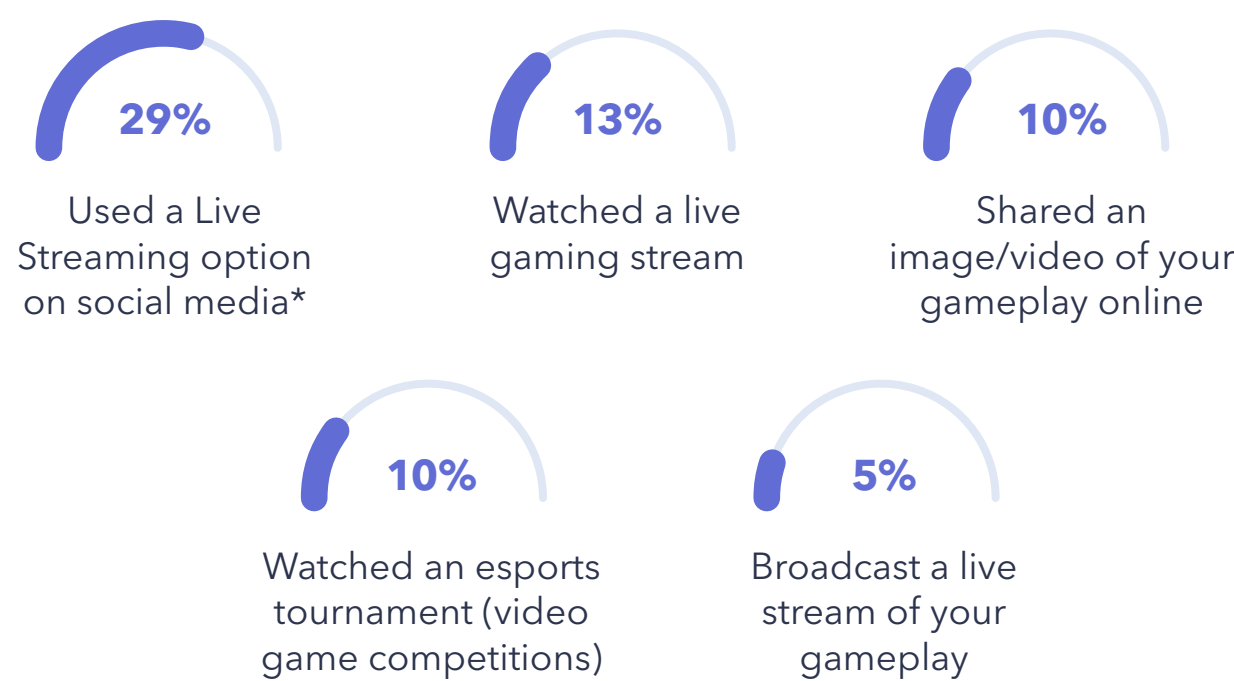


Live streaming

LIVE STREAMING ACTIVITIES

% of internet users, outside of China, who did the following live streaming activities in the past month



*Used a Live Streaming option on social media includes figures for those who said they: Used the Instagram Live feature, submitted a Snap to a live story on Snapchat, live-streamed a video on YouTube or watched something on Facebook live

