
STREAM
HATCHET
2025 LIVE STREAMING TRENDS REPORT
2025 ON LIVE STREAMING UNWRAPPED

EXECUTIVE SUMMARY

ABOUT STREAM HATCHET'S YEARLY REPORT

Stream Hatchet's Yearly Report is a culmination of the biggest trends, stories, and insights from the live streaming and gaming industry in 2025. A quarterly report is also distributed every 90 days. Want to be among the first to hear about future reports? **Subscribe to our newsletter today!**

Stream Hatchet works with a consortium of industry-leading analysts and business leaders to understand key trends related to the impact of live streaming audiences on gaming creators, esports, and the broader video games industry.

A NOTE FROM EDUARD MONTSERRAT (CEO)



"We hope you enjoy our 2025 video game streaming insights report. We have analyzed and identified key insights and trends across the video game industry, including the rise of non-gaming live streams, trends in the creator economy, and the strategy of brands activating in live streaming."

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Our 2025 yearly report offers a detailed look into the state of the live-streaming market, including streaming platforms, games, popular media, and creators. Key takeaways include:

- **Live streaming viewership surged in 2025**, up **6%** from 2024, generating **36.4B hours watched**, nearly matching 2021's pandemic-era peak of 37.1B hours watched. However, growth was slower YoY compared to 2024.
- **Twitch's market share dropped by 8.3%** due to their mid-year viewbotting crackdown and competition from the other Top 3 platforms. **Kick, for example, grew 6.7% thanks in part to multistreaming.**
- **First-Person Shooters were the most popular gaming genre with 4.6B hours watched**, helped by **esports success** from Counter Strike and VALORANT, plus **extraction shooter demand** for ARC Raiders and Escape from Tarkov.
- **Non-Gaming content is slowly asserting itself on Twitch:** Just Chatting and IRL streams grew by 25% and 19%, respectively. Thanks to this, **the share of Non-Gaming viewership grew to 22% on Twitch**.

Click on a topic to jump to the relevant section

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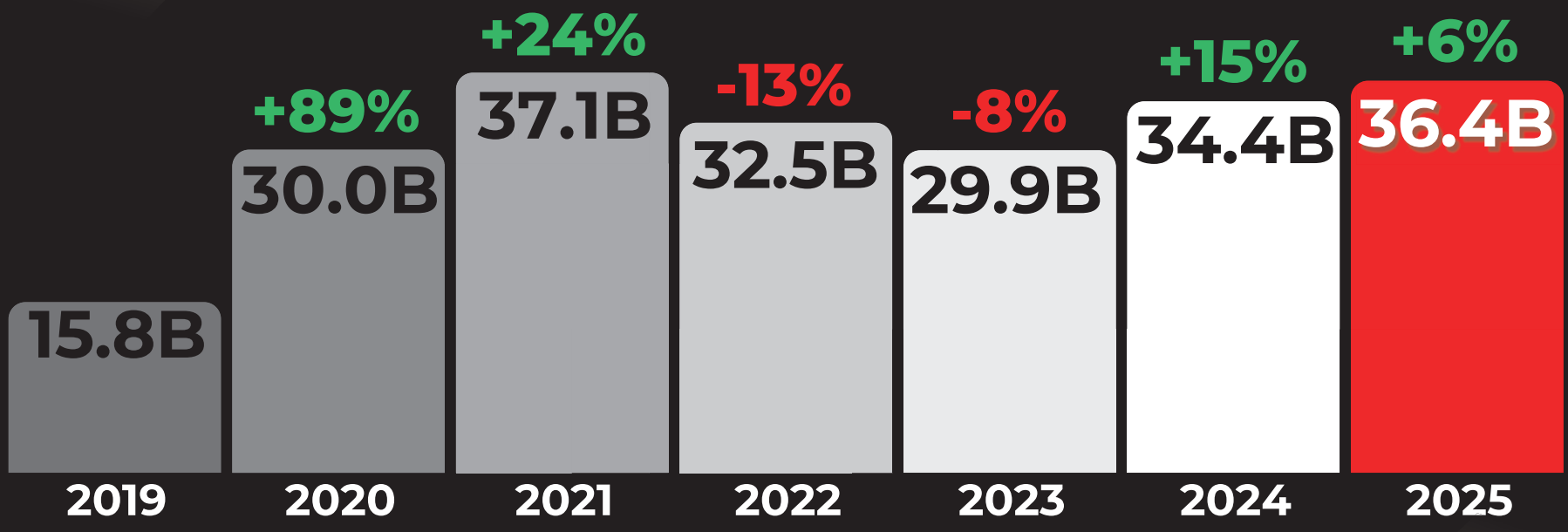
Live Streaming Platform
Performance in 2025



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LIVE STREAMING VIEWERSHIP BY YEAR

YEAR OVER YEAR VIEWERSHIP BY HOURS WATCHED | 2019 - 2025 | ALL PLATFORMS*



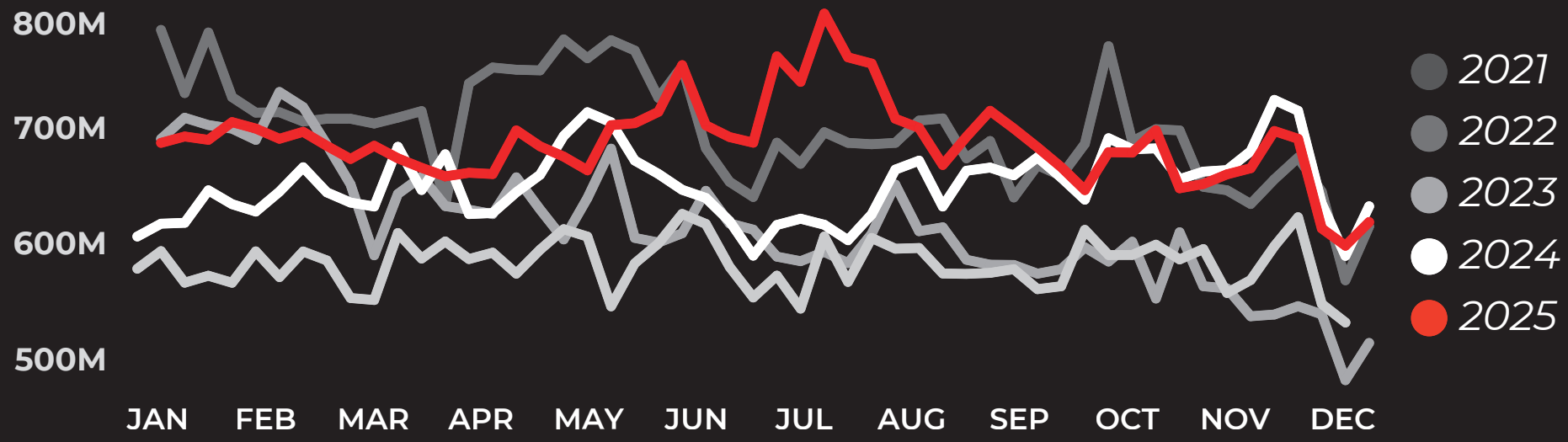
- In 2025, live streaming viewership crossed **36B hours**, which is the highest yearly figure since the post-pandemic boom in 2021
- The **+6% YoY increase** represents slower growth than the previous year, with the overall increase in viewership driven by high-growth platforms such as **Kick** and **Chzzk**

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*Viewership for all platforms tracked by Stream Hatchet. Platform coverage periods available in appendix

LIVE STREAMING VIEWERSHIP BY YEAR

YEARLY VIEWERSHIP OVER TIME BY HOURS WATCHED | 2021 - 2025 | ALL PLATFORMS*



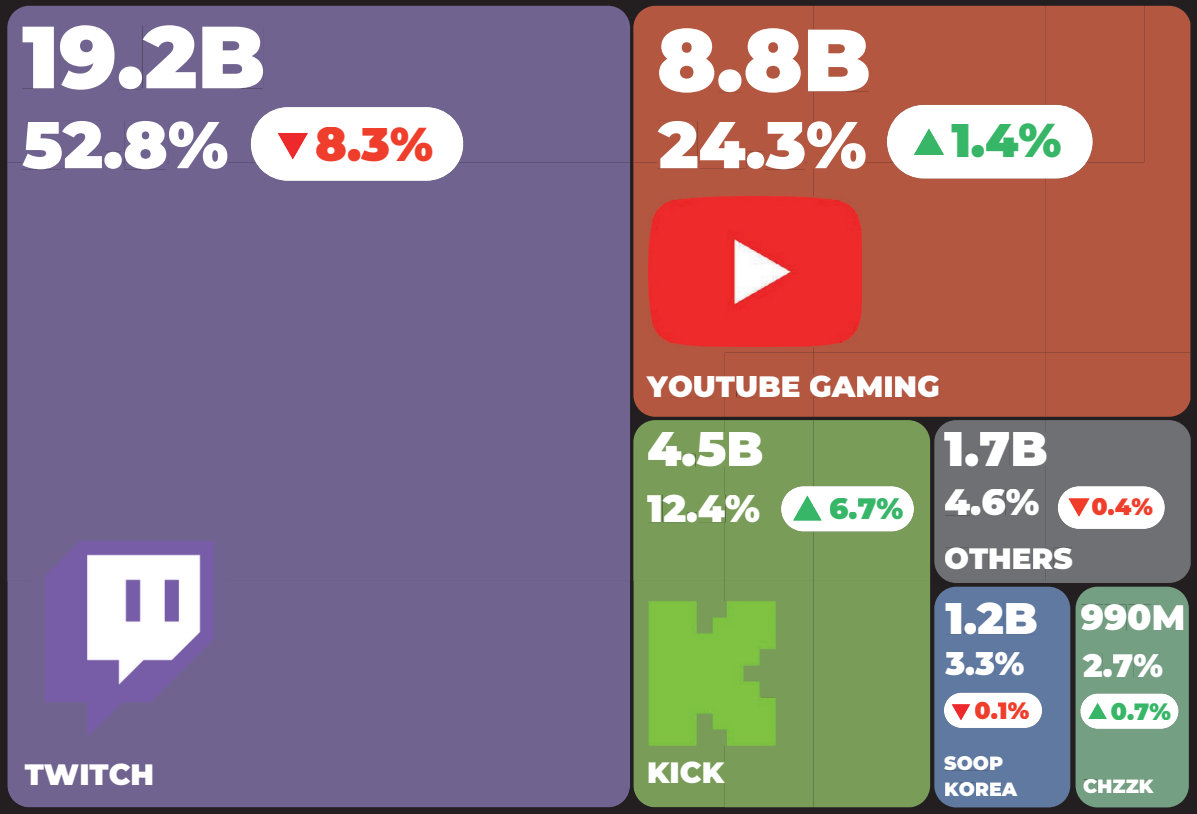
- Weekly live streaming viewership surpassed the previous years levels across the first 3 quarters of the year, peaking at **810M hours watched in July** - the highest weekly hours watched figure recorded
- In the final quarter of the year, viewership mapped closely to the trends in 2021 and 2024 including dips in December

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*Viewership for all platforms tracked by Stream Hatchet. Platform coverage periods available in appendix

MAJOR PLATFORMS COMPARISON

HOURS WATCHED AND % MARKET SHARE OF LIVE-STREAMING PLATFORMS | 2025



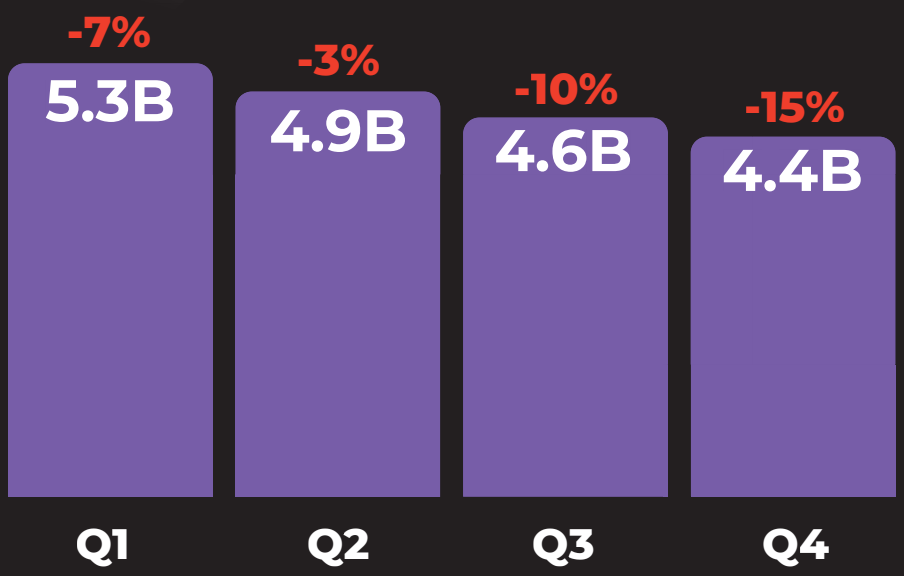
- **Twitch** retained its place at the most-watched live streaming platform with **19.2B hours watched** in 2025, despite suffering a drop in the viewership market share of **-8.3% points**
- **YouTube Gaming** was the second most-watched as it recorded its highest annual viewership with **8.8B hours watched**
- The Top 5 plaform with the highest YoY growth was **Kick**, which saw a **+131% increase in viewership** to grow its overall market share by **+6.7% points** up to 12.4%
- **Chzzk grew its annual viewership by +40%** to approach the 1B mark, while **SOOP Korea** recorded similar viewership to the previous period with **1.2B hours watched**

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"Other" platforms include: Facebook Live, Rumble, Steam, Bigo Live, Trovo, Openrec, Rooter, VK, SOOP, Nonolive, DLive, Mildom, KakaoTV and Loco.

