



Livestream Advertising



This Apex Gaming Network(AGN) report serves as an analysis for video game streaming services that uses statistical data from a Global Consumer Survey which covers more than 11,500 brands across 56 different countries. The target audience for this report are users between the ages of 18 and 64.

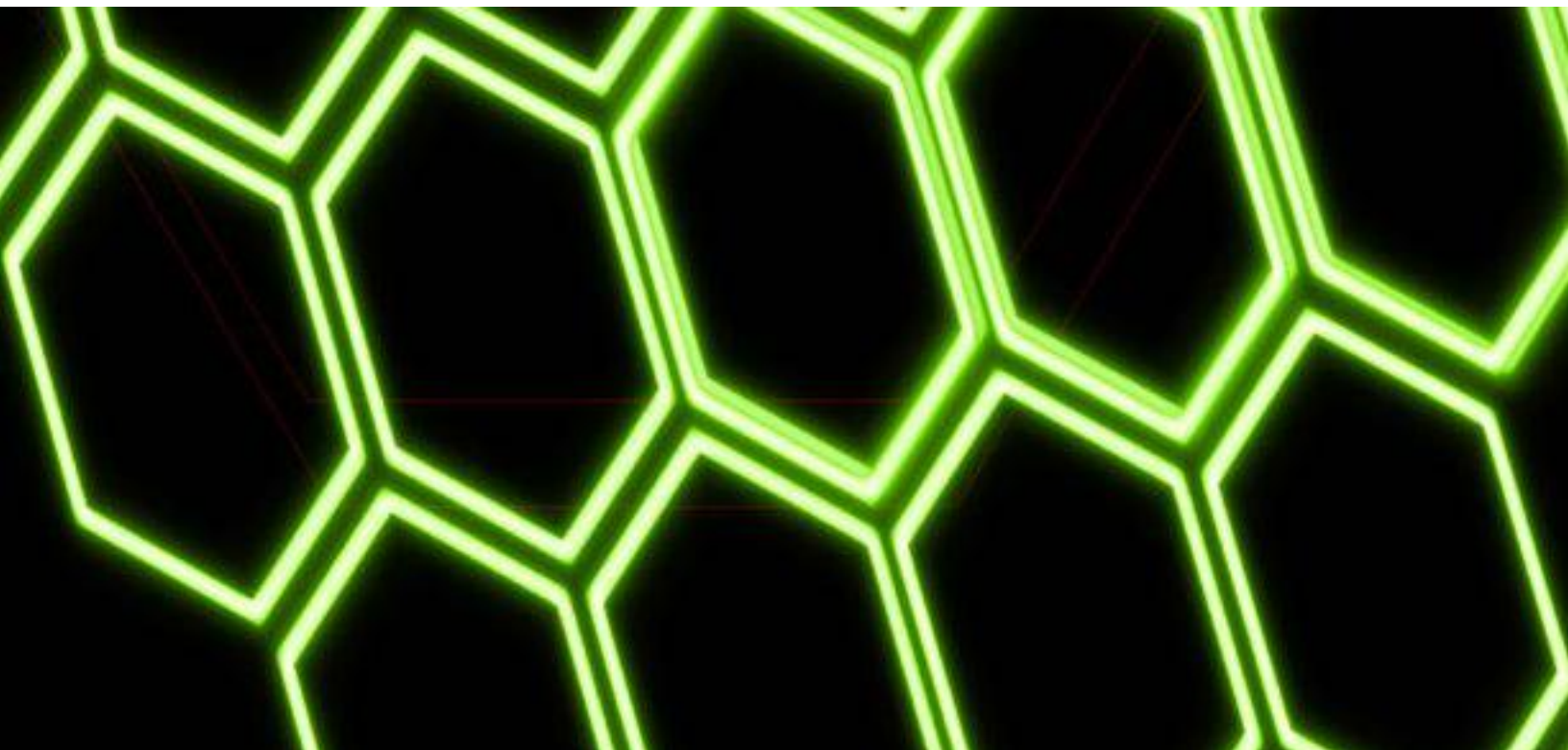
The report features insights on spectator gaming penetration in Canada and the top two streaming sites, Twitch and YouTube Gaming, and their users in Canada for the following topics:

- > Demographic Profile
- > Customer Lifestyle
- > Marketing Touch points

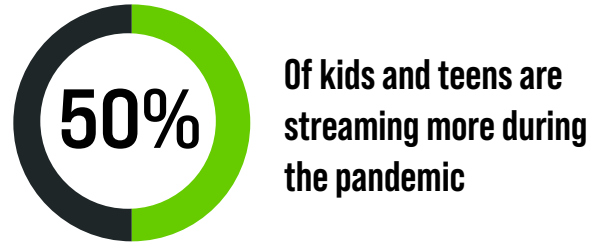
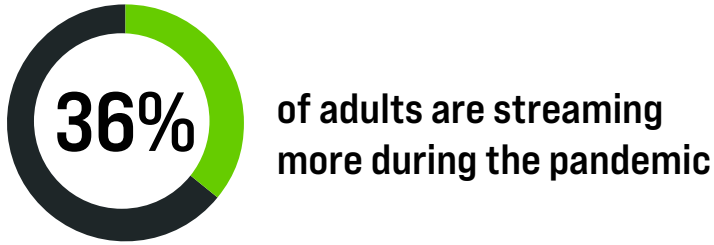
Gaming has always played a role in how Canadians stay entertained. From the personal computer to the home console, and the gaming apps of today. Canadians have always enjoyed gaming to connect with family and friends. This sense of community is what has led to the latest form of gaming entertainment: Livestream gaming.

During the 2020 pandemic it became evident that gaming can be so much more than just entertainment and a form of escapism. It is now a form of social interaction, creativity and provides many with a boost towards their mental health.

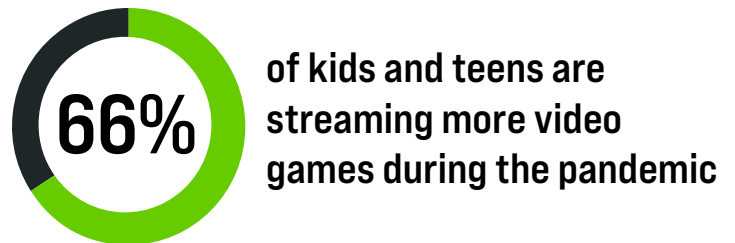
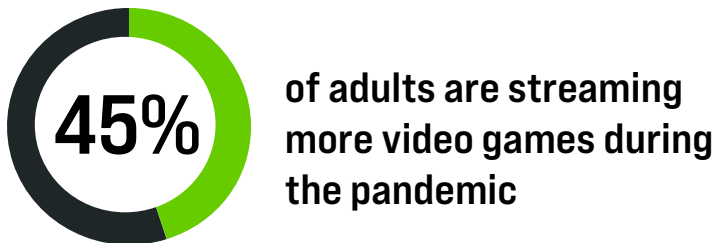
Today 23 million Canadians play video games and during the 2020 pandemic 58% of adult gamers and 78% of teen gamers found that gaming at home made them feel better. The biggest increase came from Canadians who found themselves streaming gamers live.



Esports Streaming



Video Game Streaming



Gaming today presents an opportunity for brands to connect with Canadians of all diverse backgrounds, and ages like no other media channel has ever been able to. More importantly, it now presents an opportunity to not only reach and engage the active gamer but also the spectator.