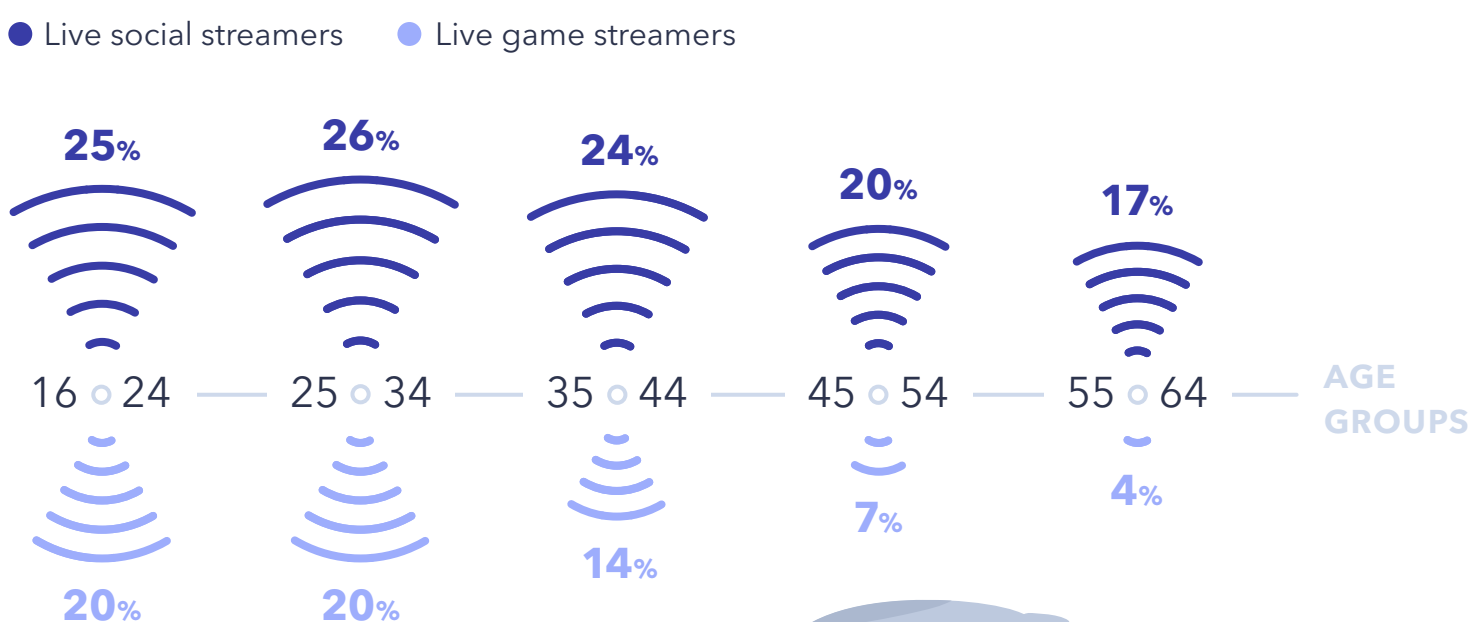
LIVE STREAMING PERSONAS

34% of all internet users are gaming or social live streamers

41% of gaming or social live streamers are female

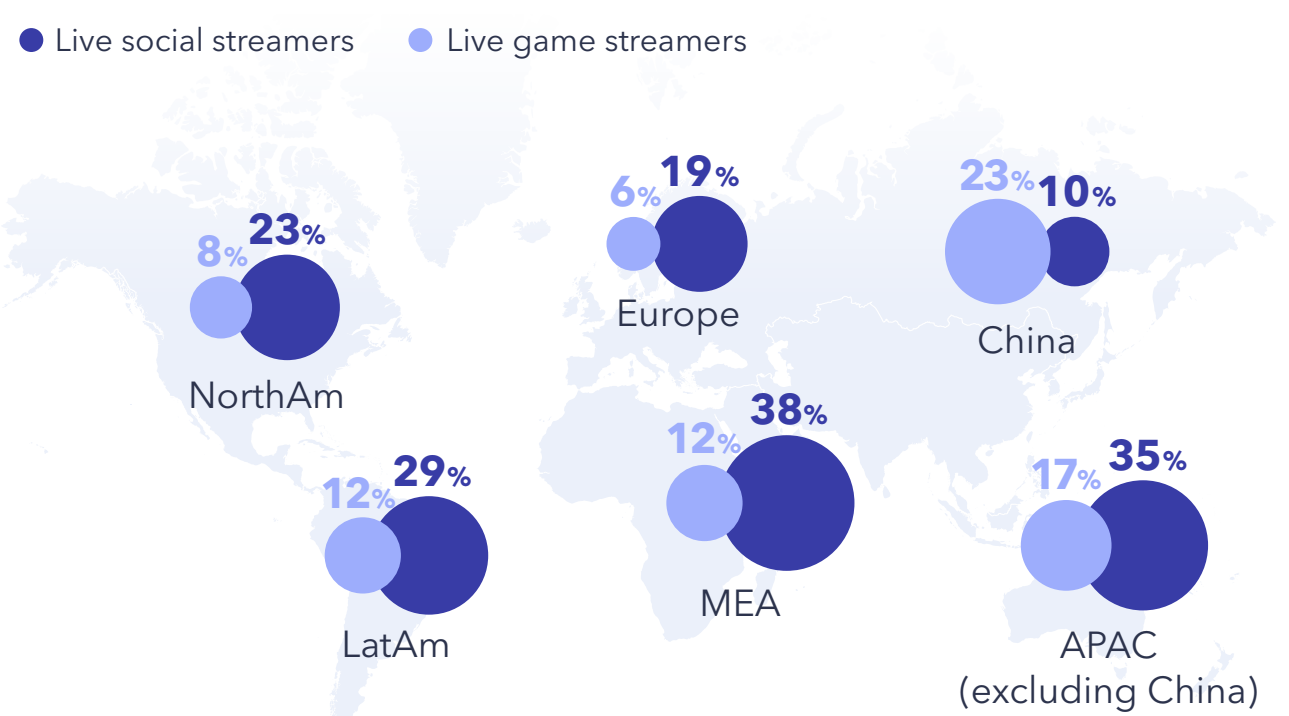
Social live streaming reaches an older demographic than gaming

