

# Reddit game engagement can outlast Twitch

Gamer behavior stems from deep connections with the source material. Deep connections happen on Reddit.



## FINDINGS SYNOPSIS

Newzoo compared engagement around two popular video games on Reddit and Twitch, finding that **Reddit consistently outperformed Twitch for audience engagement post-launch**, with Redditors reengaging at a significantly higher rate than Twitch viewers during subsequent content releases.

Points of interest:

- **Genshin Impact** – Had the most active gaming communities on Reddit in October 2020 (947K posts & comments), one month post-launch. Twitch live viewership declined post-launch, but Reddit community engagement flourished and continues to do so.
- **Ghost of Tsushima** – A game update five months post-launch triggered a 10x increase in Reddit engagement vs. Twitch live viewership hours.

## METHODOLOGY

Newzoo Expert was used to track Reddit engagement for two sample titles across their relevant communities. Expert was also used to measure live viewership hours for Twitch streams featuring these titles.

Definitions:

- **Reddit Engagement:** posts + comments
- **Twitch Engagement:** live hours watched

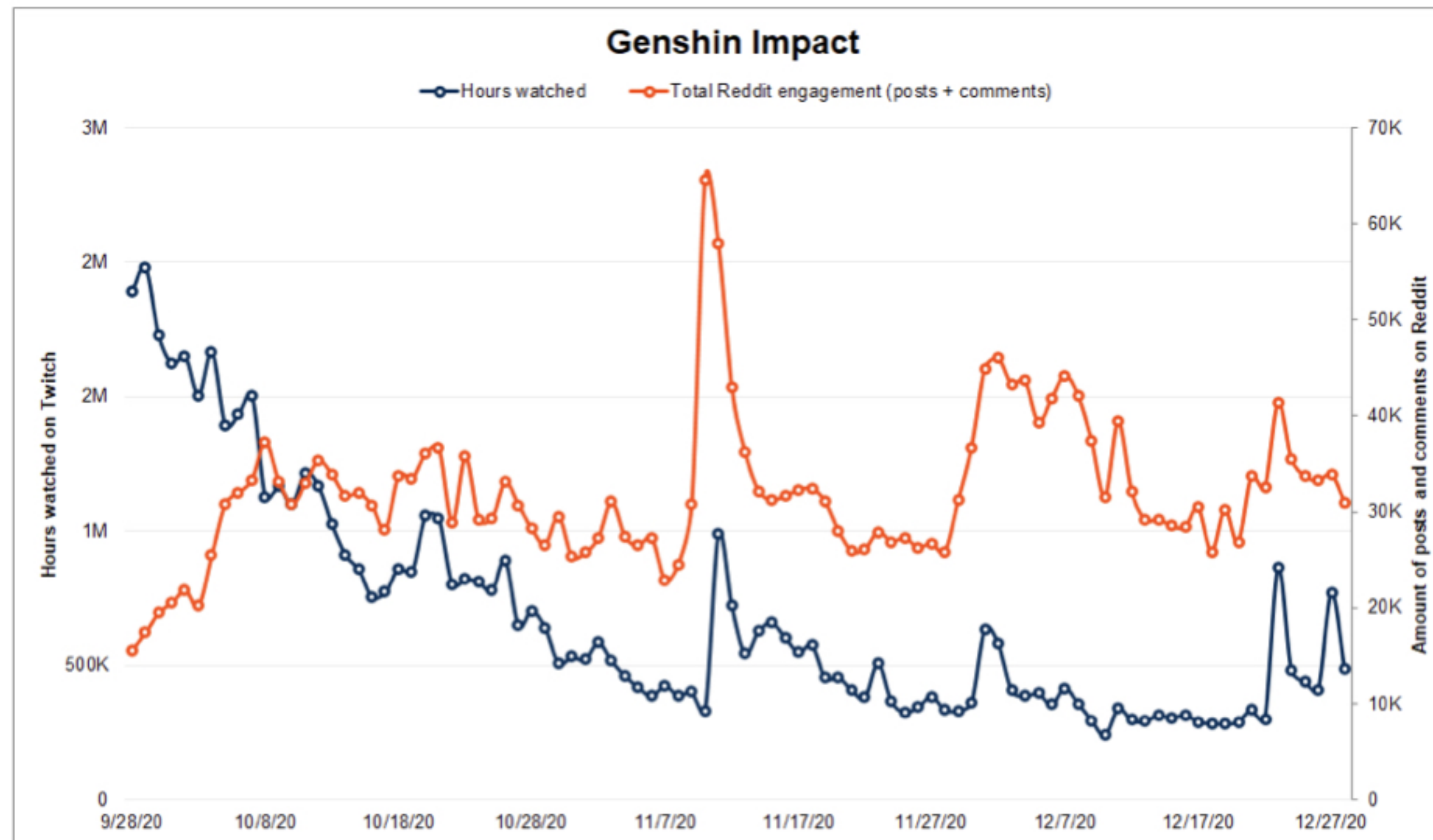
Channels:

- **Genshin Impact:** 13 Reddit communities, 1,606 Twitch channels (average)
- **Ghost of Tsushima:** 1 Reddit community, 575 Twitch channels (average)



# Genshin Impact

an open-world, action role-playing game developed and published by miHoYo



Reddit engagement and hours watched on Twitch  
Source: Twitch, Reddit, Newzoo Expert

*Genshin Impact's* launch (September 28 2020) was a resounding success, especially for a new franchise. By October, *Genshin Impact* was the #7 title by PC-player share, and its subreddits were the **most active Reddit gaming communities** of the month, with a total of **947k posts & comments**.