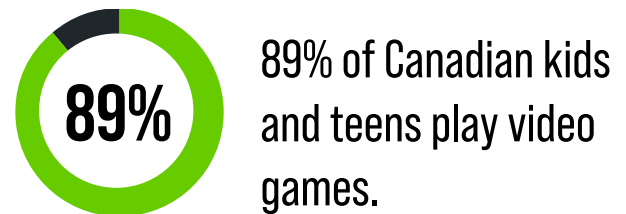
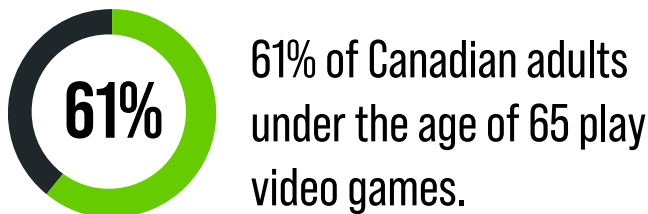
Total number of Canadians playing video games



Percentage of Canadians playing video games



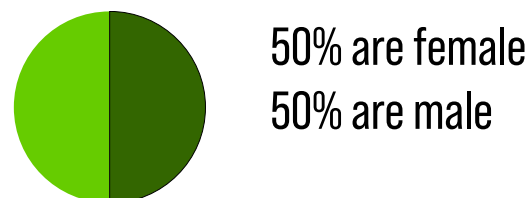
Age breakdown of Canadian Gamers



Average age of Canadian gamer

34 Years

Across all Canadian gamers

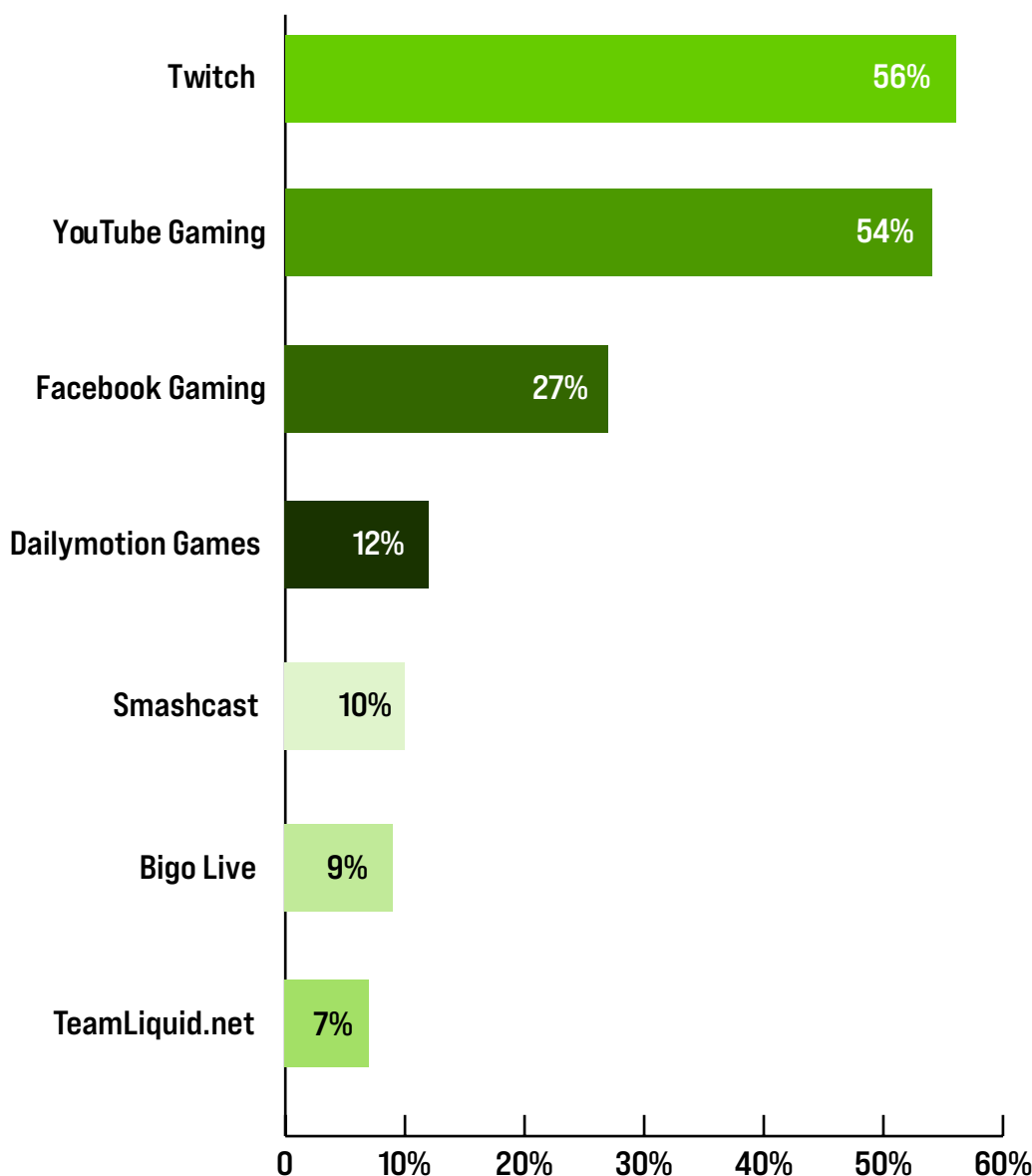


Video game streaming service

Livestream gaming in Canada, and across the globe, is growing with millions of enthusiasts playing or watching livestream games worldwide each year.

This year there are more Canadians participating in esports and livestream gaming as spectators, with 40% of Canadians participating in game streaming, specifically 41% of adults and 46% of kids and teens.

In Canada there are 7 popular video game streaming services which are primarily used for live video and the live broadcasting of gaming. These platforms offer users the option to watch user generated live content and enables them to also interact with the streamer they are watching.



With a user share of 56% Twitch is the most used video game streaming service by brand. While YouTube gaming comes in a close second with 54% of Canadian users.

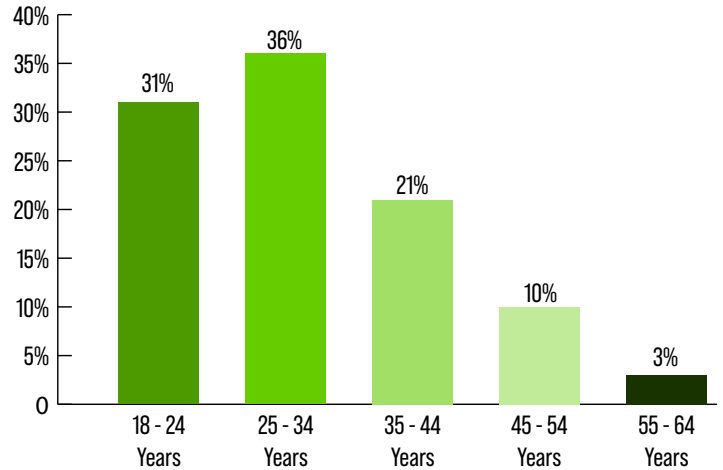
Who is watching livestreams

Twitch

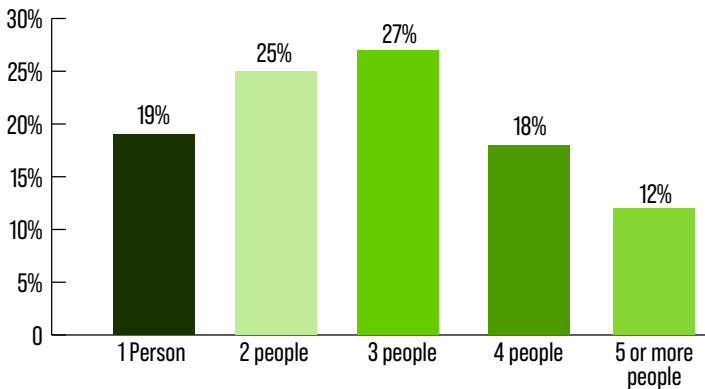
Gender



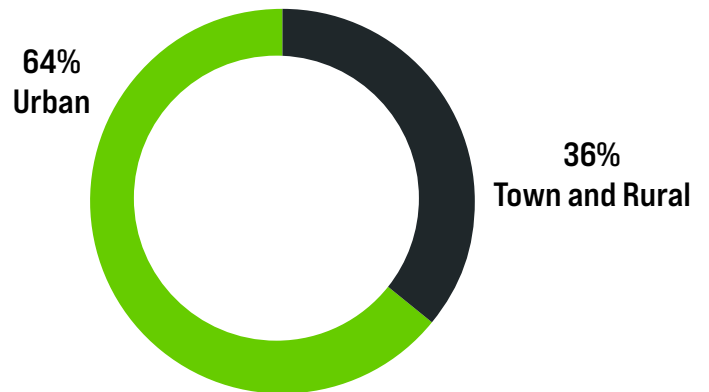
Age



Household Size



Community

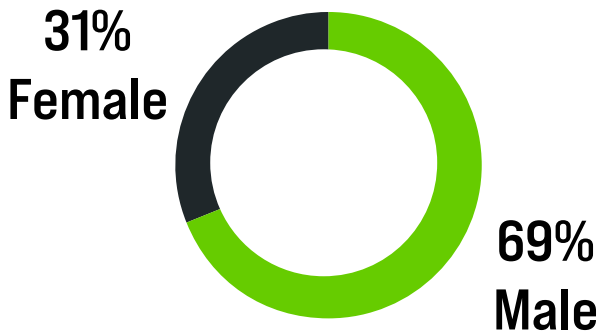


Canadian Twitch and YouTube Gaming users are mainly made up of male users and are between 18-29 years of age. 38% of Twitch users have a high income and come from a household of two people while 36% of YouTube Gaming come from a medium household income.

