



Entrepreneurship Sharing


Chun-Ting Huang
Happy April Fools Day!

What is Justin / Twitch TV?

- ◇ Live streaming video platform
- ◇ Users were permitted to broadcast to an unlimited number of people for free, and watching broadcasts did not require user registration
- ◇ Like user-based TV channels
 - ◇ Subscribe
 - ◇ Follow
 - ◇ Donate
 - ◇ Advertisement



Twitch Games



Akallen

Profile

Following

Messages

BROWSE

- Games
- Channels
- Videos

FOLLOWED GAMES


















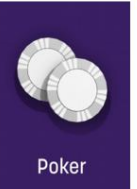












- Hearthstone: Heroes of War...
- StarCraft II

RECOMMENDED CHANNELS


- Forsenlol playing Hearthstone: He...
- Reckful playing Hearthstone: He...
- CopenhagenGamesCS playing Counter-Strike: ...

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All Games

 <div>League of Legends 126,896 viewers</div>	 <div>Counter-Strike: Glob... 105,842 viewers</div>	 <div>Hearthstone: Heroes... 65,925 viewers</div>	 <div>Dota 2 62,275 viewers</div>	 <div>Dark Souls III 33,162 viewers</div>	 <div>Grand Theft Auto V 27,443 viewers</div>	 <div>Gaming Talk Shows 22,211 viewers</div>	 <div>Smite 21,712 viewers</div>	 <div>Tom Clancy's The Di... 21,666 viewers</div>	 <div>Call of Duty: Black O... 19,315 viewers</div>
 <div>TrackMania Turbo 17,218 viewers</div>	 <div>FIFA 16 16,701 viewers</div>	 <div>Minecraft 16,683 viewers</div>	 <div>RuneScape 13,451 viewers</div>	 <div>Creative 11,159 viewers</div>	 <div>World of Warcraft 10,366 viewers</div>	 <div>World of Tanks 10,329 viewers</div>	 <div>Poker 9,418 viewers</div>	 <div>ArmA III 8,721 viewers</div>	 <div>H1Z1: King of the Kill 7,827 viewers</div>
 <div>NBA 2K16 6,159 viewers</div>	 <div>Path of Exile 5,972 viewers</div>	 <div>StarCraft II 5,289 viewers</div>	 <div>DayZ 4,865 viewers</div>	 <div>Black Desert 3,797 viewers</div>	 <div>The Culling 3,780 viewers</div>	 <div>Tom Clancy's Rainbo... 3,549 viewers</div>	 <div>Overwatch 3,226 viewers</div>	 <div>Destiny 3,213 viewers</div>	 <div>Rust 2,813 viewers</div>

Game Channels of LoL



Search

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League of Legends


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Live Channels Videos


LIVE CHANNELS




Placements 3 - 0 Gates Duo Sirhcez | ...
19,267 viewers on Trick2g




DominGo Training Gamers Assembly ...
9,484 viewers on DominGo




TSM Gosu - fixing sleep schedule Wu...
7,855 viewers on MushisGosu




Masterdan Bronza Doğru SAT SAT SAT
7,399 viewers on TheokolesM




Gross Gore [Plug-DJ] | World's most p...
5,008 viewers on Grossie_Gore




[FR] Ranked team avec des amis
4,318 viewers on ZeraloR




TSM sub Valkrin - Jungle / Mid / Supp...
4,161 viewers on Valkrin




scarra | mid jungle dynamic | duo with...
3,707 viewers on Scarra




Od 0 do challenger EUWI Chillek z J...
3,409 viewers on Jankos



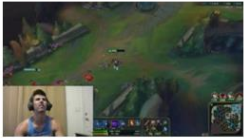
main aurelio [BR] KBM GRATIS150ML...
3,307 viewers on gratis150ml




Nasus Unranked to Challenged 24 Ho...
2,734 viewers on SirhcEz




Voyboy - The "Adult" FeelsOldMan
2,692 viewers on Voyboy




THE MATH TUTOR IS BACK :)
2,512 viewers on azureblueave




[Mid] [Ger] -Masterpleb - Aurellon Sol
2,480 viewers on NoWay4u_Sir




[TR] abi çok vurdum (23 vurdur)
2,444 viewers on wtcNN



Wingsofdeath Best Wave Manipulatio...
1,951 viewers on Wingsofdeath



Santorin - Jungling Towards Challeng...
1,942 viewers on Santorin



[FR] Nono - Premade Team avec l'éq...
1,900 viewers on OgamingLoL

Channel Interface

Chat

The screenshot displays the Twitch channel interface for TSM Gosu. The channel title is "TSM Gosu - fixing sleep schedule WutFace" and the subtitle is "MushIsGosu playing League of Legends on SoloMid". The main video player shows a League of Legends match in progress. The chat window on the right is highlighted with a red border and contains the following messages:

- BattleBootyRiven: wtf was she thinking
- OxGolemX0: eu kalista
- Frozen_Lights: @Mushisgosu, What do you think of new Kalista?
- wowomgsoop10L: that rend LMAO
- faresb2000: The next time gous dies lets call him hi im deadsu
- TheLastPvp14: you had red mate
- JohnChiBulls: lol.
- Lovenewton98: Masters Kalista
- CrunchyTampok: hey gosu are you a virJHIN
- khuutlendat: kalista Nerf 1vs1
- Kaarm4:
- EUW_Kingc3d: lol
- rednax7123: DA FUCK?
- BestOfTomy: @jukomat137
- Joreben: lol
- Sabanga: nerf janna more pls
- Aaronstone92: Kalista's attack speed without her oathsworn
- Scyonn: LUL KEK xD
- faresb2000: Everyone spam hi i am deadsu when he dies
- YedStaar: U ARE CHILD GOSU LUL
- Sabanga: k
- TITIKOoLoo: kalista suicide lol
- Scyonn: LUL KEK xD
- Xweaknd: Nerf kalista

The chat window also includes a "Send a message" input field and a "Chat" button. The main video player shows the game progress, including the score (7-3/2/1), FPS (143), and various game statistics. The bottom of the page features a "Follow" button, a "Subscribe \$4.99" button, and a "Share" button. The channel also has 8,934 followers, 63,528,702 views, and 90,756 likes.

