB esports viewership stems from South East Asia:** Indonesia, Philippines, Malaysia, Singapore, and Cambodia account for the vast majority with **Indonesia alone representing 33.4% of the total.**
- **MPL Indonesia holds two of the Top 3 spots by peak viewership:** Indonesia's regional league consistently **rivals the world championship** in peak viewership.
- Co-streaming is highly concentrated: **setlawanade generated more than double the hours watched of the next co-streamer**, and the majority of the Top 8 are Indonesian creators, **reinforcing just how central one market is to ML:BB's esports scene.**

TOP EVENTS BY PEAK VIEWERS



TOP CREATORS ON MPL INDONESIA S15 BY HOURS WATCHED

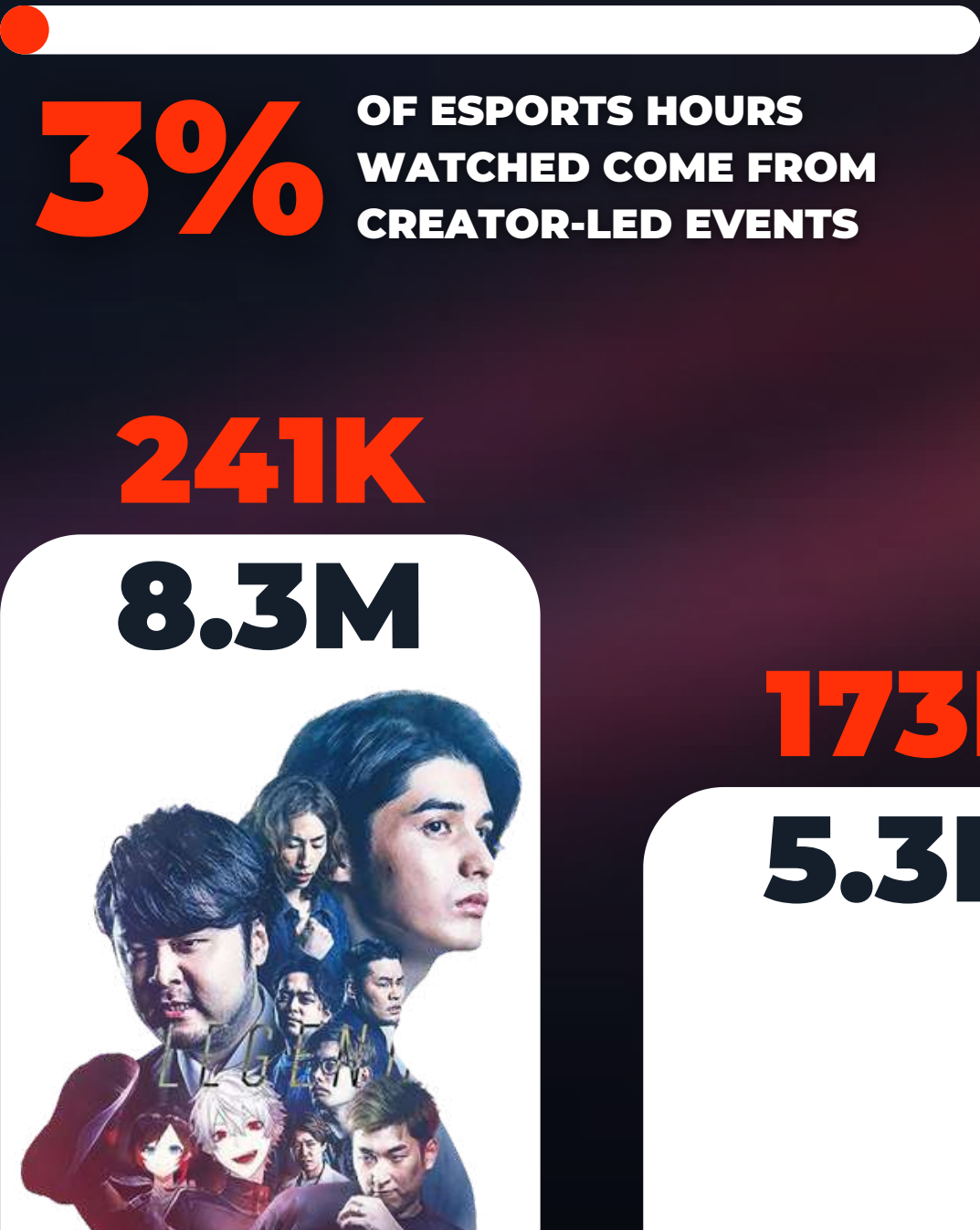


CREATOR-LED EVENTS

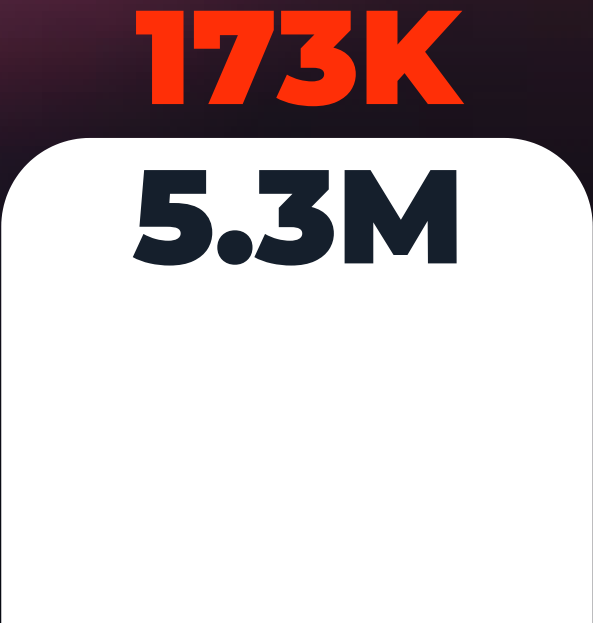
TOP CREATOR-LED EVENTS BY HOURS WATCHED | 2025 | ALL PLATFORMS



Twitch Rivals: SquidCraft Games 4 (Survival Cup)
Minecraft



