

# LEVEL UP YOUR GAMING REVENUE STREAM ...



## Definition of gaming

Gaming is an individual or a team playing video games, livestreaming is where you broadcast that activity live to an online audience via a streaming platform such as Twitch.

Broadcasters (the people livestreaming) can receive donations in exchange for their livestreaming on Twitch, so to ask for charitable donations in exchange for a stream is quite a natural progression.



## Gaming stats

The global video game market is forecast to be worth \$159 billion in 2020, around four times box office revenues (\$43 billion in 2019) and almost three times music industry revenues (\$57 billion in 2019).



## Twitch

Twitch is the world's leading live streaming platform for gamers and has 2.2million broadcasters and 100+million unique users each month.

Between 2012 and 2017, more than \$75m was raised for various charities on its service alone. In 2017 £440K was raised on JustGiving through video gaming live-streams.



## Gamer stats

46% of gamers are female. (Average age 34)

54% of gamers are male. (Average age 32)

79% of gamers say games provide mental stimulation.

78% of gamers say games provide relaxation and stress relief.



## What is a gaming influencer?

A gaming influencer is someone who can affect their followers because of the knowledge or experience they have in the gaming field. Typically gaming influencers have a core following of viewers that support them through donations and repeat viewings of their channel.

Some gaming influencers will support a charity by donating all of their standard income from a stream to charity and encouraging their followers to donate. Some influencers have in excess of 100K followers viewing their stream and donating.

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## Gaming during COVID-19

Like many companies, the gaming industry is supporting community initiatives to mitigate the effects of COVID-19. These include charitable pledges worth millions of dollars, the donation of surplus computational power to help researchers better understand the coronavirus, and solidarity response funds to help medical workers, children at risk and employees who have been adversely affected.

Social actions aside, the consequence of COVID-19 on gaming has been a massive enlargement of the audience available to publishers. Gaming is typically an at-home activity, and a steady stream of headlines has shown that it is flourishing during the pandemic.

Unique to gaming is that it has both interactive and linear consumption models, and the activity of watching gaming video streams and video on-demand has become nearly as big as gaming itself," says Mike Sepso, co-founder and CEO of Vindex, an esports infrastructure platform. "In the COVID-19 era, all of this activity has increased dramatically because of both the new time available to people and their need for social interaction, which gaming provides."



## Gaming Examples

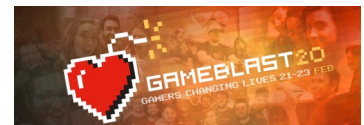


Alzheimer's Research UK teamed up with Deutsche Telekom and scientists from University College London and the University of East Anglia to develop Sea Hero Quest, a smartphone game that re-writes the rules on how they go about dementia research.

Find out more [here](#).

# YANA

YANA is a series of global gaming events bringing people together. The gaming events are for family, gamers and noobies globally, athletes, celebrities, influencers and more! YANA round 1 took place on Saturday 2nd May from 12 noon to 12 midnight. Find out more [here](#).



Gameblast is the UK's biggest annual charity gaming marathon weekend - the event is specifically for gamers, to help gamers, via the gamer's charity SpecialEffect. You can take part as an individual, as a group of friends a community or a company.

Find out more [here](#).