

Gaming and Streaming Viewing Habits Research

September 2023



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Methodology



Research Process



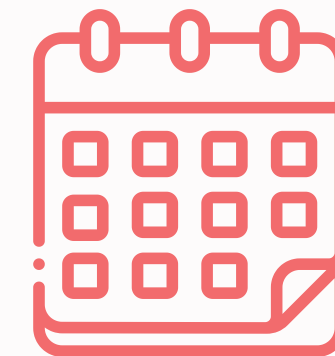
Sample Size

Sample size is 300.



Methodology

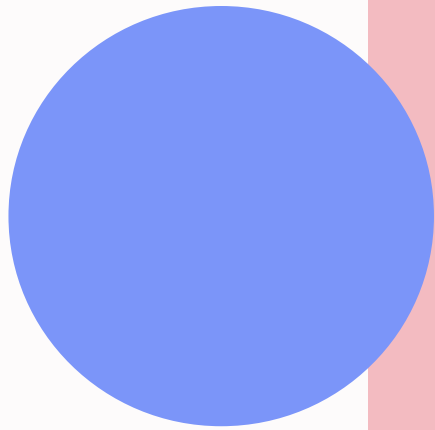
The research was conducted as CATI.



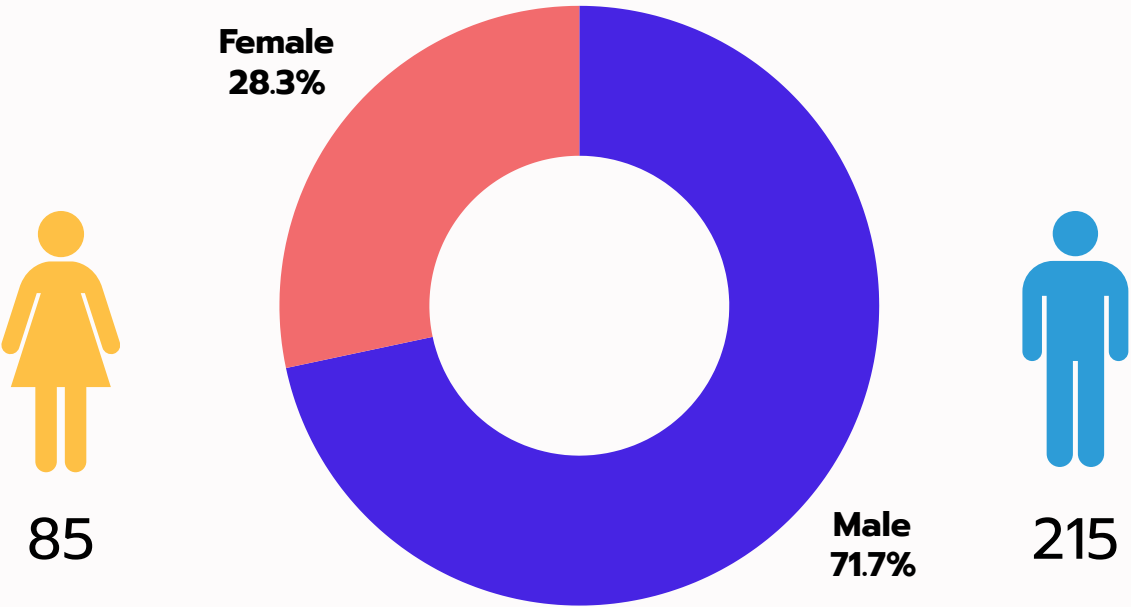
Timing

The research was conducted in 21 days, from August 30 to September 20.