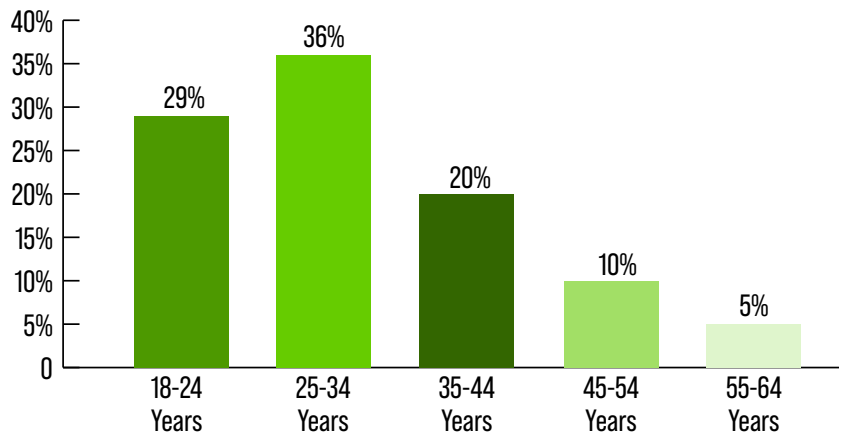
Who is watching livestreams

YouTube Gaming

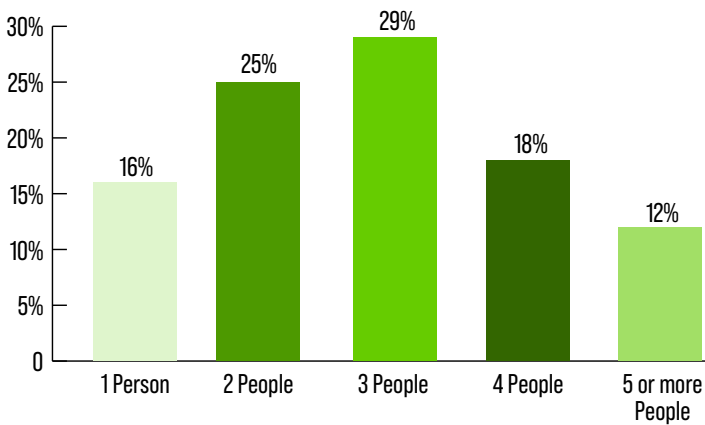
Gender



Age



Household Size

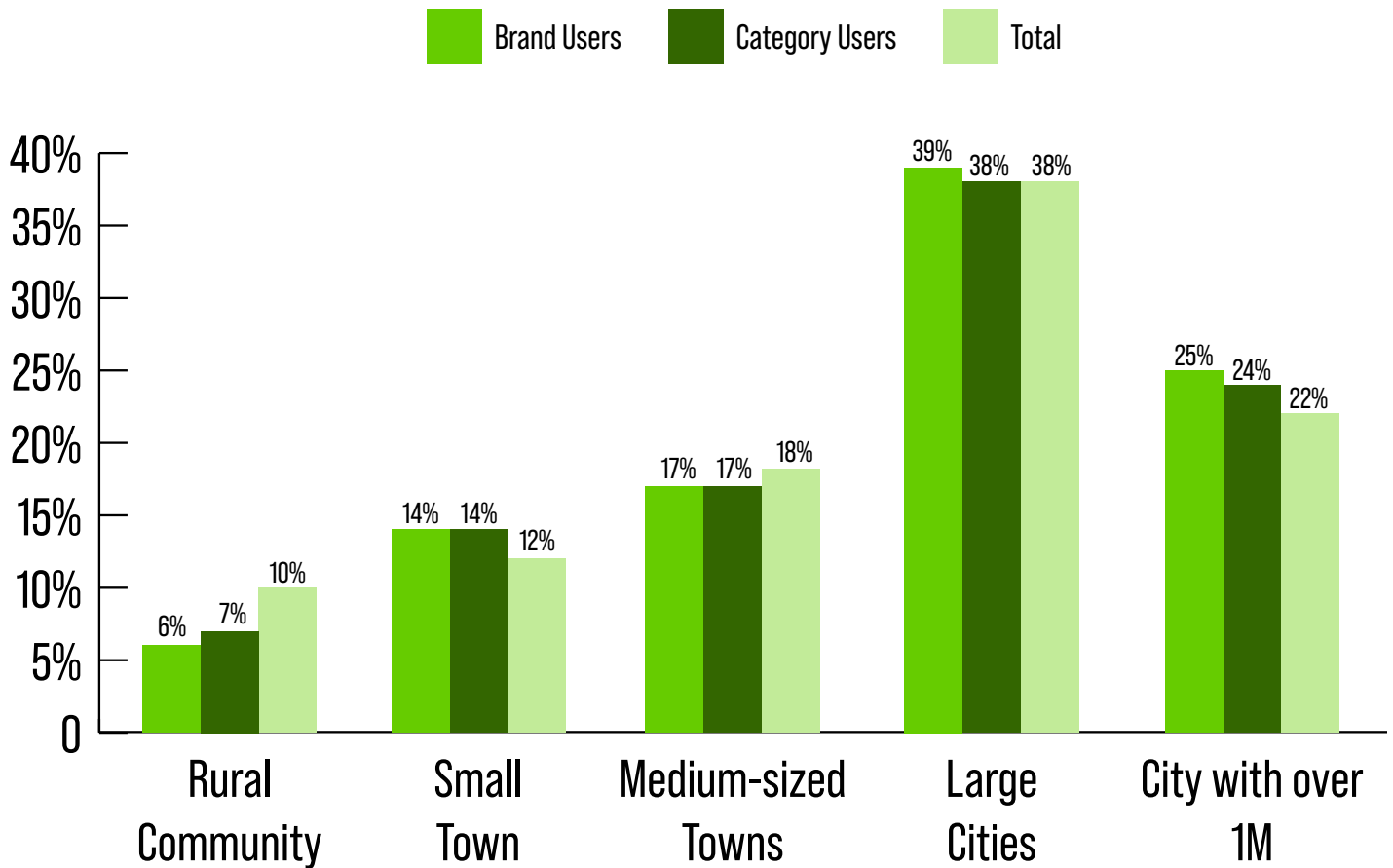


Community

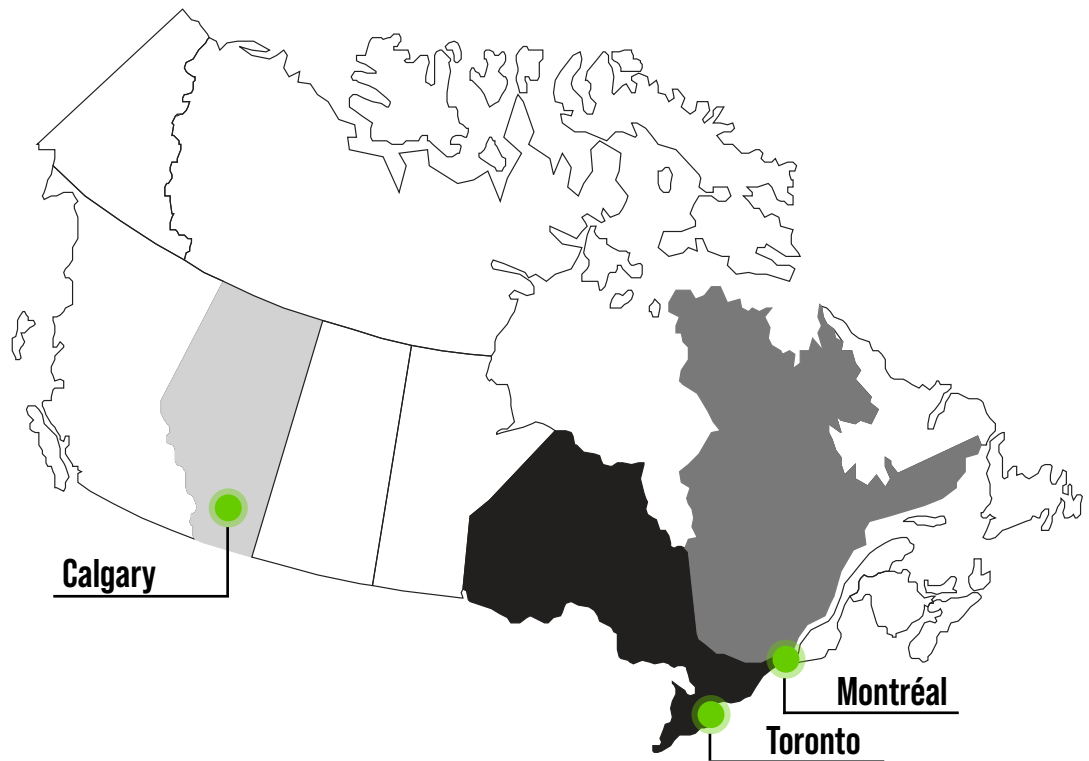


Twitch: 39% of Twitch and YouTube Gaming users live in large cities

