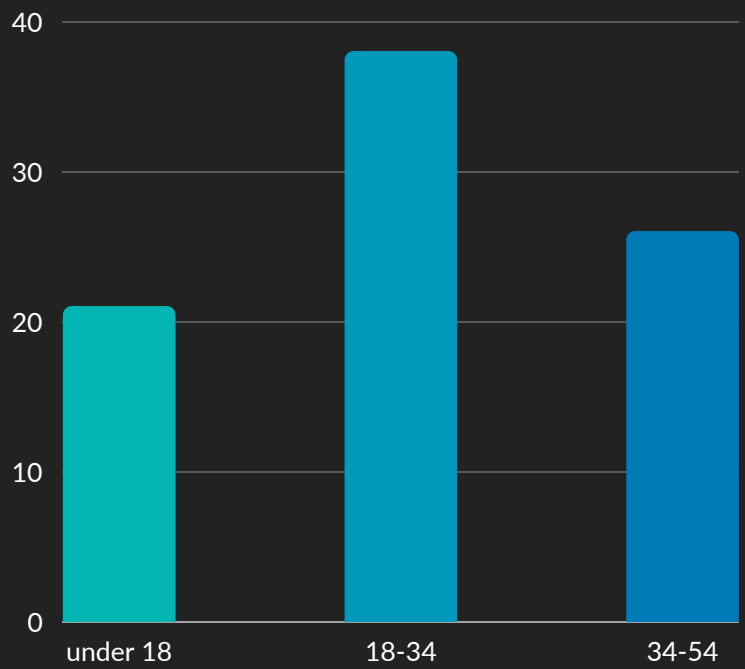
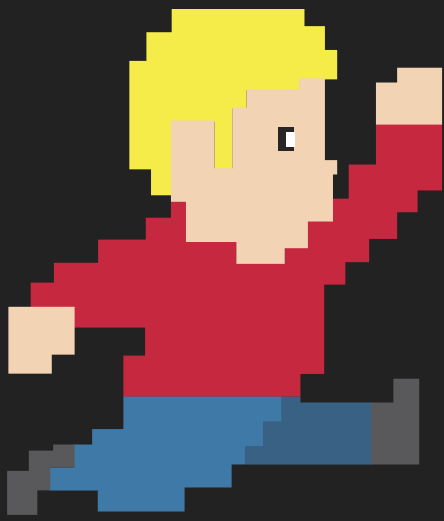


# Gaming Analysis

AUDIENCE INFOGRAPHIC 2020

## AGE DISTRIBUTION



35

AVERAGE  
AGE OF A  
GAMER



59% OF GAMERS IN  
THE US ARE MAN

## TWITCH'S GAME AUDIENCE IS



- ★ SAVVY WITH TECH
- ★ BUY NEW PRODUCTS ASAP
- ★ FOCUSED ON COMMUNITY
- ★ IN-TUNE WITH ADVERTISING

## YOUTUBE GAMERS ARE MORE LUCKY TO PURCHASE CERTAIN GOODS VS. OTHER PEOPLE



1.5X ELECTRONIC

1.2X ENTERTAINMENT

1.2X COMPUTERS



VISIT US

**THEPLAY**  
INFLUENCER MARKETING AGENCY