TWITCH VIEWERSHIP

BY QUARTERLY HOURS WATCHED AND % CHANGE | 2025



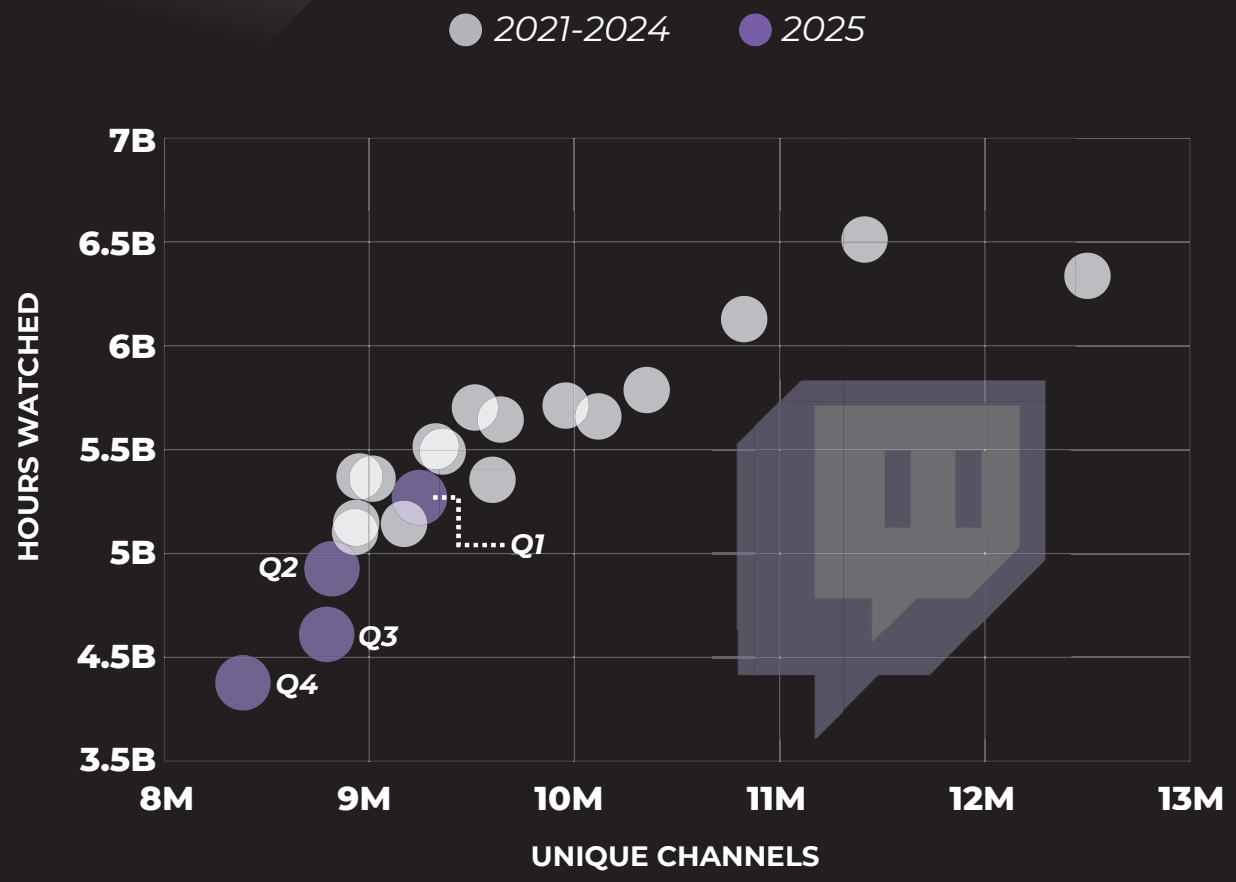
	2024	2025	% CHANGE
HOURS WATCHED	21.1B	19.2B	-8.9%
UNIQUE CHANNELS	20.7M	19.7M	-0.5%

- Despite being the most-watched live streaming platform in 2025, **Twitch** saw three consecutive quarterly declines in viewership over the course of the year
- In Q2, **viewership dropped below the 5B hour mark for the first time since Q3 2020**, with Q4's figure of 4.4B the lowest since Q1 2020 and **-15%** below the same period in 2024

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CASE STUDY: TWITCH VIEWERSHIP DECLINE

QUARTERLY UNIQUE CHANNELS AND VIEWERSHIP | 2021-2025 | TWITCH

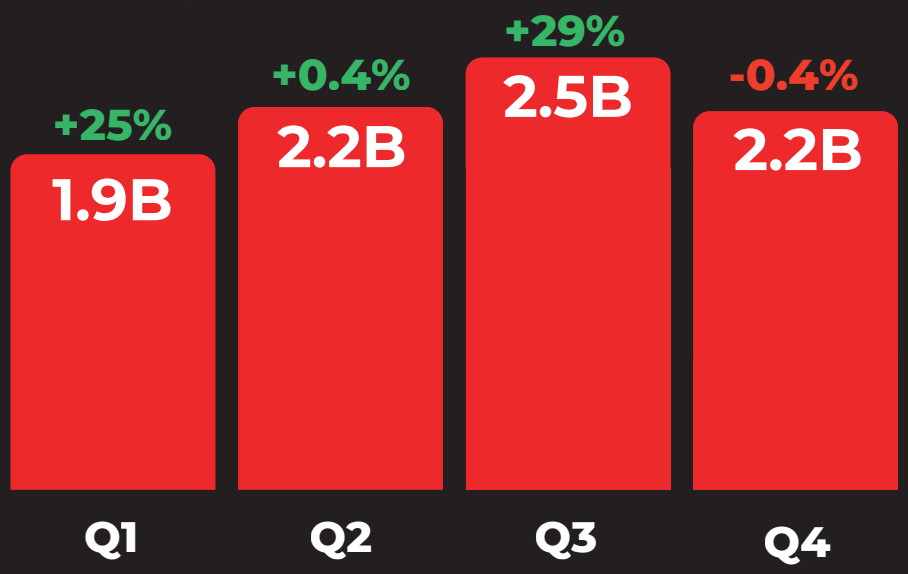


- A platform's live streaming viewership is strongly correlated to the number of channels broadcasting on a platform - a figure which consistently declined on **Twitch** over the last year
- In 2025, the platform recorded 3 of its lowest quarters for unique channels since 2021; 8.4M unique channels in the last quarter of the year was its lowest figure since Q1 2020
- In July, **Twitch** announced that it would be implementing **a series of measures to combat *viewbotting*** which would have contributed to this decline in channels
- **Twitch** also saw a reduction in viewership from its top creators; viewership of 2024's most-watched streamers fell by **-14.5%**, with prominent streamers such as **Baiano** and **Gaules** transitioning their output to other platforms including **YouTube Gaming** and **Kick**

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YOUTUBE GAMING VIEWERSHIP

BY QUARTERLY HOURS WATCHED AND % CHANGE | 2025



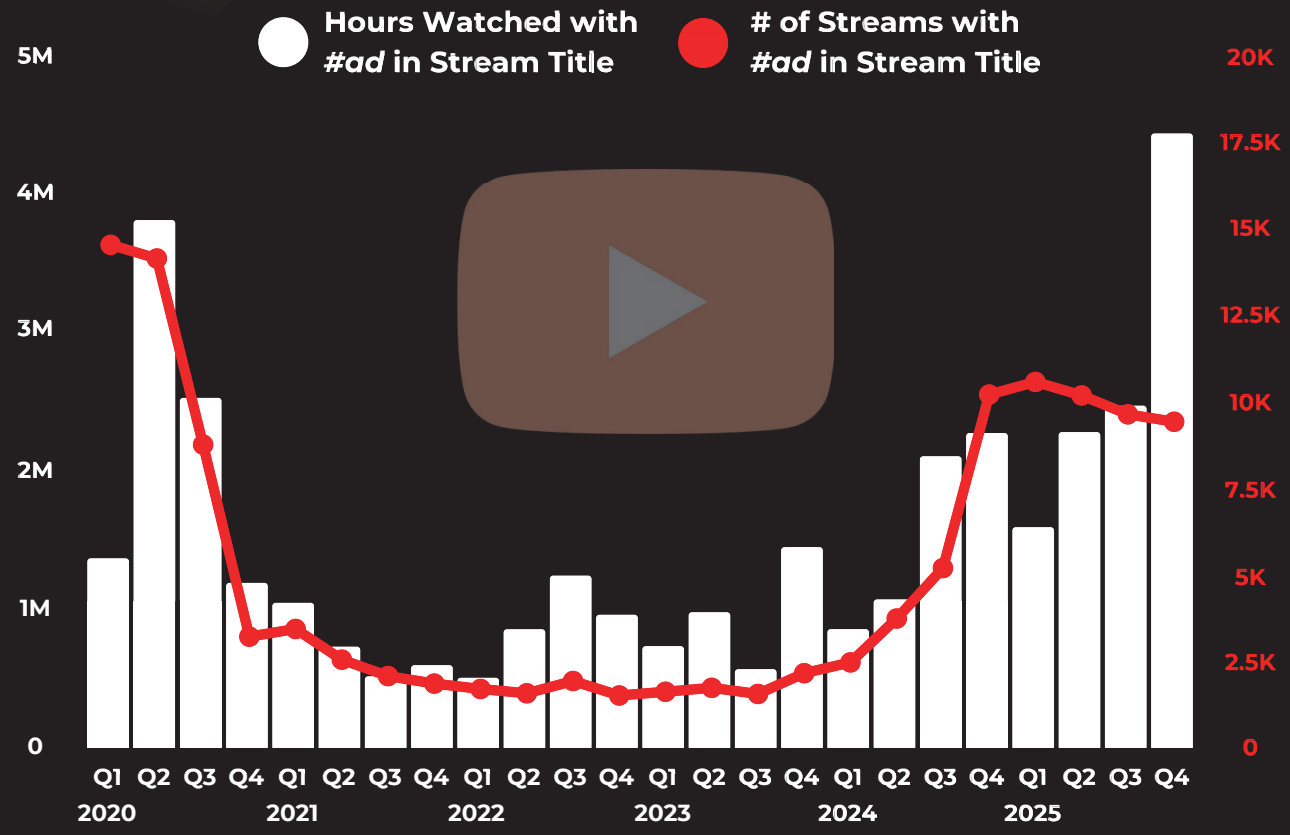
	2024	2025	% CHANGE
HOURS WATCHED	7.9B	8.8B	+12%
UNIQUE CHANNELS	1.8M	2.8M	+54%

- **YouTube Gaming** recorded its highest annual viewership ever with **8.8B hours watched** in 2025 and saw a **+54% YoY increase in the number of unique channels** streaming on the platform
- **Q1 and Q3 saw +25% and +29% improvements in hours watched** driven by strong Esports viewership with 221M in Q1, aided by **Mobile Legends: Bang Bang** *MPL Indonesia Season 15 matches*, and 336M in Q3, supported by **League of Legends** LCK events

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CASE STUDY: YTG SPONSORED STREAMS

QUARTERLY VIEWERSHIP ON SPONSORED STREAMS | 2020-2025 | YOUTUBE GAMING

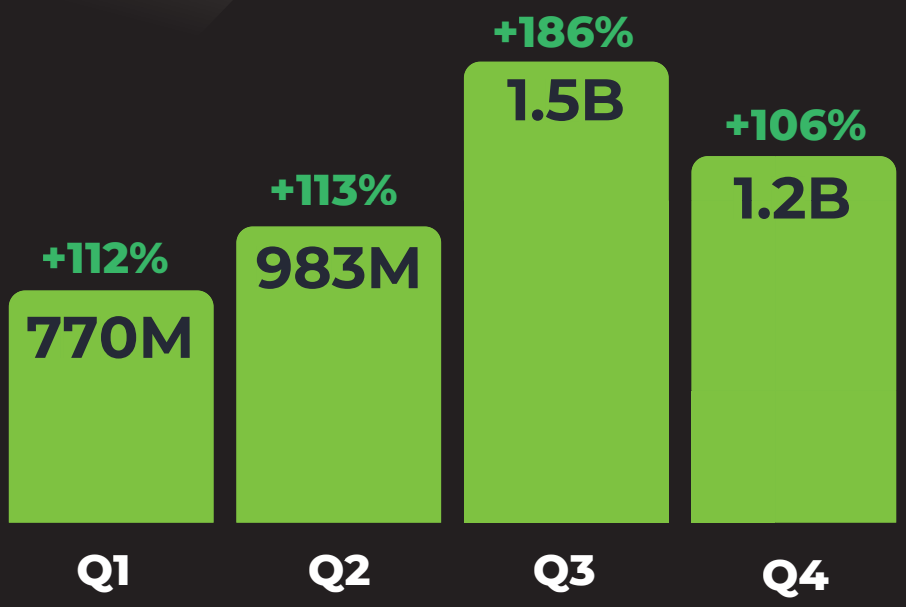


- In 2025, the use of **sponsored content** in live streaming continued to demonstrate its importance in brand marketing
- Across the last 12 months, **YouTube Gaming** has seen a surge in sponsored content, recording **10.8M hours watched** - a **+71% YoY increase**
- The creators who generated the most-watched sponsored content on **YouTube Gaming** in 2025 were American streamer **TheBurntPeanut**, primarily promoting **ARC Raiders** and **PUBG Battlegrounds**, and Brazilian creator **Apelapato**, who recorded **683K hours** of sponsored viewership for **Garena Free Fire**