League The k4sen 2nd
League of Legends



League The k4sen 1st
League of Legends



Battlefield 6 Multiplayer Reveal Event
Battlefield 6



Twitch Rivals: Rust Team Battle VI
Rust

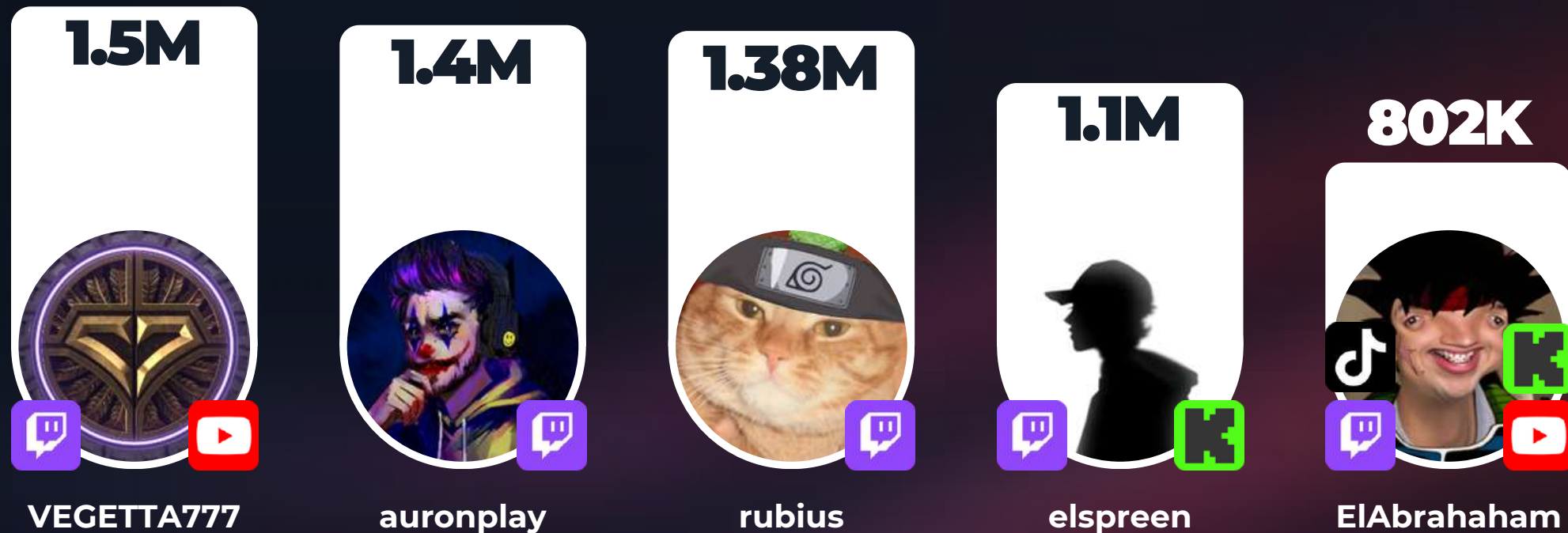
- **Creator tournaments** thrive on format creativity and big-name collabs, but shorter runtimes and inconsistent scheduling fail to nurture loyal audiences. They make up **just 3% of all esports hours watched** among our sample*.
- Some high-performing events ran for under 5 hours, such as the Battlefield 6 exhibition matches. **In creator-led events, a short concentrated event can outperform a multi-day tournament on raw audience intensity.**
- **The k4sen series contributed 13.6M hours** across two Japan-based LoL events, making Japanese creator tournaments one of the format's biggest viewership drivers.

*Note that creator-led tournaments were NOT included in the metrics shown on any slides after Slide 5