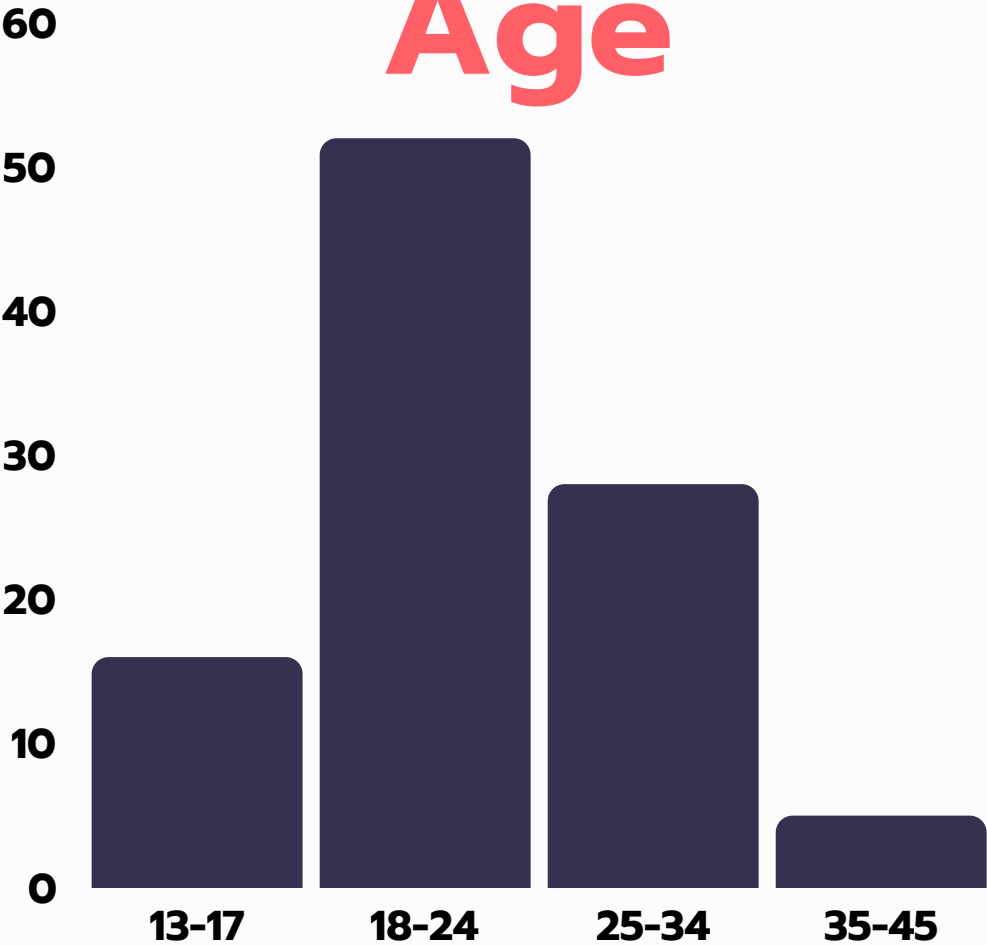
Target Profile



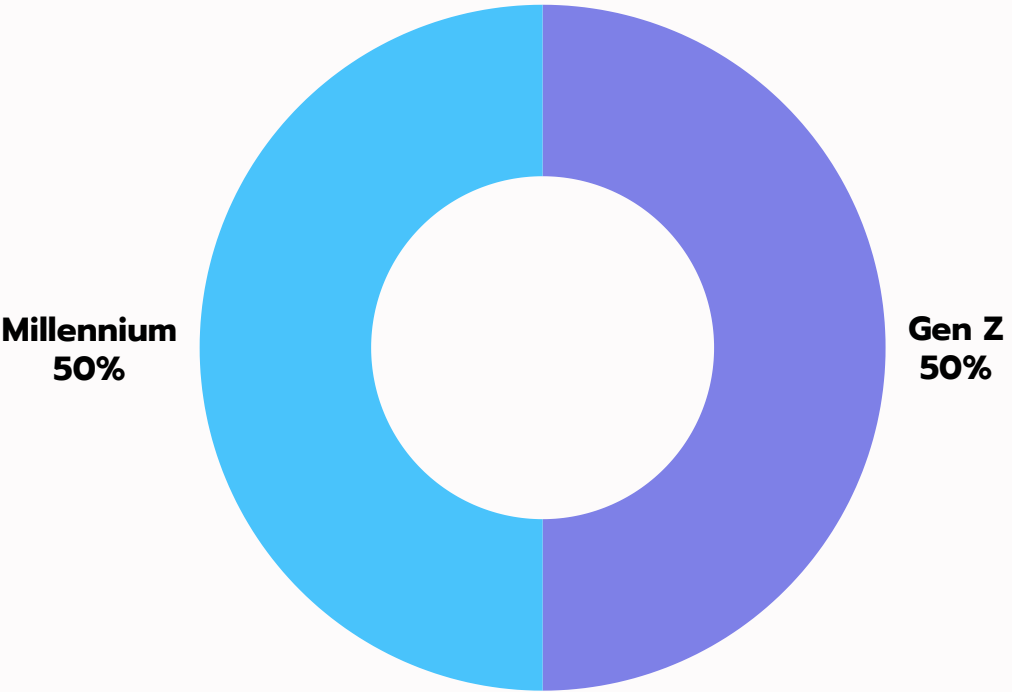
Gender



Age



Generation



Target

-All play games weekly

-Play at least one of the following game categories out of the four;

- MOBA
- FPS
- PVPVE
- MMORPG

-Regularly (at least weekly) view game videos or streaming.

Executive Summary



Executive Summary

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Executive Summary

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Executive Summary

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Executive Summary

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Executive Summary

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Executive Summary

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Executive Summary

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Executive Summary

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Executive Summary

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Executive Summary

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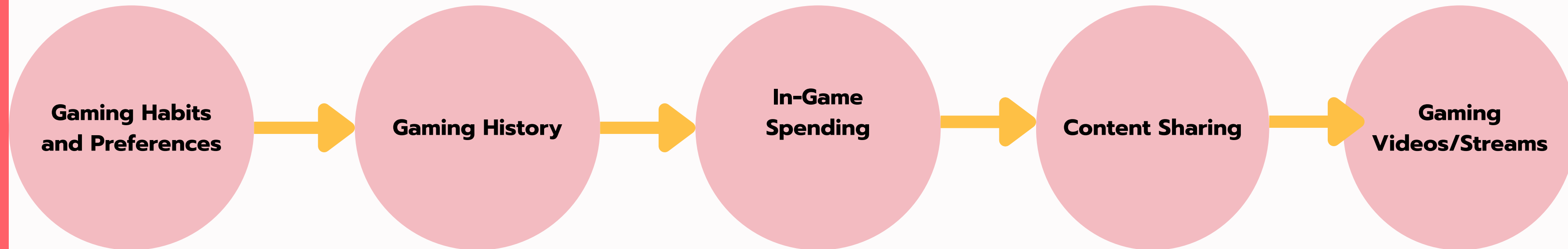
Executive Summary

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- ◆ [Blurred text]