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KICK VIEWERSHIP

BY QUARTERLY HOURS WATCHED AND % CHANGE | 2025



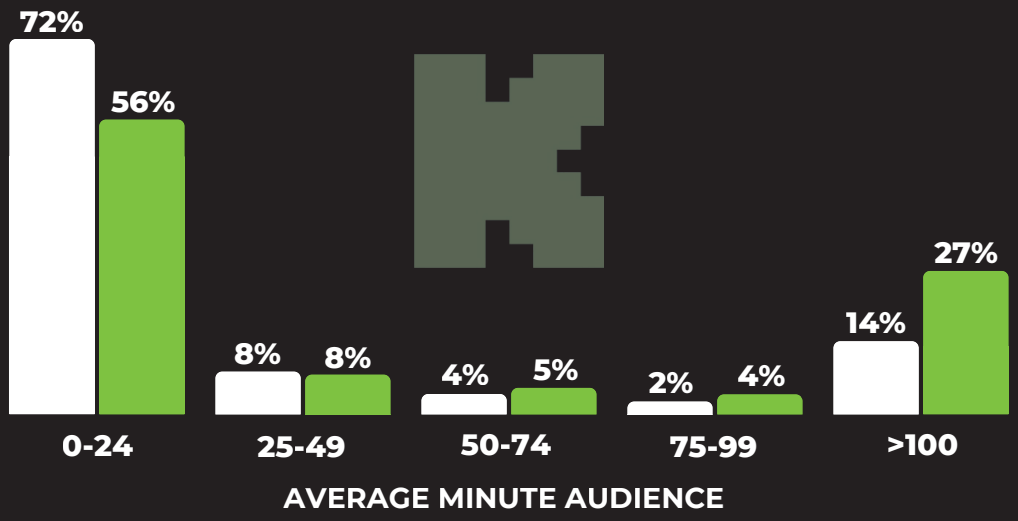
	2024	2025	% CHANGE
HOURS WATCHED	2.0B	4.5B	+131%
UNIQUE CHANNELS	1.1M	1.8M	+68%

- After its launch in 2023, **Kick** has continued to eat into the live streaming viewership market share of **Twitch**, recording **4.5B hours watched** in 2025 to secure nearly 1/8th of the overall share
- In Q3 2025, the platform **surpassed the 1B quarterly hours watched milestone** for the first time, reaching **1.5B hours**
- The number of **Kick unique channels grew +68% YoY** as its primarily non-gaming content continues to attract new users

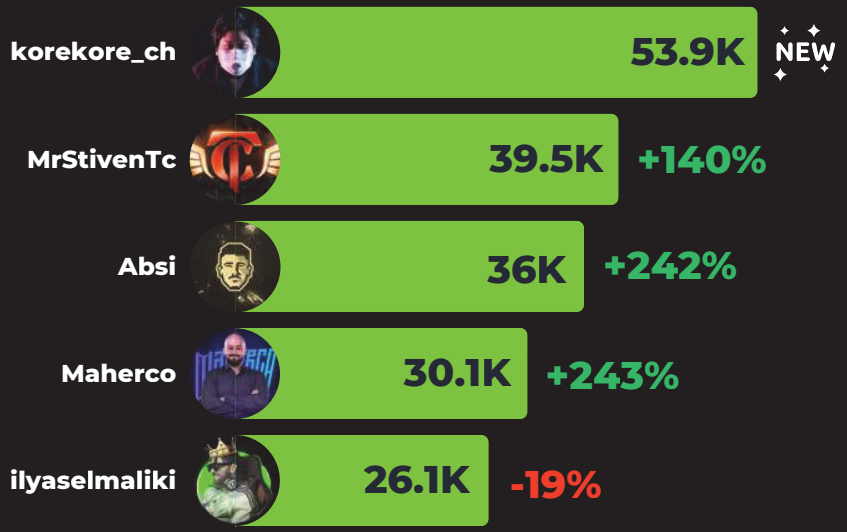
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CASE STUDY: KICK'S GROWING AUDIENCE

DISTRIBUTION OF AVERAGE MINUTE AUDIENCE FOR CHANNELS IN 2025 (MIN 1000H AIRTIME) | KICK



TOP 5 CREATORS FOR AVERAGE MINUTE AUDIENCE IN 2025 (MIN 1000H AIRTIME) | KICK

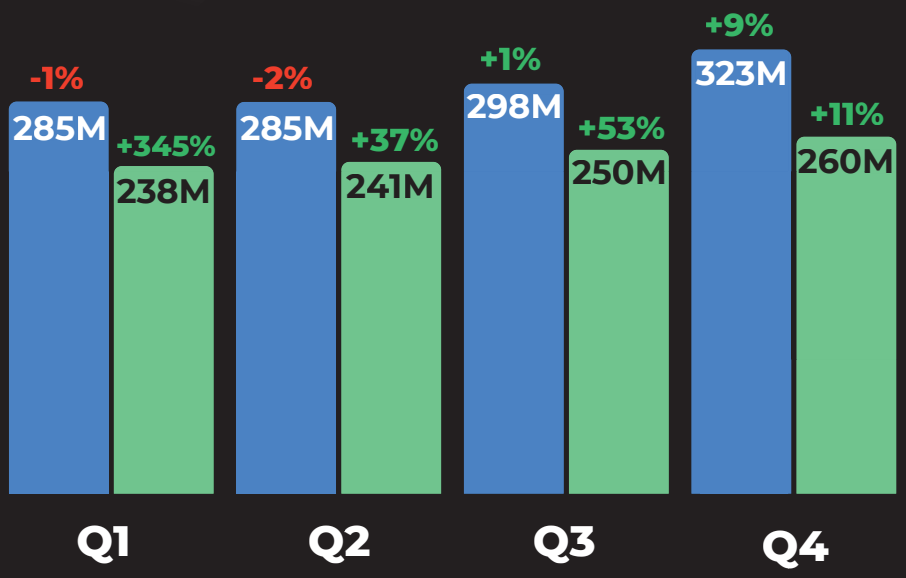


- **Kick**'s continued growth is not only reflected by the increase in viewership and new channels, but also by the sustained viewership of the platform's top channels
- In 2024, of **Kick** creators who broadcasted for over 1000 hours in the calendar year, only 14% managed to attract over 100 viewers per airtime minute. The **figure has nearly doubled to 27% in the last year**, showing that creators are broadening their audience as the platform grows
- In 2025, 21 **Kick** creators attracted an average viewership of over 10K viewers, compared to only 10 in the previous year

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KOREAN PLATFORM VIEWERSHIP

BY QUARTERLY HOURS WATCHED AND % CHANGE | 2025 | SOOP KOREA & CHZZK



HOURS WATCHED

	2024	2025	% CHANGE
SOOP KOREA	1.2B	1.2B	+1.8%
CHZZK	688M	990M	+44%

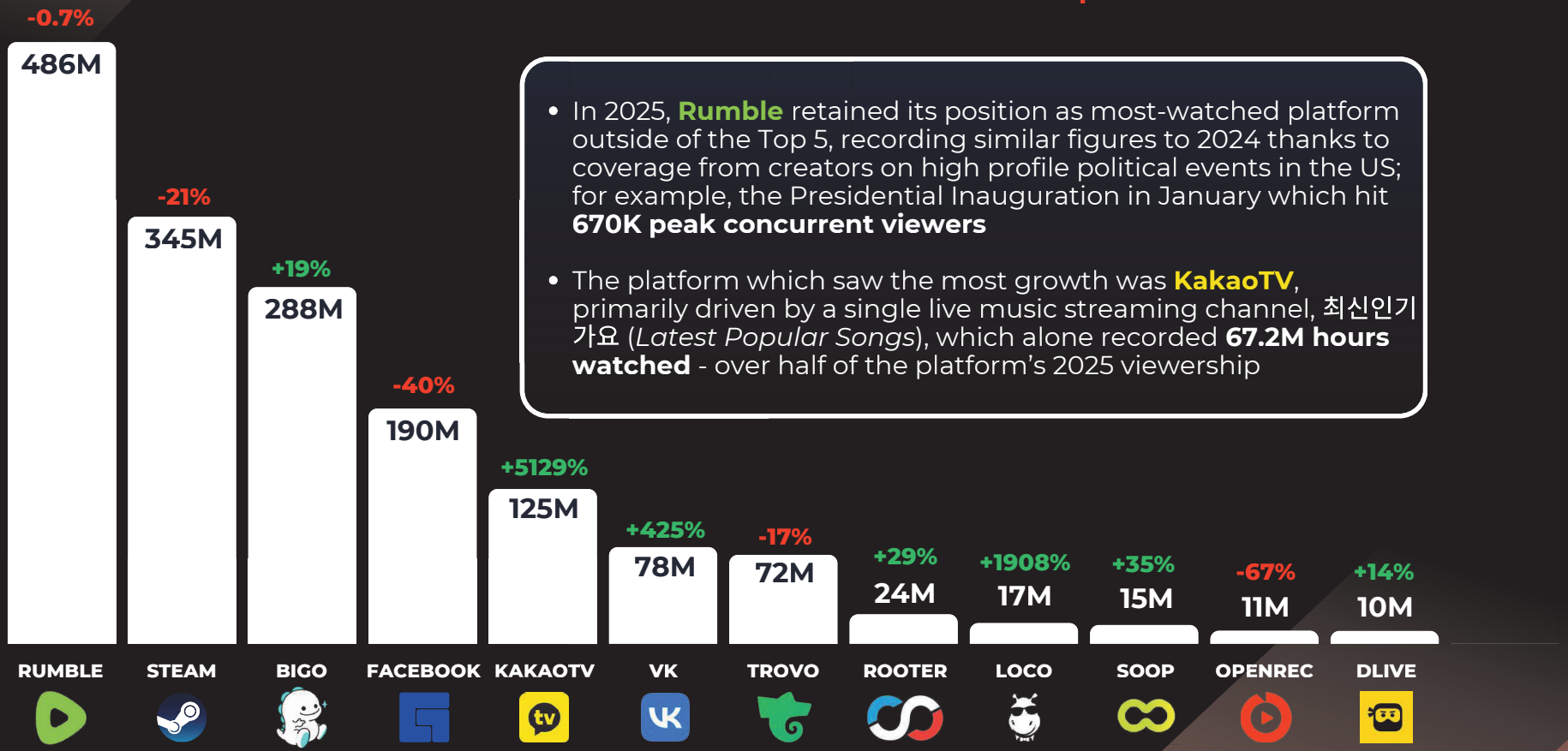
- While **SOOP Korea** remains the most-watched Korean live streaming platform with **1.2B hours watched in 2025**, the platform saw limited growth in viewership in its first full year since rebranding from AfreecaTV. However, a strong Q4 saw it cross the **300M quarterly hours watched milestone** for the first time
- **Chzzk**, which officially launched in Q2 2024 with beta access since December 2023, saw a **+44% rise in viewership** this year to approach 1B yearly hours watched

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SOOP Korea was formerly known as AfreecaTV until October 15, 2024.

