

# The Use of Digital Marketing Among Selected Czech and English-Speaking Streamers

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## **ABSTRAKT**

Cílem této bakalářské práce je analýza digitálního marketingu vybraných dvou česky a dvou anglicky mluvících Twitch streamerů. Konkrétně analýza jejich využití sociálních medií, tvorby obsahu a celková analýza trendů. Tato práce obsahuje teoretickou a praktickou část.

Teoretická část se zabývá digitálním marketingem, který je poté rozdělen na tři pilíře. A to na marketing sociálních sítí, influencer marketing a kontent marketing.

V praktické části jsou vybraní streameři rozděleni podle mluveného jazyka, kde se pak analyzují. Cílem je pak porovnat tyhle streamery a dojít k závěru obecných trendů u těchto konkrétních influencerů.

**Klíčová slova:** Twitch, obecné trendy na platformě Twitch, influencer, digitální marketing na platformě Twitch, Twitch streamer, Česky mluvící Twitch streameři, Anglicky mluvící Twitch streameři.

## **ABSTRACT**

The focus of this bachelor's thesis is to analyze the digital marketing strategies of two selected Czech and two English-speaking Twitch streamers. Specifically, the analysis will delve into their usage of social media, content creation, and identify general trends. The thesis is divided into theoretical and practical parts.

The theoretical part concentrates on digital marketing, which is further subdivided into three main pillars: social media marketing, influencer marketing, and content marketing.

In the practical part of the thesis, the selected streamers are categorized into two groups based on the language they speak, after which they undergo further analysis. The ultimate goal is to compare these streamers and draw conclusions regarding general trends in their digital marketing strategies.

**Keywords:** Twitch, general trends on Twitch platform, influencer, digital marketing on Twitch platform, Twitch streamer, Czech-speaking Twitch streamers, English-speaking Twitch streamers.

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I hereby declare that the printed version of my Bachelor's thesis and the digital version of my thesis that can be found in the IS/STAG system are identical.

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## INTRODUCTION

This bachelor's thesis will focus on Twitch streamers and their usage of Digital Marketing. The thesis will be divided into theoretical and analytical parts. The theoretical part will begin with a chapter on Digital Marketing, further divided into sub-sections covering Social Media Marketing, Influencer Marketing, and Content Marketing. This section will serve as the foundation for the analysis in the latter part of the thesis. The subsequent section will provide a brief history of Twitch as a platform, an overview of who the streamers are, their partnership agreements, and the tools available to Twitch streamers.

The Analytical part of the thesis will consist of four main chapters. The first chapter will focus on the methodology to be used, which will be divided in two sections corresponding to the language spoken by the streamers: Czech or English. The final part of the analysis will compare the selected streamers. The overall goal of this bachelor's thesis is to identify general trends among the streamers regarding their usage of social media, their content production, and overall display their influencer practices.

## **I. THEORY**

## **1 DIGITAL MARKETING**

Digital marketing is a daily essential for companies, requiring them to leverage social media, diverse content types, and optimization tailored to their specific customer groups. Importantly, digital marketing is not limited to companies alone; influencers also heavily rely on similar strategies, albeit on a smaller scale. It is crucial to highlight three pillars of digital marketing: social media marketing, content marketing, and influencer marketing. This will explain how influencers and companies can operate with digital marketing, which will be used as a foundation for Chapter 2, focused on Twitch Streamers specifically, and later for the analysis of the use of digital marketing by them.

### **1.1 Social Media Marketing**

Today's marketing differs significantly from its historical approach. In the past, marketing was one-way and tightly controlled, with companies dictating how they would be represented. However, in the contemporary marketing landscape, a shift has occurred, and the traditional one-way method has given way to what can be described as the "pinball method." This approach involves companies actively seeking feedback and engaging in discussions related to their advertisements.

To implement the pinball method, marketers utilize social media platforms where they can encourage interaction and discussions between customers and themselves. Social media marketing is not employed only by companies but also by individuals seeking to promote themselves and their services (Hollensen, Kotler and Opresnik 2019, 37-40).

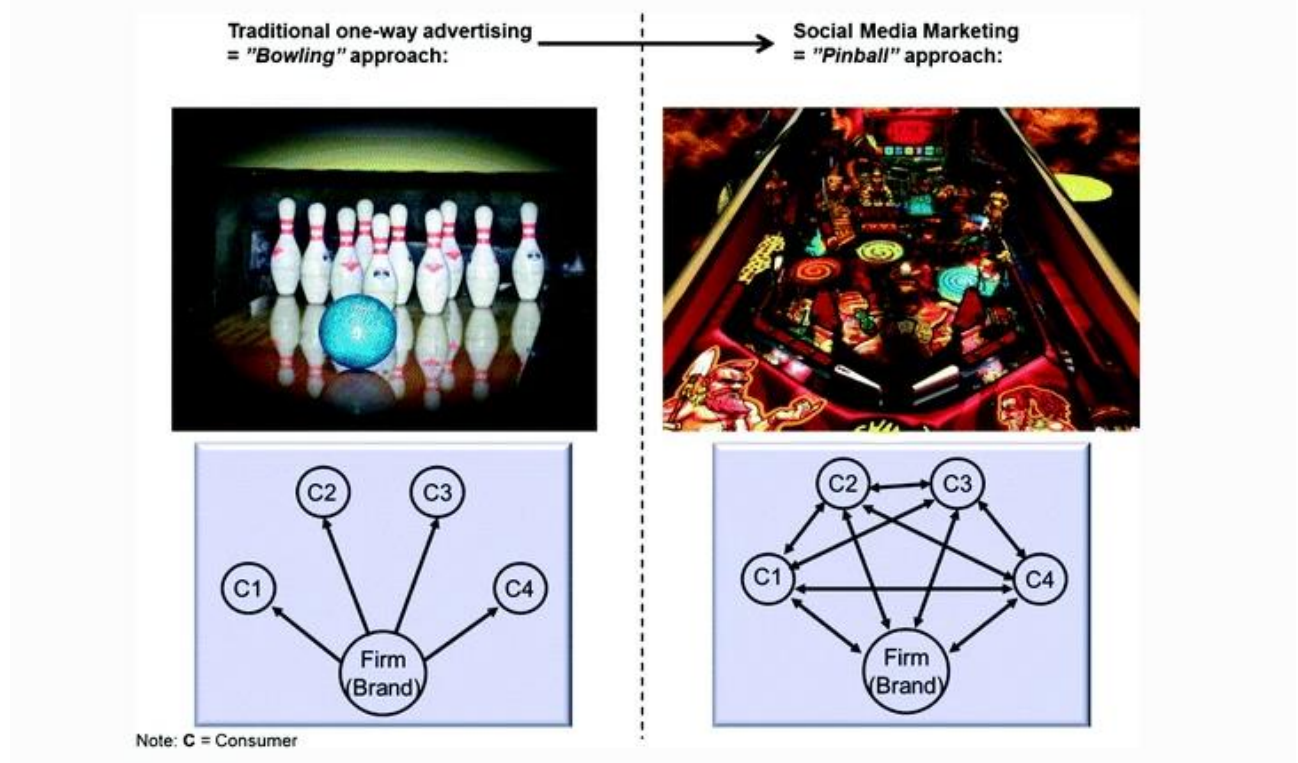


Figure 1 – The Bowling to Pinball model: Transition of market communication from “bowling” to “Pinball” (Hollensen and Opresnik, 2015)

These individuals often include influencers seeking to maximize engagement. They can act as intermediaries for companies, helping to disseminate the company's product content. Alternatively, they may use social media to self-promote and collaborate with other influencers. A prime example of such influencers are streamers, who are the focal point of this Bachelor's thesis.

Streamers use social media extensively, making it their primary platform for interaction. They create content on Twitch, which is subsequently repurposed and shared on various other platforms. They also collaborate with fellow influencers to further promote their content.

A fitting example of how social media functions is explained through the 6C model of social media by Hollensen, Kotler, and Opresnik. In this model, a company or influencer, such as a streamer, pushes content to their audience. Once the content is disseminated, it is no longer under the creator's control but rather in the hands of the public.

The public can react positively or negatively and even modify the content. Companies often struggle with this loss of control, as they are used to maintaining a tight grip on their brand image (Svend, Kotler and Opresnik 2019, 42-43). In contrast, influencers thrive in this environment, as it helps them spread their content more widely.

After pushing the content, the creator can receive feedback, which can lead to discussions between the creator and the audience or serve as the foundation for creating new content.

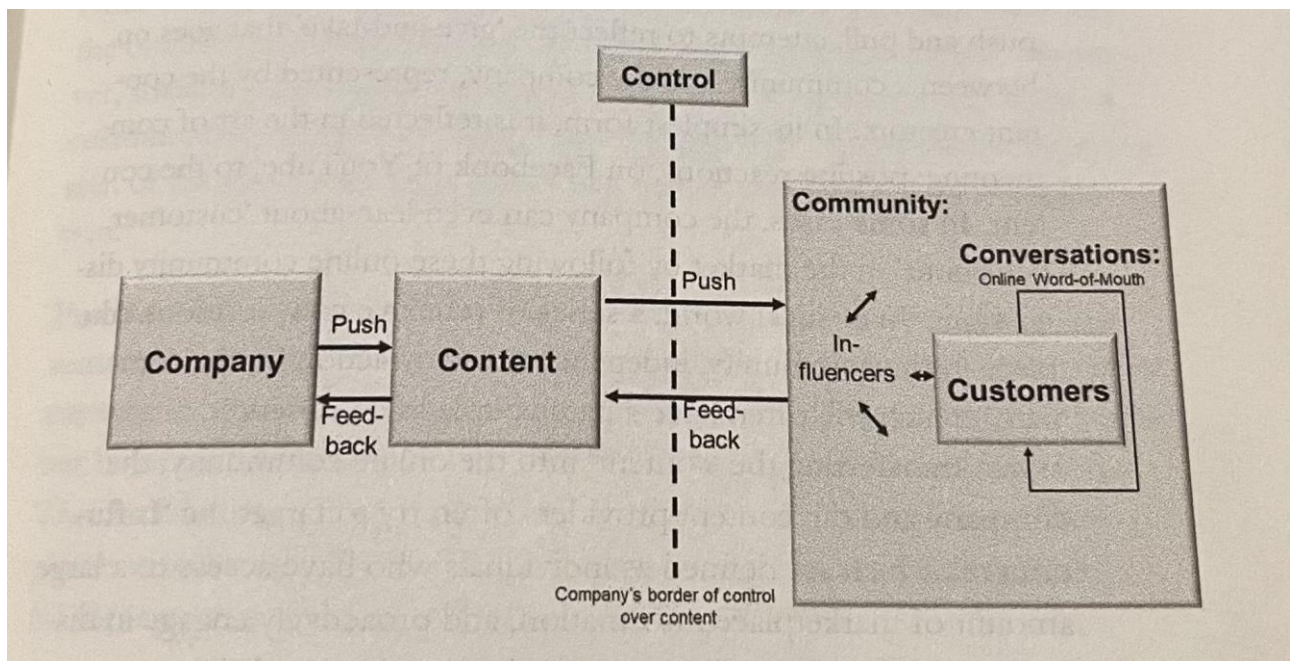


Figure 2 – The 6C model (Svend, Philip Kotler, and Marc Oliver Opresnik, 2019)

### 1.1.1 YouTube

YouTube is a video-sharing platform owned by Google, standing out as one of the largest video libraries globally. Today, consumer can discover different variety of content genres, including cooking videos, DIY how-to-guides, gaming videos, music videos etc (Hollensen, Kotler and Opresnik 2019, 128-129). YouTube traditionally features long-form videos, but in response to the increasing popularity of short-form content, YouTube introduced YouTube Shorts in July 2021, aiming to compete with platforms such as TikTok and Instagram Reels (Wiley, 2023).

As a social media platform, YouTube enables creators to engage with their viewers through comments beneath their videos or via posts on their channel. Similar to Twitch, YouTube serves as the primary platform for content creation, allowing creators to further repurpose their videos and generate additional content.

### 1.1.2 Facebook

Facebook held a position as one of the most popular social media platforms on the internet in 2017. The primary purpose of this platform is user communication. Additionally, users have

the capability, similar to other platforms, to create groups, facilitate discussion on a variety of topics (Hollensen, Kotler, and Opresnik 2019, 59).

Companies can utilize Facebook for advertising purposes. However, Click-Through-Rate (CTR) on Facebook is relatively low compared to other social media platforms. Hollensen, Kotler and Opresnik states it is due to younger user base that employs adblocking software or simply disregards advertisements (Hollensen, Kotler, and Opresnik 2019, 60).

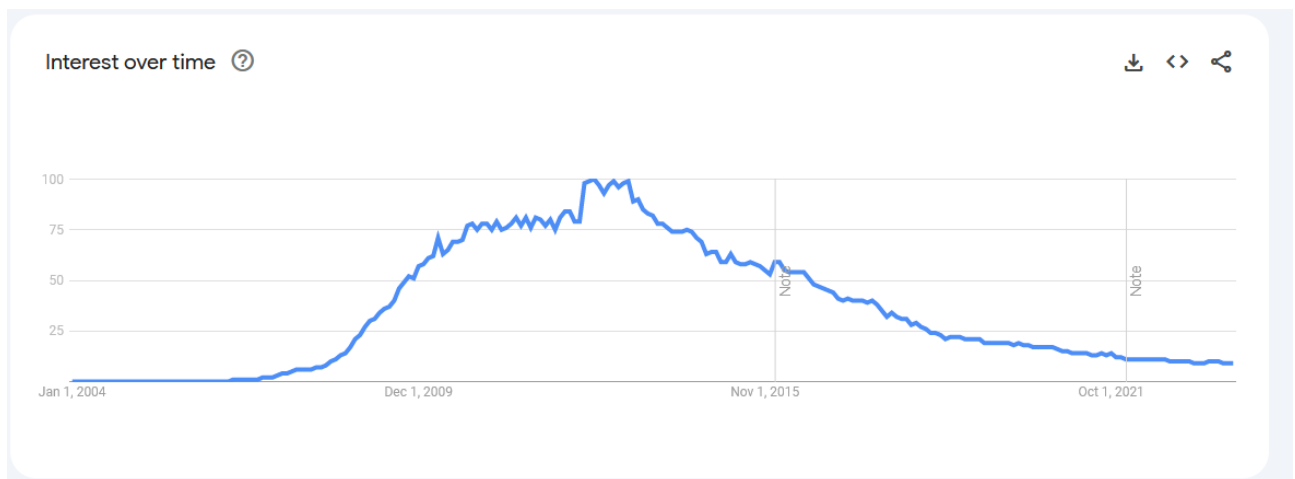


Figure 3 – Interest over time (Google Trends, 2023)

Another contributing factor to low CTR can be the overall declining popularity of Facebook as a platform. Google Trends indicates a peak interest in 2013, with a subsequent and continuous decrease in popularity over time.

