

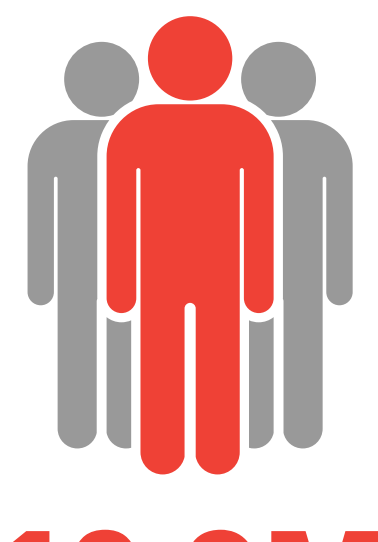
CHINESE LIVE STREAMING IN THE SPOTLIGHT: UNLOCK THE KEY TRENDS IN GAME STREAMING MARKET

The pandemic has accelerated the growth of the live streaming industry, especially in game streaming, as viewers have more time to spend watching their favorite gamers. Even under strong competition and transforming business environment, the game streaming market still shows promising growth. According to iResearch, China's game streaming market has reached RMB 34.3 billion in 2020 and is expected to reach RMB 50 billion in 2022.

Based on iAudience data, we have traced and profiled Chinese netizens who browsed the game streaming platforms, highlighting their audience profiles, preferences, and online behavior to gain market insights and a deeper understanding of the game streaming market.