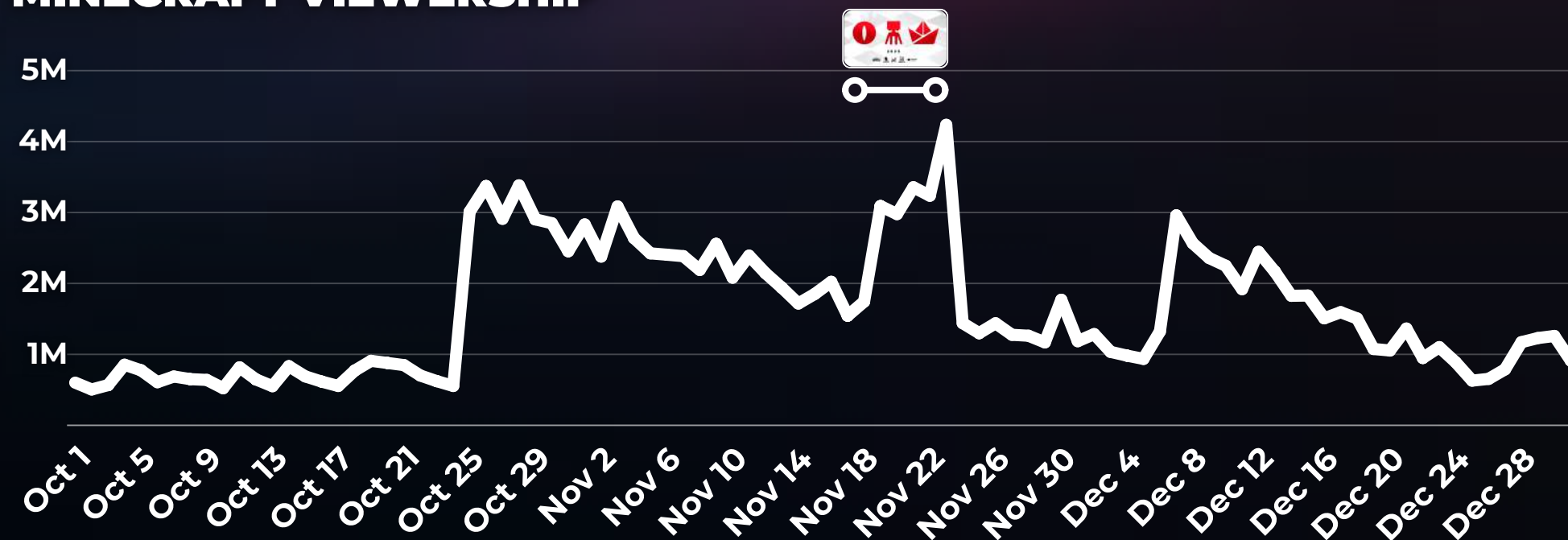
TWITCH RIVALS: SQUIDCRAFT GAMES 4

KEY METRICS FOR SQUIDCRAFT GAMES 4 | 20 - 23 NOV 2025 | ALL PLATFORMS

TOP CREATORS OF THE EVENT



MINECRAFT VIEWERSHIP



12.9M

HOURS WATCHED

255

UNIQUE CHANNELS

1.2M

PEAK VIEWERS

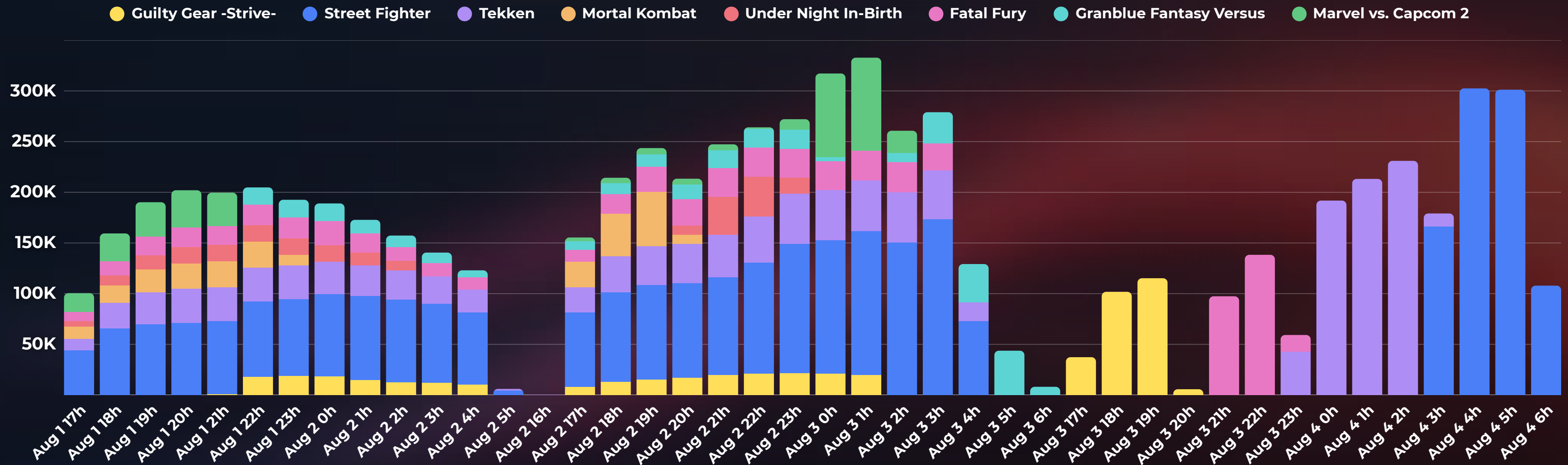
874K

AVERAGE VIEWERS

- **Twitch Rivals** is a creator tournament series run by Twitch, of which **SquidCraft Games** is its **most successful recurring franchise**: a Minecraft tournament built around a Squid Game-inspired mod.
- **SquidCraft Games 4** generated **12.9M hours watched** and a **1.2M peak CCV** across just **~15 hours of airtime**. The event's viewership was built almost entirely on **Spanish-language streamers**, led by auronplay and rubius at ~1.4M hours watched each.
- **Minecraft viewership spiked during SquidCraft Games**, showing how a **creator-led event can reinvigorate a game's community**. It's clear that organizing creator-led tournaments is essential even for publishers of non-competitive games.