Rather than being a primary space for advertisements, Facebook has evolved for companies and influencers into community building platform. However, with the decline in overall interest in Facebook, many influencers and companies have shifted towards different social media platforms for their community - building efforts.

### 1.1.3 Discord

Discord, a social media platform released in 2015 created by Jason Citron, primarily focuses on gaming communities and streamers. Described by Kellen Browning, Discord can be likened to work-oriented platform Slack, where users use servers which are further divided into channels dedicated to specific topics. Discord experienced a significant surge in popularity during the pandemic when people sought ways to connect with their friends and colleagues (Browning, 2023).

Today, Discord has expanded beyond its initial focus on gaming. A notable example is the



most popular Discord server, Midjourney, which is focused on AI - generated images, users can utilize text prompts to generate image on go (Gerken, 2023).

Content creators and even some companies predominantly use Discord for community building, where the server revolves around the creator or brand. These servers typically include subchannels dedicated to specific topics related to the content creator's focus. This structure fosters a sense of belonging within the community, which is particularly crucial for Twitch streamers, who rely on strong community engagement.

#### **1.1.4 Twitter**

Twitter is a microblogging social media platform, distinguishing itself from others in the same category by limiting each tweet (a post on Twitter) to 280 characters (Hollensen, Kotler, and Opresnik 2019, 71). This feature makes communication on Twitter unique and swift. In 2022, Elon Musk acquired Twitter for forty-four billion dollars, leading to significant changes and addition of new features (Conger, Kate and Lauren Hirsch, 2022). One notable change is the introduction of Twitter Blue, a paid premium service that allows users to exceed the 280-character limit, enabling them to write up to 10,000 characters (Weatherbed, 2023).

Companies and influencers on Twitter utilize the platform to inform their followers about changes, special events, new products, or to create content such as short-form videos and photos related to their business.

#### **1.1.5 Reddit**

Reddit is a social media platform primarily focused on forum-based discussions. Users on Reddit create subreddits, each dedicated to a specific topic. There are subreddits for virtually every imaginable subject, including sports, brands, celebrities, video games, music, and more. Reddit operates on a highly content-driven model, where fresh and relevant content receives “upvotes.” Posts with the most upvotes (therefore most popular) are more likely to be found when users search for a particular topic on the internet. Consequently, marketers leverage Reddit as a tool to optimize SEO (Hollensen, Kotler, and Opresnik 2019, 141-142).

Individuals, such as influencers, can cultivate their own community on a subreddit. In this space, redditors can create posts related to the influencer, generating content that the influencer can respond to and use for creation of new content. This dynamic facilitates community building and community engagement which is used in similar matter as Discord by Twitch Streamers.

### 1.1.6 TikTok

TikTok stands as one of the most popular social media platforms today. In 2022, it was reported by Tech Crunch as one of the most downloaded apps globally (Forristal, 2022). According to John Brandon from Forbes, TikTok's popularity can be attributed to its algorithm. This algorithm analyses the content you like, continually populating your “For You” page with more content aligned with your interests, creating a “perpetual interest machine” (Brandon, 2023).

However, TikTok has not been without controversies. It faced accusations of data collection for the Chinese Communist Party, leading to a brief ban in India in 2019 for the alleged spread of pornography. This ban was later overturned on appeal. In the USA, both Republican and Democrat parties have considered TikTok a potential security risk.

For influencers and companies, TikTok serves as a powerful tool for content creation. Its algorithm can rapidly boost relevance, surpassing the pace of some other platforms. Notably, Twitch streamers use TikTok to transform their long-form content into quick and captivating short-form videos, which seems to attract more viewers to their streams.

### Overall - Worldwide

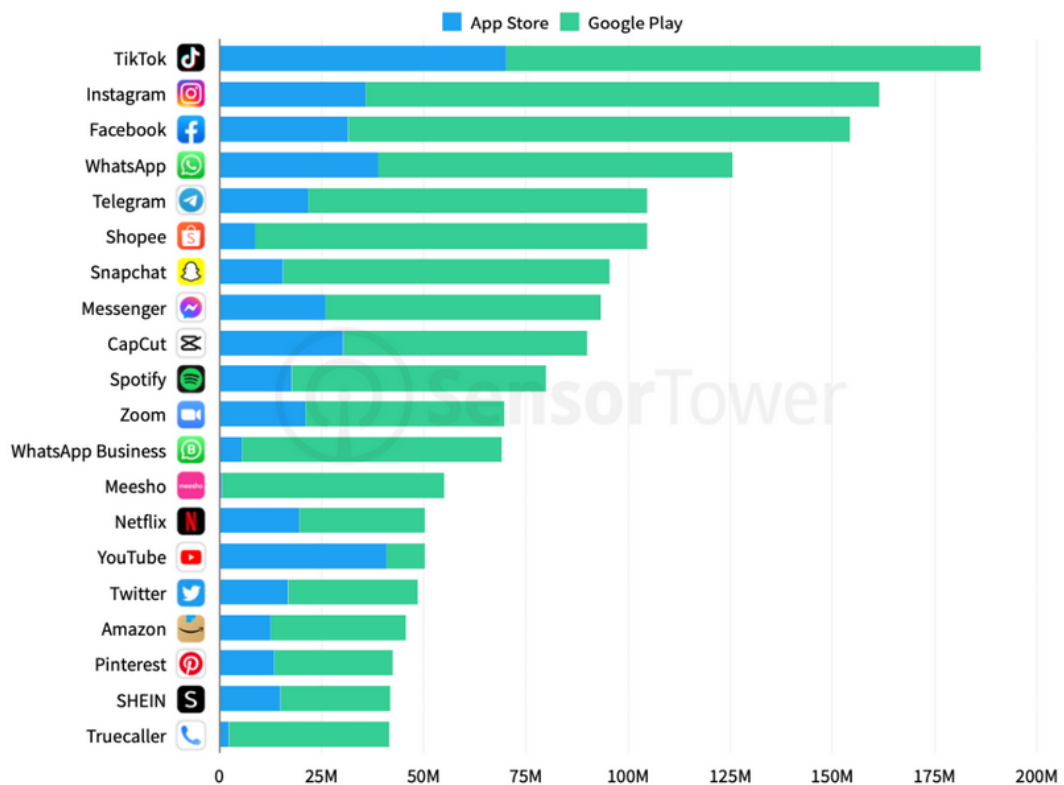


Figure 4 – Overall worldwide downloads on App Store and Google Play (Forristal, 2022)

### 1.1.7 Instagram

Instagram, a social media platform created by Kevin Systrom and Mike Krieger, was launched in 2010 and later acquired by Facebook in 2017 for approximately one billion dollars. On this platform, users share photos and videos (Hollensen, Kotler, and Opresnik 2019, 99). In 2020, Instagram introduced Instagram Reels, designed to be an alternative to the short-form videos which gained popularity on TikTok in the preceding years (Instagram, 2020). Marketers leverage Instagram as a potent tool to showcase their company, product, or services. They often enlist the assistance of influencers to effectively promote their brands. Similarly, individuals operate much like companies, with the primary goal of brand promotion (Hollensen, Kotler, and Opresnik 2019, 100).

The social media dynamics on Instagram are primarily manifested in the form of reactions to posts, where users can express their opinions and engage with other users' comments. Additionally, Instagram users have the option to utilize the platform's messaging system. Another way viewers on Instagram can interact with one another is through reactions to specific content, fostering the spread of various trends via short-form videos on Instagram Reels or posts.

## 1.2 Influencer Marketing

As suggested by Hollensen, Kotler and Opresnik, these days anybody can become an influencer. The key factor is whether the influencer can influence people around them. Influencers are particularly interesting from marketing point of view because they serve as trustworthy source that traditional advertisement often cannot reach which makes them bridge between customers and companies. Influencer can be divided into separate groups based on their following, indicating their possible level of prominence.

Table 1 - Type of the influencers differentiated by size of the following. (ANA, 2018, as cited in Svend, Kotler and Opresnik 2019, 46)

Micro - Influencers	50 - 25,000 followers
Macro - Influencers	25,001 - 100,000 followers
Mega - Influencers	100,001 - 500,000 followers
Celebrity - Influencers	Over 500,000 followers

What is interesting about these groups is that having more followers does not necessarily make an influencer more valuable to a company seeking to promote their brand through them. Smaller following often leads to more intimate relationships between influencers and their followers. This more intimate circle can effectively impact the follower's opinion, whether about brand or the influencer themselves (Svend, Kotler and Opresnik 2019, 44-46).

It is noteworthy that while most of traditional marketing literature often views influencers only as a bridge between customers and companies, in contemporary times, influencers and companies seem to operate on similar bases. Therefore, modern marketing literature can be applicable to influencers as well, given that they function as small businesses run by individuals or smaller teams.

### **1.2.1 Affiliate Marketing**

Dave Chaffey and Fiona Ellis-Chadwick describe affiliate marketing as a commission-based agreement between two entities. In this arrangement, the first entity, known as the merchant, issues a commission-based reward to the seller who promotes goods or services (Chaffey and Ellis-Chadwick 2022, 425). It is important to note that Chaffey and Chadwick primarily associate this practice with affiliate sites rather than influencers. However, their definition of affiliate marketing can be adapted to include influencers. Instead of promotion on a website, influencers share their affiliate links with their followers, and they receive a commission-based reward after a purchase is made through their link.

## **1.3 Content Marketing**

Content marketing is integral to digital marketing, playing a crucial role for influencers, companies, and small businesses seeking to attract customers to their products and services. Interestingly, content marketing is not a recent phenomenon. According to Damian Ryan, its early use dates back to 1895 when John Deere published magazines about tractors to promote his own brand (Ryan 2017, 206). Another notable example is Nike, which published booklets about jogging as a precursor to selling jogging equipment (Ryan 2017, 206).

Nevertheless, a significant distinction exists between the early days of content marketing and the present. The widespread popularity of social media has democratized content creation, allowing anyone to contribute through blogs, YouTube channels, or photo posts. This shift underscores the importance for businesses to prioritize quality over quantity in their content marketing strategies (Ryan 2017, 207).

Content marketing further categorizes content into specific types, each with its own set of subcategories. Influencers and companies typically do not limit themselves to a single type of content. Embracing a variety of content types offers the benefit of attracting a broader spectrum of audience. The following content types have been selected based on their relevance to the theme of the bachelor's thesis, which explores the world of Twitch Streamers.

### **1.3.1 Live Video Broadcast**

Live broadcasting, often referred to as streaming, is a practice where a creator, known as a streamer, shares real-time content with their audience. Popular streaming platforms like Twitch, YouTube, or Kick typically incorporate chat windows, allowing streamers and viewers to engage with each other. An intriguing observation by T.J. Taylor is that live video broadcasts share similarities with television broadcasts, borrowing features from live TV shows and even webcam culture. To her, streaming represents an amalgamation of several types of media into one (Taylor 2016, 23-25). This perspective, likening television to live video broadcasts, is also echoed by other researchers, including Woodcock, who describes Twitch streaming as a form of the “democratization of television-like content” (Woodcock 2019).

Influencers, by the nature of streaming, have the unique ability to strengthen their bond with their communities. Live streaming has also become a tool for companies, with notable examples including Sony. They utilize streams to broadcast events like the PlayStation Showcase, unveiling new games and showcasing technological advancements related to PlayStation (Webster 2023).

### **1.3.2 Long Form and Short Form videos**

Video content has become the cornerstone for most influencers today. Almost everyone attempting to gain popularity on the internet utilizes video content to promote themselves, their products, or services. Video content can be broadly categorized into two types: long form and short form videos. According to Darren Bolton, long form videos extend beyond 10 minutes, while short form videos are under 10 minutes in duration. Third category is according to him “snackable” videos which are under 1 minute and are typical for TikTok or similar platforms. However, due to the shift in content production most content creators describe short form videos with same length as “snackable” videos. The choice between the two depends heavily on the platform where creators aim to engage their audience (Bolton, 2022). For instance, creators on TikTok typically opt for short form videos. However, it is common for creators today to use both long form and short form videos to attract a broader audience.

### 1.3.3 Photographs

According to Damian Ryan, the rise in popularity of Instagram and Pinterest has resulted in a surge of photographic content. Many companies utilize these platforms to showcase their products or customers using their products (Ryan 2017, 221). However, influencers go beyond this and use these platforms to share glimpses into their daily lives and post photos related to upcoming content.

### 1.3.4 Posts

Posts often represent the final product of an influencer. Most posts are in textual form, discussing news or topics connected to the influencer. To attract a broader audience, these posts can be accompanied by photos or videos. Selecting the right format for a post on the appropriate platform is crucial. For instance, on TikTok, influencers should keep their captions brief, as the main focus should be on the short-form video content that prevails on the platform (Baluch 2023).

### 1.3.5 Podcasts

Damian Ryan views podcasts as a form of spoken blog, where companies and influencers engage in discussions about specific topics structured into themed episodes (Ryan 2017, 132). Podcast creators may opt for a video format, often posted on platforms like YouTube, or a purely spoken form, shared on platforms like Spotify. Notably, podcasts have gained significant popularity, especially in the USA, as indicated by Google Trends data in 2024.