AUDIENCE DEMOGRAPHICS

MARKET SCALE



10.9M

As of 17th May 2022

GENDER

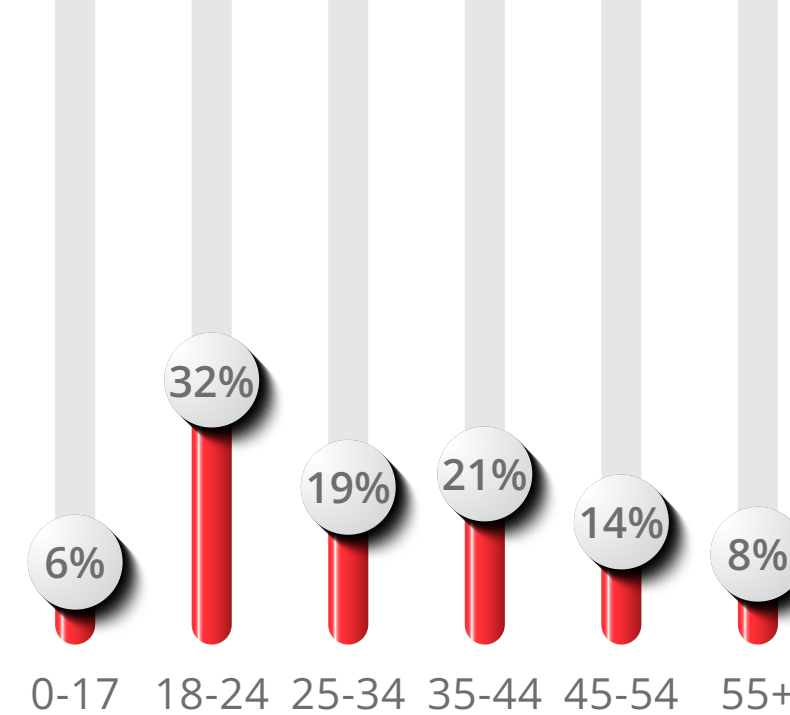


59%

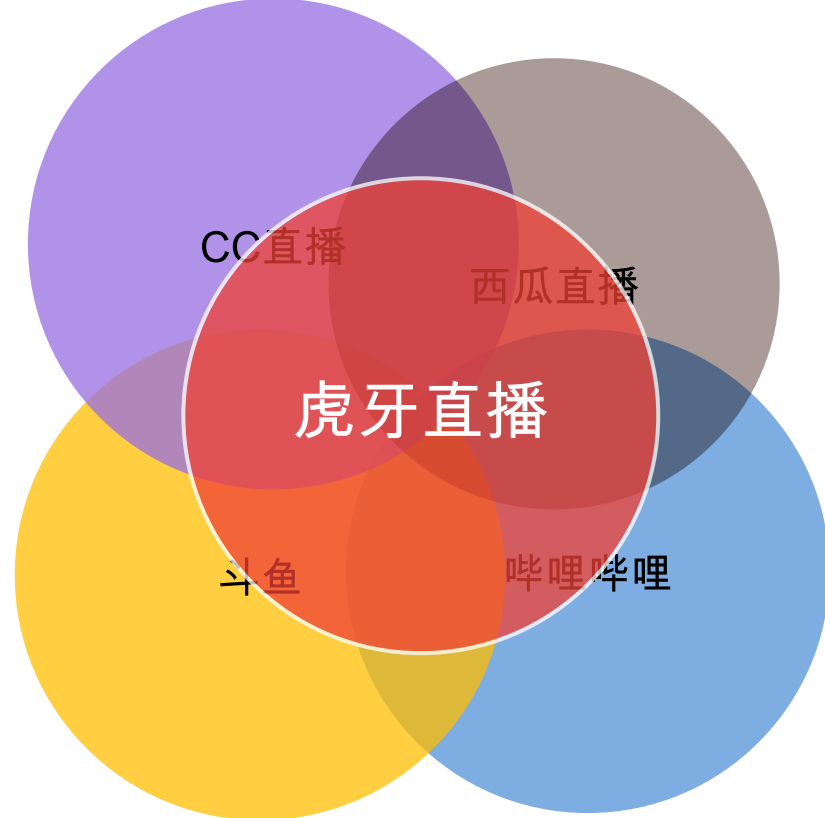


41%

AGE

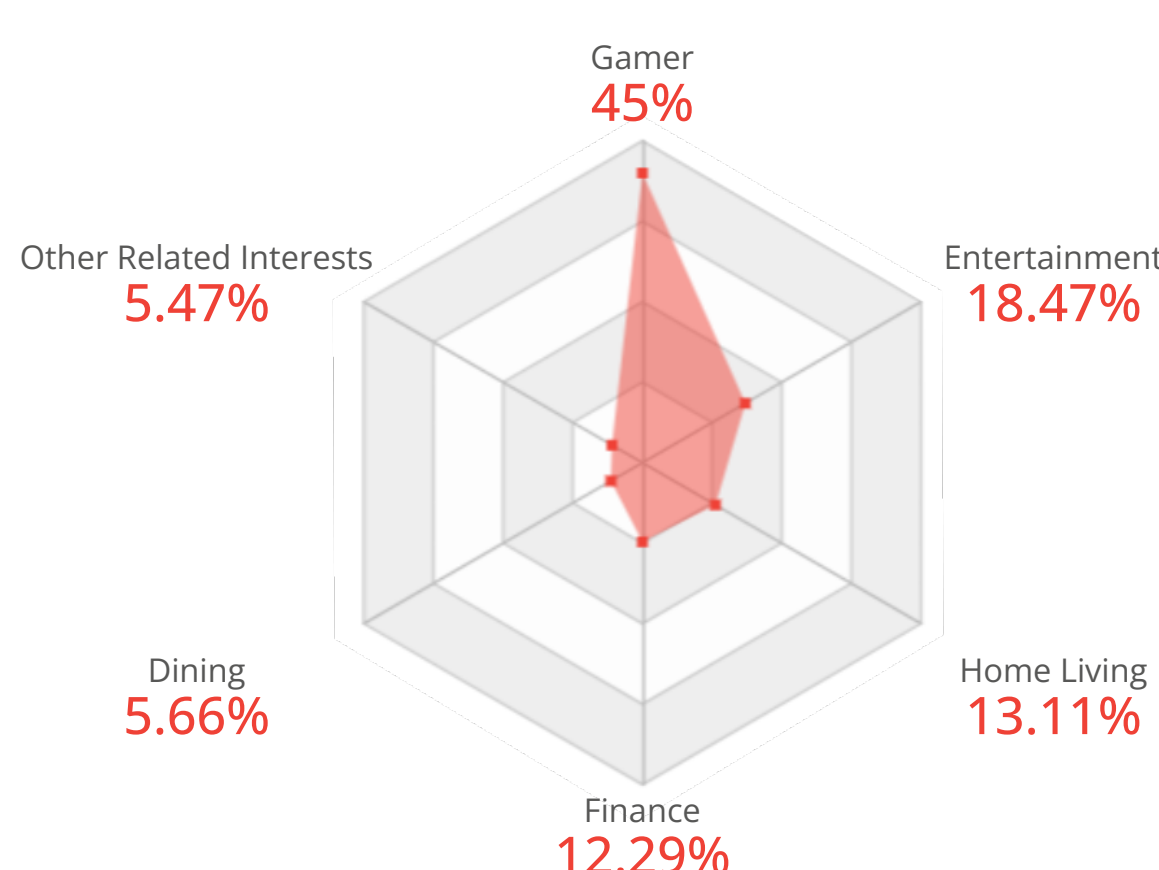


MARKET LANDSCAPE OF GAME STREAMING PLATFORMS



● 斗鱼 Douyu	2.33 M
● 哔哩哔哩 Bilibili	2.30 M
● CC直播 CC.163	2.28 M
● 虎牙直播 Huya	2.14 M
● 西瓜直播 iXigua	1.85 M

