
MARKET FACTS!

MARKET FACT #252

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**online place for Generation Z to
consume entertainment is TWITCH.
Mostly because of E-Sports.**

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COMMENT: The #1 platform for watching gaming and E-sports remains Youtube, with Twitch following through in 2nd place. But there are “crazy” stats that you should listen: **22% of Gen Z are watching Twitch WEEKLY or more. For Gen Z males, that number jumps to 34%.** Additionally, YouTube Gaming Live averaged 518,000 simultaneous viewers proving that neither Youtube nor Twitch are going away, when the talk is E-sports. The younger generation are depending on both these platforms to consume gaming-based entertainment.

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