% of internet users, who are game/social live streamers, that fall into the following age groups



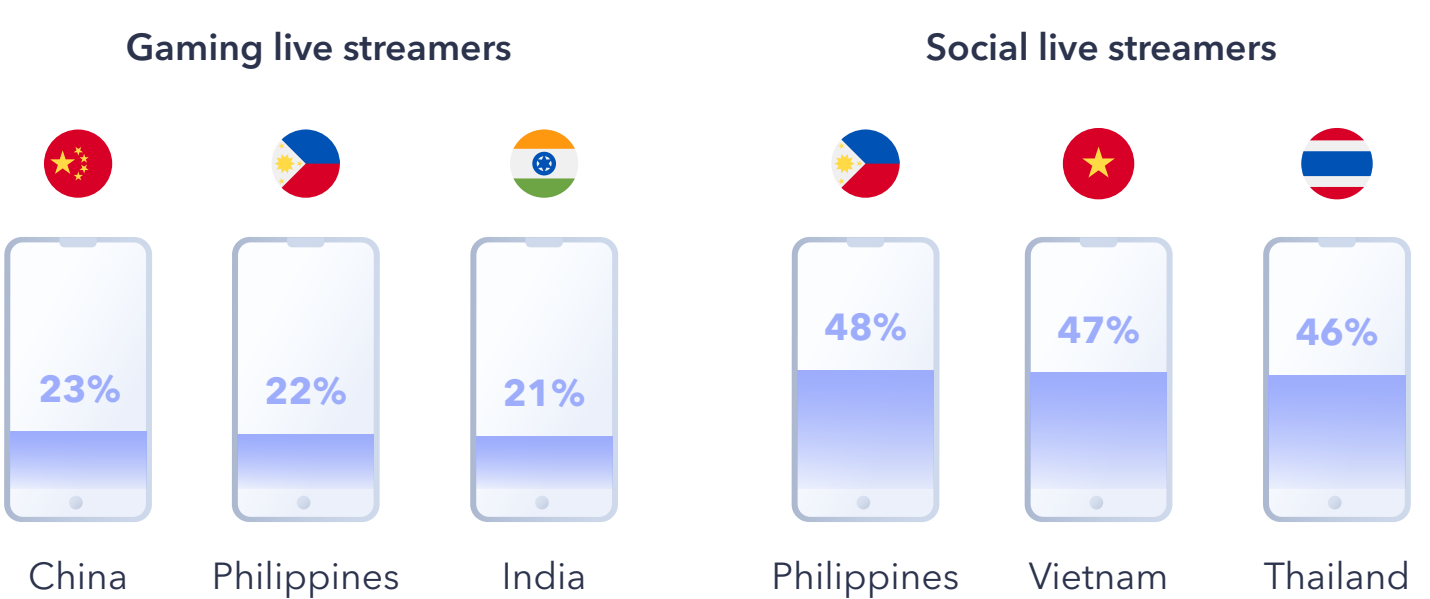
APAC is home to the majority of live streaming audiences