MINOR PLATFORMS COMPARISON

BY HOURS WATCHED W/ % CHANGE YoY | 2025



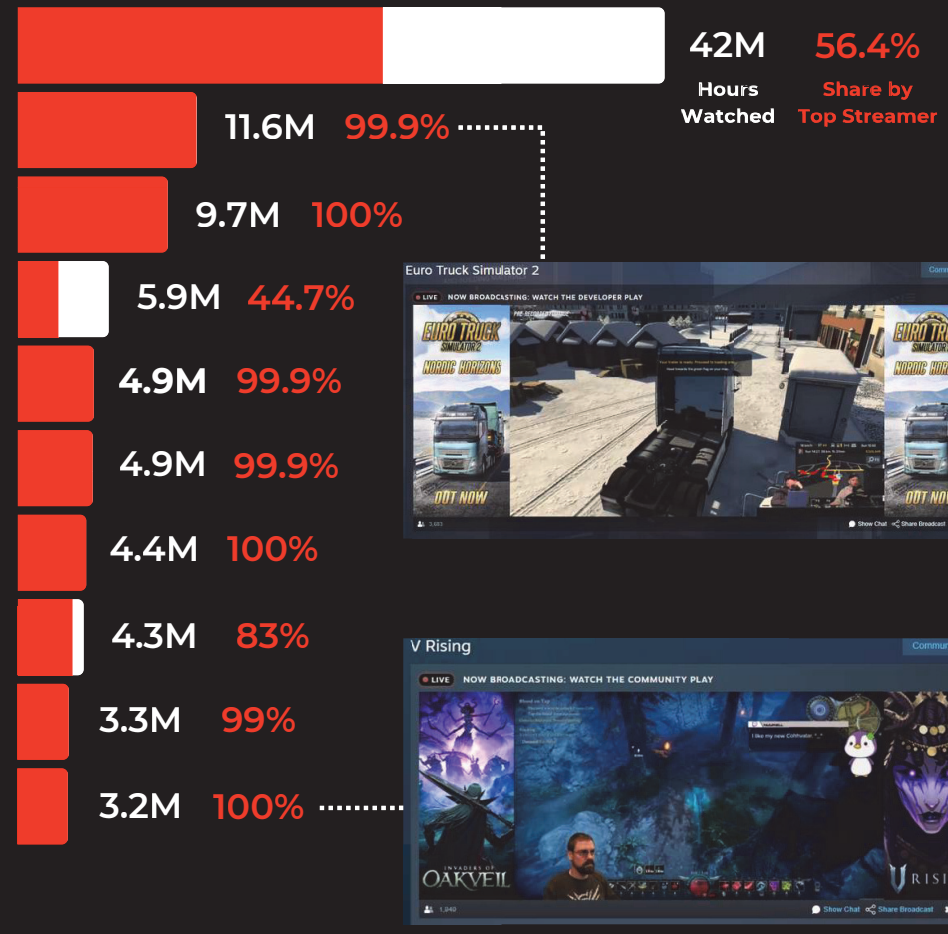
- In 2025, **Rumble** retained its position as most-watched platform outside of the Top 5, recording similar figures to 2024 thanks to coverage from creators on high profile political events in the US; for example, the Presidential Inauguration in January which hit **670K peak concurrent viewers**
- The platform which saw the most growth was **KakaoTV**, primarily driven by a single live music streaming channel, 최신인기 가요 (*Latest Popular Songs*), which alone recorded **67.2M hours watched** - over half of the platform's 2025 viewership

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Rumble data available from February 10, 2024; Bigo data available from March 18, 2024; SOOP data available from June 6, 2024. Nonolive and Mildom were shut down in 2024, with data available up to March 10, 2024 and August 31, 2024, respectively.
Due to restrictions, Facebook Live data has been limited since October 27, 2023.

CASE STUDY: STEAM VIEWERSHIP

TOP GAMES BY HOURS WATCHED | 2025 | STEAM



- In Q1 2025, we revealed how live streaming viewership figures on **Steam** can be misleading due to embedded autoplay streams on game store pages
- While **Steam** creators broadcast some major esports events, such as the **2025 Austin BLAST.tv Major** in April, the majority of viewership for its top games actually derives from passive viewership on the store page
- Prime examples of this are **Euro Truck Simulator 2** and **Clair Obscur: Expedition 33**, which together totalled over **20M hours of viewership** on the platform, through just 2 streams on their respective store pages
- You can read more about **Steam viewership in our dedicated blog**

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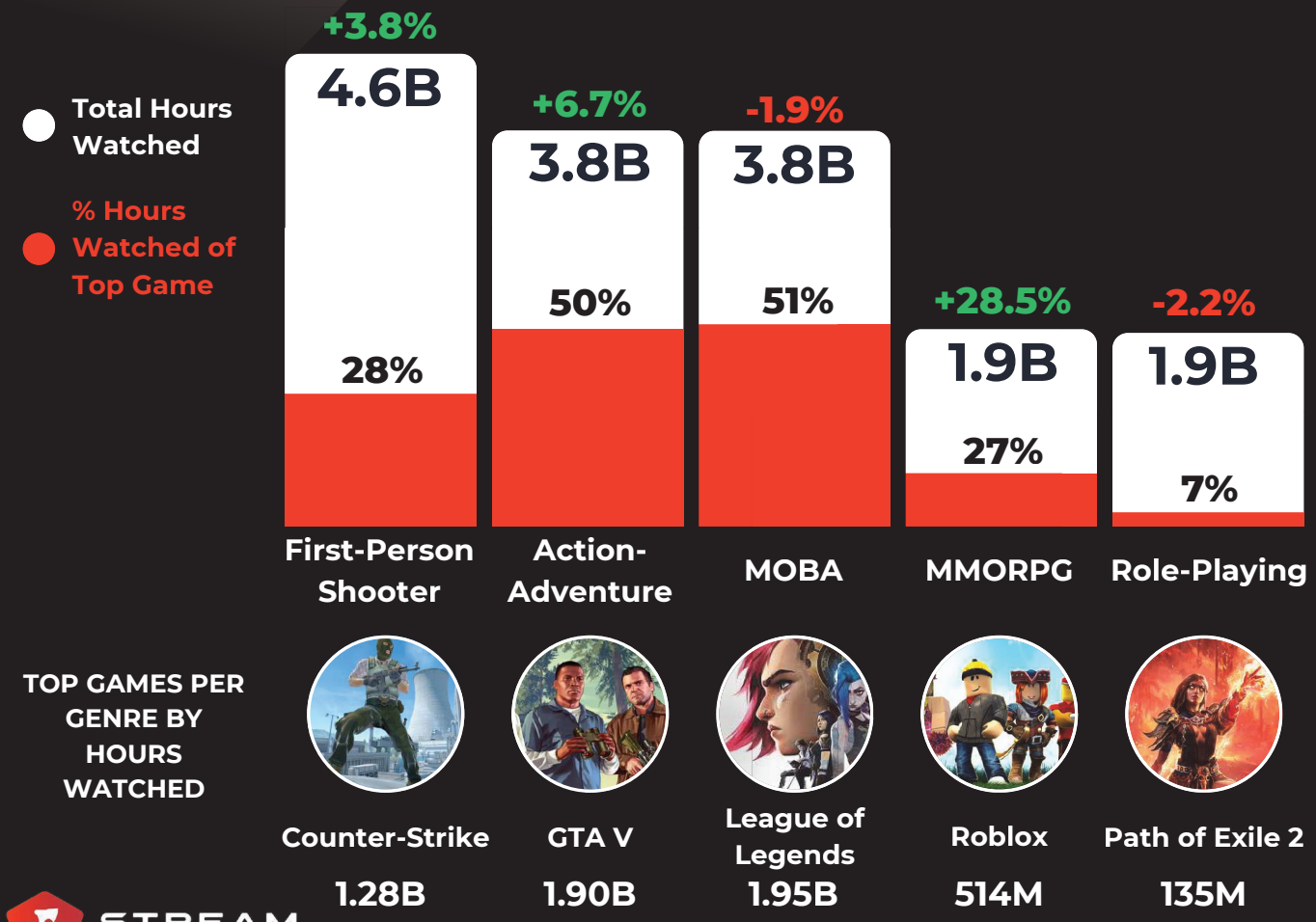
GAMING TRENDS

Top Genres & Games of 2025

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TOP GAMING GENRES ON LIVE STREAMING

TOP GENRES BY HOURS WATCHED & SHARE OF TOP GAME | 2025 | ALL PLATFORMS



TOP GAMES PER GENRE BY HOURS WATCHED

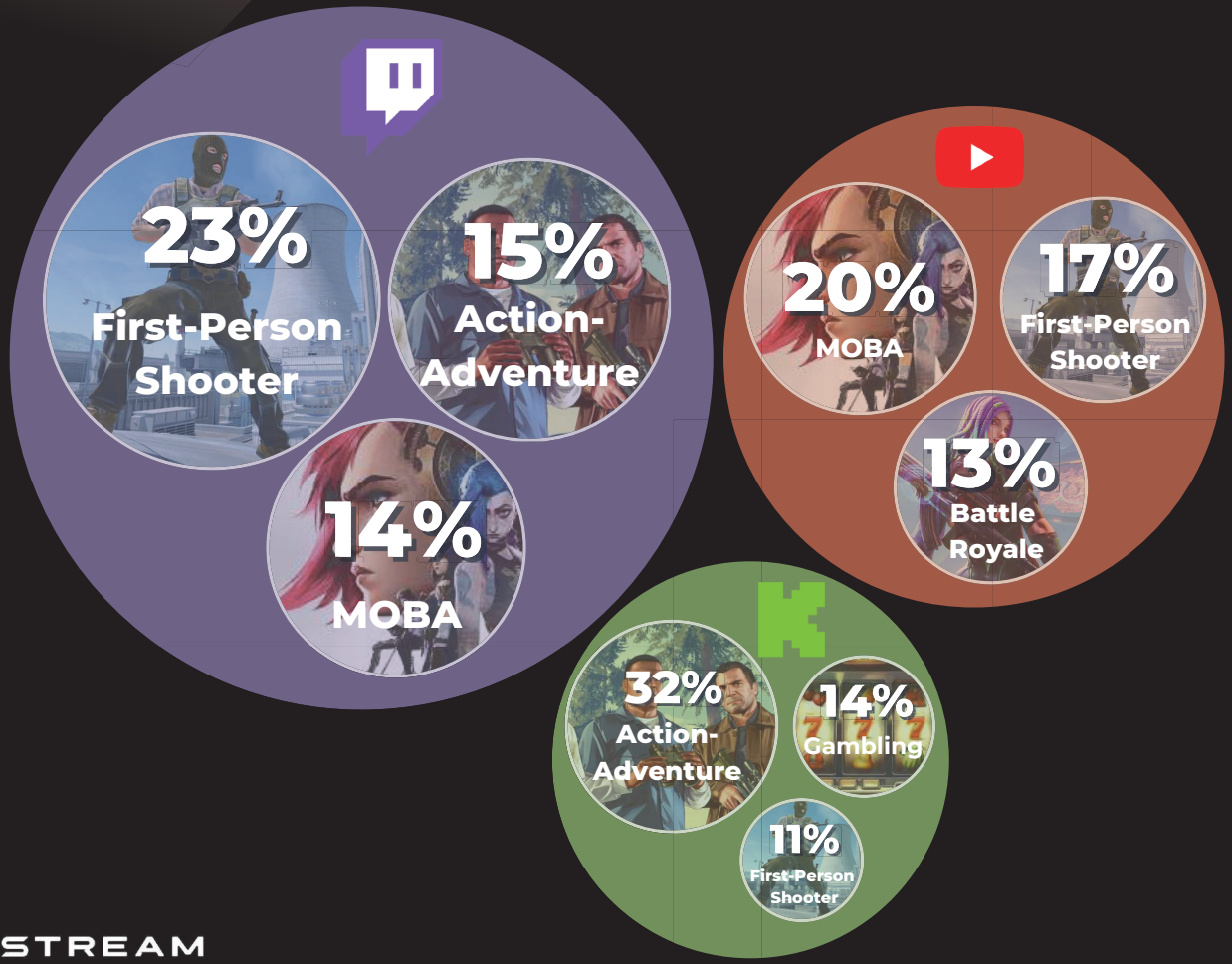
Counter-Strike	GTA V	League of Legends	Roblox	Path of Exile 2
1.28B	1.90B	1.95B	514M	135M

- **First-Person Shooters maintained their place as the top gaming genre** on live streaming in 2025 with **4.6B hours of viewership**. The genre was aided by strong esports interest in games such as **Counter-Strike** and **VALORANT**, which alone attracted 847M hours of tournament viewership
- The **Action-Adventure** and **MOBA** genres complete the podium, both with a single game contributing over half of their viewership: **Grand Theft Auto V** (1.9B hours watched) and **League of Legends** (1.95B), respectively
- **MMORPGs** moved above **Role-Playing Games** in the genre rankings, with the growing popularity of **Roblox** on live streaming boosting viewership by **+28.5% YoY**

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TOP GAMING GENRES BY PLATFORM

TOP 3 GAMING GENRES PER PLATFORM BY HOURS WATCHED SHARE | 2025 | TWITCH, YOUTUBE GAMING & KICK



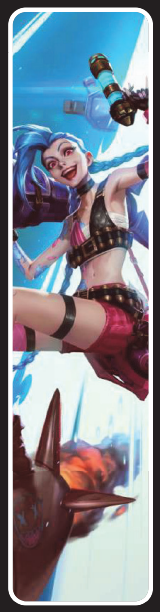
- As the most-watched genre across all platforms, **First-Person Shooters** also appear in the Top 3 genres for the three major platforms, **Twitch** (23%), **YouTube Gaming** (17%) & **Kick** (11%), with **Counter-Strike** being the most watched game in that genre on each platform
- The appearance of the **Battle Royale** genre in **YouTube Gaming**'s Top 3 is an indicator of the differing demographics between the three platforms. **Garena Free Fire** and **Battlegrounds Mobile India** together form 9.2% of the platform's viewership share, demonstrating the influence of Asian audiences
- **Gambling** is the second most-popular genre on **Kick** behind **Action-Adventure**, which is a measure of the platform's more adult target audience