AUDIENCE INTERESTED CATEGORIES



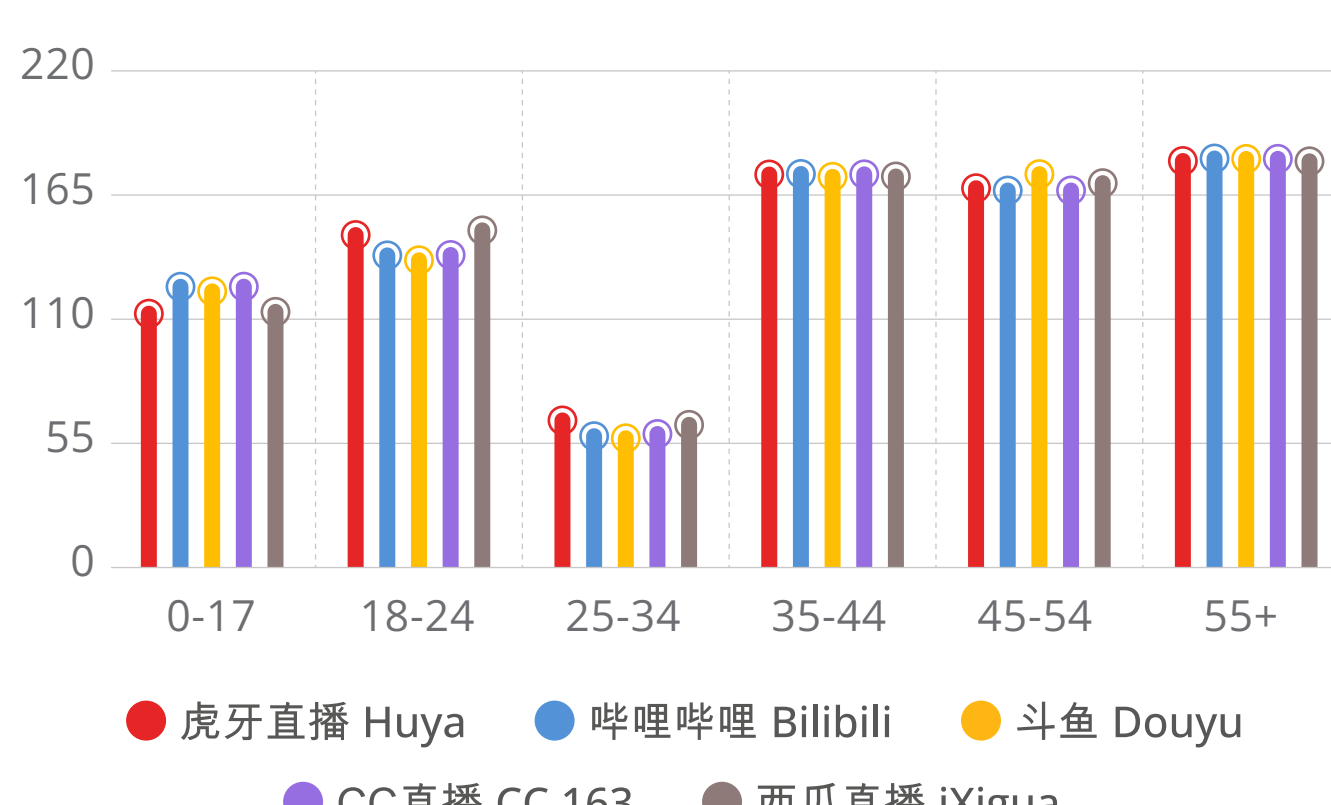
Gamer	Entertainment	Home Living
1. Preference of Game Themes	1. Leisure And Entertainment	1. Consumer Digital Products
2. Preference of Game Platform	2. Regional Content Preference	2. Life Service
3. Action-Adventure Game	3. Entertainment Content Type	3. Home Living & Decorations
4. Strategy Game	4. Hobby	4. Notebook
5. PC Game	5. Shopper Preferences	5. Family Life Service

