Social Media Apps Are Helping Gamers Stay Connected

As online gaming grows in popularity, consumers are turning to social media apps to watch gaming content and connect with other Gamers.

41% of consumers ages 13-50 watch gaming videos on social media apps.

Among Gen Z, watching gaming videos is more popular than watching sports.

Top reasons for watching gaming videos:

- Be entertained
- Pass the time / relax
- Learn something new
- Community and inclusion

45% of those who watch gaming videos regularly watch live streaming events with other social media users.

YouTube and Twitch have changed video game fandom.

YouTube and Twitch are the most popular platforms to watch gaming videos.

Top reason for watching on Twitch is to be part of a community.

Professional Gamers are getting more famous over time.

72% of those that watch gaming videos follow a social media influencer or YouTuber with 100K+ followers.

Popular Gamers:
- PewDiePie
- Ninja
- Markiplier

Those watching gaming videos turn to social media apps to:

- Have access to videos that are personalized
- Watch videos created by influencers and YouTubers
- Get exclusive content
- Have access to videos that are authentic and real
- Engage with creators

Brands looking to reach Gamers and Gaming Fans would do well to consider reflecting diversity and community, offering interactive content, and partnering with influencers and YouTubers.

Findings from KS&R’s Social Video Adoption Research, July 2020. An online panel was used to collect over 1,500 survey completions among 13-50 year old consumers that watch videos on social media.

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