

Global time spent watching livestreaming video game content has nearly doubled since Q1 2020

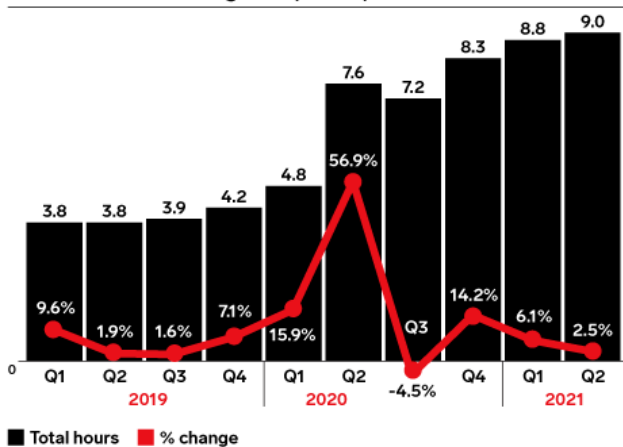
Article

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In Q2 2021, people spent a collective **9.0 billion hours** watching livestreaming video game content around the world (excluding China), a massive increase from **3.8 billion hours** in Q2 2019. This new high follows a **56.9%** quarter-over-quarter jump in Q2 2020, when pandemic lockdowns set in worldwide. Watch time remains elevated a year on, as enthusiasts continue to find entertainment in not only playing games but watching gameplay as well.

Total Hours Spent Watching Livestreaming Video Game Content Worldwide*, Q1 2019-Q2 2021

billions and % change vs. prior quarter



Note: Includes livestreaming video content viewed on Facebook Gaming, Mixer (until its closure during Q3 2020), Twitch, and YouTube Gaming; Twitch figures include time spent viewing the "Just Chatting" channel; *excludes China
Source: Stream Hatchet as cited by Streamlabs; Insider Intelligence calculations, July 27, 2021

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