

# Gaming Influencers: Why People Watch Gamers: Inc Impact of COVID-19 - US - April 2020

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and gaming influencers
- How gaming influencers will fare post-COVID-19
- The importance of financial support for a burgeoning market
- What followers' loyalty toward gaming influencers means for platforms



"Gaming influencers have been a beacon of joy for passionate players seeking community and digital connection amidst the physical isolation of COVID-19. As more people spend time indoors, the video game community has banded together and congregated around gaming content."

– **John Poelking, Senior Gaming Analyst**

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### WHY PEOPLE WATCH GAMING CONTENT

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