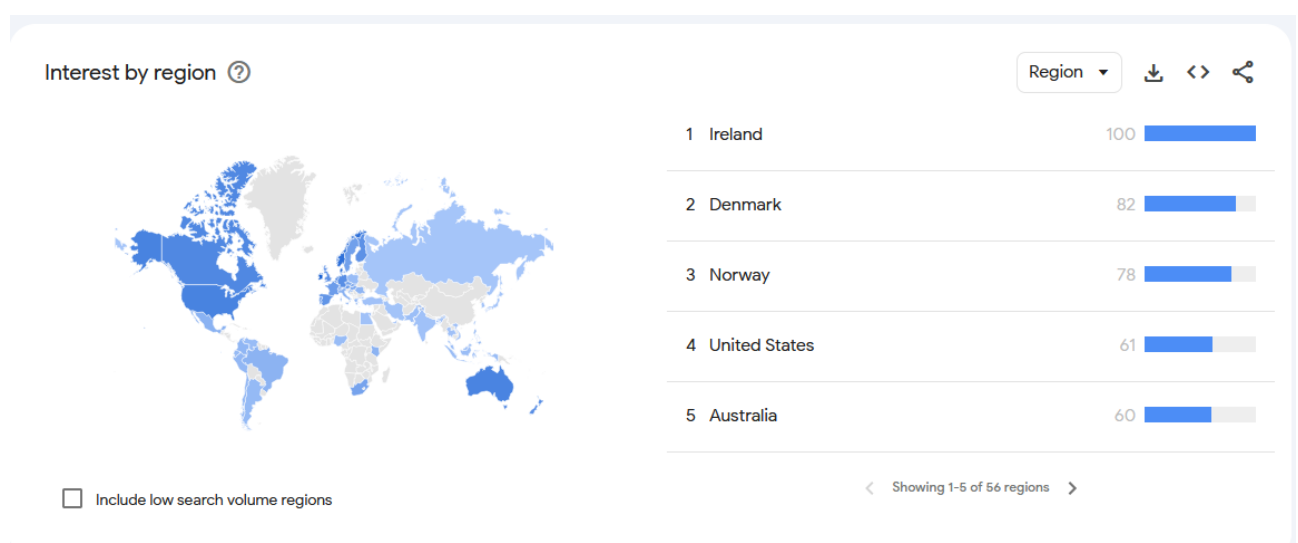


Figure 5 – Interest by region (Google Trends, 2023)

### 1.3.6 Evergreen Content

Evergreen content, as described by Hanlon, refers to a type of content that is not restricted by time and can be released at any time. Additionally, this content can be recycled and reused in the future (Hanlon 2019, 109). Tristan Barrocks adds that evergreen content not only appeals to the most loyal consumers but also provides value to those who have not yet encountered the content, extending its usefulness over time (Barrocks 2021). Typically, evergreen content is educational in nature, focusing on a specific topic. Examples include how-to guides and in-depth analysis videos (Kapoor 2023).

### 1.3.7 Content Calendar

A content calendar is a tool widely employed by content marketers to plan when, what, and how they will deliver content to their audience. This tool is equally valuable for content creators and influencers. According to Damian Ryan, a well-built content calendar should consider seasonality, incorporate strong topics for each month, be well-timed, and be shareable among team members (Ryan 2017, 223).

However, there is no one-size-fits-all rule for creating an efficient content calendar, as it is regarded as a personalized tool. For instance, Alec Chillingworth suggests including information about partnerships, holidays, promotional activities, etc. (Chillingworth, 2022). Each content creator or company should tailor their content calendar to best suit their individual needs.

### 1.3.8 SEO (Search Engine Optimization)

Search Engine Optimization (SEO) is now a widespread practice in marketing, with many companies recognizing the importance of ranking higher on their chosen search engines. Damian Ryan supports this notion, stating that 70 - 80% of paid ads are overlooked by internet users, and 75% do not venture beyond the first page of search results (Ryan 2023, 64-65). To attract traffic to their sites, marketers employ both short-tailed and long-tailed keywords. Short-tailed keywords, consisting of 1-2 words, are highly competitive, while long-tailed keywords, though less competitive, prove valuable as users are often more invested in specific search results (Ryan 2023, 77).

Influencers, much like marketers, utilize SEO to optimize their discoverability. However, influencers must tailor their optimization strategies for each platform. For instance, Twitch Streamers use SEO within the limitations of Twitch, but to expand their reach, they often

employ additional means, such as promoting themselves on other media platforms like YouTube, to attract viewers (Magill 2021).



## 2 TWITCH.TV

### 2.1 History

Twitch was not the pioneer in allowing users to share live content. In 2007, Justin.tv was launched by the same four individuals who later founded Twitch.tv: Justin Kan, Emmett Shear, Michael Seibel, and Kyle Vogt. However, Justin.tv differed in focus from Twitch, catering to “reality-show-like” streamers who broadcasted their daily lives to a broader audience. Although Justin.tv gained popularity when streamers used the platform to share television and music content for free, this practice was deemed a form of piracy and resulted in a lawsuit against Justin.tv by Zuffa LLC, the owner of UFC (Taylor 2019, 53-58).

Despite its initial success, Justin.tv did not experience significant growth due to its controversies and overall business structure. However, the gaming section of Justin.tv garnered considerable popularity, prompting Emmett Shear to propose shifting the company's focus to gaming content, which he believed would be more advertiser friendly. This strategic shift led to the establishment of Twitch.tv in 2021, with Emmet Shear as CEO of the company (Taylor 2019, 53-58).

The decision to pivot exclusively to gaming content proved to be a wise one, and in 2014, Twitch was acquired by Amazon for \$970 million (Gittleson, 2014).

In the present day, Twitch is a popular website that serves as the core of the gaming culture. Game developers use Twitch streams to promote their games as seen with firms such as Devolver Digital. They have used Twitch Drops<sup>1</sup>, which allow viewers to get exclusive content for the game. Devolver Digital even designed their game to include a connection between Twitch subscribers and NPC (Non-Playable Character) characters that are named after them. Additionally, Twitch chat can even affect the game experience of the streamer, as viewers can help the streamer or even hinder them (IGN 2022). This game design allows Twitch streamers to interact with their audience which helps to enhance the experience of the overall stream.

As a result, companies gain exposure, which promotes the popularity and sales of the promoted game. As seen in this example, companies are actively seeking to interact with Twitch in the present day, which was not the case during the Justin.tv era.

Surprisingly, Twitch is now returning to some of its roots. In the beginning, Twitch was focused solely on game streams, but in the present day, users can find more than just game

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<sup>1</sup> Twitch Drops= Exclusive game content reward via watching the streams about the game

streams on the platform. Today, Twitch hosts music streams, podcasts, artistic streams, tabletop streams, and more (Taylor 2018, 8)

## 2.2 Streamer

Streamers are often classified as influencers, given their ability to sway viewers' decisions. However, their unique position, deeply embedded in gaming communities, can make it challenging for them to engage in affiliates and sponsorships. This is due to the central selling point of many streamers: authenticity. As highlighted by Woodstock, who interviewed streamers about their roles as influencers, many express caution in selecting sponsorships and promotions. This wariness stems from the potential hostility of viewers towards such actions, which could lead to long-term damage to their reputation and brand (Woodstock 2019).

While this might suggest limitations in how streamers can operate as influencers, it is not entirely true. Given their distinct position, many streamers employ creative strategies to integrate sponsorships seamlessly into their personal brand. They often cherry-pick sponsorships that align with their viewers' preferences. Notably, gaming-oriented companies frequently seek out streamers to promote their new games or technologies, as affirmed by interviews conducted by Woodstock (Woodstock 2019).

## 2.3 Layout of the stream



Figure 6 – Live stream of Gladd on January 31, 2024 (<https://twitchtracker.com/gladd/streams/50296134637>)



Figure 7 – Layout of the Gladd’s stream Name of the stream.

In determining the name of their stream, streamers commonly incorporate the game title they are playing. This strategic decision aligns with viewer habits on Twitch, where individuals often search for specific content by game or creator names. An illustrative example highlights this pattern. Additionally, streamers leverage Calls to Action (CTA) and Search Engine Optimization (SEO) techniques within their stream names to enhance visibility and discoverability. Use of CTA can be seen by Canadian streamer XQC shown on Figure 8.

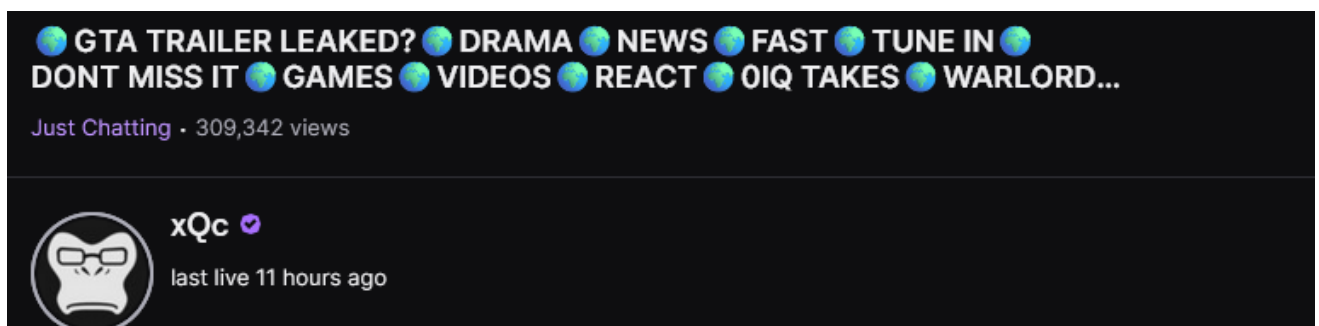


Figure 8 – Title of the XQC’s stream on December 5, 2023 (<https://twitchtracker.com/xqc/streams/49857893165>)

Streamers also utilize their stream names to attract potential viewers, often by featuring mentions of special events such as Twitch drops. Tags play a crucial role in further categorizing

streams into preferred genres or themes. It is essential to note that the streamer's logo serves as a significant element of their brand which contributes to the overall identity of the stream.

### **2.3.1 Livestreamed Content**

Livestreamed content by the streamer typically involves gameplay of a particular game. However, as previously mentioned by T.J. Taylor, modern streams may extend beyond gaming to include various other activities. Within these streams, streamers can showcase banners featuring sponsorships, donations, and donation messages. Donation messages serve a special purpose where viewers can send a “tip” to a streamer to display their message on the streamer's screen. Typically, the streamer reacts to these messages, creating an incentive for viewers to send additional paid messages in the future.

### **2.3.2 Webcam**

The webcam plays a crucial role for streamers as it facilitates a more personal connection with viewers. Typically, streamers showcase something in the background that is connected to them, such as their logo, as illustrated in Figure 7 in section 2.3.3, or items related to their interests.

### **2.3.3 Chat**

Chat holds a central role on Twitch, considered by most streamers as one of the vital elements deserving their utmost attention. The interactive nature of Twitch, where viewers can engage in conversations with both the streamer and fellow audience members, enhances the platform's appeal. This observation is supported by scholars such as T.J. Taylor and Woodcock (Woodcock 2019, 321- 325; Taylor 2016, 89).

Interestingly, esports events share close similarities with traditional sports matches, where chat serves as a virtual cheering crowd. Viewers express their reactions through emoticons or messages, actively engaging with the live streams' occurrences (Taylor 2016, 40). This chat behaviour extends beyond esports events; viewers also cheer on their streamer during challenging moments in the game.

Streamers leverage Twitch not only for gaming but also as a platform to promote their brand, partnerships, or announce upcoming events.

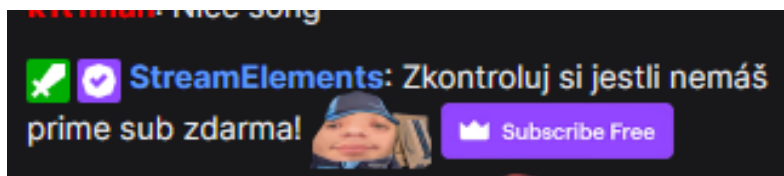


Figure 9 – Example of chat message where streamer Agraelus utilizes message to promote Twitch Prime (Agraelus, automated Twitch message, September 11, 2023)

## 2.4 Twitch Affiliate Agreement

The first step for every Twitch streamer is to reach Affiliate status, which allows them to monetize their content on Twitch.tv. Streamer needs to reach at least fifty followers, stream for 8 hours per month on seven different days and have an average three viewers. Although this step may seem small, streaming on Twitch can be especially challenging for new streamers due to the oversaturated market. Once streamer achieves Affiliate status, streamer can continue to grow their community and work towards acquiring Twitch Partner status. From business point of view, Twitch Affiliates have the option to monetize their content, which helps them with growth of their channel. They can use ads during their streams and subscriptions, which can be one of their sources of revenue. However, there are also some cons to the affiliate program, as it restricts creators from streaming on different platform at the same time. Nonetheless, after the stream, they can produce content from their streams such as clips, VODs (Video on Demand is an archive of previously streamed content) and more (Twitch, 2023).

## 2.5 Twitch Partner

Most prestigious post on the Twitch is to be a Twitch Partner. Like Twitch Affiliate, Twitch Partner brings many benefits which streamers can use to better monetize their content. However, achieving Twitch Partner is harder than achieving the Twitch Affiliate and some streamer don't want to achieve Twitch Partner because of its limitations. To achieve Twitch Partner status, streamer needs to stream for 25 hours on twelve different days with average of seventy-five viewers (in month). However, these requirements are only the minimum which you need to be eligible. That means that streamer with the 30-day-Performance does not have to acquire the Twitch Partner status because he must be run through Twitch Committee to acquire such as status. Benefits from being partner are tiered channel subscriptions, emotes (up to 60), customizable Cheermotes and bit badges, customizable ads (such as length and frequency), Pay-out fees which are covered by Twitch. Other benefits which are not tied to monetization are prolonged VOD library (up to 60 days), Teams (tool for networking between

other streamers), Partner-Only-Opportunities (for example invitation to the Twitch Events), Broadcast Delay which is used to avoid Stream Sniping<sup>2</sup> and Video Transcoding to achieve highest stream quality (Robinson, 2022).

## 2.6 Partner Plus Program

The Partner Plus Program, introduced on October 1, 2023, aims to encourage Twitch streamers' growth on the platform in response to the increasing competition from other streaming platforms like Kick, which offered more attractive deals to both new and established streamers (Peters, 2023). However, the program faced backlash from Twitch streamers due to certain decisions, such as the initially imposed revenue cap of \$100,000. Responding to this feedback, Twitch removed the revenue cap on January 24, 2024 (Pequeño IV, 2024).