Research Findings



Research Findings



Active PC Games



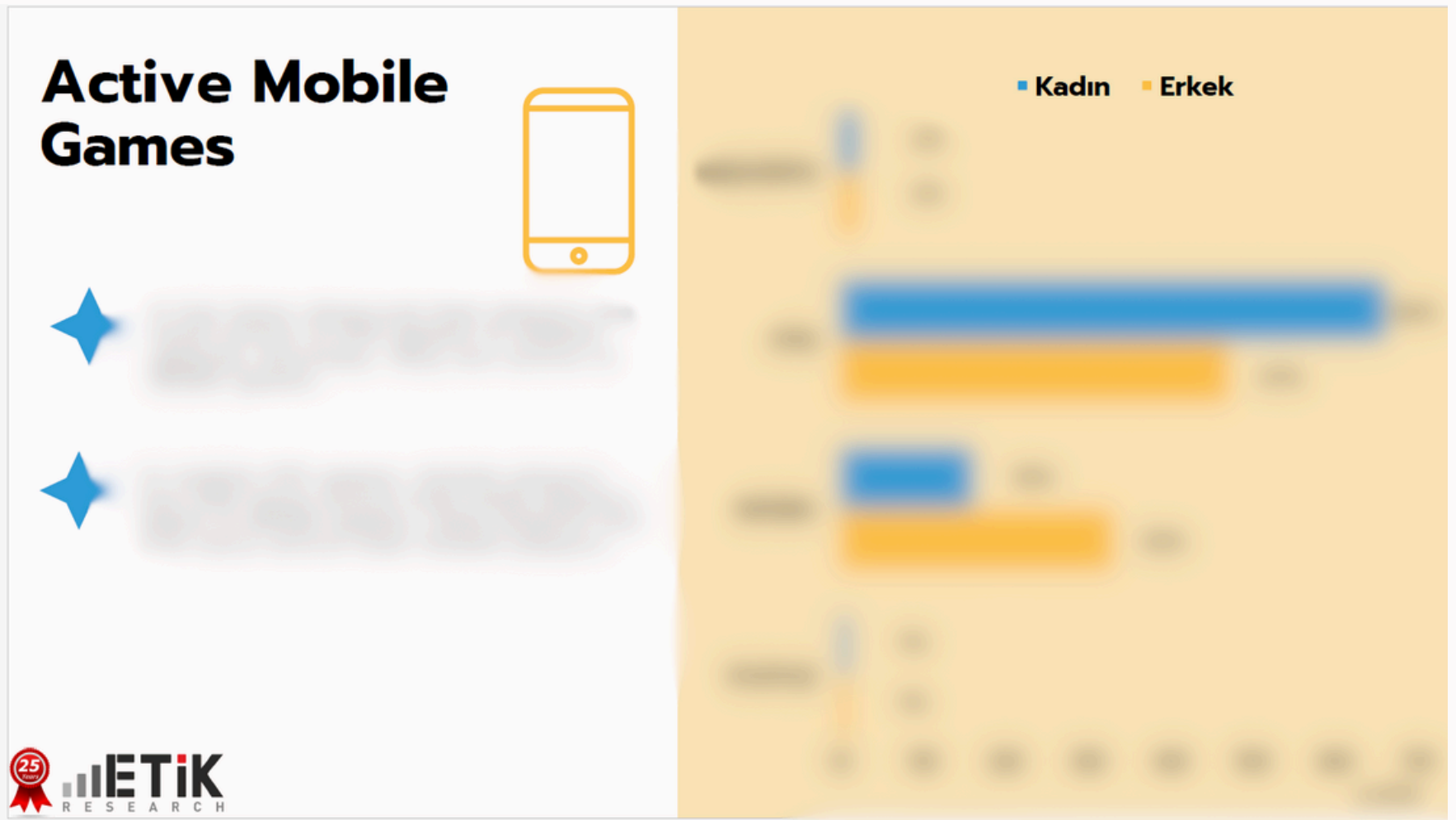
- ◆ Action/Adventure
- ◆ Strategy



Active Mobile Games

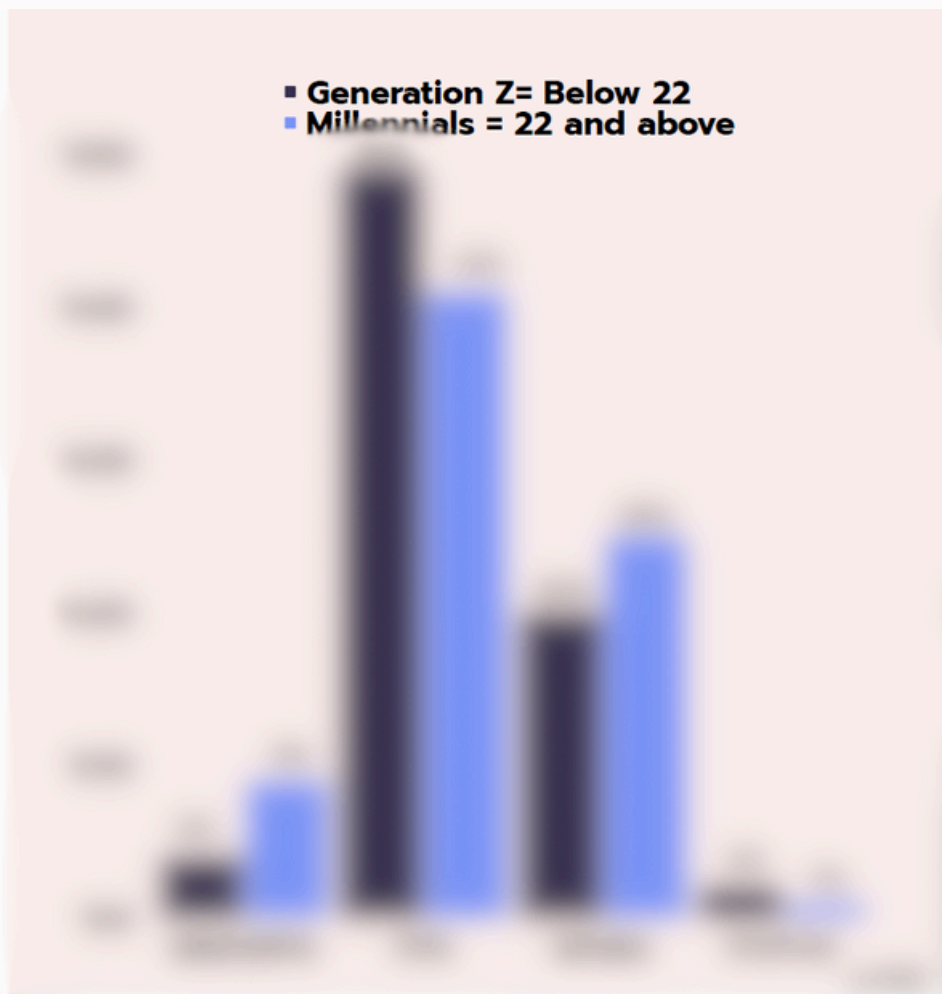