EVO 2025

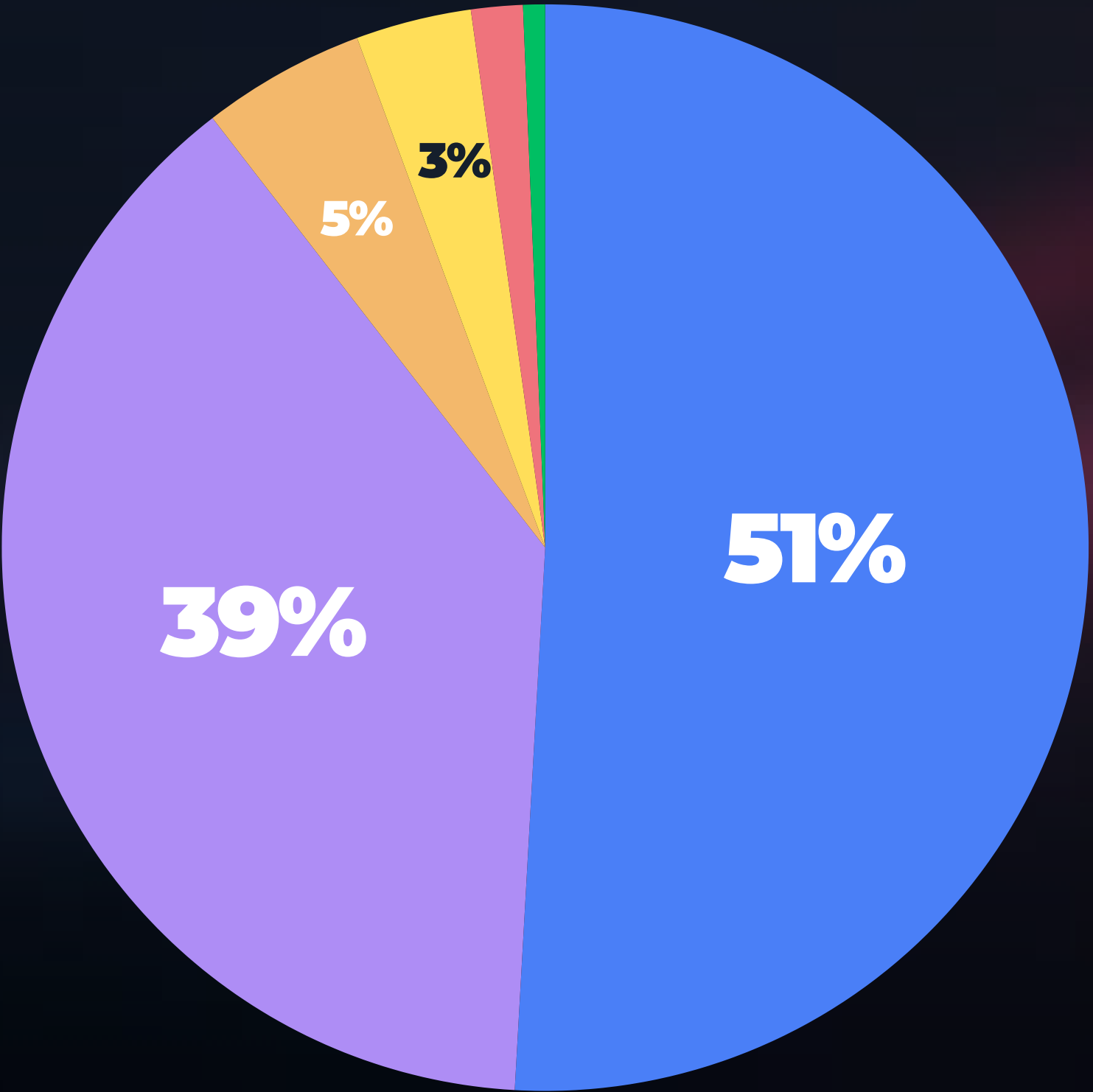
HOURLY HOURS WATCHED FOR EVO 2025 BY GAME | 1 - 4 AUG 2025 | ALL PLATFORMS



- **Multi-game tournaments present a unique measurement challenge:** With several titles running concurrently across separate streams, a single viewership figure for the event obscures which games actually drove the audience and when.
- **EVO 2025 is a prime example. The Las Vegas fighting game festival ran 16 tournaments simultaneously across three days in August**, covering titles including Street Fighter 6, Tekken 8, Mortal Kombat 1, and Fatal Fury: City of the Wolves, each with its own broadcast and audience.
- **Breaking EVO's viewership down by game and hour makes broader patterns immediately visible.** Combined HW peaked at roughly **320-330K** around the final day's top bracket matches, with **Street Fighter** and **Tekken** consistently accounting for the largest share of the stacked total across all four days.

ESPORTS WORLD CUP 2025

EWC 25'S GENRE DISTRIBUTION BY HOURS WATCHED | 8 JUL - 24 AUG 2025 | ALL PLATFORMS



Genre	Hours Watched	YoY%	Peak Viewers	YoY%	Average Viewers	YoY%
MOBA	85.6M	+42%	3.2M	+38%	270.6K	+28%
Shooter	65.0M	+112%	1.4M	+73%	160.3K	+73%
Fighting	8.2M	+186%	256.2K	+66%	81.3K	+30%
Strategy	5.8M	+255%	245.0K	+326%	43.0K	+118%
Racing	2.6M	+175%	217.8K	+162%	42.0K	+143%
Sports	1.1M	+104%	86.7K	+111%	19.5K	-1%

- **Tournaments spanning multiple genres add complexity:** Different games need to be grouped to reveal audience tendencies for certain genres and growth YoY.
- The **Esports World Cup 2025** is a strong example: The seven-week event covered **25 titles across six distinct genres**.
- **MOBAs accounted for 50.9% of total HW from just 5 games**, while **Shooters** generated 38.6% but across 11 titles.
- Smaller genres like **Strategy** and **Fighting** posted strong YoY growth (+255% and +186%), **a signal of audience adoption revealed only by this kind of genre analysis**.

ESPORTS DATA

IN ACTION

LIVE DASHBOARDS

In this next section, we'll showcase how all of these different ways of thinking about esports data can be put into action.

First up, we'll take you through **Live Dashboards: Powerful tools for publishers and tournament organizers.**

Live Dashboards have multiple advantages:

- They can be **updated mid-event to allow for adjustment to marketing strategies** on the fly.
- Their **minute-to-minute granularity** helps to pinpoint and decipher key moments.
- They can be set up with **different pages featuring the metrics and analyses of greatest interest.**

To see some of the pages available, we've provided a mocked-up example of a tournament on the next few pages

Disclaimer: Any figures shown are not real data and exist for demonstration purposes only

A note on how we segment esports matches...



Pre-show: The entire segment between the end of the initial countdown and the first match of the day



Matches: Defined as any time a game is being played. Begins when a match starts and ends when the match is finished



Breaks: The time in-between matches segments



Post-show: Starts when the last match ends and finishes at the end of the broadcast

KEY TOURNAMENT METRICS

Disclaimer: Any figures shown are not real data and exist for demonstration purposes only