Communities where Canadian consumers live



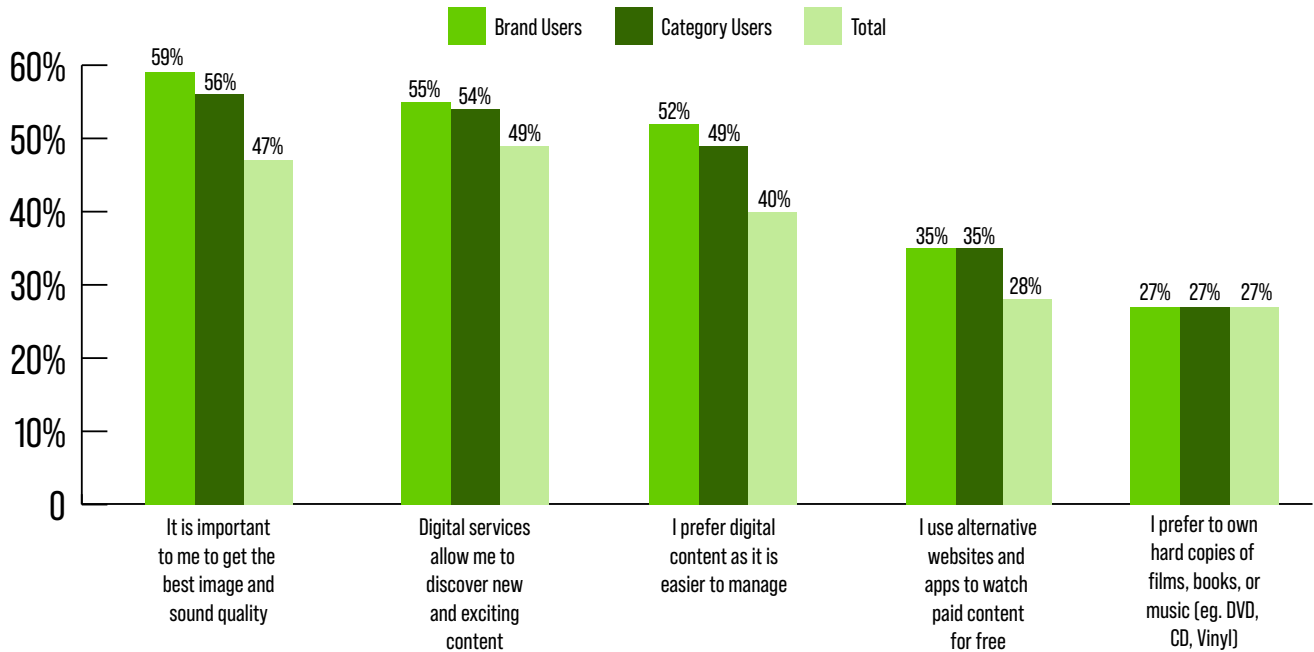
Game streamers and spectators both can be found across Canada, but most of them are found within large cities.



Livestream Audience Lifestyle

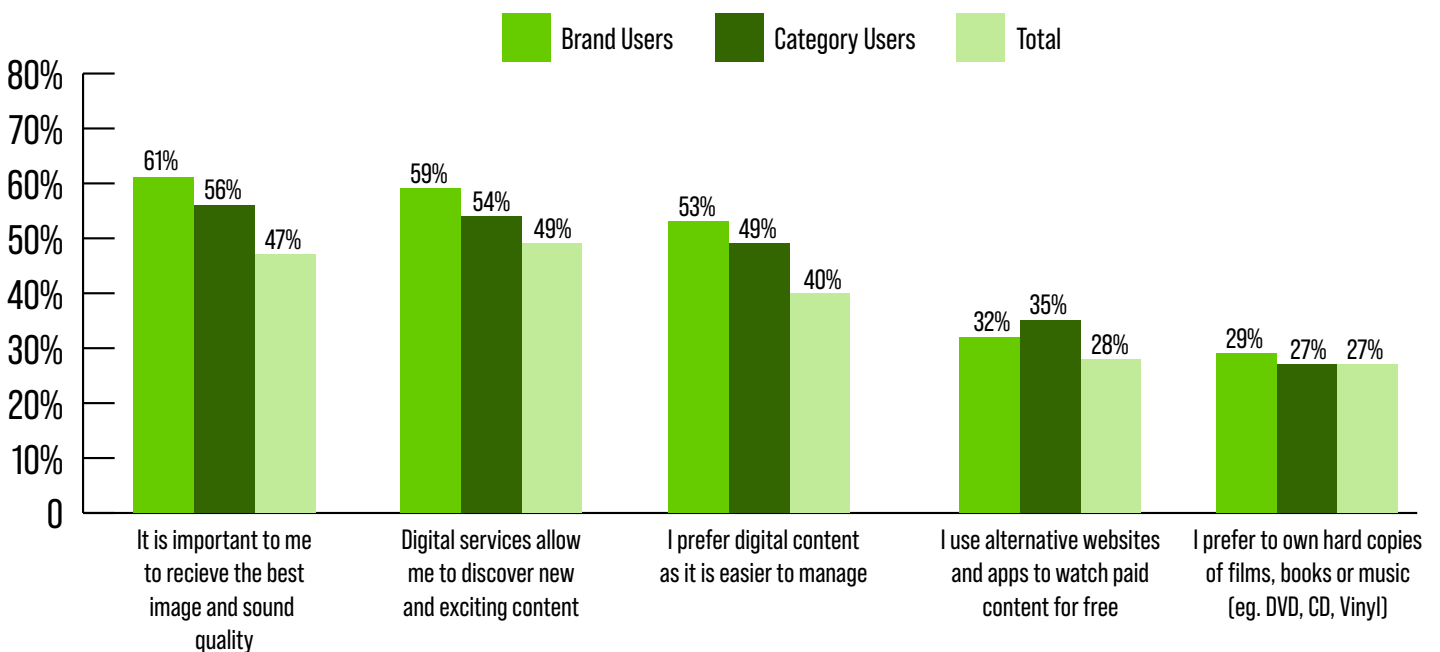
Agreement with statements towards media & digital media in Canada