- ◆ Action/Adventure
- ◆ Strategy



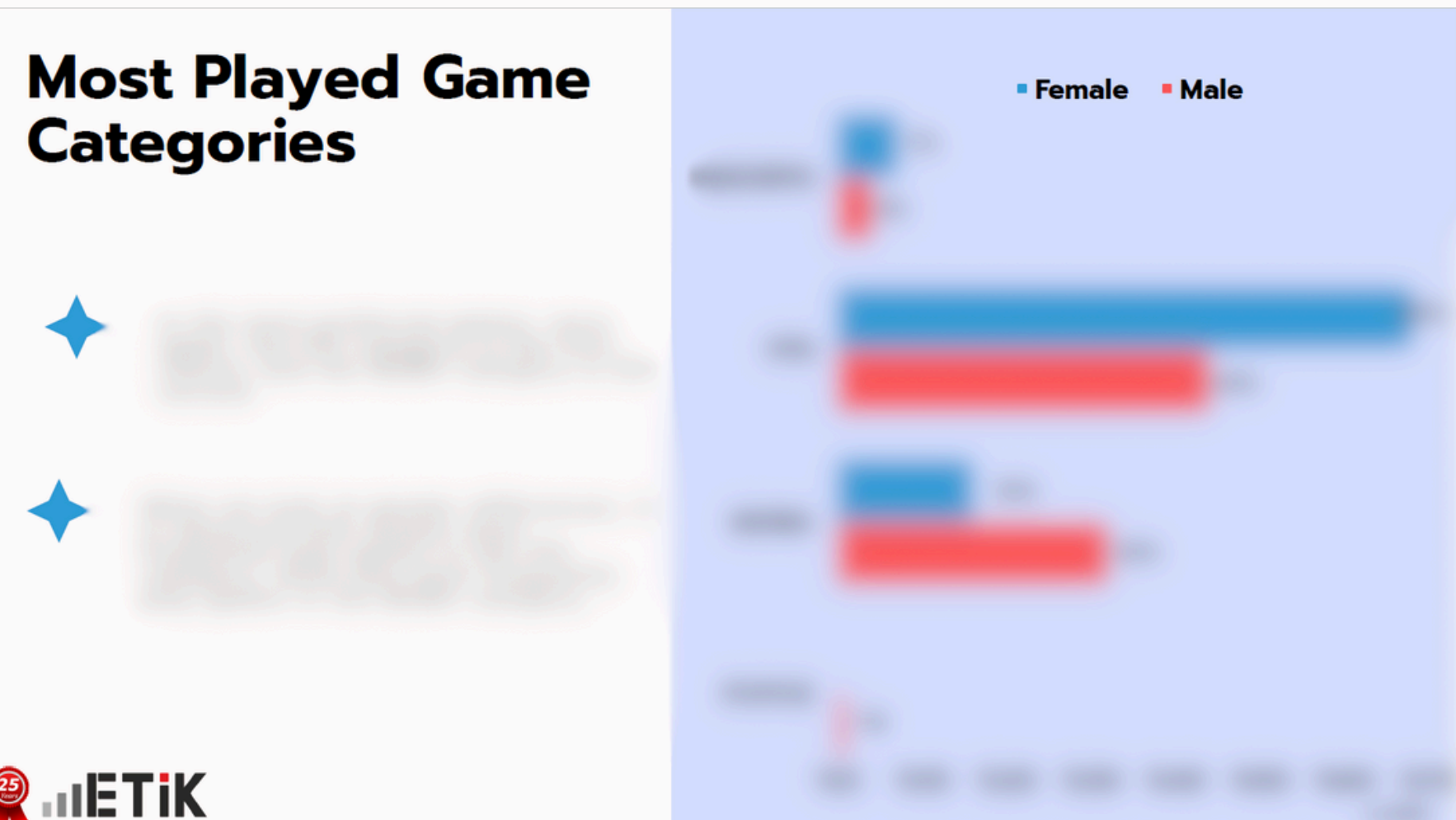
Active Games and Generation Differences

- ◆ Action/Adventure
- ◆ Strategy

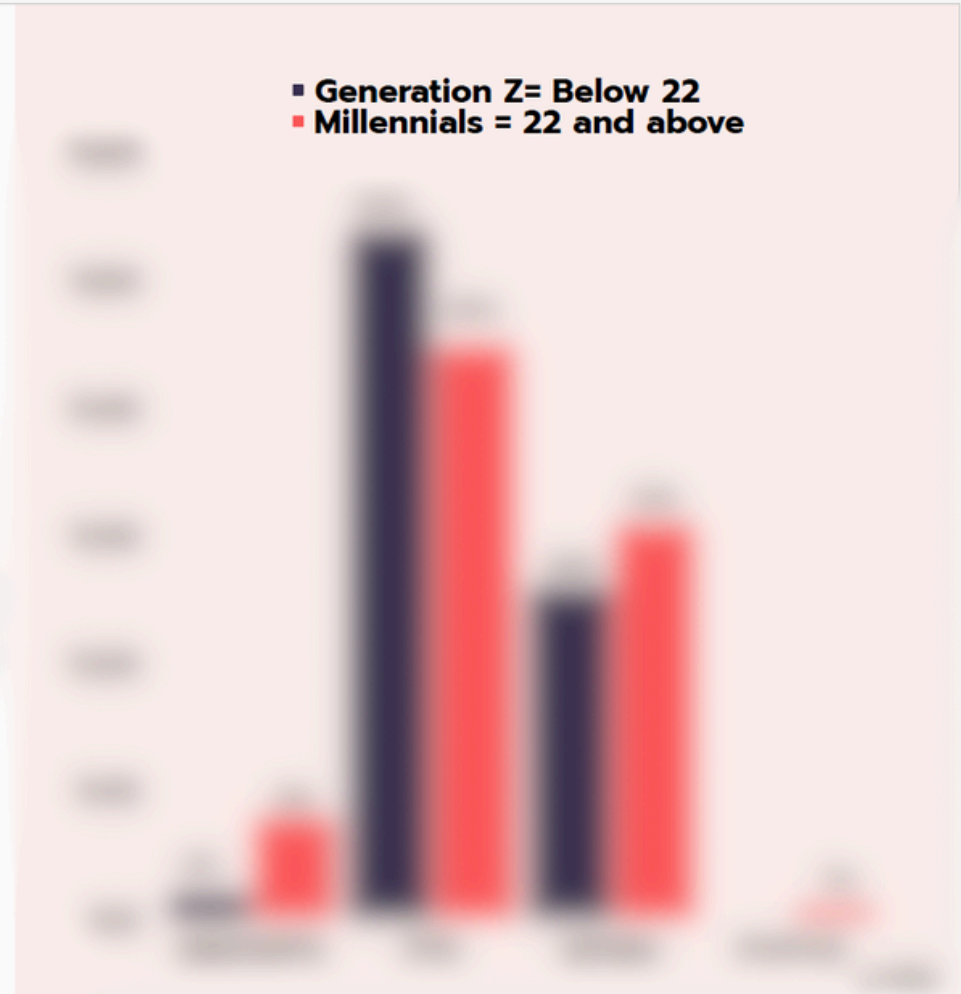