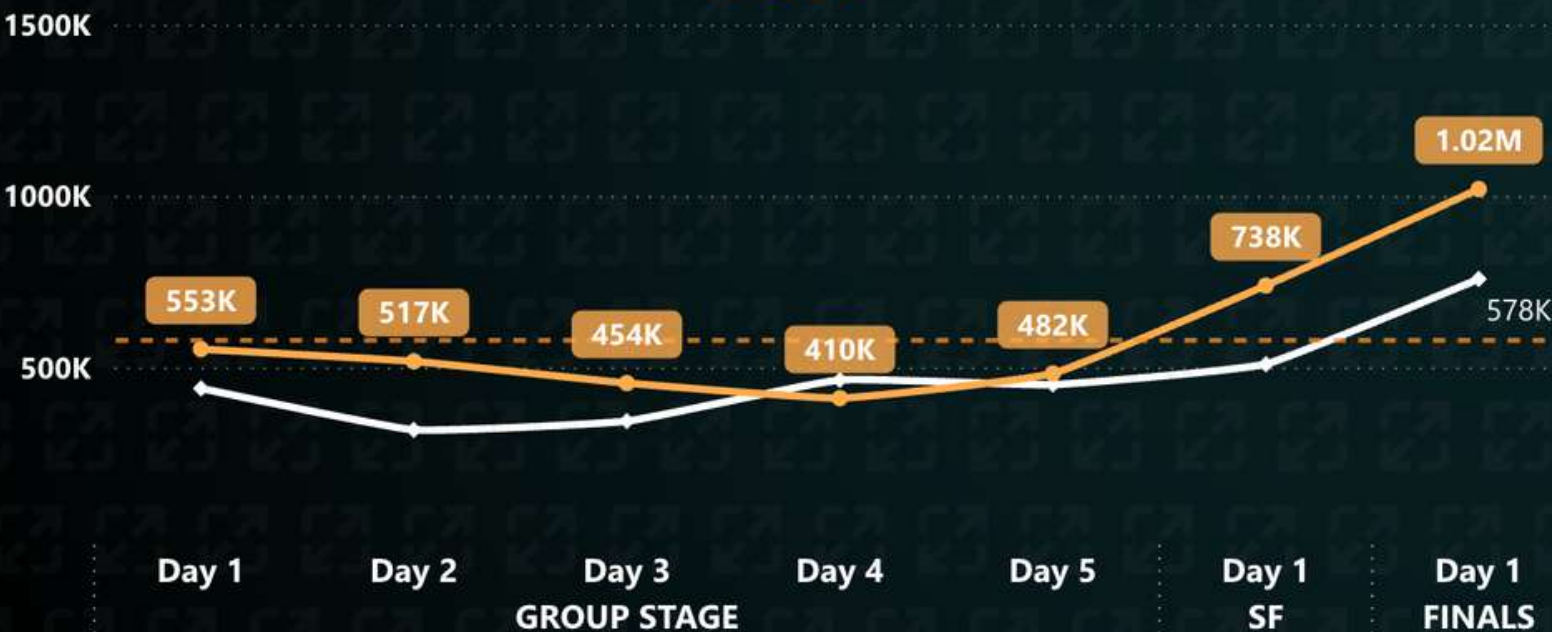
EXECUTIVE SUMMARY

ON SOOP, YOUTUBE, CHZZK (NAVER), TWITCH, TROVO, FACEBOOK, TIKTOK | LIVE & REBROADCAST VIEWERSHIP

PRODUCT

TIMEFRAME	Peak Viewers	Peak YoY	AMA	AMA YoY	AMA Trend
FINALS	1.49M	38.2%	1.02M	34.6%	
ALL EVENT	1.49M	38.2%	578K	22.1%	

AMA



MARKET



Chzzk (Naver) Facebook Soop TikTok Trovo Twitch YouTube

Platforms	Peak	YoY (%)	AMA	YoY (%)
Twitch	645K	14.6%	463K	17.4%
YouTube	676K	77.8%	421K	67.7%
Chzzk (Naver)	89K	29.6%	62K	31.2%
Soop	76K	5.1%	60K	13.1%
TikTok	40K	87.9%	21K	90.9%
Trovo	95	-	76	-
Facebook	153	-	64	-

Language	Peak	YoY (%)	AMA	YoY (%)	Top Channel
English	436K	70.9%	304K	65.5%	
Korean	257K	-2.4%	180K	-2.3%	
Vietnamese	226K	80.2%	142K	85.9%	

The Executive Summary page shows the metrics of greatest interest to the user, with widgets that can be customized to provide a high-level view of the event's performance

MATCH-BY-MATCH BREAKDOWN

Disclaimer: Any figures shown are not real data and exist for demonstration purposes only

MATCHES

ON SOOP, YOUTUBE, CHZZK (NAVER), TWITCH, TROVO, FACEBOOK, TIKTOK | LIVE & REBROADCAST VIEWERSHIP

Match	Date (PST)	Duration	Peak Viewers	AMA	% Costreamers	Top Channel
Example Match 1	2026-03-22 06:17	40 min	1.33M	1.10M	58.2%	Example Channel 1
Example Match 2	2026-03-22 07:15	41 min	1.41M	1.35M	58.5%	Example Channel 2
Example Match 3	2026-03-22 08:16	30 min	1.38M	1.32M	59.7%	Example Channel 3
Example Match 4	2026-03-22 09:05	28 min	1.49M	1.34M	60.0%	Example Channel 4
Number of Matches: 4		139 min	1.49M	1.27M	59.0%	

The Match-by-Match Breakdown page shows which match-ups are generating the most hype, with top channel and co-streamer data providing a deeper insight into what’s drawing in viewers

CREATOR SUMMARY

Disclaimer: Any figures shown are not real data and exist for demonstration purposes only

CHANNEL (WEEKLY)