YouTube



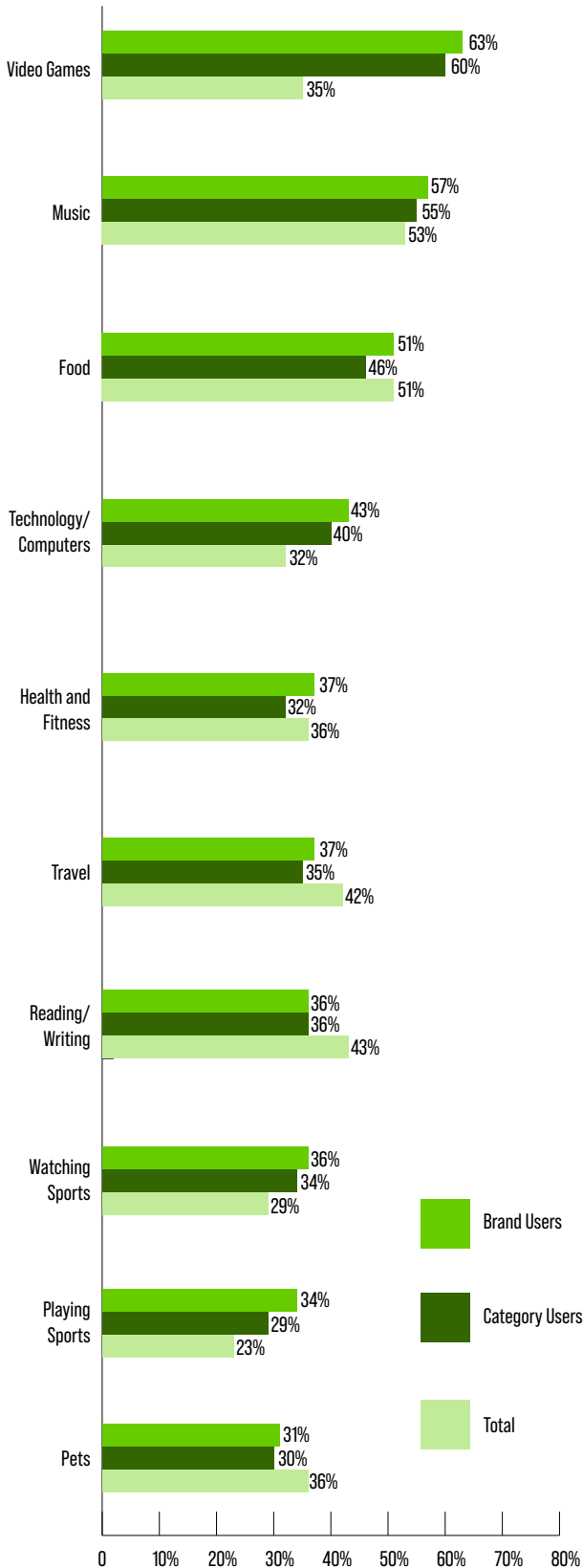
Livestream spectators are tech savvy individuals who value the importance of image and sound quality. They also enjoy using digital services as ways to discover new products and content across digital channels including alternative websites and apps.

Twitch

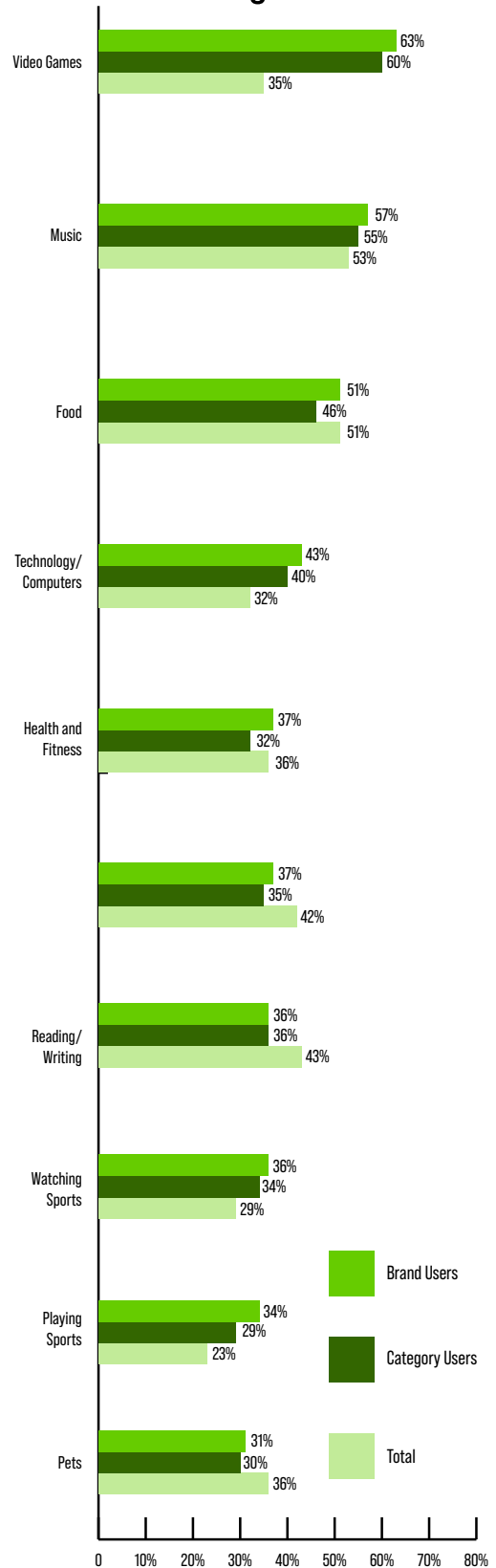


Over half of Twitch and YouTube Gaming users like to stay up to date with new technology and are also highly interested in video games, music, technology, food, sports, travel, reading, pets, health and fitness and playing sports.

Top ten hobbies and interests of Twitch users in Canada



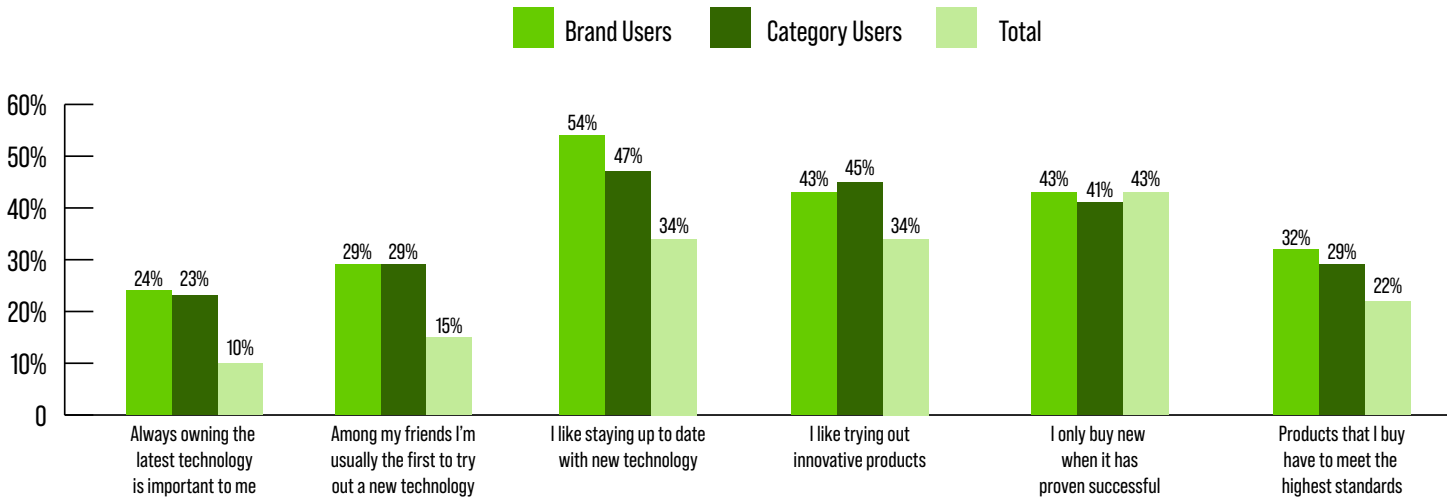
Top ten hobbies and interests of YouTube Gaming users in Canada



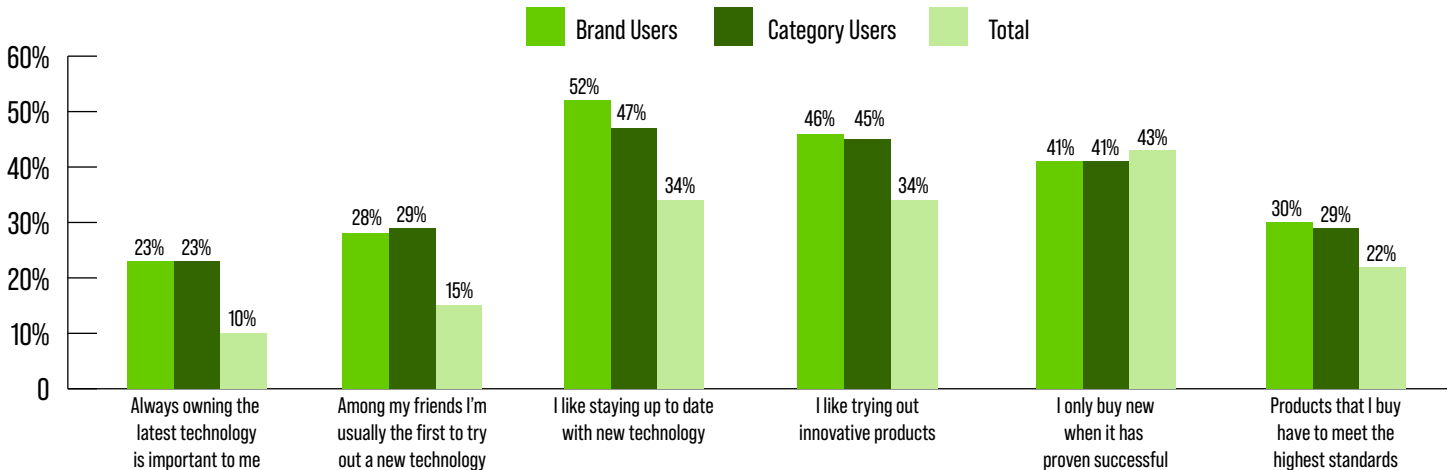
54% of Twitch users like to stay up to date with new technology and 52% of YouTube gaming users prefer digital content as it is easier to manage.