Most Played Game Categories

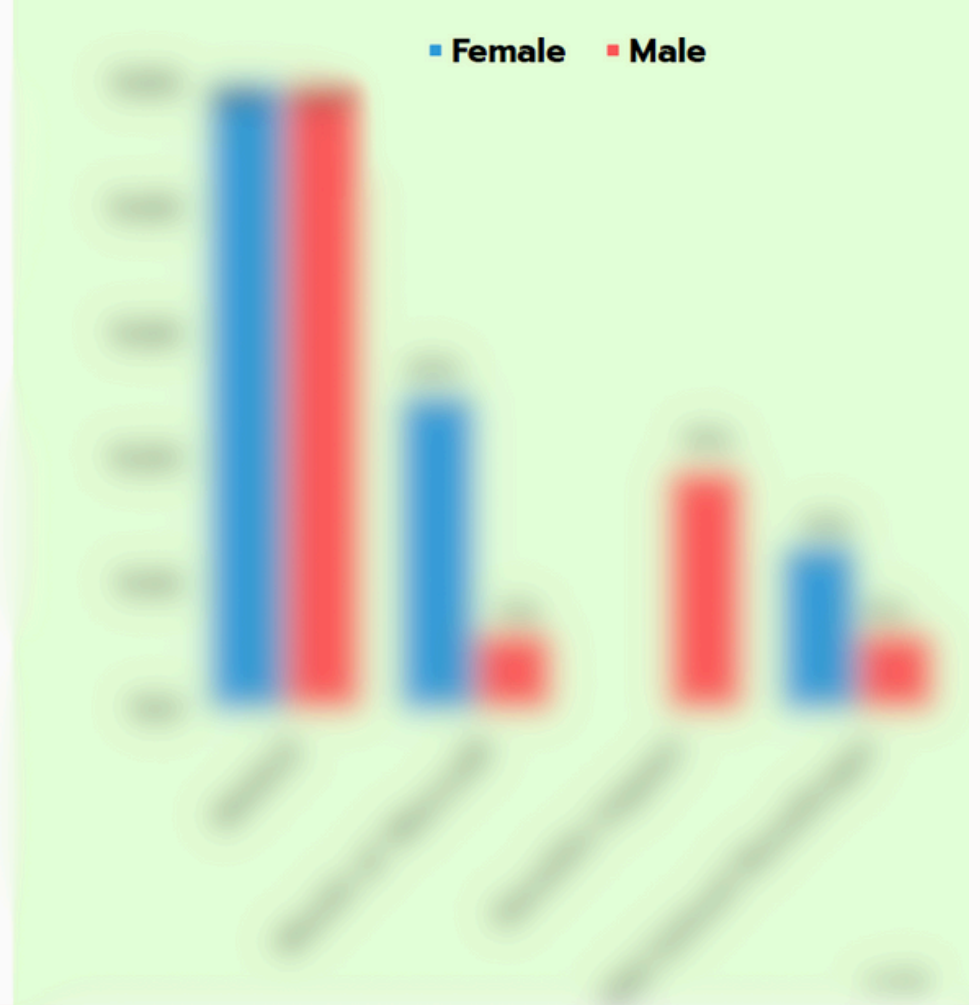
- ◆ Action/Adventure
- ◆ Strategy



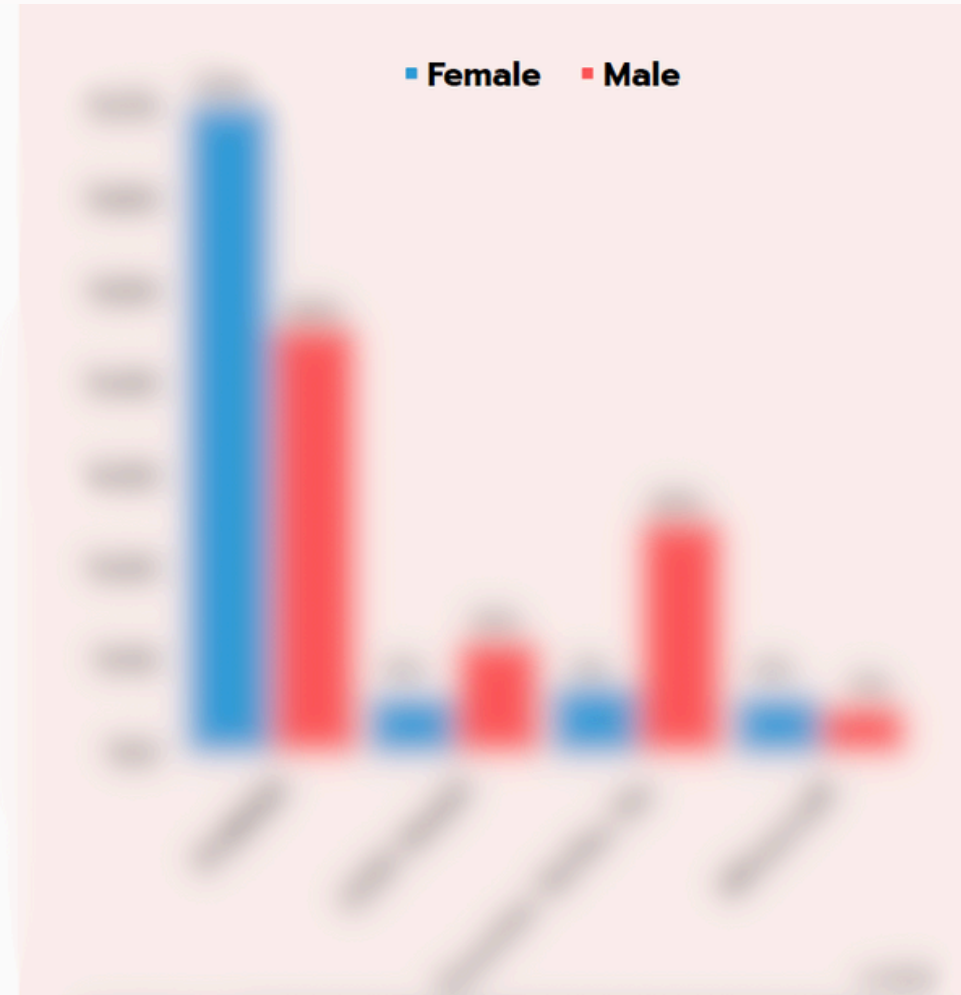
Most Played Categories and Generation Differences