To attain Partner Plus status, streamers must accumulate at least one hundred points for three consecutive months, earned through viewers subscribing to their streams. This achievement grants them a revenue split of 60/40. Additionally, streamers can enhance their revenue by achieving three hundred points for three consecutive months, elevating their split to 70/30 (Twitch 2024a).

## 2.7 Channel Subscription

Channel subscription serves as a form of giving direct support to a given streamer, with set prices of €3.99, €7.99 or €19.99. Viewers can choose the option that suits them best depending on how much they want to support the streamer. These options are called tiers which range from 1-3. Subscribers (Subs) also receive benefits which should improve the watching experience, including global Twitch emotes, streamer specific emotes and ad-free stream (Twitch 2024c). Additionally, subscribers receive badges that show how long they have been subscribed, which can be seen as a social status among other viewers.

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<sup>2</sup> Stream Sniping= “Stream sniping is when an online gamer exploits the livestream of a person they're playing against in an abusive, advantageous, or annoying way.” (Wittman, 2021)

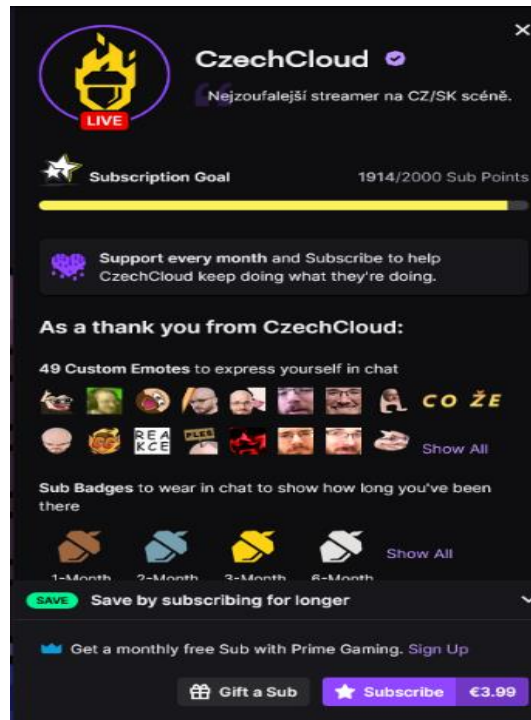


Figure 10 – Subscription page of streamer CzechCloud (Twitch, 2023)

## 2.8 Bits

Bits are virtual currency which can only be used on Twitch. Every bit equals roughly to the \$0.01. Creators on the platform get 80 % of the value when viewers use this currency to the specific action. Viewer can use it for Cheers, animated Bit gem emotes, Cheermotes. Bits were introduced as a new form of monetization in 2016 (Fontaine, 2016).

## 2.9 Prime Gaming

Prime gaming can also help Streamers to generate revenue by promoting Prime Gaming subscriptions. Through Prime Gaming, viewers receive the benefit of a free subscription to one Twitch channel which is either partner or affiliate with Twitch.tv. This serves as a beneficial mutual arrangement for both included parties (Twitch 2024b)

## **II. ANALYSIS**



### 3 METHODOLOGY

This bachelor's thesis will focus on two Czech and two English top streamers. The selection of streamers was based on their average position over the span of 5 months, from September 2023 to January 2024, with data obtained from the Twitch Tracker website. This platform tracks the overall position of streamers globally and ranks them based on average concurrent viewership, followers, and stream time for the last 30 days (Twitch Tracker, 2023). This approach was chosen to highlight streamers who have consistently performed well on the Twitch platform over an extended period. Moreover, it helped to ensure an objective selection of streamers, avoiding the influence of specific outliers. Both Czech and English streamers were organized into tables, and their average positions were calculated over the five-month period to determine their final selection. Tables for both Czech and English-speaking streamers is presented down below. Their content calendars and content creation were closely examined between February and March of 2024, with a few exceptions showcasing particular affiliations, events, or achievements that are noteworthy to draw a complete picture of the streamer.

Table 1 – Leaderboard of Czech-Speaking Streamers (own creation)

Streamer	Sept.	Oct.	Nov.	Dec.	Jan.	Average Position	Final Position
Agraelus	1	1	1	1	1	1	1
Haiset	5	6	2	2	2	3.4	2
XnapyCZ	9	2	3	4	6	4.8	3
Herdyn	2	7	5	6	5	5	4
CzechCloud	3	3	4	5	12	5.4	5
Patrikturi	6	9	9	9	4	7.4	6
Conducteir77	8	4	7	7	11	7.4	6
Marty_Vole	7	12	12	4	6	8.2	8
Marwex	14	10	11	3	3	8.2	8
FlygunCZ	10	8	8	8	8	8.4	10
ArcadaBulls	4	11	10	10	9	8.8	11
FreezeCZ	17	5	6	13	13	10.8	12
Cuky222	28	32	29	16	7	22.4	13

## 4 CZECH SPEAKING STREAMERS

In the Czech Twitch scene, Agraelus stands out as the dominant figure, leading the leaderboard consistently over the five-month period. This dominance is noteworthy, especially considering that English-speaking streamers do not exhibit similar levels of dominance to a single streamer on the platform. Following Agraelus, HaiseT occupies the second position, experiencing a surge in popularity, particularly in November 2023, and maintaining his status as the second most popular Czech streamer on Twitch. While XnapyCZ holds the third position, the competition between him, Herdyn, and CzechCloud is intense, with his position potentially facing challenges on a month-to-month basis.

### 4.1 Agraelus

Agraelus (Vojtěch Fišar), the long-standing leaderboard leader of the Czech Twitch scene, maintains a significant following and a presumably long-standing partnership agreement with Twitch (Twitch Tracker. n.d.a). Given his high numbers and vast reach, this substantial following and presumably esteemed reputation make him an appealing partner for advertisements and affiliate campaigns in the Czech scene. He began his Twitch streaming career in the platform's early days and has since collaborated with numerous companies throughout his career. Forbes even recognized his success, where he was mentioned as one of the ten most profitable YouTubers/streamers (Forbes, 2023). One of his most significant streaming milestones was when he set a record on the Czech Twitch scene for a charity stream with the creator of the beloved Mafia series, Daniel Vávra (Twitch Tracker, n.d.b)

Stream	Duration	Avg Viewers	Max Viewers	Followers	Views	Title	Games
27/Sep/2020 19:22	6.0 hrs	42,095	54,289	2,162	216,115	DNES OD 19:10 CHARITATIVNÍ STREAM Z MAFIA REMAKU S DANEM VÁVROU	Jack Crawford, MAFIA

Figure 11 – Agraelus record on his charity stream on Twitch (Twitch Tracker, n.d.b).

#### 4.1.1 Influencer Marketing of Agraelus

Agraelus on Twitch is a celebrity influencer due to his vast follower base, as mentioned in Table 2. This makes him a good candidate for vast marketing campaigns focused on gaming and Twitch communities in the Czech Republic.

Table 2 – Agraelus Influencer Type as of February 26, 2024 (own creation)

Platform	Following	Influencer Type
Twitch Agraelus	687 380	Celebrity - Inf
Instagram @vojtechagraelus	204 000	Mega - Inf
Facebook Agraelovo Let's Play Šílenství	94 000	Macro - Inf
YouTube @AgraelusReakce	134 000	Mega - Inf
YouTube @TheAgraelus	630 000	Celebrity - Inf
TikTok @agraelusofficial	43 600	Macro - Inf
Reddit r/Agraelus	90 000	Macro - Inf

This is supported by his previous affiliate programs with other companies or his official partnership. One of the long-standing partnerships of 2023-2024 is with the Finnish company Wolt. Agraelus actively collaborates with this company by promoting his affiliate links during the stream and making special affiliate posts on Instagram.



Figure 12 – Agraelus post on Instagram on November 9 promoting his yearly eating habits with company Wolt (Agraelus, 2023a)

Agraelus is transparent about his affiliation with Wolt and openly talks about it during the streams, promoting his affiliate link as shown in Figure 13.

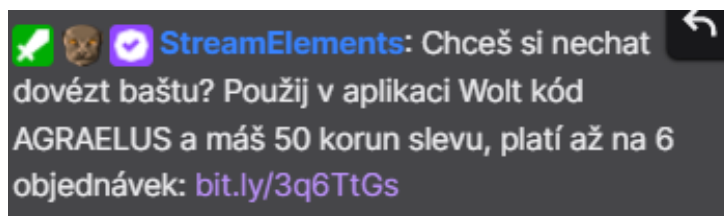


Figure 13 – Example of chat message where streamer Agraelus utilizes message to promote his affiliation with the food delivery company Wolt (Agraelus, Twitch automated message, December 20, 2022)

This strategy seems to be applied to appear trustworthy, where he openly states he has partnerships with specific firms and makes special jokes and content with his partners. This can also be seen in Figure 14 where he jokes about his presumably fake eating habits monitored by Wolt, which are supposed to look worse than they are.

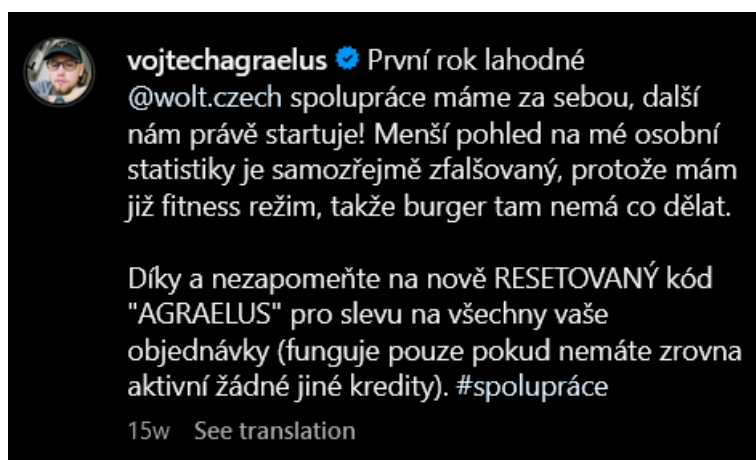


Figure 14 – Agraelus post description on Instagram on November 9 promoting his eating yearly eating habits (Agraelus, 2023a)

In figures 13 and 14, Agraelus uses typical affiliate codes, where viewers can get a discount for the Wolt service. This code typically is in the form of the influencer's nickname. Agraelus, in figure 13, also uses the “@” symbol with the company's Instagram, serving as a direct link to the affiliated company.

Another example is his partnership with Sony Entertainment; Agraelus cooperated with Sony on a charity stream with other influencers (České Noviny, 2018). These charity streams with Sony were repeated in 2019, where Agraelus stated that the final acquired fund for the chosen charity was twice the previous year (Instagram, 2024).

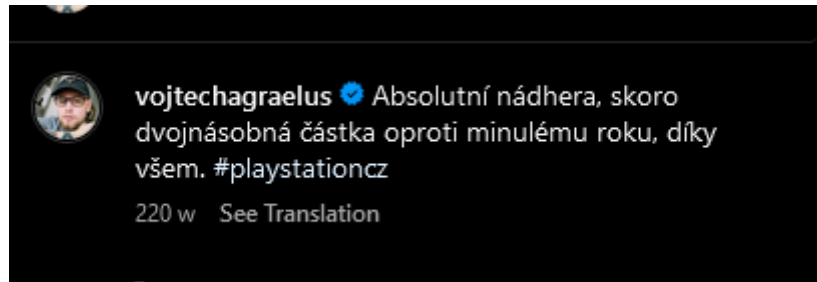


Figure 15 – Agraelus post description for PlayStation Charity Stream in 2019 (Agraelus, 2019)

Another significant charity stream was led by Agraelus and another influencer Duklock, on December 16, 2023, where the final funds for charity reached over three million Czech crowns. It seems that Agraelus likes to cooperate with different charities and companies on a yearly basis. This helps his publicity overall, as his viewers and followers see this partnership as positive. This can be seen in example sixteen, where he receives praise.

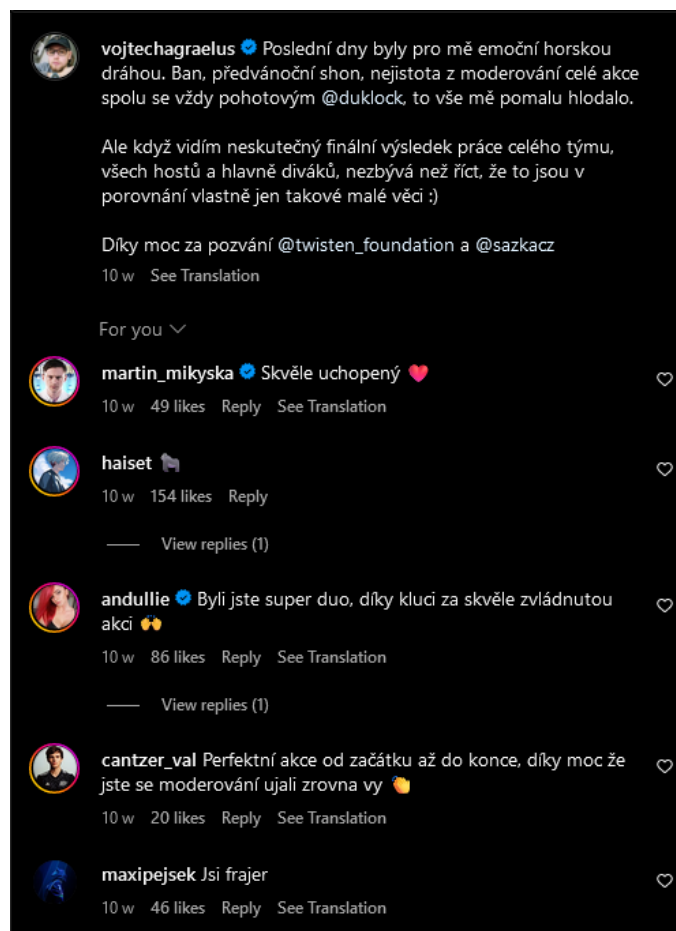


Figure 16 – Agraelus description under his charity with Twisten Foundation stream post in 2023 with follower comments (Instagram, 2023b).

An interesting point is that his old YouTube channel still has a following of around 630 thousand followers. This is due to the fact that Agraelus built his persona first on YouTube and later switched to Twitch as his primary platform. Interestingly, his lowest following is on TikTok, where he only reaches Macro-Influencer status with over 43,000 followers. This seems to be caused by Agraelus's preference for Instagram, which serves him in a similar way TikTok does to other influencers. Instagram is his second best-performing platform if without considering his inactive YouTube channel. As shown in the previous examples, Instagram serves as his secondary platform for promotions and affiliate campaigns.