Agreement with statements on innovation made by consumers in Canada

Twitch



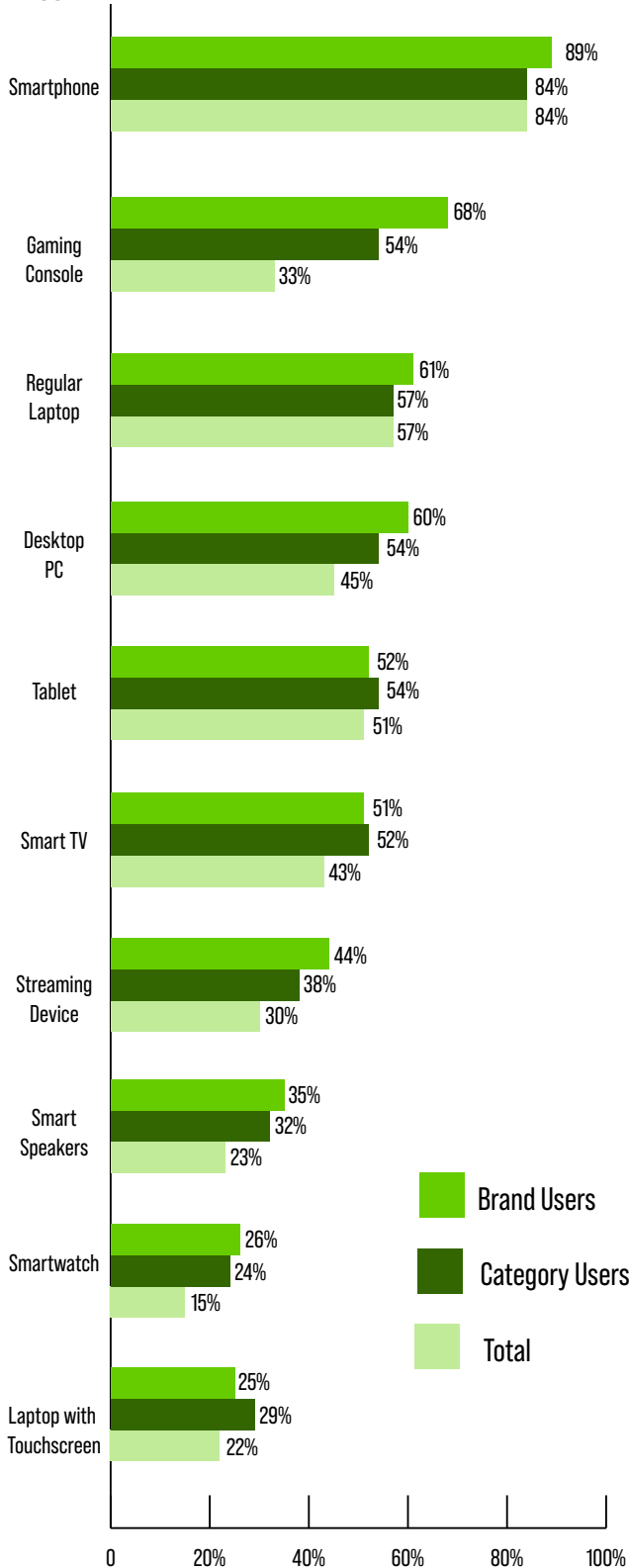
YouTube Gaming



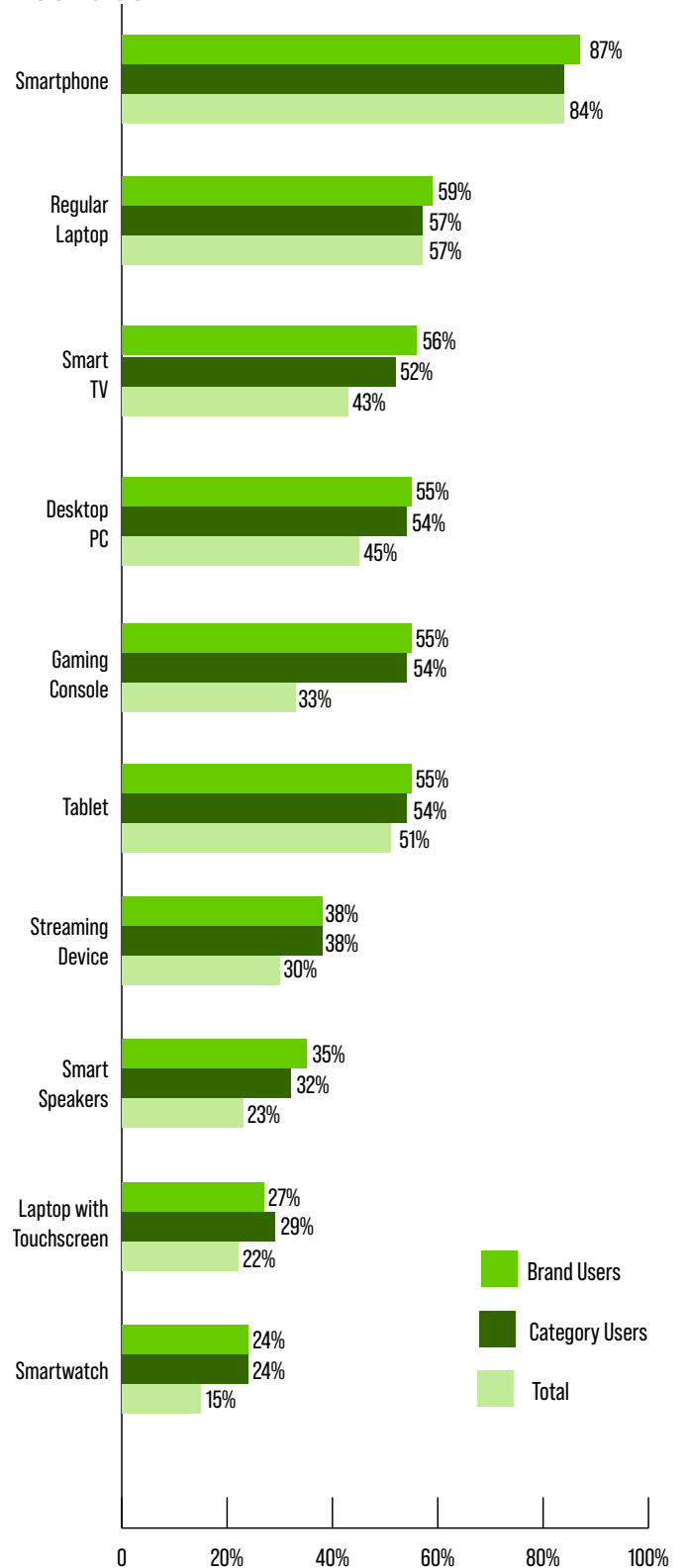
Connecting with Livestream Audiences

Type of device consumers in Canada use regularly to access the internet

Twitch



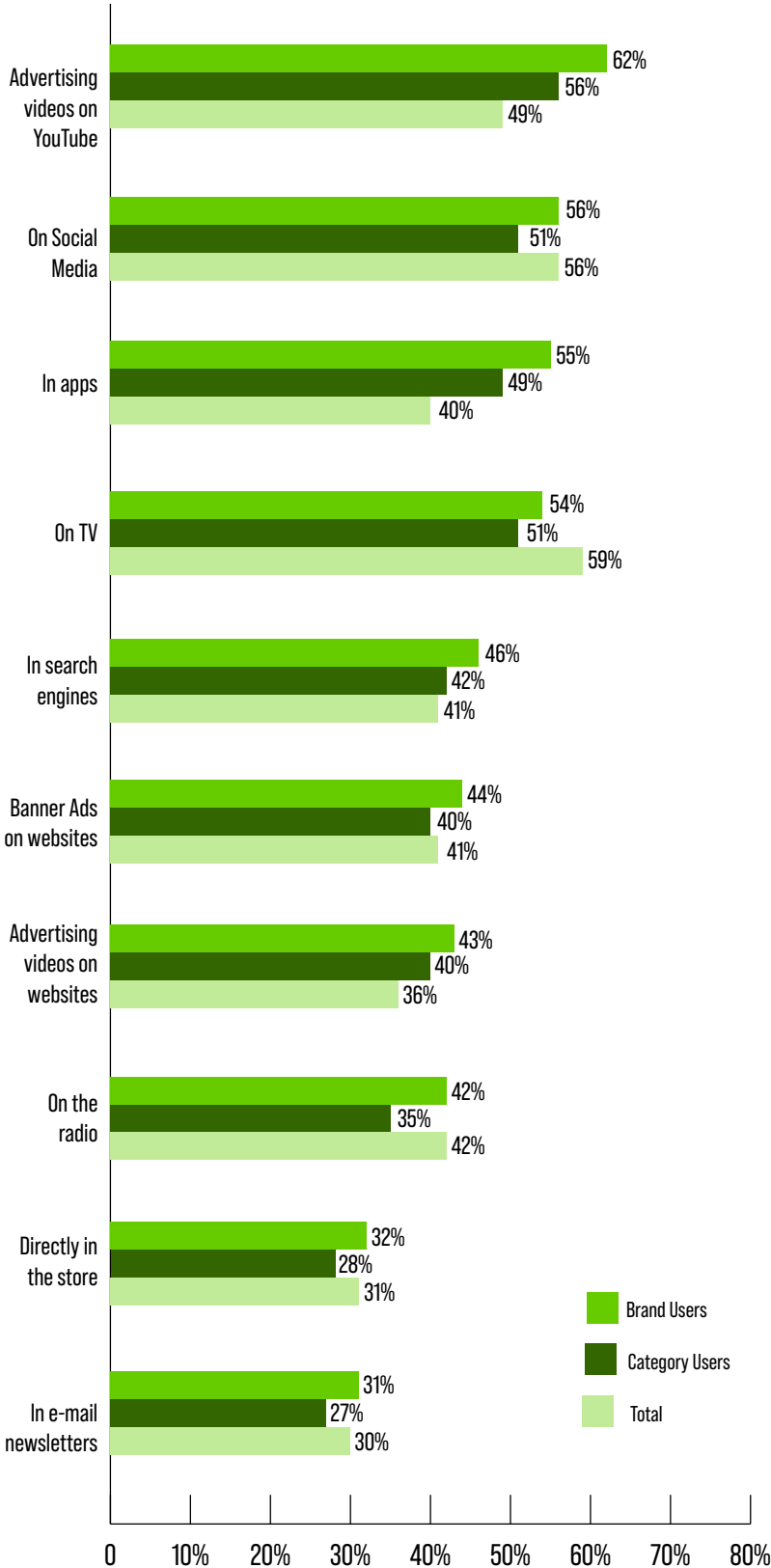
YouTube



Twitch Gaming users also have an affinity to influencers and people of interest on social media. They also like to engage with posts, messages, follows, and comments. They also possess a greater than normal retention the unintrusive ad style found on apps, and the influencer in-video advertising found on many YouTube influencer channels.

When it come to YouTube Gaming users, ad retention is highest with audio advertising.

YouTube Gaming users remember hearing ads on the radio more than the average online.

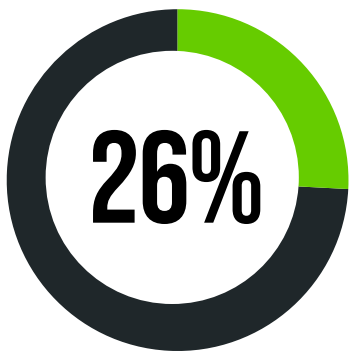


Reaching livestream spectators:

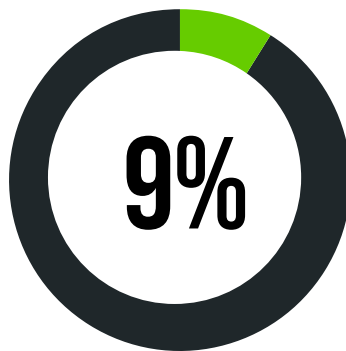
Video game consumption was already increasing across all media types (console, livestream, in-app) and the recent pandemic helped to boost the amount that existing video game consumers in Canada played.

This shift has also increased the amount of livestream spectators are sitting back and watching their favorite influencers stream in real time and is creating an opportunity never seen in which brands can connect with and advertise to audiences using actionable advertising during livestreams in an unintrusive manner.

