

Gaming Influencers: Why People Watch Gamers: 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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- Cross-category collaboration can draw new and established audiences**

Figure 9: The Great One vs The Great Eight Presented by TekSynap, Caps Gaming Twitter, April 23, 2020

- Brands can leverage their own built-in community of gamers**

- Lack of live events will hamper reach through the medium term...**

- ...but digital events can bring people together**

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WHY PEOPLE WATCH GAMING CONTENT

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