ON SOOP, YOUTUBE, CHZZK (NAVER), TWITCH, TROVO, FACEBOOK, TIKTOK | LIVE & REBROADCAST VIEWERSHIP

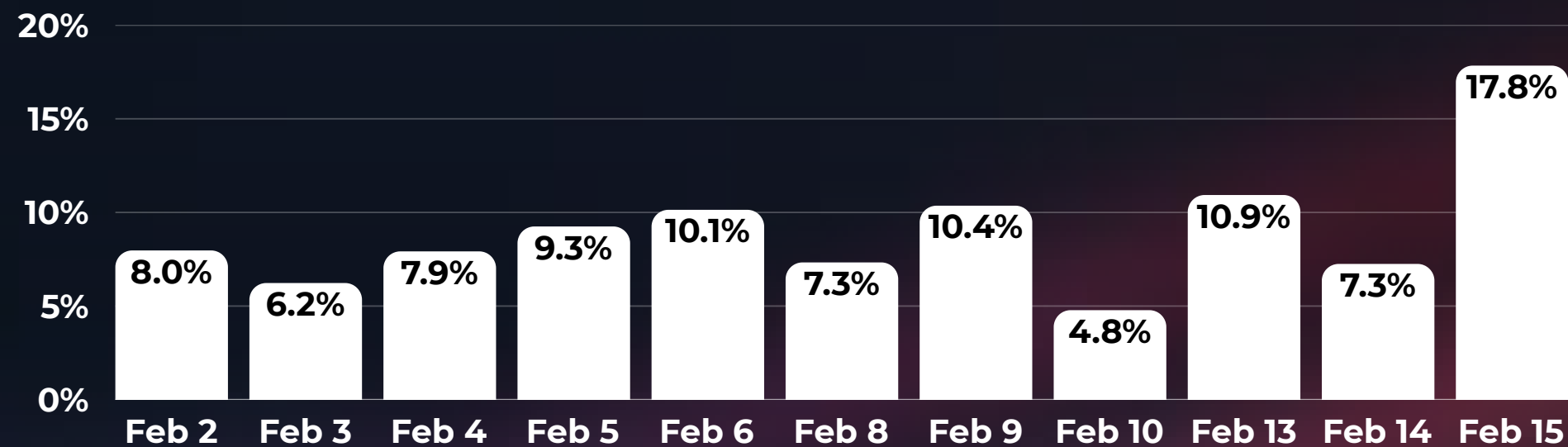
Week	Channel	Type	Language	Start Time	End Time	Peak Viewers	YoY%	AMA	YoY%	Airtime
FINALS	Creators listed here	Costream	English	2026-03-22 05:30	2026-03-22 09:50	243K	80.8%	166K	58.3%	4h 21min
		Official	English	2026-03-22 05:30	2026-03-22 09:50	118K	93.8%	74K	82.4%	4h 21min
		Costream	Vietnamese	2026-03-22 05:45	2026-03-22 09:50	115K	263.6%	72K	228.4%	4h 6min
		Official	Korean	2026-03-22 05:45	2026-03-22 09:50	96K	-25.4%	57K	-31.5%	4h 6min
		Official	French	2026-03-22 05:45	2026-03-22 09:50	74K	6.2%	55K	0.1%	4h 6min
		Official	Mandarin	2026-03-22 05:45	2026-03-22 09:50	69K	71.6%	47K	75.8%	4h 6min
		Costream	Spanish	2026-03-22 05:45	2026-03-22 09:50	63K	-	44K	-	4h 6min
		Costream	Korean	2026-03-22 05:45	2026-03-22 09:50	56K	24.6%	44K	22.0%	4h 6min
		Official	English	2026-03-22 05:30	2026-03-22 09:50	58K	35.2%	40K	19.5%	4h 21min
		Costream	Portuguese	2026-03-22 05:45	2026-03-22 09:50	56K	432.6%	34K	504.9%	4h 6min
		Costream	Spanish	2026-03-22 05:45	2026-03-22 09:50	49K	-	32K	-	4h 6min
		Official	Korean	2026-03-22 05:45	2026-03-22 09:50	37K	54.3%	25K	60.5%	4h 6min
		Official	Vietnamese	2026-03-22 05:45	2026-03-22 09:50	40K	-45.1%	25K	-45.0%	4h 6min
		Costream	German	2026-03-22 05:45	2026-03-22 09:50	31K	-	25K	-	4h 6min
		Costream	Korean	2026-03-22 05:50	2026-03-22 09:50	32K	-8.0%	22K	-14.9%	4h 1min
		Official	Portuguese	2026-03-22 05:45	2026-03-22 09:50	33K	401.8%	18K	500.7%	4h 6min
		Official	Mandarin	2026-03-22 05:45	2026-03-22 09:50	25K	-13.2%	18K	-10.0%	4h 6min
		Costream	French	2026-03-22 05:45	2026-03-22 09:50	22K	237.3%	18K	360.2%	4h 6min
		Official	Vietnamese	2026-03-22 05:45	2026-03-22 09:50	28K	80.2%	15K	72.6%	4h 6min
		Costream	Mandarin	2026-03-22 05:45	2026-03-22 09:50	20K	-	14K	-	4h 6min
		Costream	Vietnamese	2026-03-22 06:06	2026-03-22 09:50	19K	-	13K	-	3h 45min
		Costream	French	2026-03-22 05:30	2026-03-22 09:50	16K	-	12K	-	4h 21min
		Costream	Korean	2026-03-22 05:45	2026-03-22 09:50	16K	38.6%	11K	22.6%	4h 6min
		Official	French	2026-03-22 05:45	2026-03-22 09:50	13K	108.1%	10K	130.3%	4h 6min
		Costream	Vietnamese	2026-03-22 05:54	2026-03-22 09:35	13K	-	8.6K	-	3h 42min
		Official	Korean	2026-03-22 05:45	2026-03-22 09:50	10K	-5.0%	7.7K	-5.8%	4h 6min

The Creator Summary page shows channels covering the event and their popularity. That includes both manually-tagged creators (known to the organizers) and those casually covering the event (revealing new fans)