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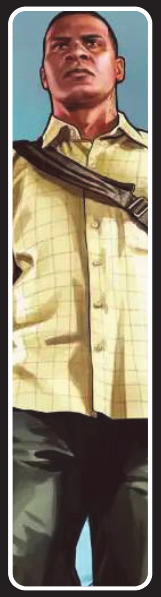
TOP GAMES IN 2025

BY HOURS WATCHED | 2025 | ALL PLATFORMS

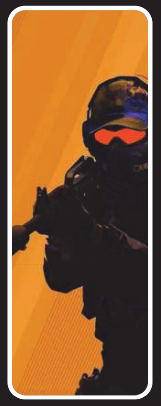
- **League of Legends** reclaimed the title of most watched game of the year on live streaming after being dethroned by **Grand Theft Auto V** in 2024
- **Counter-Strike** replaced **VALORANT** in third position thanks to a **+29% increase** in viewership, recording over **1B annual hours watched** for the first time
- **Roblox** was the only new entry in the Top 10, with the emergence of **YouTube Gaming** creators driving the virality of the platform's diverse experiences over the course of the year



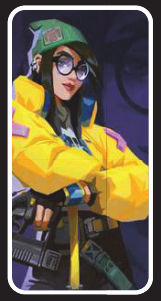
+4%
1.95B
League of Legends



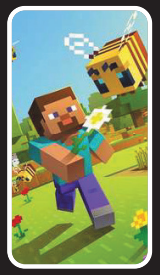
-5%
1.90B
GTA V



+29%
1.28B
Counter-Strike



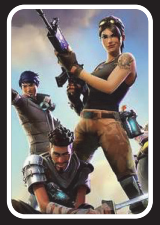
-14%
939M
VALORANT



+13%
850M
Minecraft



+10%
743M
Dota 2



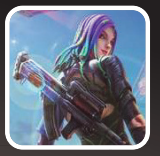
-15%
691M
Fortnite



-7%
524M
Mobile Legends: Bang Bang



+212%
515M
Roblox



+4%
461M
Garena Free Fire

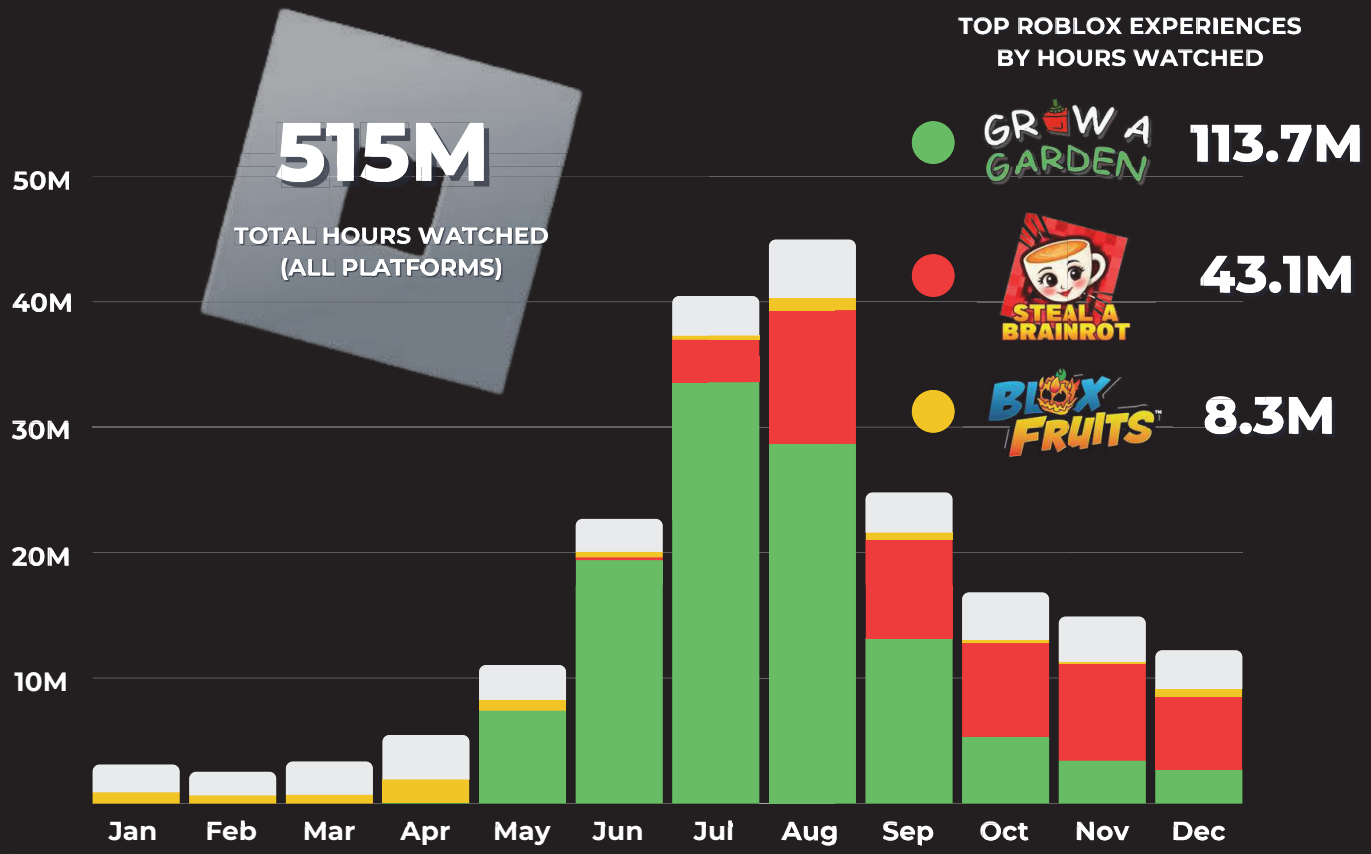
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CASE STUDY: THE ROBLOX BOOM

BY HOURS WATCHED ON STREAMS WITH EXPERIENCE NAME IN TITLE
2025 | YOUTUBE GAMING, TWITCH & KICK

515M

TOTAL HOURS WATCHED
(ALL PLATFORMS)



TOP ROBLOX EXPERIENCES
BY HOURS WATCHED

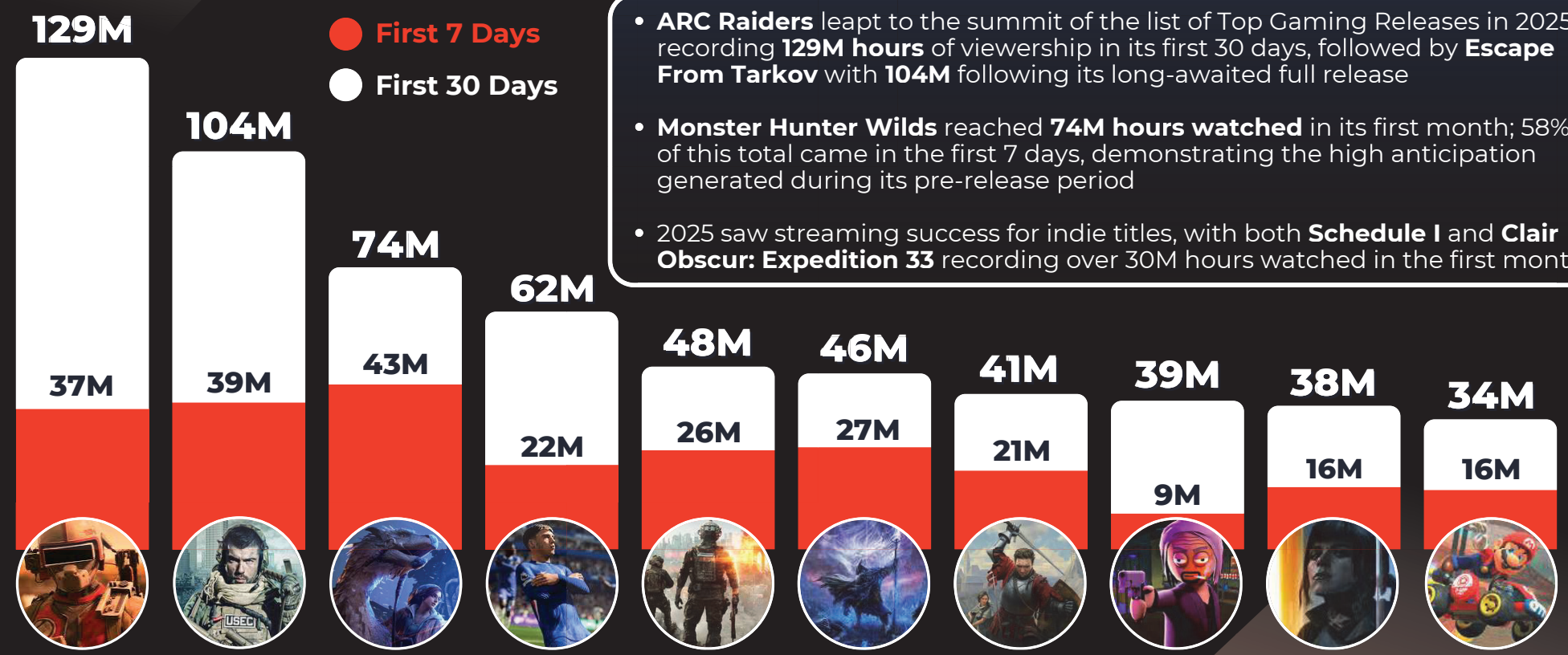
- GROW A GARDEN — 113.7M
- STEAL A BRAINROT — 43.1M
- BLOX FRUITS — 8.3M

- While **Roblox** saw significant live streaming viewership growth in 2024 due to the virality of experiences such as **Dress to Impress** and **Brookhaven**, the game went to new levels in 2025, with particular thanks to the success of the **Grow A Garden experience**
- The horticultural simulation game within Roblox recorded over **100M hours watched alone on YouTube Gaming, Twitch & Kick**, with a range of content varying from social interactions with other players, to creators providing viewers with a kind of stock market ticker for purchasing seeds
- **Roblox** live stream viewership shows a trend of dependence on virality, with viewership transitioning away from **Grow A Garden** in Q4 as the **Steal A Brainrot** experience grew in popularity

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TOP NEW RELEASES IN 2025

BY FIRST 30 DAYS' HOURS WATCHED | TWITCH, YOUTUBE GAMING, KICK & FACEBOOK LIVE



- **ARC Raiders** leapt to the summit of the list of Top Gaming Releases in 2025, recording **129M hours** of viewership in its first 30 days, followed by **Escape From Tarkov** with **104M** following its long-awaited full release
- **Monster Hunter Wilds** reached **74M hours watched** in its first month; 58% of this total came in the first 7 days, demonstrating the high anticipation generated during its pre-release period
- 2025 saw streaming success for indie titles, with both **Schedule I** and **Clair Obscur: Expedition 33** recording over 30M hours watched in the first month

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*From Early Access release date

TOP DLCS, EXPANSIONS & REMASTERS

TOP DLCS/EXPANSIONS BY HOURS WATCHED FIRST 30 DAYS

36.7M



World of Warcraft: Mists of Pandaria Classic

13.0M



Hearthstone: Into the Emerald Dream

12.1M



Destiny 2: The Edge of Fate

12.1M



Hearthstone: The Lost City of Un'Goro

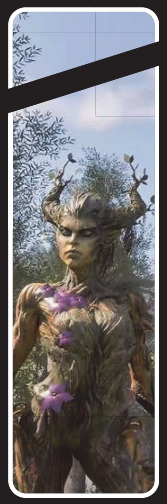
11.2M



RimWorld: Odyssey

TOP REMASTERS/REMAKES BY HOURS WATCHED FIRST 30 DAYS

31.1M



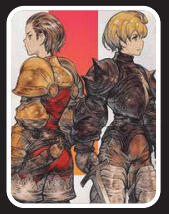
The Elder Scrolls IV: Oblivion Remastered

4.6M



Metal Gear Solid Delta: Snake Eater

3.6M



Final Fantasy Tactics: The Ivalice Chronicles

3.2M



Dragon Quest I & II HD-2D Remake

2.0M



Seven Knights Re:Birth

- **World of Warcraft: Mists of Pandaria** saw the highest 30-day viewership for a DLC release in 2025, accompanied by a **Twitch** Drops campaign in the first week which was supported by various World of Warcraft streamers
- Two **Hearthstone** expansions, **Into the Emerald Dream** & **The Lost City of Un'Goro**, garnered over 12M hours watched in their first month post-release, showing the continued live streaming interest in the Warcraft universe
- **The Elder Scrolls IV: Oblivion Remastered** was the undisputed Top Remastered Game of 2025; the surprise release attracted attention from creators such as *Quin69* & *Shroud*, with viewership peaking at 600K viewers in the first few hours after release