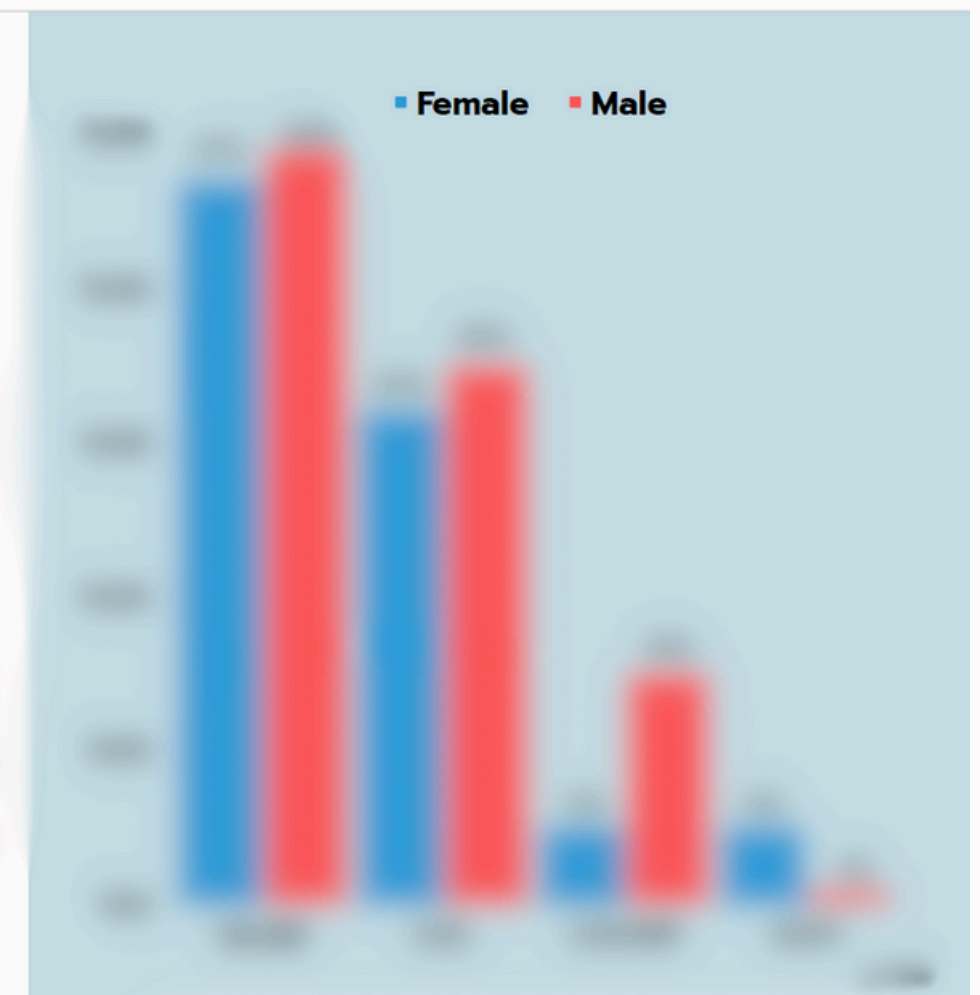
The Most Played Game in MMORPG



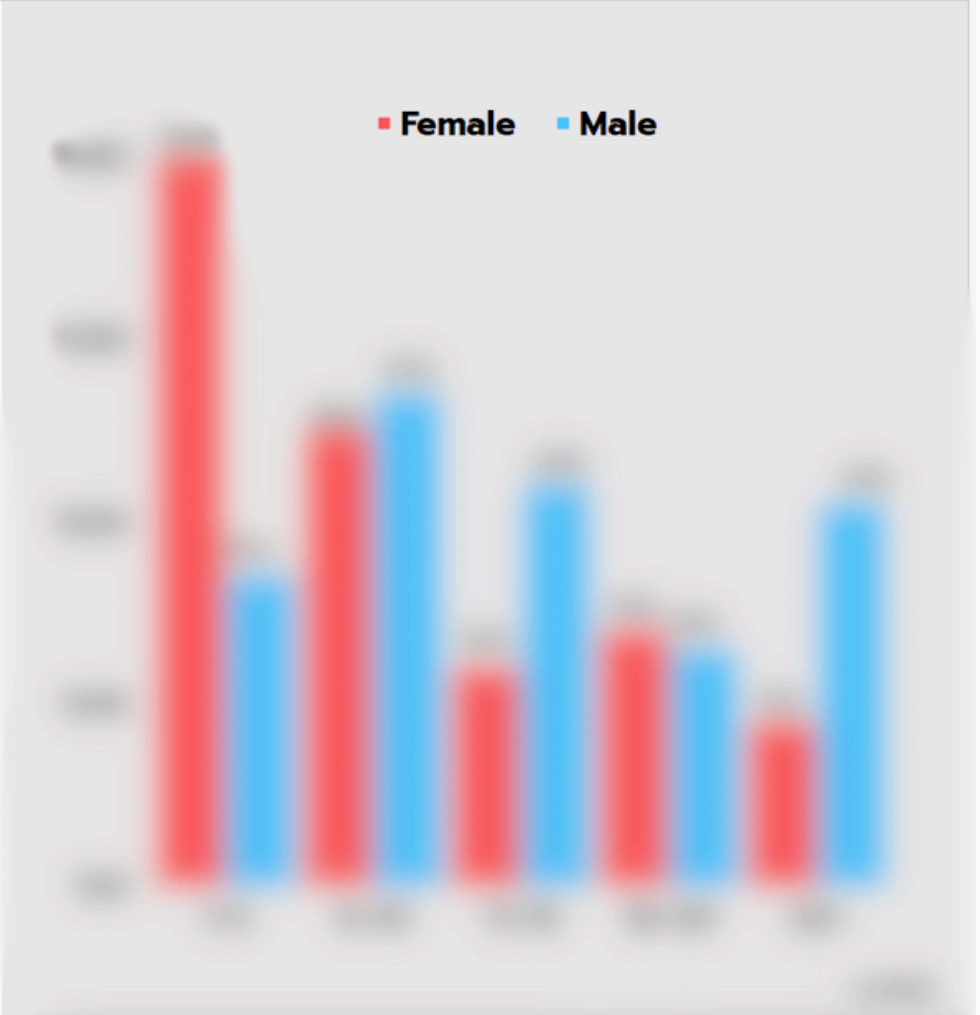
The Most Played Game in FPS



The Most Played Game in MOBA



Duration of the Most Frequently Played Game



Reasons for Choosing Games



How important is the quality of the story and characters?



Devices Used for Gaming



The Most Frequently Used Device



Do you have friends with whom you play games regularly?



How does your desire to play games change if the friends you regularly play with decide to stop playing those games?



How have recent events such as the pandemic, earthquake etc., affected your gaming behavior?