#### 4.1.2 Social Media Marketing of Agraelus

Agraelus, like many other streamers, primarily utilizes Twitch as his main social media platform. He also leverages YouTube to extend the reach of his streams by creating short and long format videos that highlight amusing or noteworthy moments and discussions from his

streams. He has two YouTube channels: “Agraelus Reakce,” dedicated to discussions on various topics and current events, and “Agraelus,” which previously served as his primary channel during his focus on YouTube content creation. However, his previous main channel is not active in 2024.

On Instagram, Agraelus focuses on promotional activities, sharing posts about significant events, milestones, collaborations, and his daily life with the announcement of streams. He frequently updates his Instagram stories to promote his streaming activities and share insights into his personal life which will be shown in his content calendar later.

Agraelus's Facebook page is no longer active. This is expected due to the ever-declining popularity of Facebook as a social media platform. This fact can be also supported Agraelus used to operate on Facebook, which is similar to his active Instagram account. Interestingly,

Agraelus's TikTok is no longer active even though TikTok is one of the most popular social media platforms. This seems to be due to his previously mentioned preference of YouTube where he produces YouTube shorts instead of TikTok short form videos or Instagram Reels.

Table 3 – Social media platform where Agraelus operates. (own creation)

Streamer	Twitch	YouTube	Instagram	TikTok	Discord	Facebook	Reddit	Twitter
Agraelus	Yes	Yes	Yes	Yes	No	Yes	Yes	No

### 4.1.3 Content Marketing of Agraelus

His content primarily revolves around Twitch streaming and repurposing live streams into long-format videos posted on YouTube. On Twitch, Agraelus focuses on gameplay across various games and does not seem to focus on a specific game. His variety gaming focus is a part of building his brand and persona, which can be seen by his Twitch Page where he mentions how many games he completed on stream and most of his stream titles mentioned the game which he is going to play on the stream.

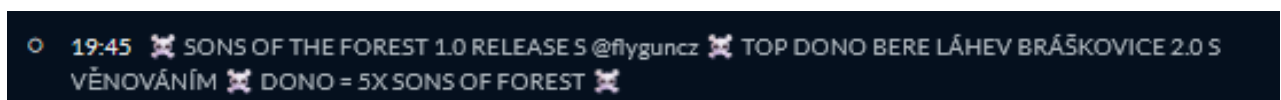


Figure 17 – Stream description of Agraelus stream in February 23 in 2024 (Agraelus, 2024)

Rest of his streaming time he allocates to discussing relevant topics, reacting to events, engaging with other influencers, and socializing with his viewers. His heavy gaming focus is a part of building his brand and persona, which can be seen by his Twitch Page (Agraelus n.d.) where he mentions how many games he completed on stream and most of his stream titles mentioned the game which he is going to play on the stream.

Table 4 – Content Production of Agraelus (own creation)

Streamer	Livestreamed content	Long Video Format	Short Video Format	Post	Photos	Podcast
Agraelus	Yes	Yes	Yes	Yes	Yes	No

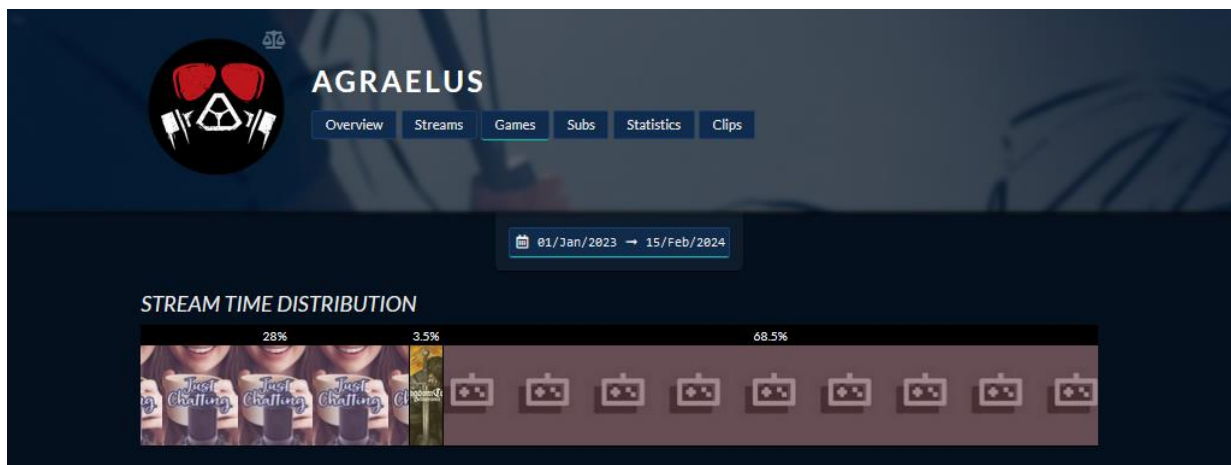


Figure 18 – Stream Time Distribution from January 1, 2023, to February 15, 2024 (Twitch Tracker, n.d.j)

His live-streamed content predominantly consists of gameplay from various games, which is showcased in figure 18. However, the second-largest portion of his stream is dedicated to “Just Chatting.” This category on Twitch designates a segment of the stream where the streamer interacts with viewers or reacts to videos and other content on the internet, rather than playing games. In particular, Agraelus uses videos from other influencers which he reacts to. He also uses his Reddit page to react to fan-made jokes and art. It appears intentional that at least some part of the stream is allocated to “Just Chatting.” Agraelus, and likely other creators, utilize this segment to repurpose their live-streamed content into long and short-format videos for various platforms. The reaction part of the stream seems to attract significant viewership across



platforms, which is supported by Agraelus's stream time distribution and his most-streamed genre on figure 18 and by the fact that Agraelus focuses on his reaction channel “Agraelus Reakce” with a smaller following rather than focusing on his old main channel.

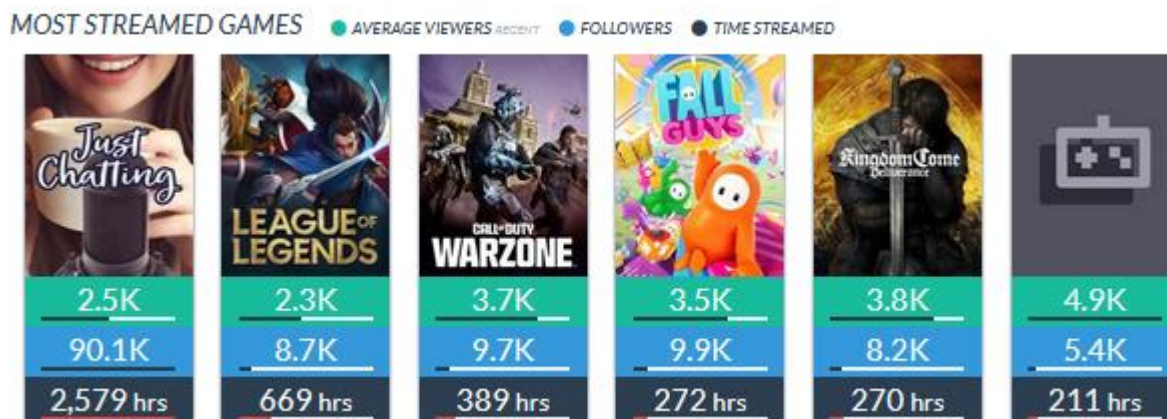


Figure 19 – Most Streamed Titles of Agraelus on February 26, 2024 (Twitch Tracker, n.d.a)

For promotion Agraelus utilizes mainly Instagram where posts promotions of his sponsorships, events and goals. He also promotes his own brand of clothes and alcoholic beverage “Bráškovice.”



Figure 20 – Agraelus photo on Instagram promoting his alcoholic beverage posted on October 18 in 2023 (Instagram, 2023).

## 4.2 HaiseT

HaiseT is the second-best performing Twitch streamer on Czech Twitch scene. His performance was consistent since November 2023 to January 2024, where he kept his position as a second-best performing streamer on Czech Twitch scene. It seems that this trend can continue, and he can keep his position as a second-best performing streamer in Czech Republic. This is also supported by the fact that in January 2024 he had his best performing stream of his carrier so far in time of the writing.

Stream	Duration	Avg Viewers	Max Viewers ↑↓	Followers	Views	Title	Games
21/Jan/2024 16:51	7.2 hrs	4,489	7,993	488	0	Nové video od Vobecké, 18:00 Závěrečná tiskovka CLASH 7 (můj odkaz na PPV !clash)   pak pokračování Sims po dvou týdnech	SPECIAL EVENTS Sims 4

Figure 21 – HaiseT Best Performing stream where he reacts on the special event Clash of The Stars (Twitch Tracker, n.d.j)

### 4.2.1 Influencer Marketing of HaiseT

As an influencer on Twitch, HaiseT boasts 116,149 followers, earning him the status of a Mega-Influencer. Therefore, for potential companies, he can be a valuable affiliate due to his adequate following, which is more specialized compared to influencers with larger followings. Like Agraelus, HaiseT is affiliated with the Finnish company Wolt. It seems that Wolt targets these top-performing streamers intentionally. However, his partnership with Wolt is more modest. HaiseT does not cooperate with Wolt on special events. He seems to only share his affiliate links on his Instagram, Twitch, or during his YouTube videos from the stream.



Figure 22 – HaiseT announcement of beginning of affiliate with Wolt on his Instagram story (HaiseT, archived Instagram Story directed to followers, 2023)

HaiseT also has an affiliation with the Czech fighting organization Clash of The Stars, which he promotes during his streams. He reacts to the event and shares his affiliate link for tickets to this event.

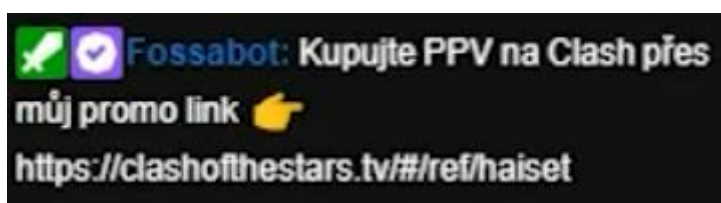


Figure 23 – Promotion link of HaiseT for Clash of the Star (HaiseT, Twitch automated message, January 22, 2024)

Interestingly, he uses this event for his charity stream, where he uses money from his affiliation as a form of future donation for his selected charity. However, the selection of the charity was not up to him but to his viewers. He asked them what sort of charity, they would deem worth it, with the only exception that it has to be centred around cat shelters. He announced that during his stream and reposted his announcement on YouTube on November 21 (HaiseT 2023, 06:00). This decision seems interesting because his community chooses a

specific charity, which makes them more involved can in building his community and his reputation.

On his other social media platforms showcased in table 5, HaiseT reaches Macro-Influencer status, except for his Twitter account, where he reaches Micro-Influencer status. It appears that HaiseT mostly uses his Twitch and YouTube accounts for his content creation according to his follower count.

Table 5 – Influencer status of HaiseT across various platforms (own creation)

Platform	Following	Influencer Type
Twitch HaiseT	116 149	Mega - Influencer
Instagram @haiset	53 300	Macro- Influencer
Twitter @HaiseT	10 300	Micro - Influencer
YouTube @HaiseT	79 000	Macro - Influencer
YouTube @haisetplus	26 700	Macro - Influencer
TikTok @haiset8	27 100	Macro- Influencer

#### 4.2.2 Social Media Marketing of HaiseT

Twitch is HaiseT's primary platform, as indicated by Table 5 in the influencer marketing section, where he boasts the largest following across all his platforms. YouTube serves as his second most used platform, where he repurposes his streaming content into long and short formatted videos. Interestingly, HaiseT has two YouTube channels, @HaiseT and @haisetplus. @HaiseT serves as his primary channel, where he posts reactions to other influencers, internet drama, videos from various social media platforms, and topics discussed on his stream. @haisetplus initially intended to focus on gaming and cover reactions and topics that HaiseT did not want to post on his main channel. At the time of writing, there are no recent gaming videos on this channel, indicating that his content now primarily consists of reactions and discussions on various topics,

His TikTok, where he posted short-form videos, is no longer active, and it seems that the streamer uses it only for finding topics and videos that he can react to on stream.

His Twitter account served as a place where he posted jokes and some quick tweets about various topics. However, HaiseT is not highly active on Twitter, and it seems he does not want to use Twitter for content creation at the moment, which is supported by his lowest follower count on this platform.

On Instagram, HaiseT has mentioned a few affiliations and partnerships, and he uses his stories to announce streams and topics. An example is shown below where he writes about the topic which will be discussed on stream, and underneath that is a direct link to his stream.



Figure 24 – HaiseT announcement of the stream mentioning Internet drama which he will discuss on stream. (Instagram, Instagram Story directed to followers, March 3, 2024)

Lastly, he utilizes Discord, which serves him only for community building. His followers create their special jokes and make content around HaiseT.

Table 6 – Social media platform where HaiseT operates. (own creation)

Streamer	Twitch	YouTube	Instagram	TikTok	Discord	Facebook	Reddit	Twitter
HaiseT	Yes	Yes	Yes	Yes	Yes	No	No	Yes

### 4.2.3 Content Marketing of HaiseT

HaiseT primarily focuses on “Just Chatting” when he streams, as evident by his stream time distribution, where more than half of his stream is dedicated to it.