STREAM HATCHET

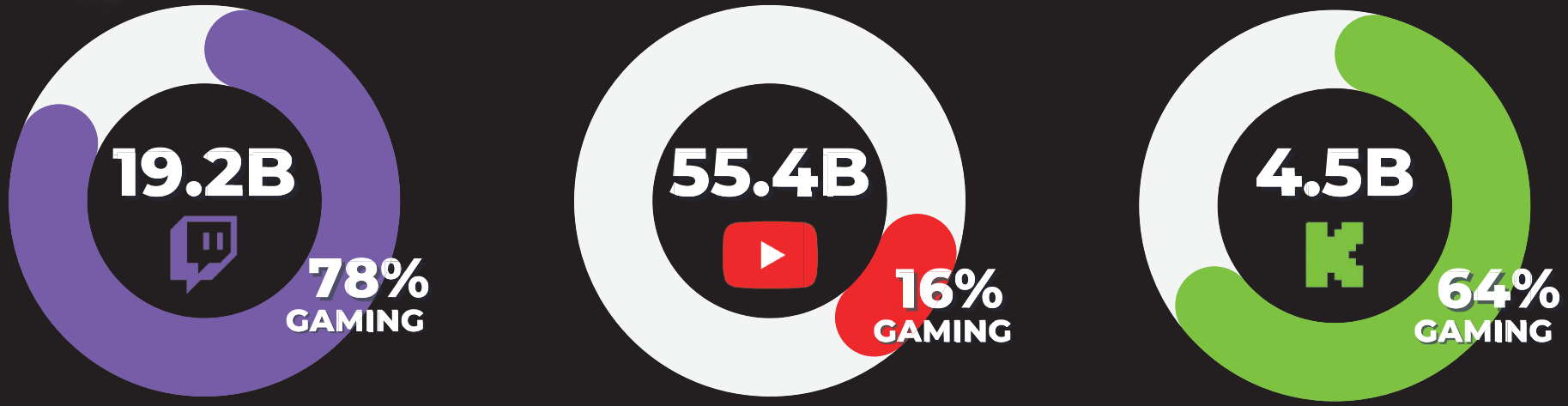
NON-GAMING TRENDS

Top Non-Gaming Trends of 2025

STREAM HATCHET

GAMING VS. NON-GAMING CONTENT

% OF GAMING CONTENT ON TWITCH, YOUTUBE, & KICK IN HOURS WATCHED | 2025

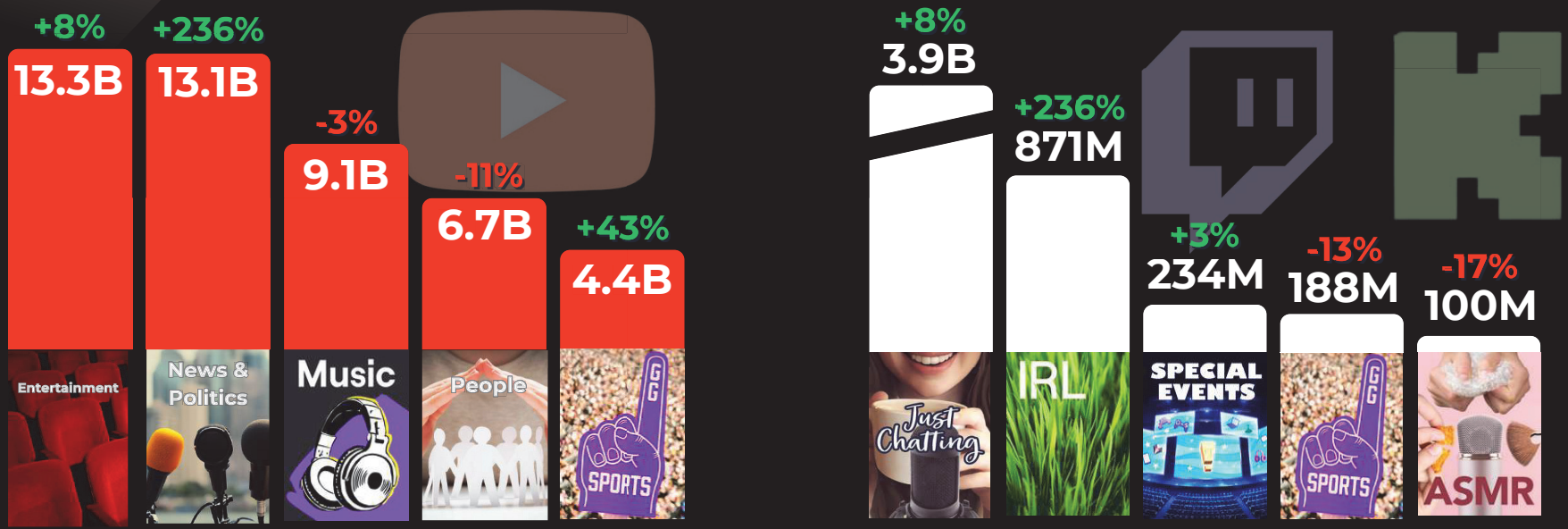


- **Twitch** content continues to lean heavily towards **gaming content**; however, 2025's share dropped from 80% in 2024
- **YouTube** has remained consistent in its split between Gaming and Non-Gaming content compared to last year, with 16% of its viewership coming from the dedicated **YouTube Gaming** platform
- While **Kick** saw huge yearly viewership increases in specific Non-Gaming categories such as **Just Chatting (+68%)** and **IRL (+337%)**, its gaming content also continued to grow, resulting in an increase in the overall share of **gaming content to 64%** compared to 62% last year

STREAM HATCHET

TOP NON-GAMING CATEGORIES

BY HOURS WATCHED | 2025 | YOUTUBE, TWITCH & KICK*



- Across the Top 3 Platforms, **Non-Gaming viewership increased +13% compared to 2024**, primarily driven by growth in **YouTube** and **Kick** viewership
- 2025 saw an enormous **+236% increase in News & Politics live streaming content on YouTube**, illustrating a continued shift in news media consumption
- The **Sports** category also saw a strong increase on **YouTube**, particularly with a series of high profile soccer streams during the year, though the same category saw a **-11% fall on Twitch & Kick**

STREAM HATCHET

*YouTube Non-Gaming categories are separated from Twitch & Kick due to platform-specific categorization

TOP CREATOR-LED EVENTS

TOP CREATOR-LED EVENT STREAMS BY PEAK CCV | 2025 | ALL PLATFORMS

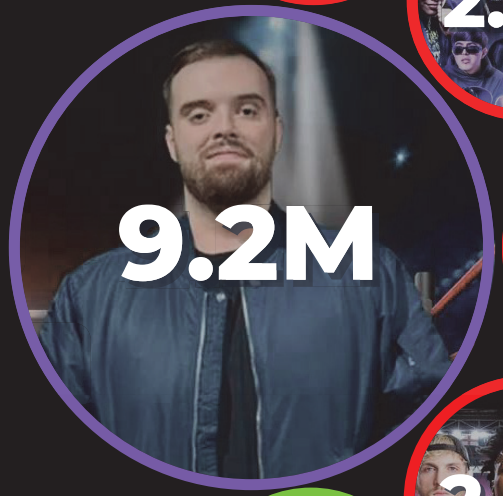
LAS CAMPANADAS DE LOS GEMELOS
ZonaGemelos





Supernova Strikers Amigo
Supernova Strikers Amigo

La Velada del Año 5
ibai





LA CASA DE ALOFOKE 2
Alofoke-radioshow



SIDEMEN CHARITY MATCH 2025
Sidemen

STREAM FIGHTERS 4
Westcol



STREAM HATCHET

- In 2025, the top creator-led events were dominated by Spanish-speaking streamers
- Spanish creator **Ibai**'s **La Velada del Año V** was once again the event which attracted the most concurrent viewers, with **9.2M Twitch users joining the event**
- **La Casa de Alofoke 2**, a Dominican reality TV show created by **Santiago Matías (Alofoke)** earned the highest peak viewership on **YouTube** in 2025 with **3.6M viewers on the final day**, though the channel consistently attracted over 2M daily viewers during the series
- Latin American boxing & entertainment events, **Supernova Strikers Amigo** & **Stream Fighters 4** reached **2.3M** and **1.8M viewers**, respectively, while **Sidemen**'s **Charity Match** in March which featured a host of creators including **IShowSpeed** and **Kai Cenat** hit **2.5M viewers on YouTube**
- **Las Campanadas de los Gemelos**, created by **ZonaGemelos** to rival the traditional Spanish TV New Year's Eve coverage, attracted **2.1M viewers** as the new year bells chimed

MOST MENTIONED BRANDS BY CATEGORY

TOP BRANDS BY UNIQUE CHATTERS FOR SELECTED CATEGORIES | 2025 | TWITCH

CATEGORY	BRAND	UNIQUE CHATTERS	RANK CHANGE	RUNNERS-UP
Retail & Ecommerce	amazon	1.5M	▶ 0	Walmart, Costco
Restaurants		1.1M	▶ 0	KFC, Subway
Foods	nutella	396K	▲ 1	Oreo, Doritos
Beverages	Coca-Cola	1.2M	▶ 0	Red Bull, Pepsi
Media	MARVEL	1.7M	▲ 2	Spotify, Disney
Automotive		490K	▶ 0	BMW, Ferrari
Apparel		434K	▶ 0	Nike, Crocs

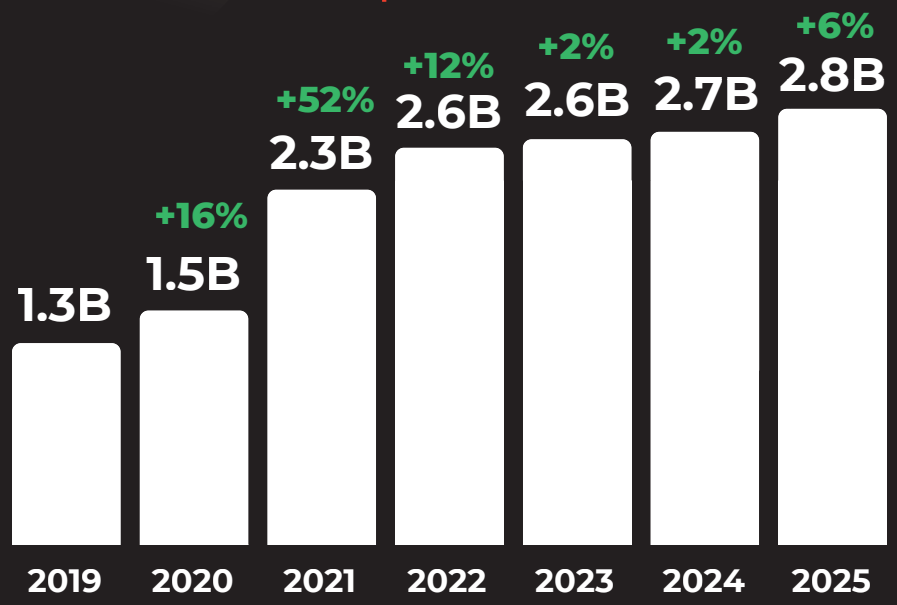
- In 2025, **Disney's Marvel** was one of the fastest growing brands in terms of unique chatters on **Twitch**, driven by mentions of the game release of **Marvel Rivals** in late 2024. It replaced Spotify as the top Media brand of the year
- **Nutella** dethroned **Oreo** as the most-talked about Foods brand, while **Coca-Cola** was mentioned by 1.2M users to remain the Top Beverages brand
- While **Gucci** remained the most-mentioned Apparel brand amongst **Twitch** users, **Crocs** moved into the Top 3, aided by **26K mentions in a single day** upon the reveal of exclusive *Mafiathon 3*-branded shoes during **Kai Cenat**'s marathon stream

STREAM HATCHET


ESPORTS
Esports Tournaments and
Events Trends in 2025
STREAM
HATCHET

ESPORTS ON LIVE STREAMING

ESPORTS HOURS WATCHED YOY 2019-2025 | ALL PLATFORMS*



TOP ESPORTS EVENTS BY PEAK VIEWERS 2025 | ALL PLATFORMS*



- As in the previous year, **Riot Games** once again hosted the esports event with the highest peak viewership of the year as the **League of Legends Worlds 25** event reached **6.6M concurrent viewers**
- 5 of Top 10 esports events with highest peak viewership were **League of Legends** tournaments, though **Mobile Legends: Bang Bang** continued to show its popularity among Southeast Asian audiences, with the **MPL Indonesia Seasons 15 & 16** hitting **4.2M** and **3.1M peak viewers, respectively**

STREAM HATCHET *Excluding TikTok Live

CASE STUDY: ESPORTS WORLD CUP 2025

HOURS WATCHED, AMA, & PEAK CCV AT EWC 2025 | 2025 VS 2024 | ALL PLATFORMS

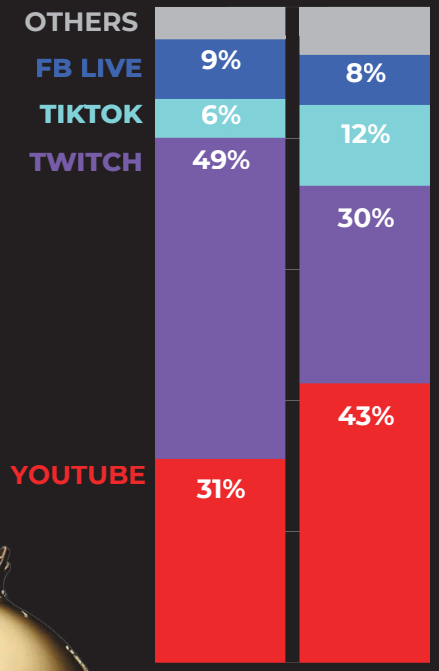
TOTAL HOURS WATCHED
168M
+73%

PEAK CONCURRENT VIEWERS
3.2M
+33%

TOP GAMES BY AMA

MOBILE LEGENDS: BANG BANG	543K	+45%
LEAGUE OF LEGENDS	448K	-8%
PUBG MOBILE	402K	+112%
COUNTER-STRIKE	335K	+40%
GARENA FREE FIRE	265K	+112%