AUDIENCE INTERESTED KEYWORDS

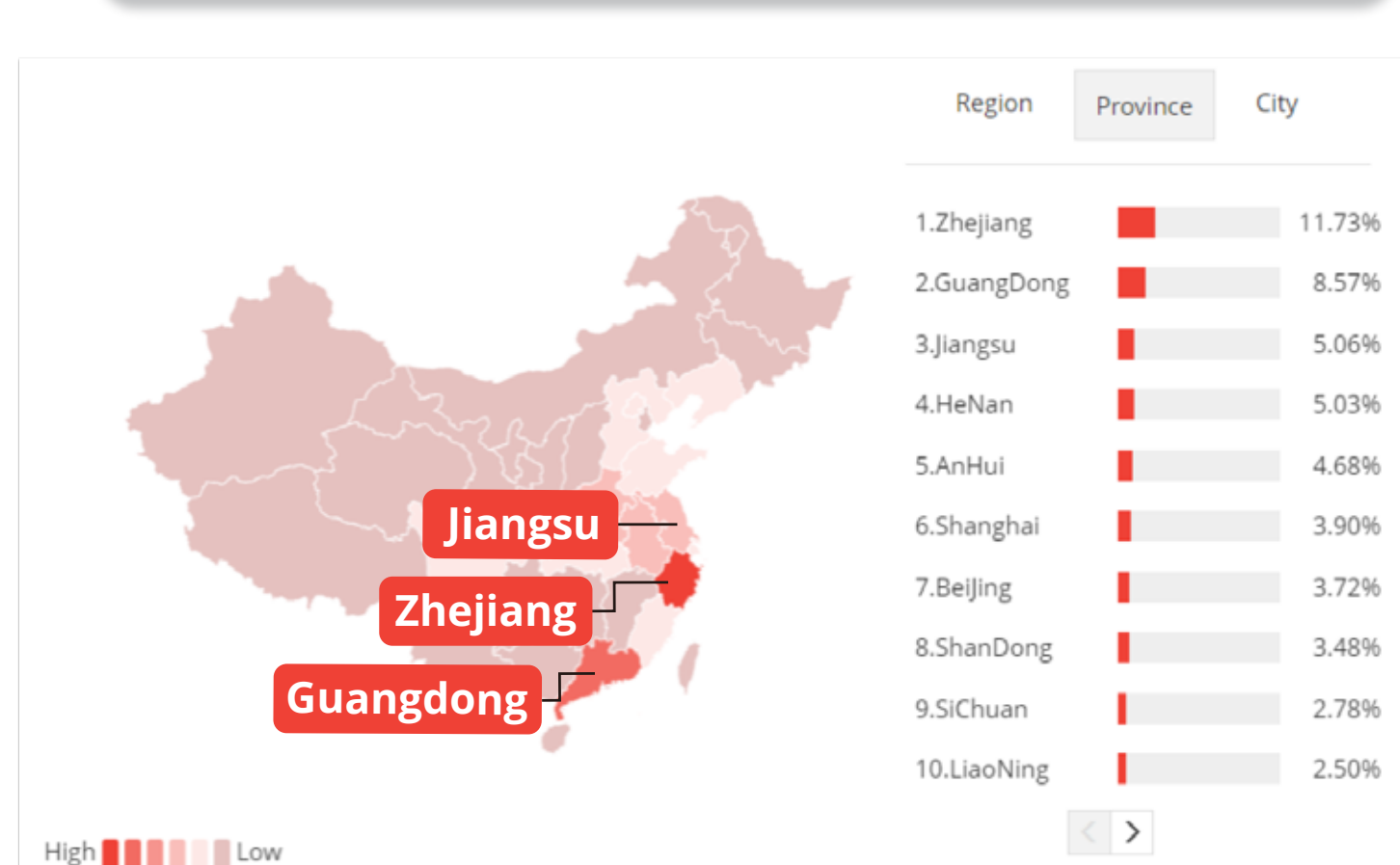
- **Gaming:** Mini Game¹, Action Game², Mobile Game³, Single-player Game⁴, Card Game⁵
- **Game Providers:** Microsoft⁶, Nintendo⁷, Tencent⁸, Steam⁹
- **Entertainment:** Anime¹⁰, Online Video¹¹, Drama¹²
- **Popularity:** Top 10¹³, Ranking¹⁴



BRAND PREFERENCE INDEX BY AGE



AUDIENCE GEOGRAPHIC LOCATIONS



Source: iAudience Data as of May 2022

KEY INSIGHTS ON CHINESE AUDIENCE BROWSING GAME STREAMING PLATFORMS RELATED TOPICS

01



Majority of the interested audiences are **Young Female (18-24)**.

02



Audiences interested in topics related to **Gamer, Hobby, and Entertainment**

03



Audiences tend to select game streaming content by its **Game Category and Popularity**, e.g. **Top 10 and Ranking**

04



Audiences interested in watching **Live Competitions**. e.g. **Competition Schedule**