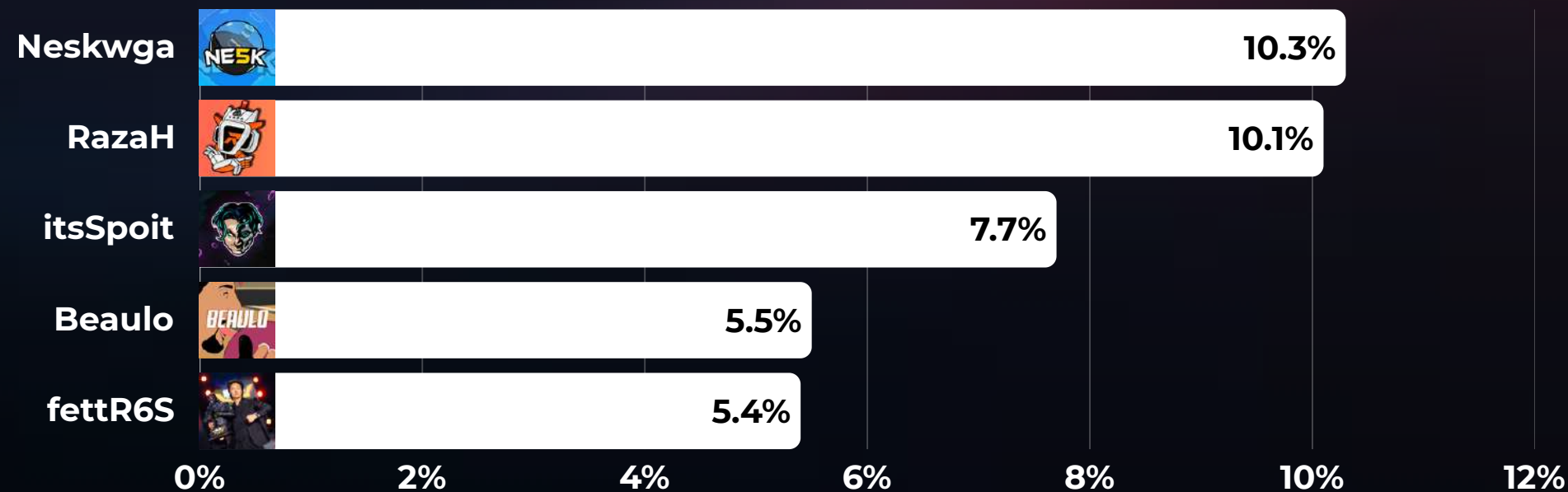
CHAT ANALYSIS SIX INVITATIONAL

VARIOUS CHAT METRICS FOR RAINBOW SIX'S SIX INVITATIONAL 2025 | 2 - 15 FEB 2025 | TWITCH

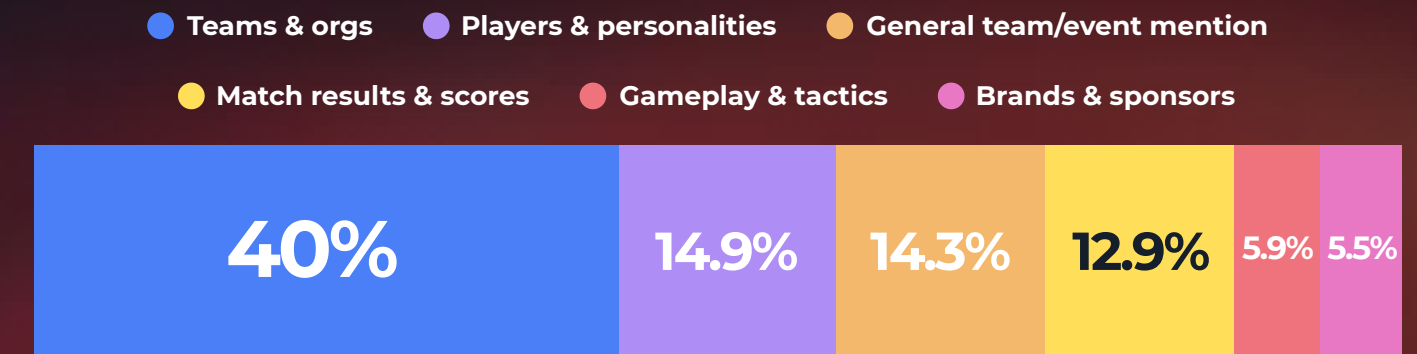
CHAT PARTICIPATION DAY BY DAY



TOP CHANNELS BY CHAT PARTICIPATION



TOPICS BY CHAT PARTICIPATION



- Coming back from dashboards, **we want to show how chat analysis can track audience participation using the Six Invitational 2025 as our example.** Taking place over 11 days, the event's final day saw 17.8% of all chat messages corresponding to hype for the grand final.
- **Breaking message volume down by channel shows which voices foster the most engaged communities.** Two co-streamers, Neskwga and RazaH, even generated more chat volume than the official Rainbow6 broadcast channel.
- **Classifying messages by topic reveals what fans care about most.** Discussion of teams and organizations made up 40% of all chat, and players and personalities a further 14.9%. Fan identity beat gameplay discussion, but using sentiment analysis could also tell us if these discussions were positive or critical ([more on that here](#)).

BRANDS CASE STUDY

HOURS WATCHED FOR BRAND-NAMED ESPORTS EVENTS | 2025 | ALL PLATFORMS

2.7B
TOTAL HOURS WATCHED

1.9K
TOTAL EVENTS

1.3%
% OF HOURS WATCHED

3.6%
% OF EVENTS

27.9%
% OF HOURS WATCHED

17.3%
% OF EVENTS

NON-ENDEMIC BRANDS BY HOURS WATCHED

Brand	Hours Watched	# of Events
 BetBoom	14.3M	17
 Red Bull	7.5M	8
 Thunderpick	5.3M	6
 AT&T	2.7M	4
 Fonbet	1.3M	2

ENDEMIC BRANDS BY HOURS WATCHED

Brand	Hours Watched	# of Events
 BLAST	212.6M	17
 Intel	109.2M	6
 PGL	107.3M	13
 StarLadder	93.2M	3
 FISSURE	54.8M	9

- Brands are capturing esports viewership by attaching their name to big events. Endemic-named events accounted for 27.9% of all hours watched vs. a smaller but growing fraction of 3.6% for non-endemic brands.

- Among non-endemic brands, BetBoom led with 14.3M hours watched across 17 events. Three of the top five non-endemic names (BetBoom, Thunderpick, Fonbet) are betting brands: **It could prove fruitful for other types of brands (retail, financial, etc.) to capitalize on this gap in the market.**

- BLAST generated the most hours watched among endemic brands at 212.6M across 17 events, while StarLadder posted the strongest efficiency, drawing 93.2M hours watched from just 3 events (an average of over 31M hours per event).