Justin / Twitch TV History

- ◇ Justin TV was founded by Justin Kan, Emmett Shear, Michael Seibel, and Kyle Vogt in 2007
 - ◇ Initial channel was featuring founder Justin Kan with “lifecasting”
 - ◇ Morphed into a network of thousands of various channels
- ◇ Twitch was later introduced in 2011, focusing on video gaming
 - ◇ 100+ million unique viewers per month
 - ◇ 1.7+ million unique broadcasters per month
 - ◇ 12,000+ members of the Twitch Partner Program
 - ◇ 106 minutes watched per person per day
 - ◇ 2+ million peak concurrent sitewide viewers



Rationale

- ◇ Why are people watching others play video games on Twitch?
 - ◇ High-skilled / entertaining
 - ◇ Instant social interaction
- ◇ What are they watching?
 - ◇ **Publishers/Developers:** Every major video game publisher and developer has a Twitch channel
 - ◇ **Editorial:** All of the top video game media sites have a Twitch channel
 - ◇ **Events:** Conventions all over the world have embraced Twitch for panels, press conferences
 - ◇ **Esports:** Competitive gaming has its own ecosystem with shows and

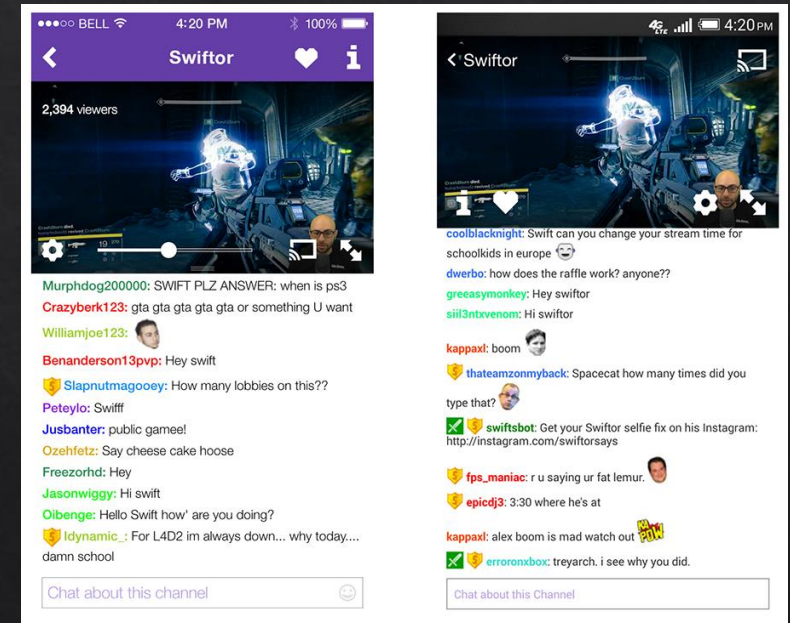
Financials

- ◆ \$8M in 2008 (Justin tv)
- ◆ \$15M / Series B in 2012 – lead investor: Bessemer Venture Partners
- ◆ \$20M / Series C in 2013 – lead investor: Thrive Capital
- ◆ Acquired by Amazon on August 25, 2014 for \$970M
 - ◆ Strengthen Amazon Web Services (AWS)
 - ◆ Lure game developers with integrated tools



Platform Support

- ◇ Twitch is available as a mobile app on iOS and Android platforms
- ◇ Twitch has been integrated into PC software
 - ◇ EA's Origin
 - ◇ Ubisoft's Uplay
 - ◇ Valve's Steam software
- ◇ Twitch also supports streaming from consoles
 - ◇ Xbox, Ouya, PlayStation...



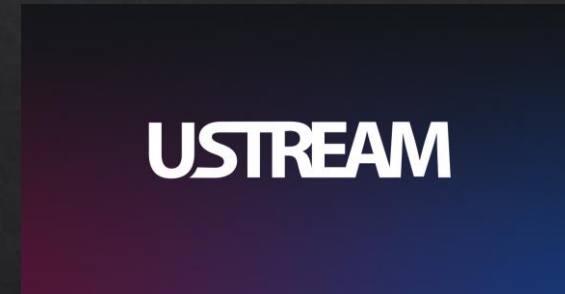
Interesting Story – Twitch Plays Pokemon

- ◆ “Social experiment”
- ◆ Launched on 12 February 2014
- ◆ Over 80,000 concurrent viewers
- ◆ 1.16 million people participated
- ◆ Completed the game with 16 continuous days



Competitors

- ◆ YouTube Gaming
- ◆ Ustream
- ◆ Azubu TV
- ◆ Douyu TV
- ◆ And many more



Secret Sauce

- ◊ Explore the new field and try
- ◊ Adjust the strategy based on experience
- ◊ Community support
 - ◊ Pays streamers
 - ◊ Sponsors tournaments
- ◊ Internationally visible
- ◊ Lack of competition at the beginning