

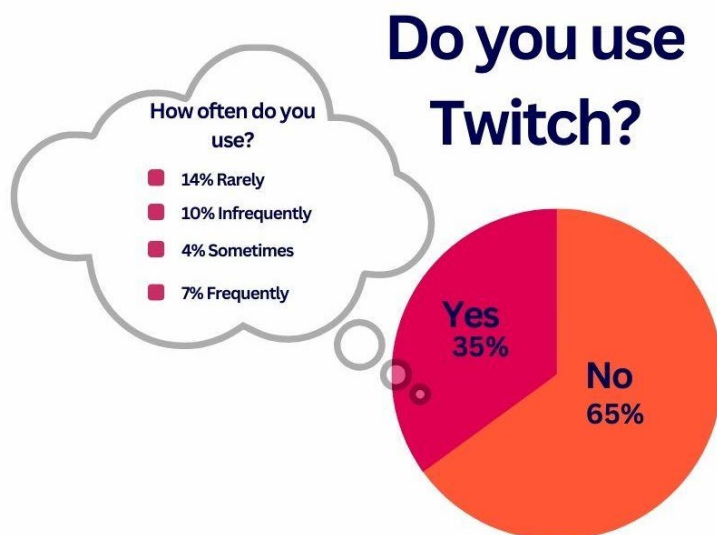
# How Twitch Can Level-Up Your Livestream, Gen Z Gaming Trends Explained

Not many Gen Zers use Twitch but for those that do, it is a gaming gold mine.

Twitch is a platform for popular gamers and fans to share their passion for gaming. In February 2023 alone, Twitch viewers spent a combined [466 years](#) watching their favorite streamers. Since April 2021, Twitch viewership has hovered around two million a month, making internet stardom a real possibility for any gamer willing to test their grit.

We surveyed the Receipt, the Gen Z research network of 8k young people to understand how they're live streaming.

**65% of Gen Z don't use Twitch and 14% rarely use it. For those Receipt members who do use Twitch, their primary reason for going on there is to watch their favorite creators (31%) followed by exploring new content (3%).**



This may beg the question: “why would you watch someone else play games”?

Here's one hot take from a video game [guru](#):

*"I watch YouTube videos and Twitch streams for the same reason I watch professional sports players. It's exciting to watch some of the best do professionally something that I do for fun. Twitch streamers can be more entertaining than just playing the game myself."*

Many creators captivate with their larger-than-life personalities. No one could forget [Big Linda](#) a.k.a. the badass gamer grannie or how much [Jamie hates math](#).

Viral Tik Toks like Jamie's show how gamers can achieve fame overnight, and extend their reach outside of Twitch to other social media platforms. [Ninja](#) is a perfect example, a professional gamer turned Fortnite streamer who has amassed a subscriber base of 24 million and a [partnership](#) with Red Bull ESports.

In 2018, Ninja broke the record for the largest [concurrent](#) viewers after he played Fortnite with rappers Drake and Travis Scott. That record demonstrated the power of pop culture crossovers but also the fleeting nature of live streaming.

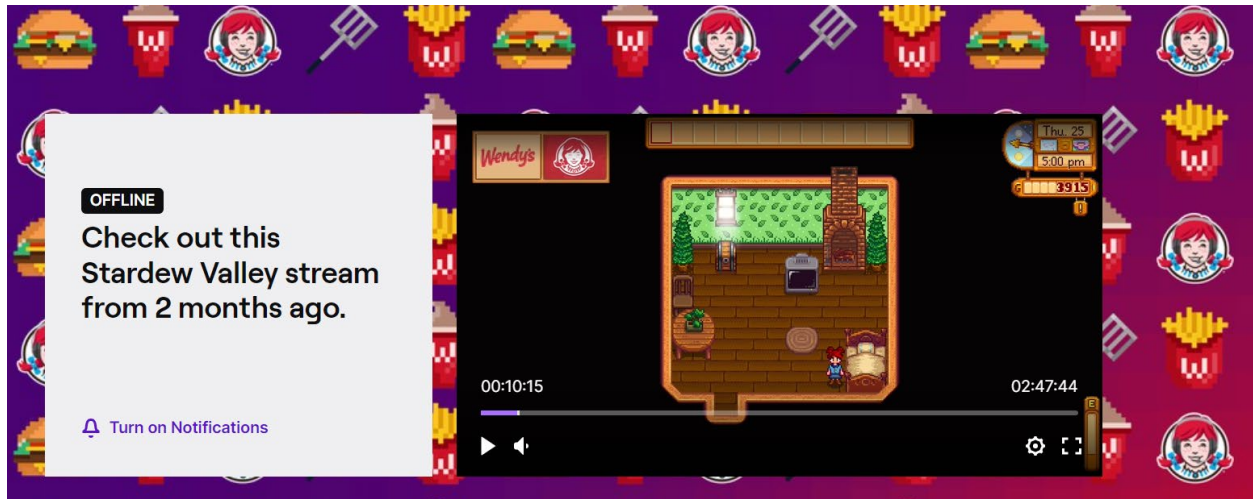
### ***Video Game Trends and Tapping Influencer Networks***