% of internet users in each region who are game/social live streamers



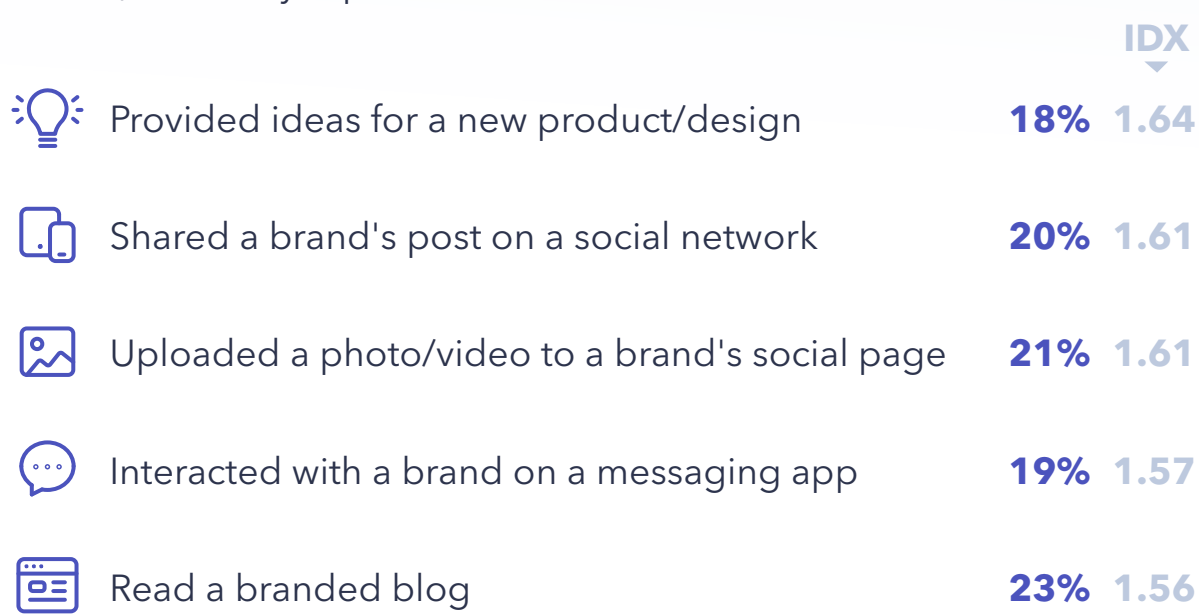
Top live streaming markets

% of internet users in each market who are game/social live streamers



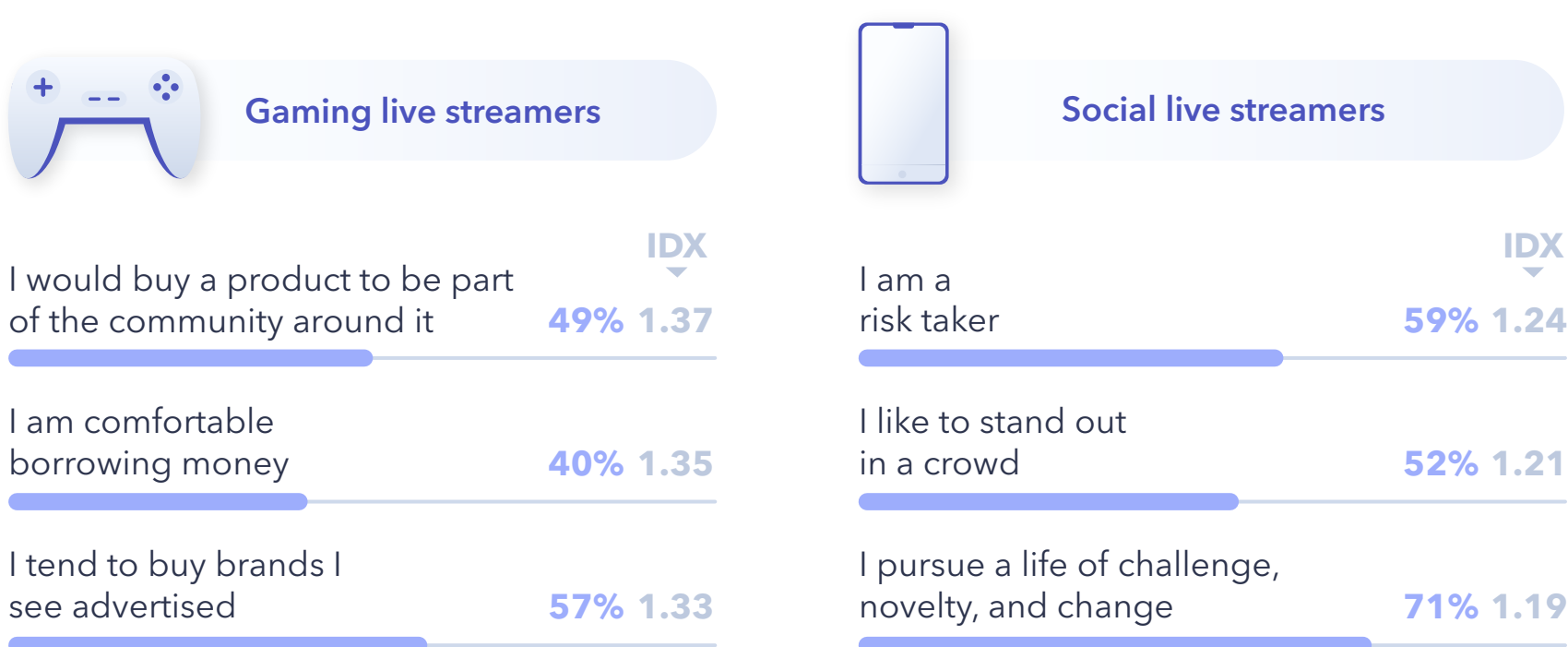
Live streamers want to be involved with brands