% SHARE HOURS WATCHED BY PLATFORM



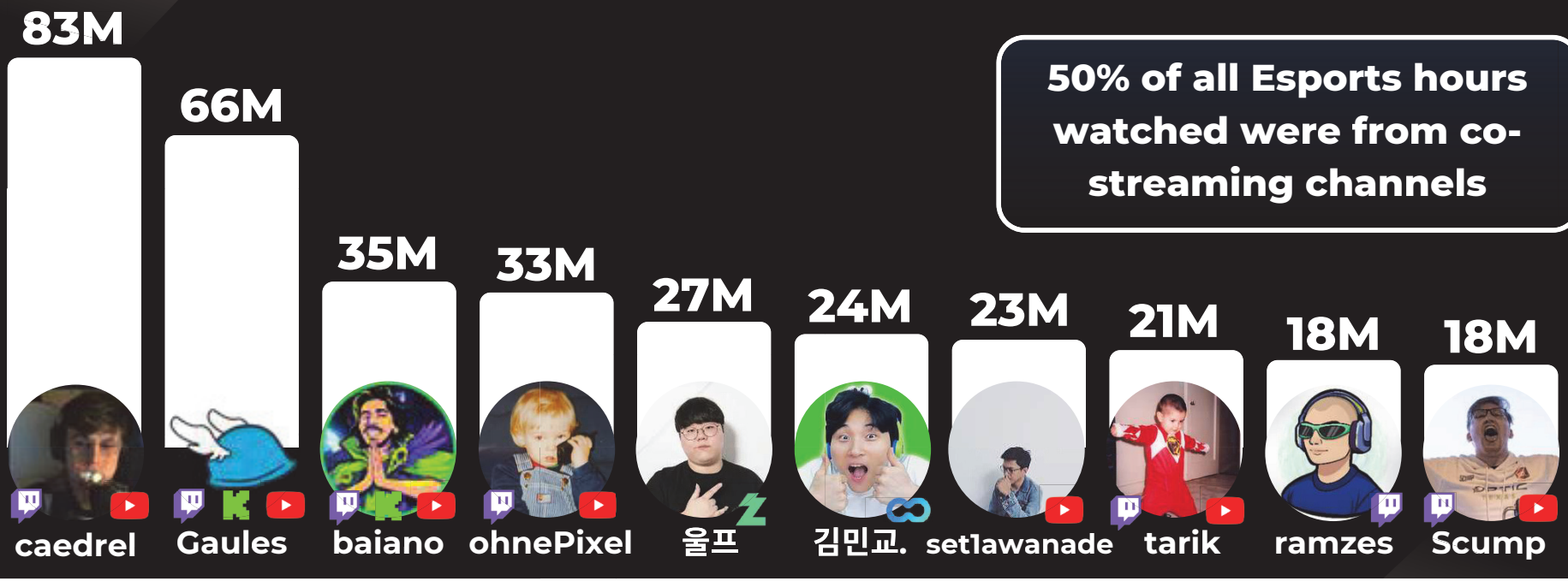


- July and August saw **the 2nd edition of the Esports World Cup**, which built on its 2024 viewership by **+73%** to reach **168M total hours watched**
- The 2025 EWC saw a shift in platform viewership distribution, with **Twitch** ceding 19% of its previous share to **YouTube** and **TikTok**, which grew to 43% and 12%, respectively
- The growth in viewership on these platforms is owed to **Southeast Asian channels** such as **MPL Indonesia**, which amassed **11.9M hours watched** in total, as well as **greater co-streamer presence**, with creators such as **scump**, **Gaules**, and **Cr7 Horaa** contributing over **4M hours** on **YouTube** between them

STREAM HATCHET

TOP ESPORTS CO-STREAMERS

HOURS WATCHED BY CREATORS AT ESPORTS EVENTS | 2025 | ALL PLATFORMS*



50% of all Esports hours watched were from co-streaming channels

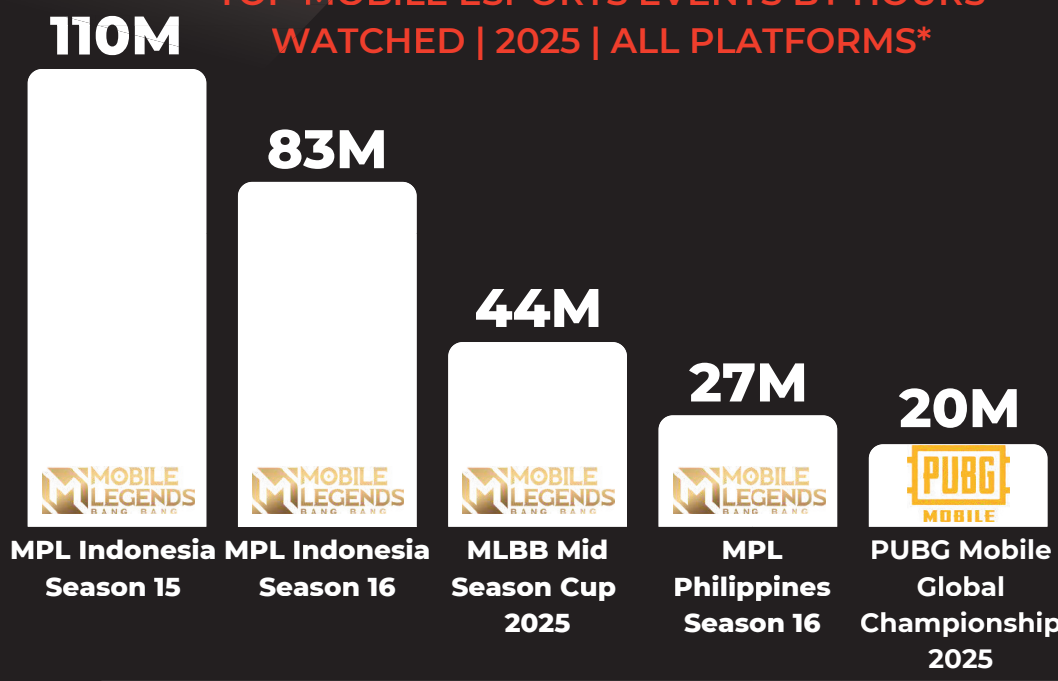
- **Co-streaming of esports events** continued its growth on live streaming in 2025, with **50% of all Esports viewership coming from co-streaming channels**, totalling **1.4B hours watched**
- **Caedrel** was the most-watched co-streamer, recording **83M hours watched** over the course of the year, culminating in the League of Legends Worlds Finals 2025 in November which peaked at **422K concurrent viewers**

STREAM HATCHET

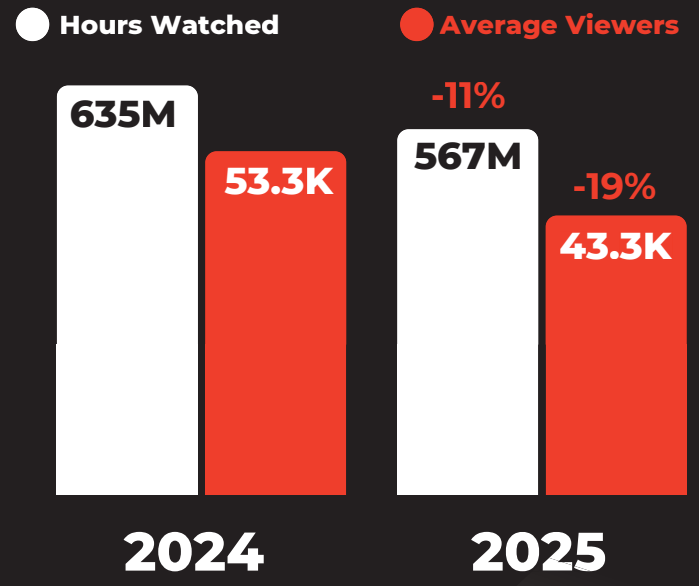
*Excluding TikTok Live

MOBILE ESPORTS DEMAND

TOP MOBILE ESPORTS EVENTS BY HOURS WATCHED | 2025 | ALL PLATFORMS*



MOBILE ESPORTS HOURS WATCHED & AVERAGE VIEWERS | 2024-2025 | ALL PLATFORMS*



- Following strong growth in viewership last year, in 2025, **esports viewership of mobile games declined by -11%**, primarily driven by an **-18% YoY drop in the hours watched** of the most popular mobile game, **Mobile Legends: Bang Bang**
- While **MPL Indonesia Season 15** recorded **+25% more viewership than the previous March edition** in 2024, the August season saw a **-22% drop in average viewers**, which mirrors the overall **-19% decline in Mobile esports average viewers** in the last year

STREAM HATCHET *Excluding TikTok Live

STREAMERS

Notable Streamers & Content in 2025



STREAM HATCHET

TOP STREAMERS OF 2025

BY HOURS WATCHED W/ YoY CHANGE | ALL PLATFORMS

Kai Cenat	131.9M	-32%
Caedrel	108.1M	+38%
Gaules	96.6M	-7%
zackrawrr	94.8M	+52%
Jynxzi	86.9M	+9%
うん〇ちゃん	83.9M	+5%
Maherco	83.3M	+345%
IShowSpeed	79.5M	+46%
HasanAbi	78.0M	+10%
xQc	70.7M	-10%

- **Kai Cenat** was the most-watched streamer of 2025, recording **131.9M hours of viewership**, nearly two-thirds of which came from his Mafiathon 3 event during which he became the first **Twitch** creator to reach **1M active subscribers**
- **Caedrel** & **zackrawrr** grew their viewership by **+38%** and **+52%** respectively compared to 2024, while Brazilian streamer **Gaules** was the most-watched simulcaster, recording over 1M hours watched on three platforms
- **Maherco**, the most-watched **Kick** streamer of the year, moved into the Top 10 with a **+345%** **YoY viewership increase**



STREAM HATCHET

TOP FEMALE STREAMERS* OF 2025

BY HOURS WATCHED W/ YoY CHANGE | ALL PLATFORMS

Emiru	23.8M	+41%
Valkyrae	19.7M	+83%
extraemily	16.5M	+43%
ijenz	12.9M	+8%
jinnytty	11.8M	-18%
missmikka	10.3M	-1%
ZULLYY_CS	10.2M	NEW
cinna	9.9M	+85%
mira	9.8M	-50%
milenkanolasco	9.7M	NEW

- **Emiru** was the most-watched female streamer in 2025, recording a **+41%** increase on the previous year, with her most-watched content consisting of IRL collaborations with other prominent female streamers, such as **extraemily** & **cinna,** who both also enjoyed significant YoY viewership gains
- **Valkyrae** grew her viewership by **+83%** compared to last year, aided by the strong following of her two Sis-a-thon events
- This year's Top 10 welcomed two new entries, Peruvian creators **ZULLY_CS** and **milenkanolasco**, as **Kick** attracts high viewership levels among Spanish-speaking audiences



STREAM HATCHET

*Female VTubers are not included in this analysis
- please see the next slide for all VTubers

TOP VTUBERS OF 2025

BY HOURS WATCHED W/ YoY CHANGE | ALL PLATFORMS

Miko Ch. さくらみこ	49.4M	+56%
Pekora Ch. 兎田ぺこら	47.3M	+26%
Kuzuha Channel	38.4M	-8%
Subaru Ch. 大空スバル	26.6M	+12%
叶ちゃんねる	23.3M	-31%
Koyori ch. 博衣こより - holoX -	22.6M	-10%
胡桃沢りりか	21.2M	+245%
ironmouse	19.1M	-28%
Watame Ch. 角巻わため	17.1M	+70%
Lauren Iroas	15.5M	+14%

- 2025 was another strong year for VTuber viewership, with this year's top 3 generating a combined +22% **more viewership** than the previous year
- **Miko** was the most watched VTuber of the year with 49.4M hours watched, while **Pekora**'s +26% YoY increase saw her join Miko in leapfrogging last year's #1 **Kuzuha**
- The biggest mover was **胡桃沢りりか** (**Ririka Kurumizawa**) whose variety of gaming content saw her annual viewership jump by +245%