**Only 7% of those who use Twitch do so frequently. 4% of members sometimes use it and 10% infrequently use it.**

Even though it may not be as popular now, the real value of Twitch comes from the social aspect of video streaming. Brands, like audiences, need to follow streamers where they go. Doing online events will help brands understand their value with real-time feedback.

Moreover, brands should partner with creators who consistently deliver engaging experiences during their streams.

Pokimane (a popular Twitch streamer) recently showed some [fan appreciation](#) in a fast food cash giveaway. By leveraging influencers' deep connection with their viewers, brands can appeal to young viewers in a more sustained and organic way. Wendy's has taken initiative with live-stream collaborations that have done exactly that.



In the meantime, Youtube and Twitch [continue](#) to battle to retain top talent. Brand success means knowing the influencer you want to partner with and how to leverage their star power whether it is a viral video moment, cross-over, or longer-term collaboration.

Gen Z Gaming Habits: Mar. 29th, 2023 – 100 respondents

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## Am I Canceled? Gen Z's Nuanced Views on Cancel Culture

Gen Zers Agree Cancel Culture is Important but for Different Reasons

Kevin Hart [canceled](#). Ariana Grande [canceled](#). Celsius energy drink. [Canceled](#). Uncle Ben's rice? [Canceled](#)? Just wait a minute, what exactly is *cancel culture*? Well, it depends on who you ask. Brands have lost [billions](#) from PR disasters while PR teams have nightmares.

Unsurprisingly, Gen Zers are often at odds over what it is, and sometimes social media leaves us more confused than informed when the heat is turned up. So we asked the Receipt- our Gen Z research network of 8k+ young people to set the record straight.

## Key Insights:

### To Cancel or Not to Cancel, that is the Question

Gen Zers are more likely to stop supporting a celebrity or influencer that gets canceled (78%) than a brand (69%). Fans and customers alike demand accountability which means consistent messaging and clear values are of the utmost importance for building trust.

### Social Media Spills the Beans

News travels faster than fact-checkers, so social media users often know they only have part of the picture. Well-positioned brands can advocate and inform in areas of uncertainty. Authenticity matters just as much as the social media channel.

### Gen Z Supports Cancellation for Good Reason

The internet is full of drama and rowdy comment sections. Gen Zers are learning, and often know the difference between a hot take and inappropriate comments. During a crisis, brands should get the bigger picture before acting to align with their customers' values.

According to a Pew Research Center survey, the most agreed upon [definition](#) for cancel culture is "actions taken to hold others accountable." One survey respondent defined it as follows:

*"[Cancel culture is] a method of withdrawing support for public figures or companies. It can also be considered to be used as a form of online shaming on social media platforms."*

Companies have made history in recent years by taking a stance on charged political issues. For example, Nike's [Dream Crazy](#) campaign with Colin Kaepernick faced intense public criticism and calls for [cancellation](#).

These events have crystallized Gen Z's top reasons for cancellation, which include human rights violations, illegal activity, and culturally insensitive comments. As one Tik Toker explains, the law is the [law](#).

Though, there is [less agreement](#) regarding insensitive comments. What is offensive to one person may be fair game to another. And this often depends on people's beliefs and source of news. 34% of Gen Z first hear about someone being canceled through TikTok, followed by 26% who first hear about it on Twitter and 19% on Instagram.

Ensuring your brand reputation aligns with its core values is essential to building trust with consumers. Moreover, if circumstances are appropriate, brands should be prepared to demonstrate those values in the unlikely event they are in the crosshairs of cancellation. Responsive and transparent brands can win the respect and trust of consumers rather than be caught unaware.

Cancel Culture Sentiments: Mar. 29th, 2023 – 100 respondents