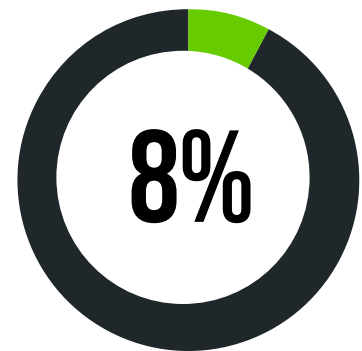
Adults (Gamers)



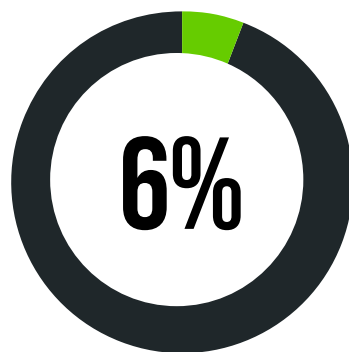
Of adult gamers watched esports tournaments online



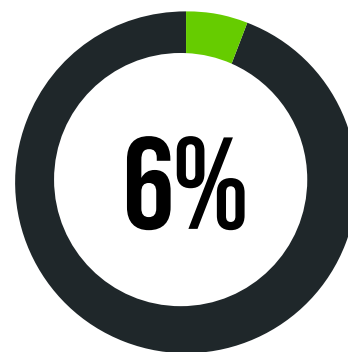
Of adult gamers purchased esports-related digital content



Of adult gamers purchased esports-related physical merchandise



Of adult gamers personally competed in an esports tournament

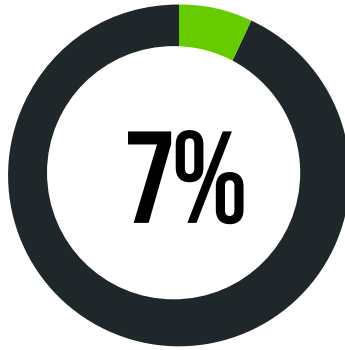


Of adult gamers attended an esports tournament in person

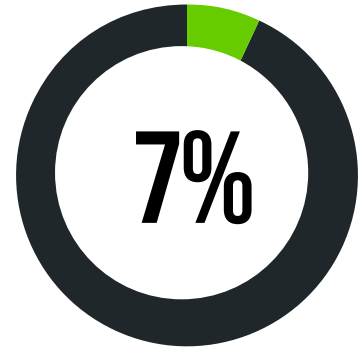
Kids and Teens (Gamers)



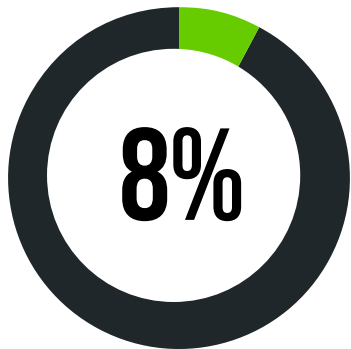
Of kids and teens watched an esports tournament online



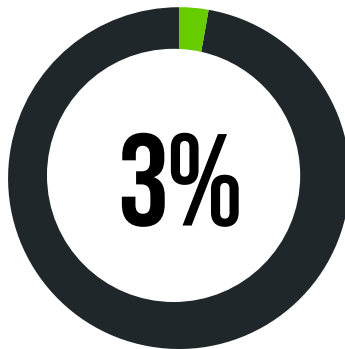
Of kids and teens purchased esports-related digital content



Of kids and teens purchased esports-related physical merchandise

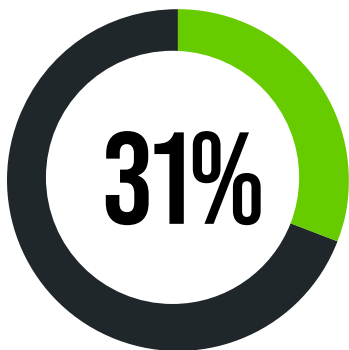


Of kids and teens personally competed in an esports tournament

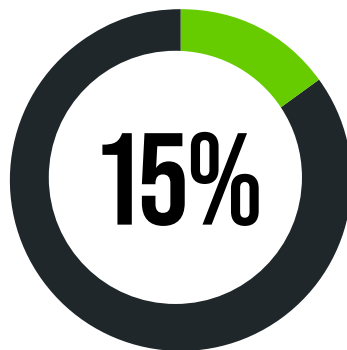


Of kids and teens attended an esports event in person

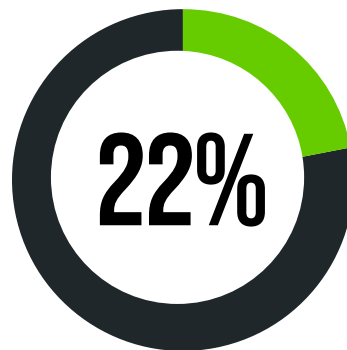
More Canadians are participating in esports as viewers (spectators); 40% of gamers participate in game streaming, specifically 41% of adults and 46% of kids and teens.