% of game/social live streamers who did the following online in the last month, sorted by top over-index



Gaming streamers are community-focused; social streamers want to stand out

% of game/social live streamers who agree with the following statements, sorted by top over-index

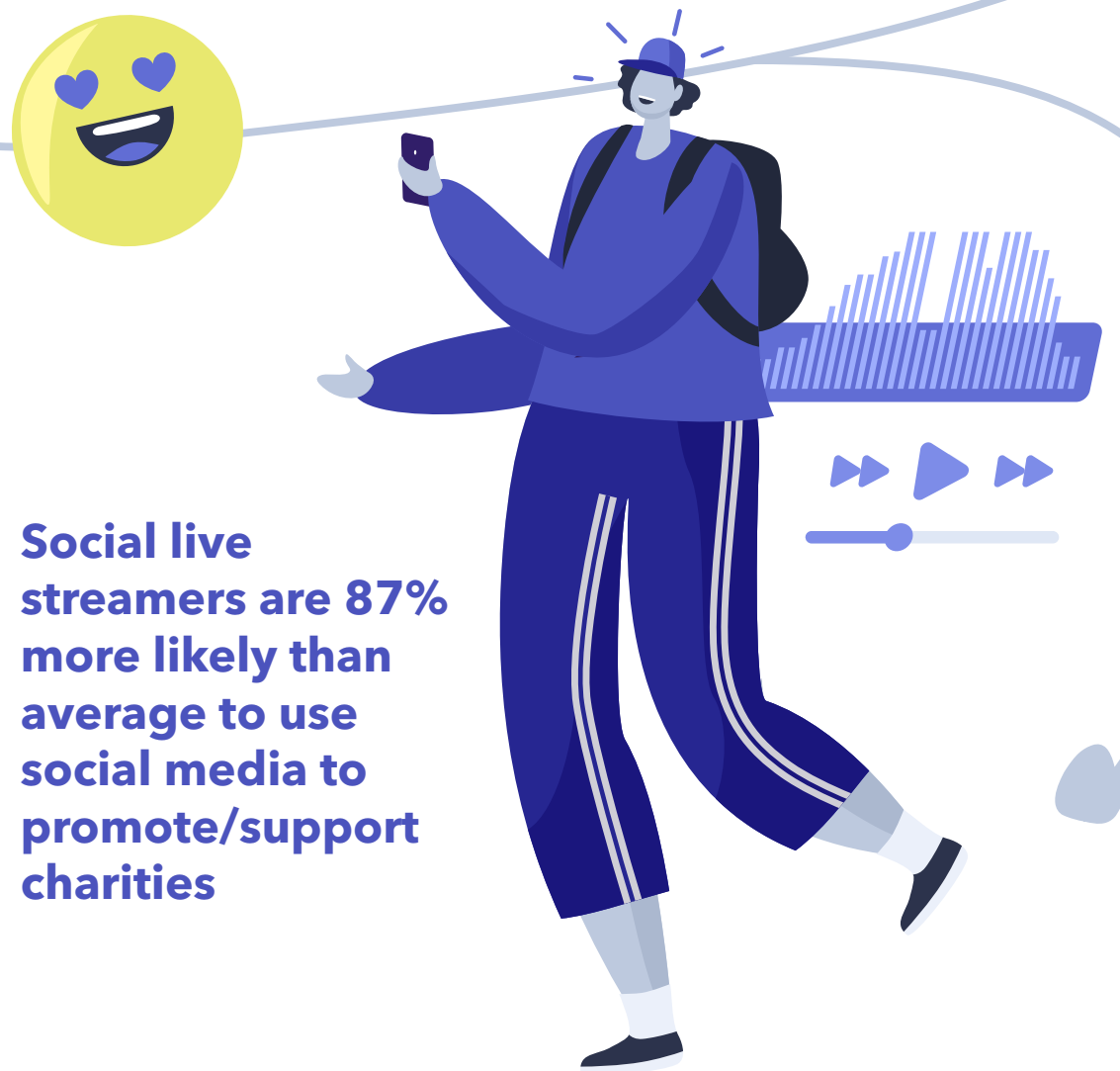


Of game/social live streamers...

26% want their favorite brands to run customer communities/ forums, 49% more likely than average

28% say having a personal, one-on-one relationship with a brand would motivate them to promote them online

42% say they use the internet to meet new people/make new connections

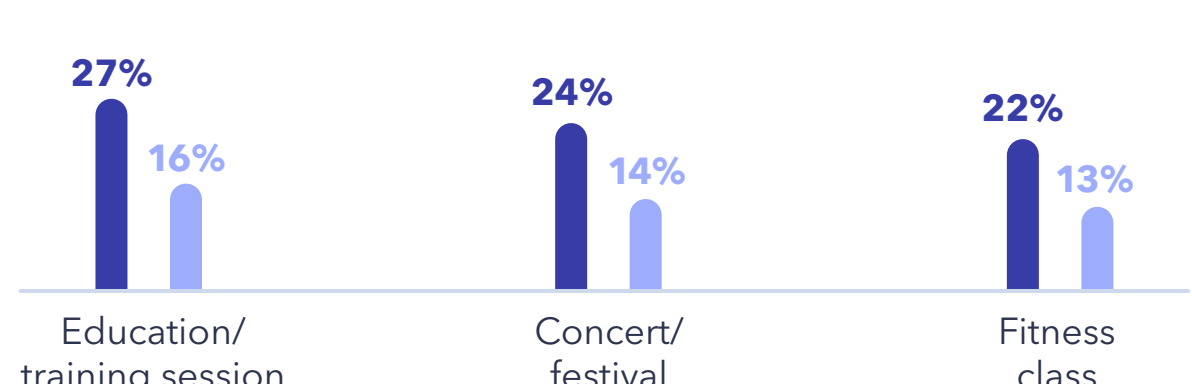


CORONAVIRUS & LIVE STREAMING

Half of live stream users agree online interactions are just as real and as valuable as face-to-face interactions

Live streams are filling the void left by canceled events

% of live stream users who have attended the following virtual live events in the last 2 months



Live stream substitutes should resemble their real world counterparts

% of live stream users who say they would like to do the following when attending an online live event



Gen Zs are 63% more likely than average to want an option to donate/directly support performer(s)

29% of millennials want to share the experience with their friends, 24% more likely than average

Social live streamers are defined as those who used the Instagram live feature, submitted a story to Snapchat's live feature, live-streamed a video on Youtube or watched something on Facebook Live. Gaming live streamers are defined as those who broadcast a live stream of their gameplay or shared an image/video of their gameplay online. Live stream users are defined as those who watched a live stream or virtual event on any platform in the last 2 months.

Of this sample, there were 33,661 Social live streamers, 8,047 Gaming live streamers and 1,583 Live stream users

Unless otherwise stated, all figures are taken from GlobalWebIndex's May 2020 custom survey of 1,998 U.S. and 1,001 UK internet users aged 18-64; and our Q1 2020 wave of research among 175,545 internet users aged 16-64 in 46 countries.