Gaming History



Abandoned PC Games



Female Male



Abandoned Mobile Games



Kadın Erkek



Reasons for Quitting Games



n=856

Start age playing games

Female Male



First Gaming Device

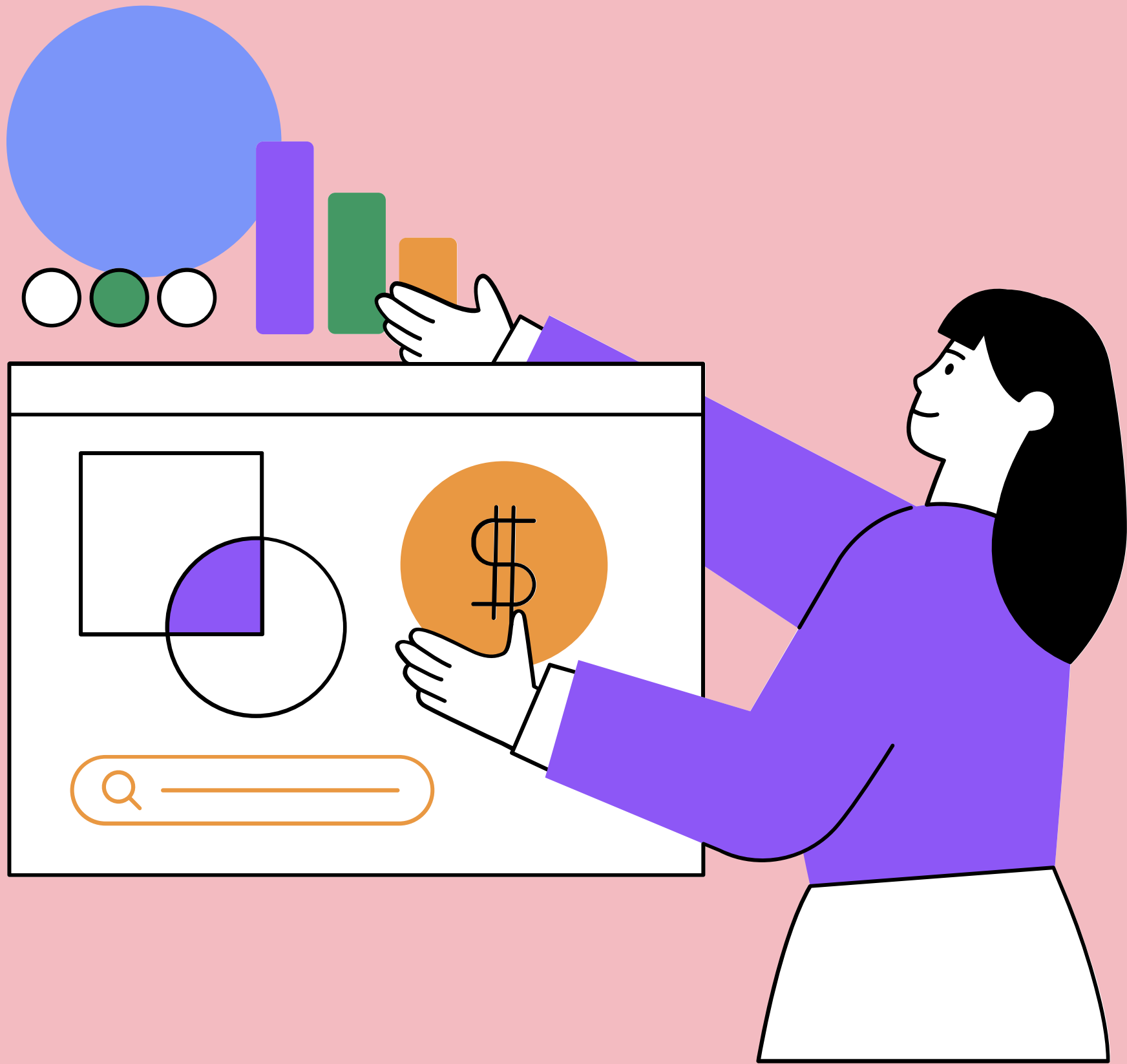


First Game Played

- [Blurred game title]
- [Blurred game title]

Female Male





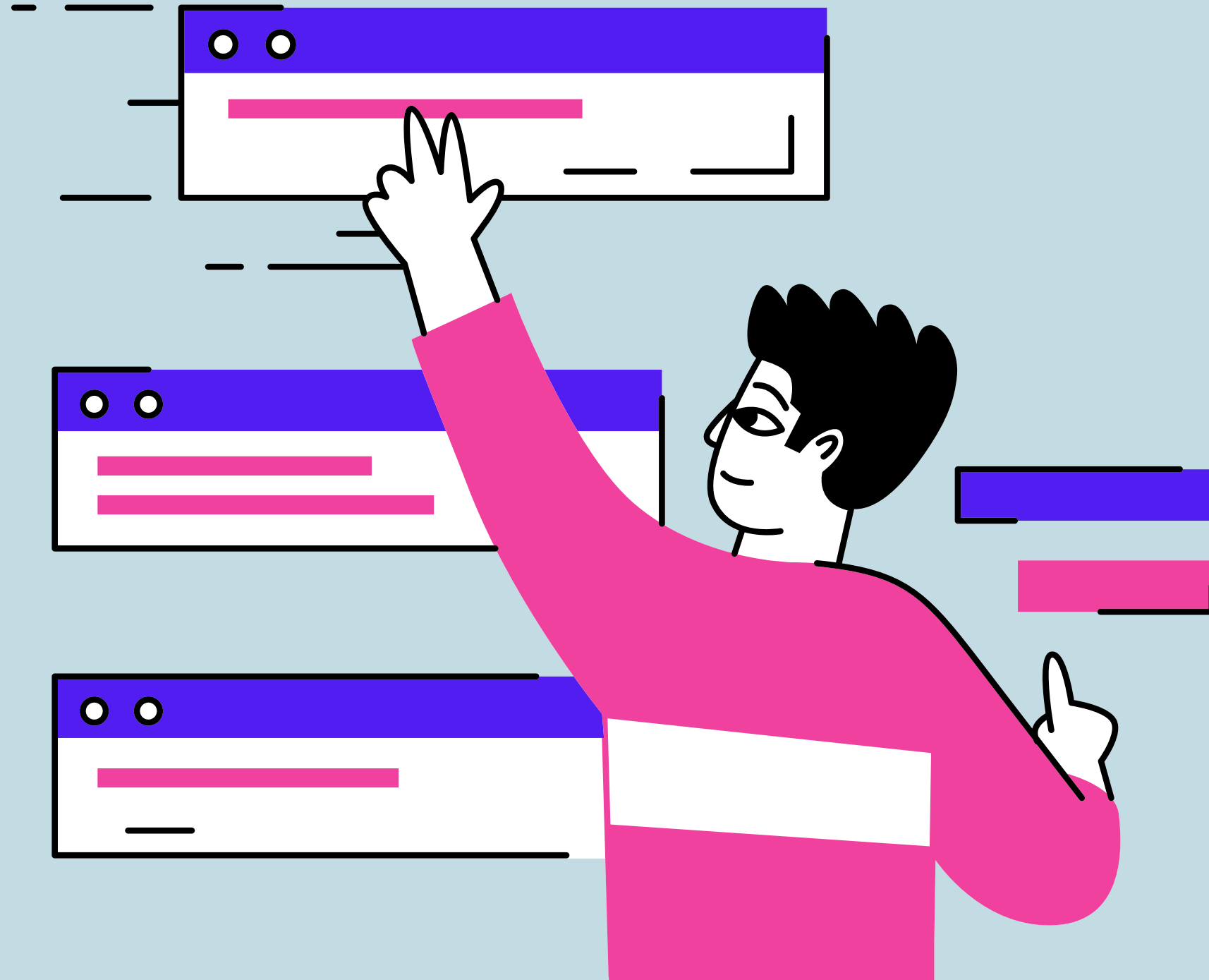
In-Game Spending

Do you make purchases/spending within the game?