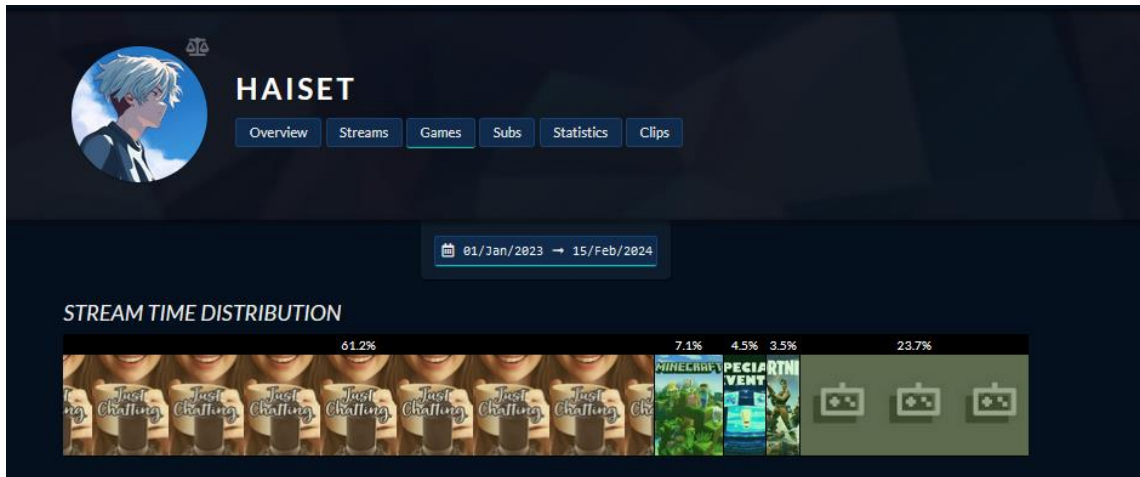


Figure 25 – Stream Time Distribution from January 1, 2023, to February 15, 2024 (Twitch Tracker, n.d.c)

One possible reason for this preference is that “Just Chatting” appears to be popular on the Czech Twitch scene. This is supported by HaiseT's average viewership, where “Just Chatting” ranks as the second-best performing activity on his stream. The first one is special events, similar to “Just Chatting,” where he reacts to specific events. His latest special event stream was Clash of the Stars, which was mentioned in Chapter 4 introducing HaiseT.



Figure 26 – Most Streamed Titles of HaiseT on March 1, 2024 (Twitch Tracker, n.d.d)

Livestreamed content is the most prevalent in his content creation, which is typical for streamers, followed by long video format and then short video format.

Table 7 – Content Production of HaiseT (own creation)

Streamer	Livestreamed content	Long Video Format	Short Video Format	Post	Photos	Podcast
HaiseT	Yes	Yes	Yes	Yes	Yes	No

HaiseT likely prioritizes his long format content because it generally performs better than his short format content. This is evident by the viewer count underneath his long format video on March 1, 2024, where he has over twenty-three thousand views over the period of 3 days.



Figure 27 – HaiseT long format video posted on March 1, 2024 (HaiseT, 2024, 17:35)

However, his short format video has a much lower viewer base of six thousand views.

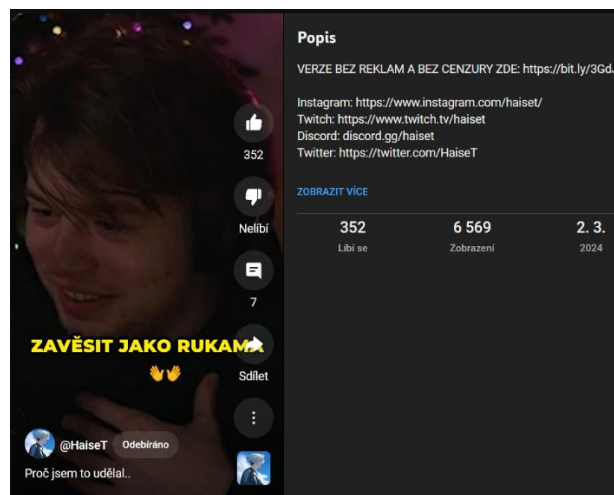


Figure 28 – HaiseT short format video posted on March 1, 2024.

This discrepancy is interesting, considering the rising popularity of platforms like TikTok, Instagram Reels, and YouTube Shorts, where shorter videos are expected to perform better. This difference could be due to HaiseT's viewer base, which may prefer long-formatted videos, or it could be attributed to the YouTube platform itself, where viewers are accustomed to longer videos.

In Figure 27, HaiseT uses a catchy thumbnail picture where he appears to be surprised, along with a dramatic expression and a catchy title. This practice is standard on YouTube, where thumbnails often feature the YouTuber's face with exaggerated expressions. Additionally, HaiseT intentionally includes keywords in the title and description, such as the names of the fighters and the organization, to improve discoverability. The mention of “Clash 8” serves as an anchor point because more people are likely to know about the organization than the fighters involved.



## 5 ENGLISH-SPEAKING STREAMERS

Leaderboard of English-Speaking speakers is undergoing constant changes and positions of the streamers tend to switch frequently. There is not long-standing leader of English-speaking streamers. However, for some period of the time there can be leader of the English-speaking streamers due to trends and overall interest around the streamer. Over the period of the 5 months, KaiCenat was leading English Twitch scene with almost perfect first position. The second in the leaderboard is Asmongold with his second channel ZackRawrr. Third position is contested by two streamers XQC and Hasanabi. Where their average positions are same. However, XQC in the last few months performed better than Hasanabi.

Table 8 – Leaderboard of English-Speaking Streamers (own creation)

Streamer	September	October	November	December	January	Average Position	Final Position
KaiCenat	1	1	1	1	2	1.2	1
ZackRawrr (Asmongold)	6	4	2	3	8	4.6	2
Hasanabi	3	2	6	7	10	5.6	3
XQC	7	6	9	2	4	5.6	3
Summit1G	4	14	12	5	6	8.2	5
Shroud	2	8	31	8	7	11.2	7
Sodapoppin	16	15	10	9	9	11.8	8
K3souju	12	9	16	10	12	11.8	8
Lirik	9	11	14	11	18	12.6	10
Tarik	5	13	15	13	21	13.4	11
Mizkif	20	12	5	18	15	14	12
Gorc	13	7	18	24	26	17.6	13
Caedrel	47	3	4	30	9	18.6	14
Lvndmark	6	33	37	6	13	19	15
CohhCarnage	8	35	28	36	35	28.4	16
LoLTyler1	51	67	50	29	5	40.4	17
Ninja	103	79	7	14	58	52.2	18
Clix	37	251	13	4	16	64.2	19
Celebit	251	5	11	16	251	106.8	20
Mongraal	251	251	8	12	17	107.8	21
FextraLife	10	21	100	251	251	126.6	22
Maximum	131	158	3	110	251	130.6	23
Dansgaming	135	10	251	207	199	160.4	24
Jynxi	251	251	251	251	1	201	25
Caseoh_	251	251	251	251	3	201.4	26

Note: The 251st position indicates that those streamers were not in the top 250. This means that 251 doesn't reflect their actual position but serves solely as a number for appropriate sorting of positions.

## 5.1 KaiCenat

KaiCenat is one of the highest-ranking influencers among English-speaking streamers. It appears that he is currently one of the most prominent streamers. His position was particularly stable from September to December 2023. His overall popularity in the English Twitch scene is evidenced by the fact that KaiCenat won a streamer award in 2023 (Shaukat, 2023). One of his most popular streams was with American singer Nicki Minaj, where he reached a peak of 348,593 viewers (Shaukat, 2023).



Stream	Duration	Avg Viewers	Max Viewers	Followers	Views	Title	Games
14/Dec/2023 04:49	5.3 hrs	245,656	348,593	44,664	0	KAI CENAT X NICKI MINAJ CLICK HERE NOW FOCUS MAFIA LIT STREAM BIGGEST ATHLETE EVER	Just Chatting

Figure 29 – KaiCenat best performing stream starring Nicki Minaj (Twitch Tracker, n.d.e)

KaiCenat has also been involved in controversies, notably in 2023 when New York Police Department arrested him due to his disorganized PlayStation giveaway, which attracted thousands of people attempting to meet the influencer (Stelloh and Kalhan Rosenblatt 2023). This showcases that these high-performing influencers are perceived as celebrities.

### 5.1.1 Influencer Marketing of KaiCenat

KaiCenat is an overall high-performing content creator and influencer across many platforms. Despite being a Twitch streamer, he particularly excels on TikTok, where his TikTok account consistently outperforms his Twitch channel in terms of follower count. The platform with the lowest following associated with KaiCenat is Reddit. However, his Reddit is mostly fan-driven, and KaiCenat uses it to find topics for his streams or to react to fan-made content.

Table 9 – KaiCenat Influencer Type as of March 24, 2024 (own creation)

Platform	Following	Influencer Type
Twitch KaiCenat	9 400 000	Celebrity - Influencer
Instagram @kaicenat	9 100 000	Celebrity - Influencer
Twitter @KaiCenat	1 800 000	Celebrity - Influencer
YouTube @KaiCenat	5 480 000	Celebrity - Influencer
YouTube @KaiCenatLive	6 530 000	Celebrity - Influencer
TikTok @kai_cenat	11 400 000	Celebrity - Influencer
Reddit r/TheKM	89 000	Macro - Influencer

KaiCenat is an official partner with Nike. He announced his partnership with Nike on his stream on February 9, 2024, and later reposted it on his YouTube channel @KaiCenatLive via YouTube shorts (KaiCenat 2024a, 0:40).

He has also been repeatedly featured on the American basketball news site ballislife.com, promoting his basketball endeavours.

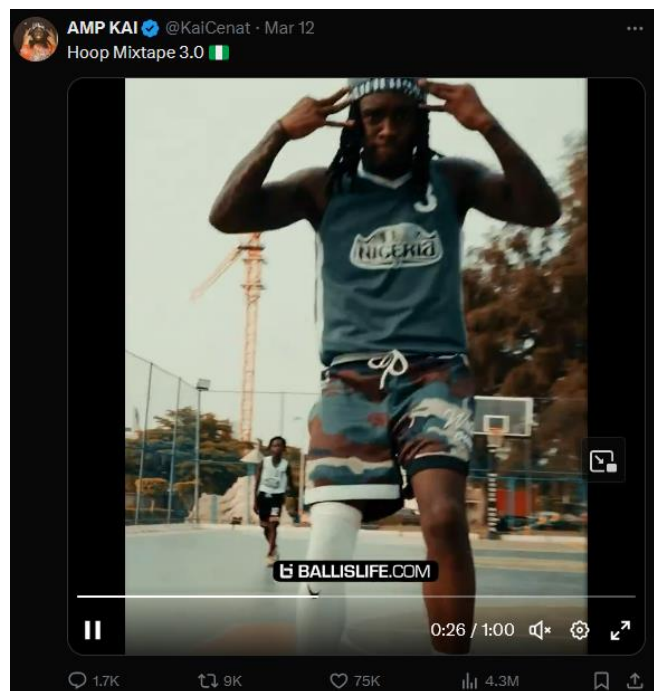


Figure 30 – Video of KaiCenat on his Twitter with a direct link to Ballislife.com (KaiCenat 2024b, 1:00)

On February 7, he also attended a celebrity basketball game produced by the NBA. Overall, his partnerships, showcases his willingness to cooperate with bigger companies on special events and associated content for these companies.



Figure 31 – KaiCenat post on Twitter announcing his attendance to NBA celebrity event (KaiCenat, 2024c,)

### 5.1.2 Social Media Marketing of KaiCenat

KaiCenat's main platform is Twitch, where he creates most of his content. The second platform KaiCenat seems to prioritize is YouTube, despite its lower follower base. This is evident from the number of videos he posts on YouTube compared to TikTok, where he has a larger following. In February 2024, he posted on his YouTube channel @KaiCenatLive seventeen videos, while on his @kai\_cenat TikTok, he only posted two short-form videos. However, it is evident that TikTok is a popular platform for KaiCenat due to his high follower count mentioned in Table 9, where his TikTok following is the highest. Instagram and Twitter are mainly used for posts and photos, with KaiCenat being less active on Instagram than on Twitter. He posted two posts with photos on @kaicenat Instagram and six posts with photos on @KaiCenat Twitter in February 2024. His Discord and Reddit are mostly fan-driven, so KaiCenat only reacts to content on Reddit and posts announcements on his Discord.

Table 10 – Social media platform where KaiCenat operates. (own creation)

Streamer	Twitch	YouTube	Instagram	TikTok	Discord	Facebook	Reddit	Twitter
KaiCenat	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes

### 5.1.3 Content Marketing of KaiCenat

KaiCenat focuses on reaction content, as evident from his stream time distribution, where the majority of his streams consist of the “Just Chatting” category.

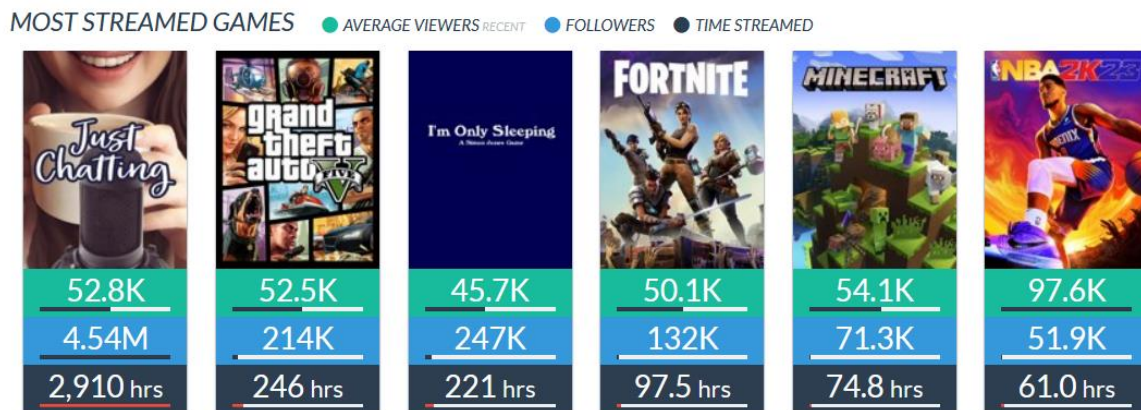


Figure 32 – Most Streamed Titles of KaiCenat on March 23, 2024 (Twitch Tracker, n.d.f)

He primarily reacts to various videos including TikTok short form videos, his own Reddit page, rap music videos and videos from YouTube content creators like MrBeast. During his streams, he also tries to incorporate challenges, hype donation trains where he calls out each subscriber's name and hypes up the number, dancing (KaiCenat 2024d, 0:45) etc. Interestingly, KaiCenat also streams “IRL streams” which he goes into public and streams in real-time. Gaming constitutes a smaller part of his stream time distribution, as evident from Figure 31 and 32. This is particularly noticeable in his total streamed hours, where he streamed “Just Chatting” for almost three thousand hours, while his most played game accounted for almost 250 hours of streaming.

