

Livestreaming Supplements In-Person Interactions During Quarantine

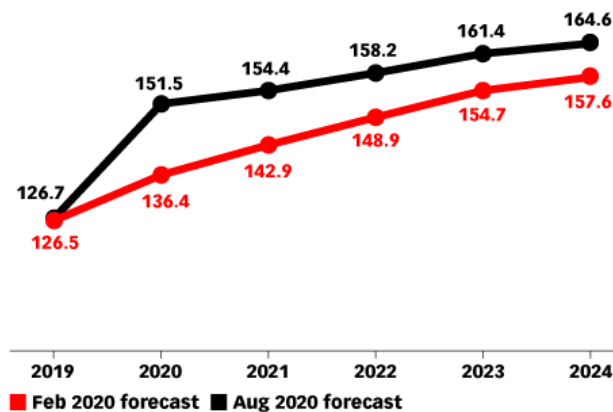
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The large increase in live video viewers is one of the biggest digital media growth stories of the pandemic. Our new estimate of 151.5 million monthly live video viewers is 15.1 million higher than we had predicted in early 2020.

How Has the US Live Video Viewers Forecast Changed?

millions, 2019-2024



Note: internet users of any age who watch live streaming video content via any device at least once per month; includes live events, news, linear OTT, social media, sports, TV everywhere and video gaming
Source: eMarketer, Aug 2020

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During the early days of the pandemic, livestreams on social platforms were able to fill part of the void caused by social distancing and quarantine measures. Per StreamElements data, there was a 45% month-over-month increase in livestreaming hours in April on major gaming platforms such as Twitch, YouTube Gaming, and Facebook Gaming.

The uptick came from both celebrities and influencers who were broadcasting to huge follower bases, as well as from everyday users connecting with their friends and communities by streaming their quarantine life live.

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- [**US Twitch Usage Accelerates amid Lockdowns**](#)

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