- ★ [blurred text]
- ★ [blurred text]



Content Sharing



Do you share gaming content on social media?



Yes



No





Gaming Videos/Streams

Outside of playing games, how many hours per week do you watch game videos/live streams?

- ◆ [blurred]
- ◆ [blurred]



Game videos/live streams and Generation Difference

- ◆ [blurred]
- ◆ [blurred]



Games with the highest video/stream followings



Which streamers/content creators do you follow most frequently?



Factors in Choosing a Game Streamer



How effective do you think game YouTubers and streamers are in shaping your gaming preferences, such as the types of games you play or purchase?

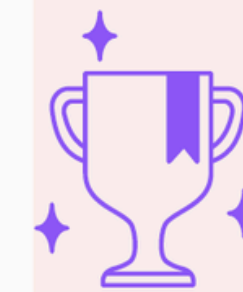


How do you discover new game YouTubers or streamers?



Do you participate in gaming tournaments?

- ◆ [blurred text]
- ◆ [blurred text]



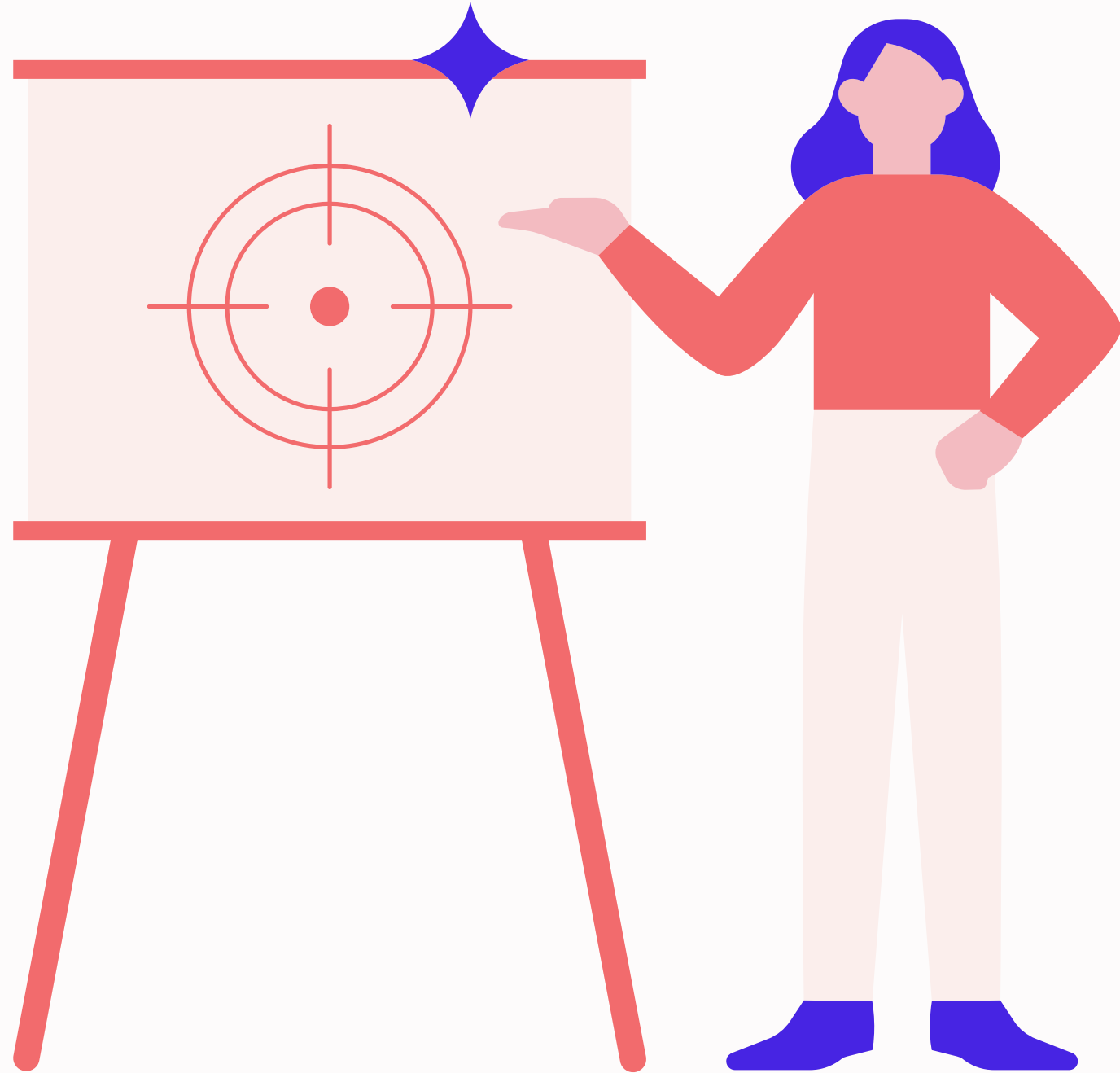
**Are you aware of
offline events
organized for the
game?**

**Have you attended
these offline
events?**

CONTACT US TO REACH FULL REPORT

turkey@etikarastirma.com

About Etik Research



We, as Etik Research, are a full market research and consulting company which has been serving for all industries by applying divergent methodologies since 1997.

In continuously developing markets of the world and Turkey, we help our business partners understand their customers and take potential opportunities in the market by providing effective solutions for their needs and questions. With our experienced and dynamic team, we follow all developments and new technologies in the field of research and we turn the obtained data into knowledge and insights for the purposes of our business partners.

We apply ESOMAR codes for market research while providing all knowledge and insight we present in our studies. We approach our business partners and our employees with the principle of transparency in addition to the privacy policy securing our insights and business partners.

We offer the most comprehensive market research solutions as a response to the needs of our business partners in a wide geographical area from East Europe to Asia and from Middle East to North Africa besides all cities of Turkey by applying the most convenient methodology.

We are quality oriented company and awarded with ISO 27001, ISO 20252 and ISO 9001 after the quality controls by independent audit companies. We experience the pride of being among the first institutions receiving Trustworthy Research Certificate, which guarantees high quality in market research sector.

Thank you!

CONTACT US!

Address

Kültür, 1438. Sk. No:5 D:8, 35520
Konak/İzmir

E-mail

turkey@etikarastirma.com

Website

<http://www.etikarastirma.com>