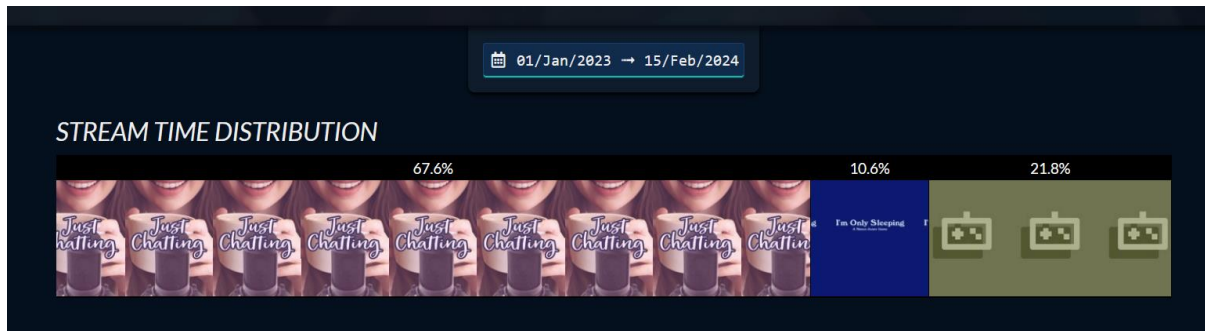


Figure 33 – Stream Time Distribution from January 1, 2023, to February 15, 2024 (Twitch Tracker, 2024 (Twitch Tracker, n.d.g))

His short video format is divided into two categories. One category, which he produces on his YouTube channel @KaiCenatLive, consists of highlights and special moments from his streams. The second category comprises new content not derived from his stream footage. His posts are typically in the form of tweets, where he shares his opinions, reacts to topics, quotes, or posts associated photos from events or his personal achievements. As mentioned in his influencer marketing chapter, he also uses posts with photos for the promotion of his partnerships.

Table 11 – Content Production of KaiCenat (own creation)

Streamer	Livestreamed content	Long Video Format	Short Video Format	Post	Photos	Podcast
KaiCenat	Yes	Yes	Yes	Yes	Yes	No

## 5.2 Asmongold

Asmongold (Zack) is an American streamer with a long history on Twitch. He primarily streams MMORPG games, discusses daily issues, and reacts to YouTube videos (Asmongold, 2023). Recently, he founded his own company, One True King (OTK) (Switzer, 2020). Additionally, he represents the StarForge PC company, where he serves as a co-founder (Scotti, 2022). Similarly, Asmongold is a co-owner of the game publisher company Mad Mushroom, which he announced during one of his streams which he reposted on YouTube @AsmonTV (Asmongold 2023a, 1:31) and on the official Mad Mushroom YouTube account (MadMushroom 2023, 0:48).

Despite taking frequent breaks during his streaming career, his popularity has not been affected, and it appears that his viewer base remains loyal to him. This is supported by the fact that he transitioned from streaming on his main channel to his secondary channel, even though his average position remained high enough to secure his position as the second-best performing English streamer from September 2023 to January 2024. Asmongold's overall long-standing position on Twitch is evidenced by his recognition at the Streamer Awards in 2023, where he won the award for the best MMORPG streamer (Snively, 2023).

### 5.2.1 Influencer Marketing of Asmongold

Asmongold is considered an overall Celebrity Influencer due to his significant follower count across various platforms. His lowest following is on his second Twitter account, @ZackRawrr, which appears to be inactive as his last post was in 2021. Main Twitter account of Asmongold is third most popular among his active social media accounts. Similarly, his Instagram account seems to be inactive as well in 2024, where he last posted picture of himself on March 9, 2023.

His main channel, @Asmongold, on Twitch is also inactive, attributed to the streamer's feelings of burnout and a lack of necessity to monetize his Twitch content. Asmongold has expressed that not being monetized helps him as a creator to create more content, reducing stress and changing his perspective on streaming overall. He elaborated on this reasoning during one of his streams, which was later reposted on his YouTube channel (Asmongold 2023b, 13:25).

Now he focuses on his unmonetized Twitch channel ZackRawrr, which serves as his main channel at the time of the writing. His best-performing social media, excluding his old Twitch channel, is his YouTube channel, where he the daily posts clips from his streams, indicating that Asmongold heavily relies on this platform.

Table 12 – Influencer status of Asmongold across various platforms (own creation)

Platform	Following	Influencer Type
Twitch Asmongold	3 500 000	Celebrity - Influencer
Twitch @zackrawrr	1 700 000	Celebrity - Influencer
Instagram @asmongold	118 000	Macro - Influencer
Twitter @Asmongold	909 504	Celebrity - Influencer
Twitter @ZackRawrr	79 051	Macro - Influencers
YouTube @AsmonTV	2 440 000	Celebrity - Influencer
YouTube @AsmongoldClips	662 000	Mega - Influencer
Reddit r/Asmongold	288 000	Mega - Influencer

In terms of affiliations and partnerships, Asmongold does not have any frequent official partnerships connected to his persona due to his choice to be unmonetized at the time of writing. Most of his energy is focused on his own companies such as OTK, MadMushroom, or Starforge systems, as well as events connected to these companies or his side projects like his podcast with other influencers.



Figure 34 – Asmongold promotional picture for his company Starforge Systems on his About ZackRawrr page on Twitch (Asmongold, 2024a)

However, Asmongold cooperates with other companies through his company OTK, where they, for example, collaborated with GameStop for a commercial connected to the Diablo 4 bundle exclusive to GameStop.



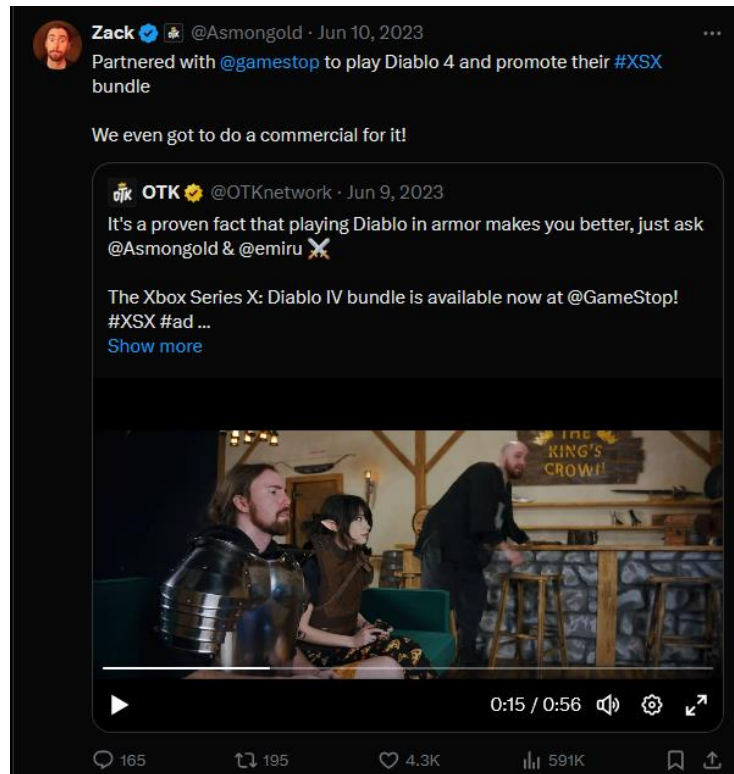


Figure 35 – Asmongold repost of OTK tweet (Asmongold 2023c, 0:56)

### 5.2.2 Social Media Marketing of Asmongold

Asmongold's main platform is Twitch, even though at the time of writing, he streams on a @zackrawrr with a lesser following. It seems to be the cornerstone of his content creation. YouTube serves as a platform for him to repurpose his content to attract viewers to his Twitch account and further increase his reach. He produces from his streams both long format videos and short format videos. However, his short form videos are not the typical format which can be seen on TikTok Instagram Reels or YouTube shorts, even though they are highly popular on today's social media platforms. They are just smaller version of his already produced long format videos. These videos he publishes on his second YouTube channel @AsmongoldClips.

Twitter is where he occasionally mentions partnerships with his companies, but due to Asmongold's size, he does not promote himself on a larger scale and simply uses his content to attract followers. Reddit serves for community building, and almost every stream he uses Reddit during streams to find topics or react to fan-made content. His Discord primarily serves for his community to interact with each other, and it does not seem that Asmongold uses it for

content creation or promotion, with the only exception being notifications of his streams to his Discord members.

Table 13 – Social media platform where Asmongold operates. (own creation)

Streamer	Twitch	YouTube	Instagram	TikTok	Discord	Facebook	Reddit	Twitter
Asmongold	Yes	Yes	Yes	No	Yes	No	Yes	Yes

### 5.2.3 Content Marketing of Asmongold

Asmongold’s streams dedicate the largest portion of time to “Just Chatting,” which he typically begins with. During this segment, he often reacts to content from the internet related to gaming and social issues concerning today’s society. This formula appears consistent, and Asmongold heavily relies on the reactive part of his stream. The remainder of his stream time is dedicated to gaming, mostly MMORPG games, with, for example, World of Warcraft comprising almost exclusively 10% of his stream time from January 1, 2023, to February 15, 2024.

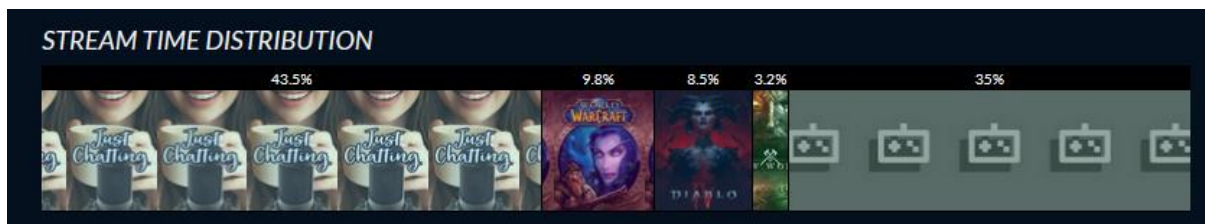


Figure 36 – Stream Time Distribution from January 1, 2023, to February 15, 2024  
(Twitch Tracker, n.d.h)

Interestingly, his “Just Chatting” segments have a lower follower count than his World of Warcraft gameplay segments. This implies that much of his persona is built during these gaming sessions, cultivating a core viewer base interested in this game. However, it is evident why Asmongold prioritizes “Just Chatting” these days and allocates larger portions of his stream to it, as the average viewership tends to be identical to his World of Warcraft streams, maintaining a healthy average viewer base.

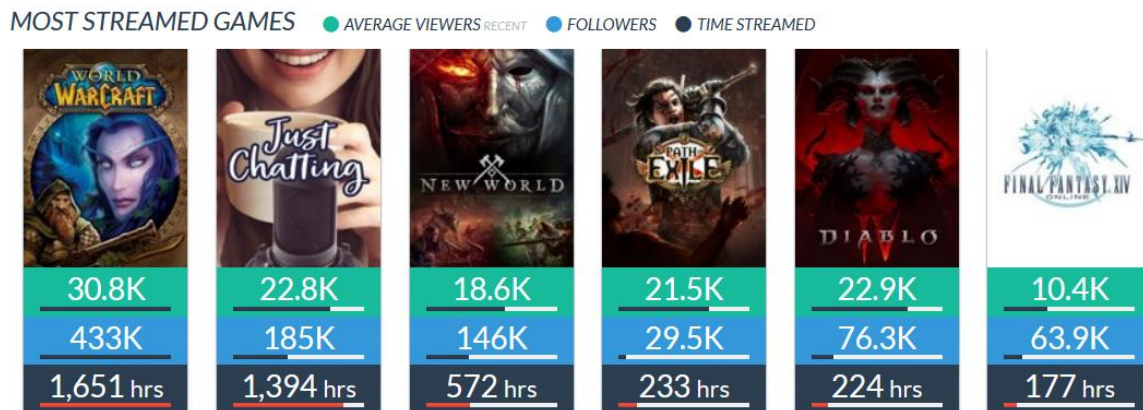


Figure 37 – Most Streamed Titles of Asmongold on March 25, 2024 (Twitch Tracker, n.d.i)

His “Just Chatting” segments are also easier to transform into video content on YouTube. This is evident on Asmongold’s YouTube channel, where most of his videos are reaction videos. While gaming content still exists on his channel, it is in a smaller scale compared to his reaction videos. In the titles of his streams, Asmongold mentions topics and games that will be showcased during the stream. He associates these titles with Twitch-specific commands for specific events and links to his companies. His choice of words is intentional to attract user engagement, using terms like “news,” “reacts,” and “drama.”



Figure 38 – Title of Asmongold’s stream on March 14, 2024. (Asmongold, 2024b)

Asmongold does produce short form videos but not the typical format which can be seen on TikTok Instagram Reels or YouTube Shorts, even though they are highly popular on today’s social media platforms. Therefore, his Instagram was previously used for posts and photos. However, his Twitter has now taken over the role of his Instagram account, where most posts and photos can be found, with a few mentions about partnerships or special events.

Interestingly, Asmongold hosts his own podcast with other influencers associated with his company. The podcast covers various topics and special guests, such as Canadian rapper bbno\$. This adds another layer of content that aligns with his focus on reaction and discussion.

Table 14 – Content Production of Asmongold (own creation)

Streamer	Livestreamed content	Long Video Format	Short Video Format	Post	Photos	Podcast
Asmongold	Yes	Yes	Yes	Yes	Yes	Yes

## 6 SUMMARY AND COMPARISON BETWEEN CZECH AND ENGLISH-SPEAKING STREAMERS

Overall, the four selected streamers operate in a similar manner. Each of them utilizes the “Just Chatting” category, where they react to different types of content and play various games on stream. KaiCenat and HaiseT heavily prioritize their “Just Chatting” segments, while gaming is utilized to a lesser extent. Conversely, Agraelus and Asmongold heavily rely on gaming content, with a larger portion of their streams dedicated to this type of content. Agraelus has the highest percentage of gaming content, while KaiCenat has the lowest percentage within the same timeframe. However, it is evident that the “Just Chatting” segment, showcased in table below, is essential for all of these streamers, as they all begin their streams with this category. Then they switch to selected game or continue discussion until end of the stream.