LOGO RECOGNITION

LOGO REC METRICS FOR EWC 2025 | 8 JUL - 24 AUG 2025 | ALL PLATFORMS



**LOGO IN-GAME
BANNER**

1.02M
VIEWERS

15 sec
EXPOSURE TIME

\$ 875K
EARNED MEDIA VALUE

- **One tool is of unique advantage to brands: Logo rec.** Whether its banners, pop-ups, branding on items like trophies or jerseys, or any other way in which a brand's logo appears on screen during a stream, logo rec can track every single instance and **convert this attention to an approximate Earned Media Value (EMV).**

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

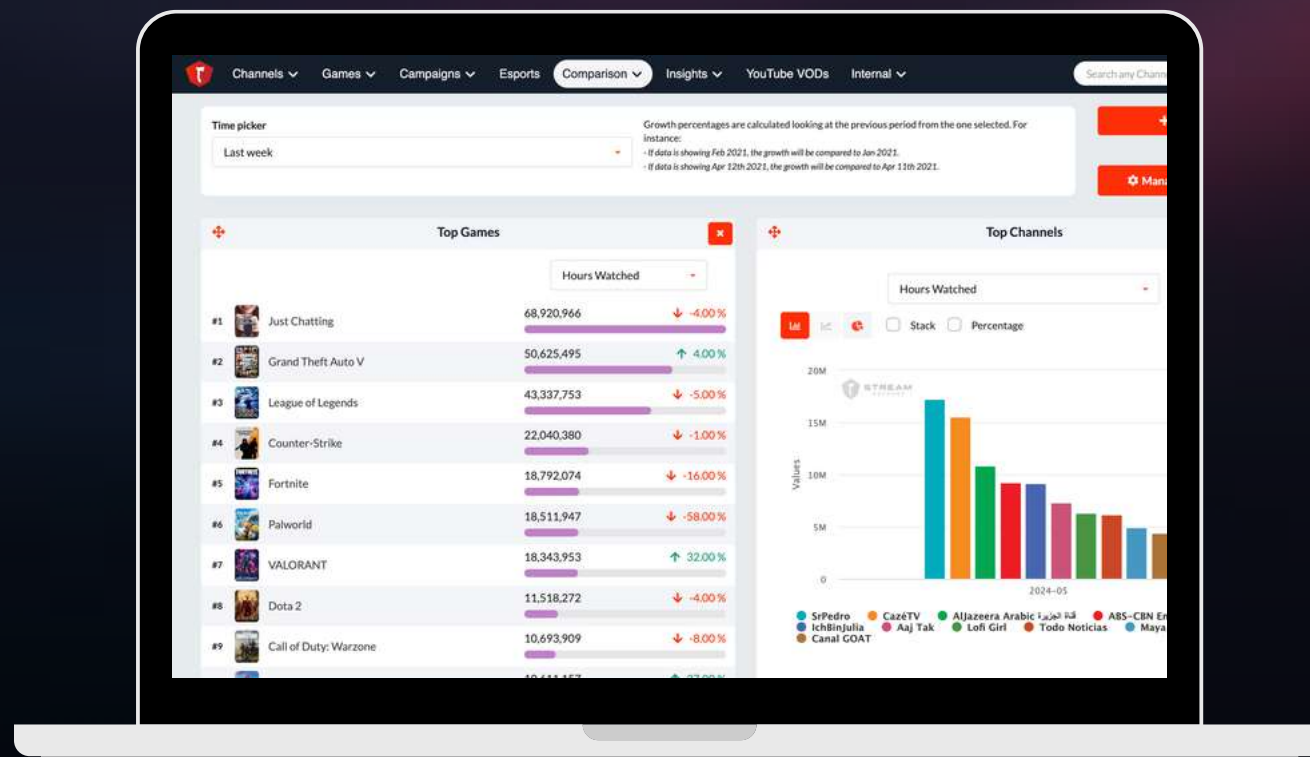
REGISTERED VIEWER RATE

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.



STAY IN TOUCH



ABOUT GAMESQUARE HOLDINGS

GameSquare (NASDAQ: GAME) is a cutting-edge media, entertainment, and technology company transforming how brands and publishers connect with Gen Z, Gen Alpha, and Millennial audiences. With a platform that spans award-winning creative services, advanced analytics, and FaZe Clan Esports, we operate one of the largest gaming media networks in North America. GameSquare provides brands with unparalleled access to world-class creators and talent, delivering authentic connections across gaming, esports, and youth culture. Complementing our operating strategy, GameSquare has developed an innovative treasury management program designed to generate yield and enhance capital efficiency, reinforcing our commitment to building a dynamic, high-performing media company at the intersection of culture, technology, and next-generation financial innovation. To learn more, visit www.gamesquare.com.

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State of Esports in 2026

Co-streamers for Promoting Esports and Events

Game Showcases w/ Summer Games Fest

Live Streaming

2025 Yearly Live Streaming Trends Report

Live Streaming Basics: A Comprehensive Introduction

A Comprehensive Guide to Every Live-Streaming Platform

Platforms

Twitch Basics: A Beginner's Guide to the Most Popular Live-Streaming Platform

YouTube Gaming Basics: A Beginner's Guide

YouTube Gaming 2025 Live Streaming Trends Report

How YouTube Shorts Impact Game Discovery

Kick Basics: A Beginner's Guide for Live Streaming

Steam's Store Page Inflates Live Streaming Viewership

Chzzk Basics: A Beginner's Guide for Live Streaming

Rumble Explained: The Political Live Streaming Platform

Gaming (General, Retention, & Genres)

Top Games on Live Streaming for 2025

Most Watched Game Publishers on Live Streaming

Live Service Games on Live Streaming

Successful Game Launches on Live Streaming

Sticky Games: How To Retain Viewers on Live Streaming

Using Streaming to Create Perennial Sellers on Steam

Shooter Games on Live Streaming

ARC Raiders and Extraction Shooters on Live Streaming

Highguard: Shadow Drops on Live Streaming

Where Winds Meet: Hexi Expansion on Live Streaming

The Resident Evil Series on Live Streaming

Creator Marketing

Creator Marketing for Brands Report

Creative Influencer Marketing Examples for Live Streaming

Non-Endemic Brand Campaigns on Live Streaming

Brand Strategies for Reaching Live Streaming Audiences

Creator Communities: A Solution for Creator Marketing