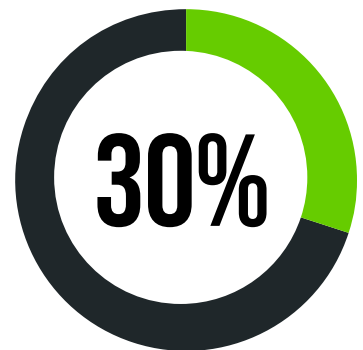
Of adults engage in game streaming as a viewer (spectator)



Of adults engage in game streaming as a player



Of kids and teens engage in game streaming as a player



Of kids and teens engage in game streaming as a viewer (spectator)

Livestream Advertising Opportunity

Every marketer, brand and advertising agency knows that audiences do not like intrusive advertising. Which is why many advertisers today are still faced with the hurdle of getting around ad-block technology.



Ad blocker penetration is 27% globally



US: 17%
UK: 21%
GER: 33%



63% of esports viewers use ad-blockers (2018)



Ad-blockers prevent pre-roll and mid-roll ads on streaming platforms

AGN livestream advertising gets over the ad-block hurdle by placing actionable brand messages within the livestream itself in the form of a banner and in the form of verbal communication by the livestreamer. Additionally ad management ensures that ads are delivered and completed in a 100% brand safe environment.



Streamer Monitoring:

Dedicated team of streamer managers monitors all live campaigns to ensure streamers are abiding by their contractual terms and conditions. We also utilize chat moderation tools.



Age Verification:

Streamers have the ability to flag their content as “mature” and viewable only by those aged 18 or over while working on age-regulated campaigns (HFSS etc.)



Behavior

Any streamer caught breaking terms and conditions, soliciting clicks, or poorly representing a client is removed from the campaign, and subsequently, the platform, without payment.



Terms of Service:

All streamers must sign terms and conditions before taking part in a campaign. Our terms cover areas such as hate speech, inappropriate language, alcohol, drugs etc.

Livestream Advertising Best Practices

The ideal form of livestream advertising is through a managed service that provides brands with a large roster of livestreamers to choose from. The service should be fully monitored to ensure streamer compliance and ensure that campaign objectives are met while delivering ads in a brand safe environment.



The managed service should also be able to create, deploy and serve the ad units in environments free from ad-fraud and also include the option of livestream endorsements.

The most ideal activation options:

- > **30 second in-stream animations**
- CPV
- > **30 second animated clickable link**



CTR, Ad-views, and Conversion Tracking

Livestream advertising reports should be designed like any other form of ad-type that provide the advertiser to get a first-hand look at the CTR of the campaign. In addition, a successful livestream ad campaign should be able to outperform Google and or Facebook ads when it comes to engagement.

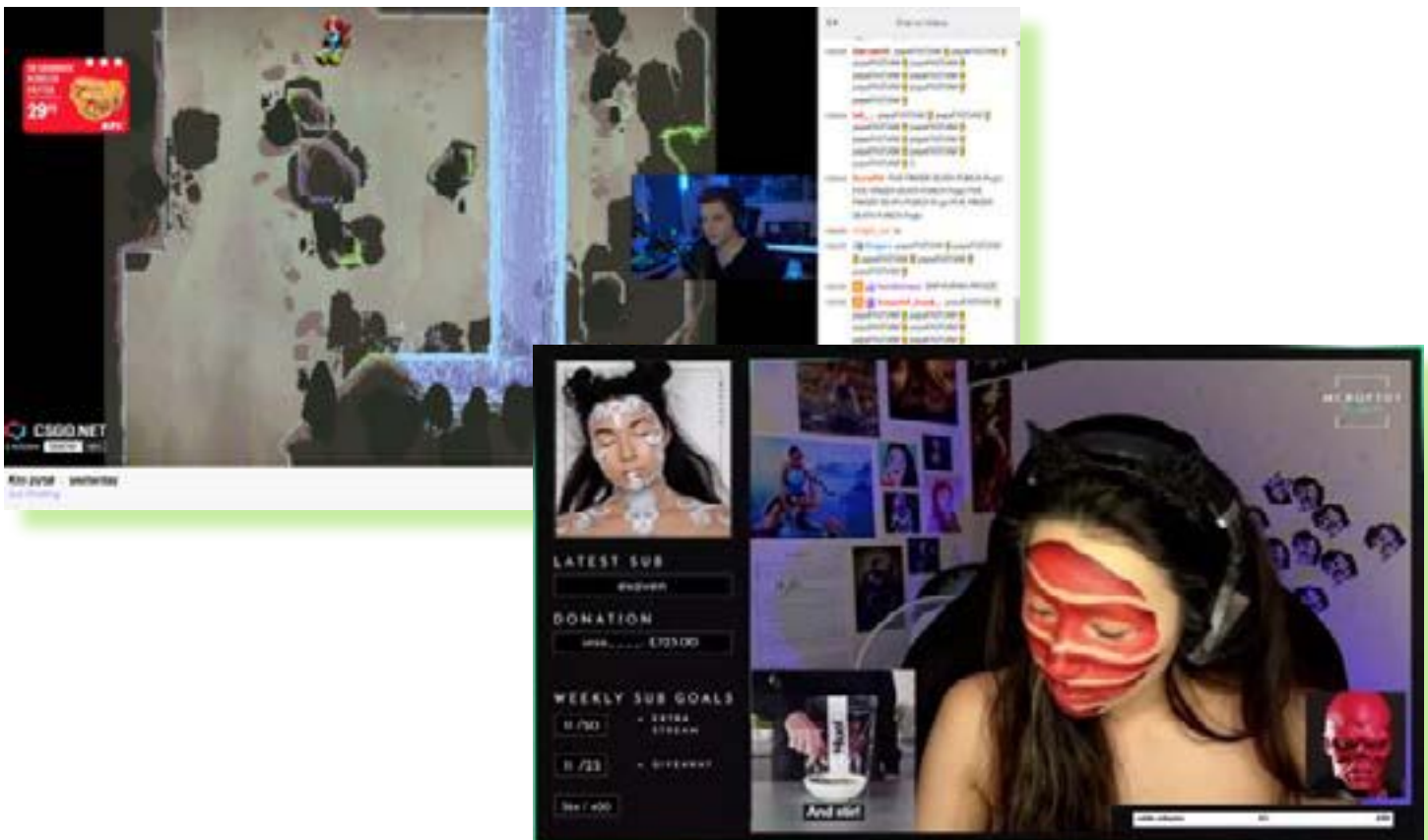
The report should also contain data on total views, total watch time, and total advertising time and be able to track conversion using pixels or S2S post backs that can track user activity beyond the initial click. Together with basket drop-off data and navigation pathway, intuitive livestream ad reports can help brands adjust campaigns on the fly as needed.

The AGN Approach

AGN is the only gaming network in Canada that is winning in today's highly competitive attention economy.

We do this by being present across all gaming channels that gamers of all ages and backgrounds across Canada prefer.

We do this because no group of gamers are the same, leading us to become the bespoke solution to all brands looking to connect with gamers using unignorable advertising.



Learn how you can start advertising across the top three most popular streaming sites in Canada (Twitch, YouTube Gaming, Facebook Gaming) using granular targeting that delivers ads in a 100% brand safe and visible environment.



Carlos Guevara

Marketing Manager

marketing@apexgamingnetwork.com | apexgamingnetwork.com