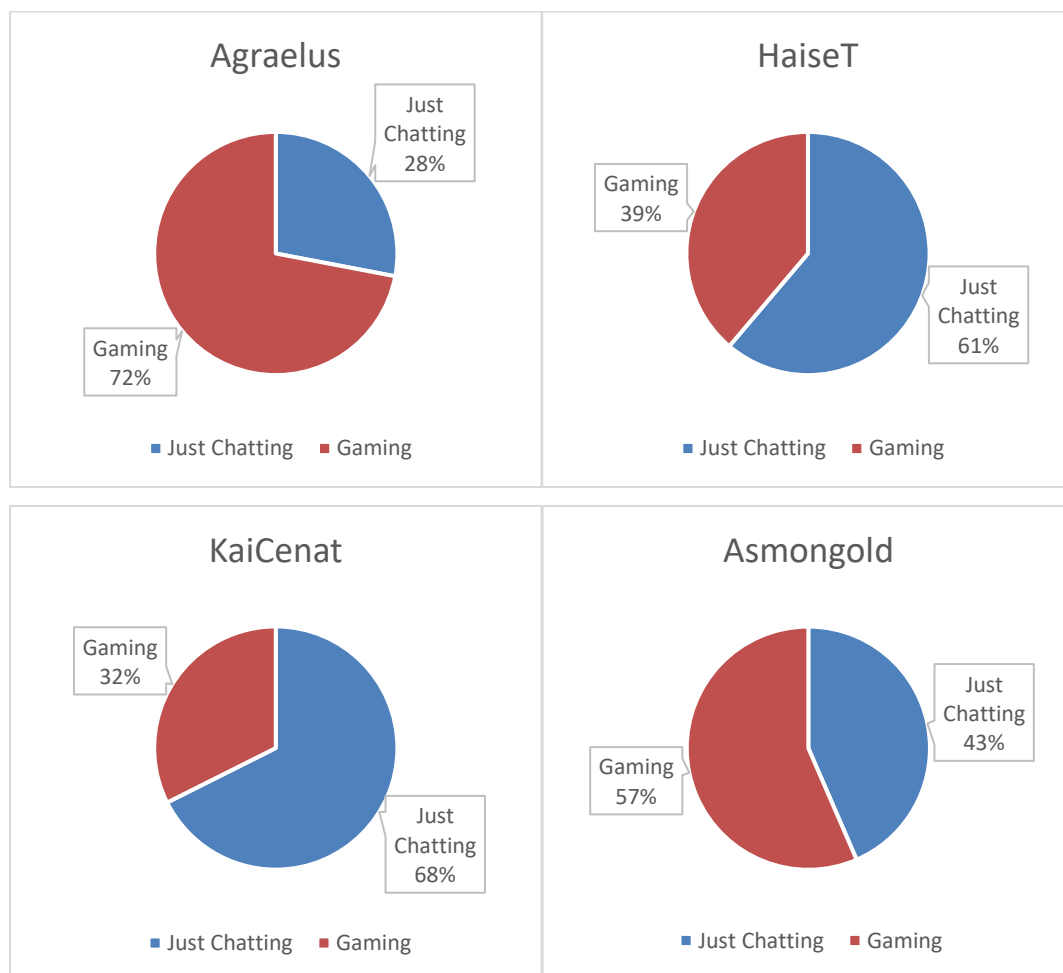


Figure 39 – Collection of Pie Charts displaying content distribution between Just Chatting and Gaming from January 1, 2023, to February 15, 2024 (own creation)

Every streamer selected does not focus solely on one type of content; rather, they produce a variety of content either by repurposing their livestreams or creating original content outside of streaming. Agraelus, HaiseT, and KaiCenat primarily produce similar types of content. The only exception is Asmongold, who produces podcasts with other influencers at the time of writing.

Table 15 – Content Production of All Selected Streamers (own creation)

Streamer	Livestreamed content	Long Video Format	Short Video Format	Post	Photos	Podcast
Agraelus	Yes	Yes	Yes	Yes	Yes	No
HaiseT	Yes	Yes	Yes	Yes	Yes	No
KaiCenat	Yes	Yes	Yes	Yes	Yes	No
Asmongold	Yes	Yes	Yes	Yes	Yes	Yes

Interestingly, all these influencers heavily repurpose their content on Twitch, as evident in the figure below. Their YouTube content outperforms their Twitch content, likely because one livestream can generate multiple videos for their YouTube channels. This is particularly notable with Asmongold, who produced almost 400 videos from 53 streams. However, despite TikTok being one of the most popular social media platforms, the selected streamers underutilize or do not produce any content on this platform. This is particularly intriguing in the case of KaiCenat, whose TikTok account has a larger following than his Twitch channel. Overall, it is apparent that these streamers prioritize YouTube Shorts over other short-form video platforms like TikTok or Instagram Reels.

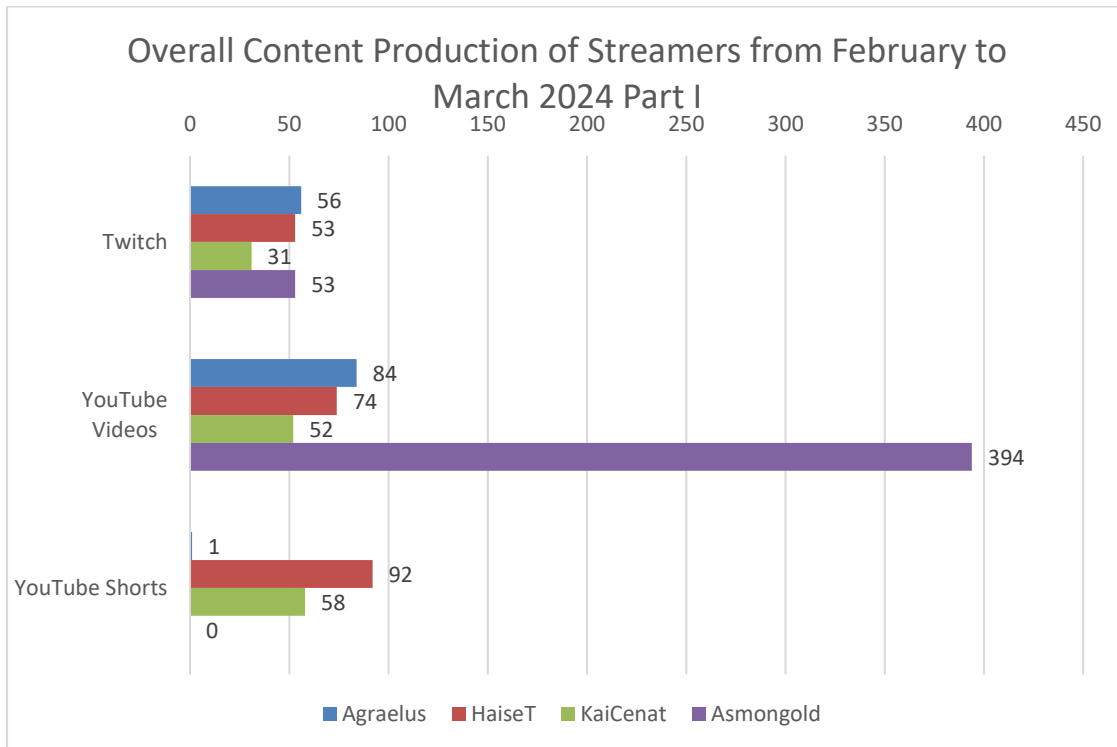


Figure 40 – Overall Content Production of Streamers from February to March 2024 Part I. (own creation)

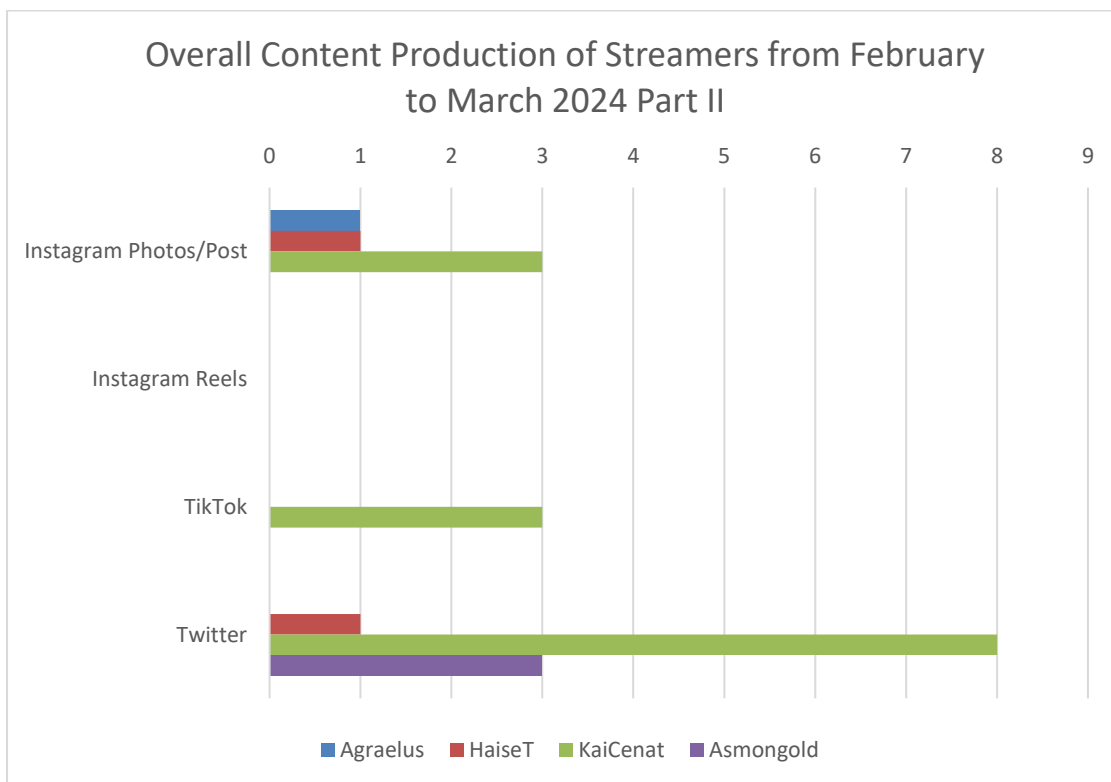


Figure 41 – Overall Content Production of Streamers from February to March 2024 Part II. (own creation)

From a social media perspective, it is evident that Facebook's popularity is declining, as none of these influencers utilize the platform. Agraelus was the only influencer with an active Facebook account in 2023, but he has since followed suit of his colleagues and ceased activity on the platform. Both Instagram and Twitter serve similar purposes, allowing influencers to post about events, announcements, sponsorships, or news about their lives. Interestingly, Instagram is more favoured among Czech streamers, while Twitter is favoured by English-speaking streamers. Agraelus and HaiseT also utilize Instagram for announcements in the form of Instagram Stories. On the other hand, Asmongold and KaiCenat use Discord for this purpose, with automated messages to their viewers.

Overall, it is evident that content on platforms other than YouTube or Twitch plays a smaller role in their content creation. It is also apparent that Twitch serves as the foundation of their content creation, or YouTube plays an even bigger role in repurposing their content into smaller sections that can be more accessible to a broader audience.

Table 16 – Overall Social Media Platform where selected streamers operate. (own creation)

Streamer	Twitch	YouTube	Instagram	TikTok	Discord	Facebook	Reddit	Twitter
Agraelus	Yes	Yes	Yes	Yes	No	Yes	Yes	No
HaiseT	Yes	Yes	Yes	Yes	Yes	No	No	Yes
KaiCenat	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Asmongold	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes

Lastly, it is noteworthy to mention Twitch partnership agreements, Bits, and Prime Gaming. KaiCenat, Agraelus, and HaiseT have partner agreements with Twitch, with the only exception being Asmongold, who chooses to remain unmonetized. This decision puts him at a disadvantage, as his viewers cannot watch streams older than 7 days. However, Asmongold mitigates this by regularly uploading parts of his streams to YouTube. None of these streamers actively promote the use of Bits, which may be due to their size as streamers, where Bits would play a small factor in their overall revenue or because Bits would introduce another factor, they would need pay attention to. Additionally, KaiCenat, Agraelus, and HaiseT promote donations or subscriptions, as these provide them with a better cut percentage. Prime Gaming is mentioned by KaiCenat, Agraelus, and HaiseT during their streams due to the benefits it provides to viewers. Asmongold, due to his decision to remain unmonetized, does not accept donations or subscriptions in any form.



## **7 LIMITATION OF THE STUDY**

The scope of this study inherently has limitations that merit acknowledgement. The selection of streamers was confined to a period of five months. Future studies could yield more robust samples by extending the timeframe and total number of selected streamers. Future research could also consider expanding the scope to include a larger scale of twitch streamers or focus on a particular group of streamers depending on their content. Furthermore, the content marketing analysis was conducted within the span of February to March 2024. A longer period could reveal trends influenced by seasonality and provide insight into the overall shift in content over an extended period. However, due to the constraints imposed by the timeframe and character limitation connected to the Bachelor's thesis, this study serves as a foundational base platform for future research or diploma thesis.

## CONCLUSION

In conclusion, this Bachelor's thesis has successfully achieved its objective of showcasing general trends among the selected streamers in their platform usage and their content production. Twitch and YouTube emerged as the primary platforms for content production, with Twitch serving as the foundation for content that is later repurposed into short or long-form videos on YouTube.

Interestingly, this thesis revealed a trend where selected streamers either do not use TikTok or use it to a much smaller extent than expected, despite its status as one of the most popular social media platforms. This is also proven by the fact that these types of influencers prefer long format content over the short format content which seems to be connected to their specific viewer base which is accommodated to this type of content. Additionally, it was demonstrated that Facebook's popularity among influencers is steadily decreasing, as supported by both theoretical and analytical findings within this thesis.

In terms of promotions all these influencers utilize affiliate marketing in one way or another. Due to their size some of them are also focusing on building their own brands, these showcased mainly by Asmongold and to a smaller extent by Agraelus.

Furthermore, the importance of utilizing the "Just Chatting" category was highlighted, as these sections of the stream are repurposed to reach a broader audience. This reflects a shift in content creation on Twitch, which was historically focused predominantly on gaming. The selected streamers exemplify this shift in content creation strategies.

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