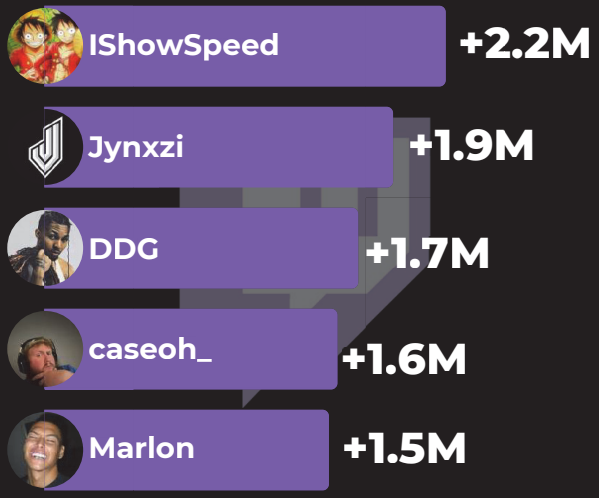


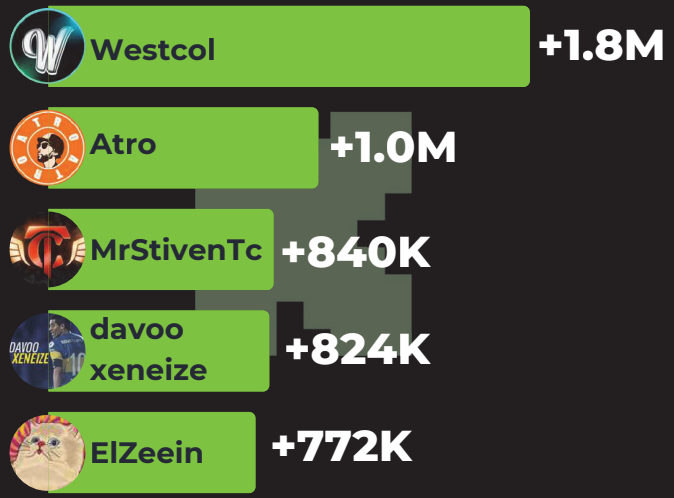
STREAM HATCHET

TOP NEW FOLLOWER GROWTH IN 2025

NEW FOLLOWERS FOR CREATORS WITH >100H AIRTIME | YOUTUBE, TWITCH & KICK







- **IShowSpeed** gained the most followers in 2025 across both **YouTube** (subscribers) and **Twitch** (followers), with a combined total of **14.9M**
- **CaylusBox** is an example of the success that **Roblox** creators achieved with 2025's boom in viewership, gaining **6.4M new YouTube subscribers**
- While primarily non-gaming **Twitch** creators **DDG** and **Marlon** made the Top 5, gamers **Jynxzi** and **Caseoh_** amassed **3.5M new followers** between them
- **Westcol** cemented his place as a leading **Kick** creator, earning **1.8M new followers** with the help of the 4th edition of his **Stream Fighters** event, which peaked at 3.3M viewers in October

STREAM HATCHET

We hope you enjoyed our Yearly Report for 2025!

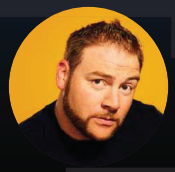
For more in-depth information about live-streaming trends in 2025, refer to the Further Reading section or click through to the Stream Hatchet blog.

Stay tuned via our newsletter for future reports!

Or reach out to our Sales team:



Justin Smith
Chief Commercial Officer
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Director of Strategy
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Jonathan Karam
Senior Partnerships Manager EMEA
jonathan@streamhatchet.com

Questions about this report? Suggestions for content in future reports? Reach out to us!

ABOUT THIS REPORT



METRICS & CONCEPTS DEFINITIONS

HOURS WATCHED: Total amount of time that has been watched by ALL the viewers that have tuned in the specified channels and/or platforms during the specified timeframe.

AMA (Average Minute Audience): The average audience size during any given minute of a live broadcast across all channels.

UNIQUE CHANNELS: The number of channels which have broadcast on live streaming.

UNIQUE CHATTERS: The number of registered platform users which have sent at least one chat message on a live stream.

PEAK CCV / PEAK VIEWERS: Maximum concurrent viewers tuned in the specified channels and/or platforms during the specified timeframe. This metric refers only to the number of viewers captured at the minute of maximum viewership.

AIRTIME: Amount of time the channel has been live streaming.

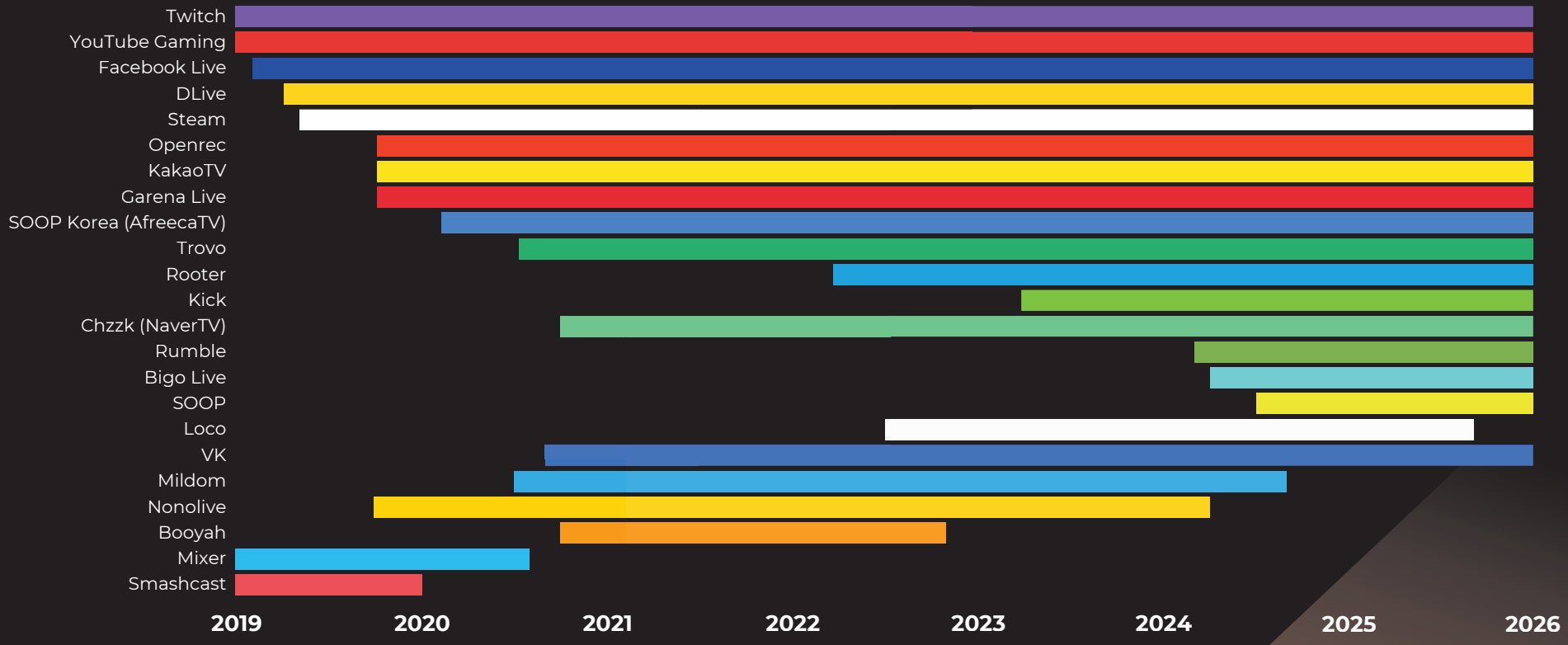
FOLLOWERS (TWITCH/KICK) & SUBSCRIBERS (YOUTUBE): Users who opt to receive notifications for upcoming streams and other event announcements from a particular channel.

Click here for more information on key live-streaming stats

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LIVE STREAMING PLATFORM COVERAGE

VIEWERSHIP COVERAGE FOR LIVE STREAM PLATFORMS | 2019-2026



STREAM HATCHET

FURTHER READING

Reports (Deep Dives)

Yearly Live Streaming Trends Report of 2024
Q1 2025 Live Streaming Trends Report
Q2 2025 Live Streaming Trends Report
Q3 2025 Live Streaming Trends Report

Expert Influencer Marketing Tips
Influencer Marketing for Brands Report

Fighting Game Live Streaming Report
Shooter Games on Live Streaming
Crypto on Live Streaming Report
Capcom: Monster Hunter Wilds Case Study

Live Streaming Overview

Live Streaming Basics: An Introduction
A Full Guide to All Live-Streaming Platforms
A Deeper Look Into The Viewbotting Issue
Countering Viewbotting on Live Streaming

Platforms

Twitch Basics: A Beginner's Guide to the Most Popular Live-Streaming Platform
Using Twitch Drops to Promote Your Live Service Games - Stream Hatchet
Twitch Subscribers Overview: Tiered Subs, Gift Subs, and Prime Subs
Twitch SUBtember Explained: Streamers and Subathons

YouTube Gaming Basics: A Beginner's Guide
Kick Basics: A Beginner's Guide for Live Streaming
SOOP Korea and Chzzk: One Year After Twitch's Shutdown | Stream Hatchet
Rumble Explained: The Political Live Streaming Platform
BIGO LIVE: Everything You Need To Know

FURTHER READING

Gaming:

Game Genre Definitions for Live Streaming
Game Adaptations Shaping Live Streaming
Indie Game Popularity on Live Streaming
Live Service Games on Live Streaming
The Game Awards 2025 Nominees

Roblox: Interactive Marketing
Roblox Streamers and Roblox Players Linked

Driving Game Sales on Steam:

Early Access Games on Live Streaming
Linking Sentiment with Game Sales
Linking Streaming Awareness with Steam Wishlists
Steam's Store Page Inflates Streaming Viewership
Using Streaming to Create Perennial Sellers

Game Launches:

Successful Game Launches on Live Streaming
GTA VI: Planning Around Hyped Game Launches on Live Streaming
Switch 2 Reaction on Live Streaming

ARC Raiders and Extraction Shooters
Clair Obscur: Finding the RPG Audience
EA Sports FC 26 and Sports Games
Elden Ring Nightreign Collaborations
Hollow Knight: Silksong & Metroidvanias
Kingdom Come: Deliverance 2 - Medieval Games
Mario Kart World: Competing with Nintendo
Marvel Rivals: The New Hero Shooter
Monster Hunter Wilds is Capcom's Most Watched Launch
Schedule I's Success: Live Streaming in Q1 2025

FURTHER READING

Esports

Rainbow Six Siege Invitational 2025 on Live Streaming
The Esports World Cup 2025 on Live Streaming
The Pokémon Franchise on Live Streaming

Streamers

Co-streamers for Promoting Esports and Events
Kai Cenat's Mafiathon 3 Full Recap: Breaking 1 Million Subscribers
Music Creators and DJs for Partnerships
VTubers: Everything You Need To Know

Influencer Marketing

Creative Influencer Marketing Examples for Live Streaming
Non-Endemic Brand Campaigns on Live Streaming

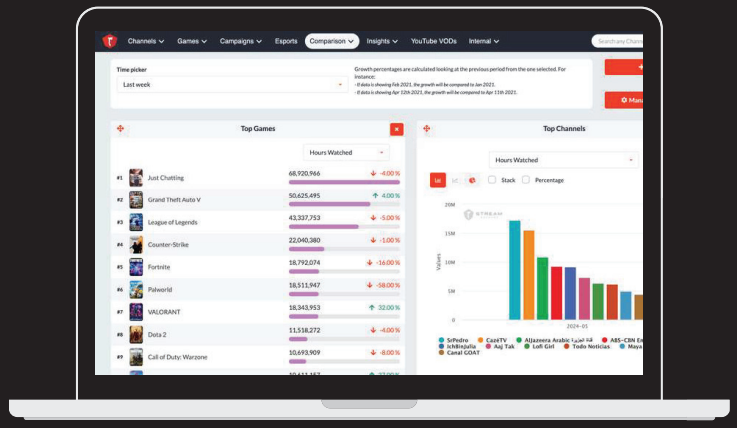
Finding the Right Influencers for Your Campaign
Tracking and Reporting Influencer Marketing Campaigns
Influencer Marketing to Gen Z on Live Streaming
Celebrity Sponsorships for Gaming Audiences

Combining Influencer Marketing with The Steam Algorithm
SNK's Mistake with Fatal Fury's Influencer Marketing

STREAM HATCHET

ABOUT STREAM HATCHET

Stream Hatchet provides data from the top video game streaming sites via a robust business intelligence platform. We power insightful, informed decisions leading to innovation and growth through the aggregation of dynamic, granular data.



STAY IN TOUCH

GAMESQUARE

ABOUT GAMESQUARE HOLDINGS, INC

GameSquare (NASDAQ: GAME) is a cutting-edge media, entertainment, and technology company transforming how brands and publishers connect with Gen Z, Gen Alpha, and Millennial audiences. With a platform that spans award-winning creative services, advanced analytics, and FaZe Clan Esports, one of the most iconic gaming organizations, we operate one of the largest gaming media networks in North America. As a digital-native business, GameSquare provides brands with unparalleled access to world-class creators and talent, delivering authentic connections across gaming, esports, and youth culture. Complementing our operating strategy, GameSquare has developed an innovative treasury management program designed to generate yield and enhance capital efficiency, reinforcing our commitment to building a dynamic, high-performing media company at the intersection of culture, technology, and next-generation financial innovation. To learn more, visit **www.gamesquare.com**.

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