Although *Genshin Impact's* Twitch viewership numbers show the expected post-launch drop-off—with hours watched decreasing by more than half—Reddit engagement remained and continues to remain high.

**1.1M**  
POSTS & COMMENTS

in *Genshin Impact's* Reddit communities 3 months post-launch

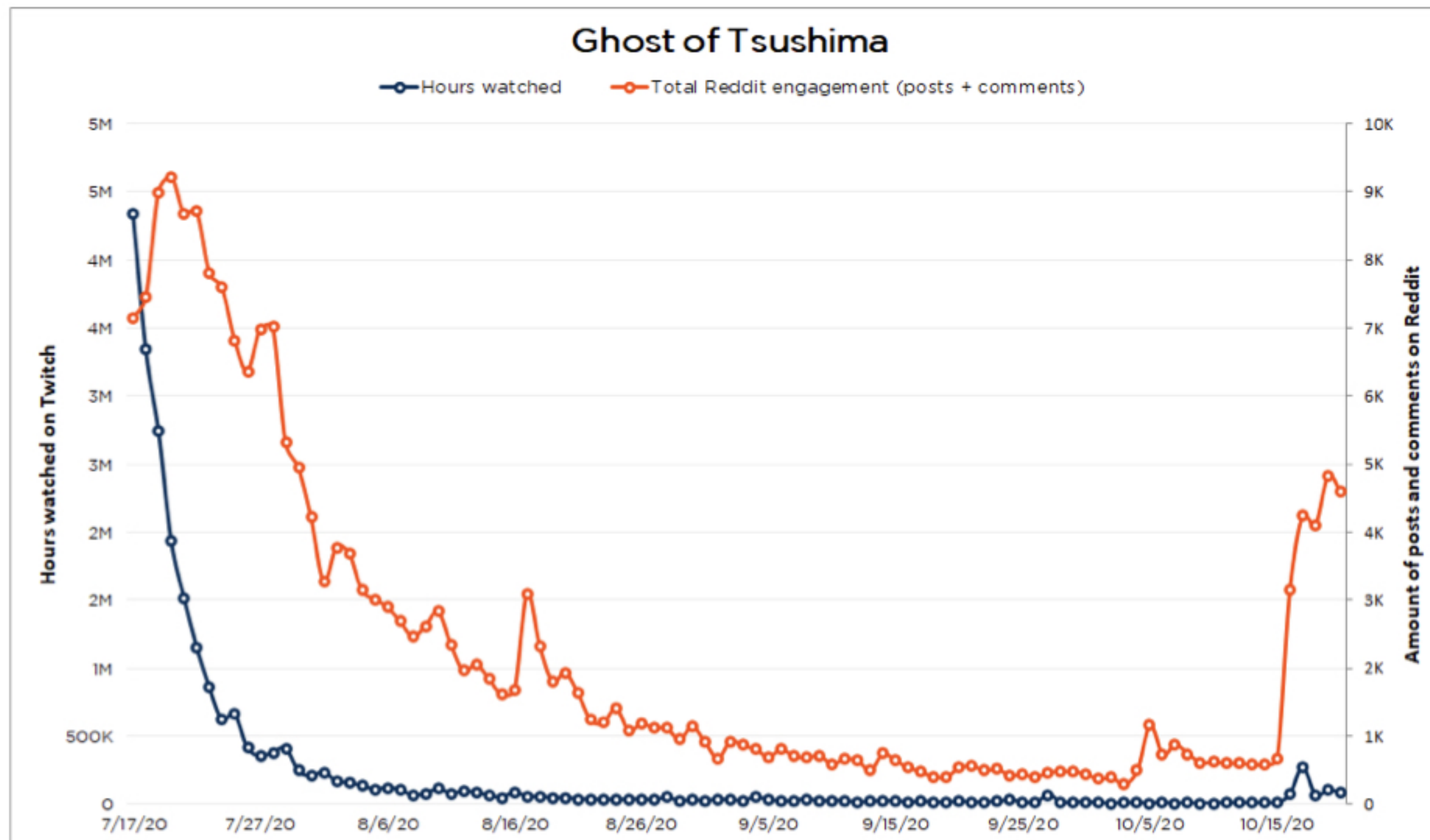
**3x**  
REDDIT ENGAGEMENT

after the game's first major update on November 11



# Ghost of Tsushima

a third-person open-world adventure game  
developed by Sucker Punch Productions



Reddit engagement and hours watched on Twitch  
Source: Twitch, Reddit, Newzoo Expert

For a game like *Ghost of Tsushima* (released July 17, 2020), play time, viewership, and social engagement tend to be strongest around release, tapering off over time. Post-launch, Reddit's engagement drop was significantly less sharp than the drop in viewership on Twitch. However, such games typically see engagement spikes when new content is released.

The October release of a co-op multiplayer mode led to a spike in engagement on both platforms, but this spike was far more significant on Reddit.



in engagement vs. Reddit.  
(Streamers moved on, but gamers didn't.)



on Reddit vs. Twitch following the launch of co-op multiplayer



*Game developers cannot afford to overlook Reddit as it is a major hub for the most passionate and active gamers. Redditors often remain much more engaged with a game after release.*

Eva Lammers

**Game Data Scientist, Newzoo**





reddit