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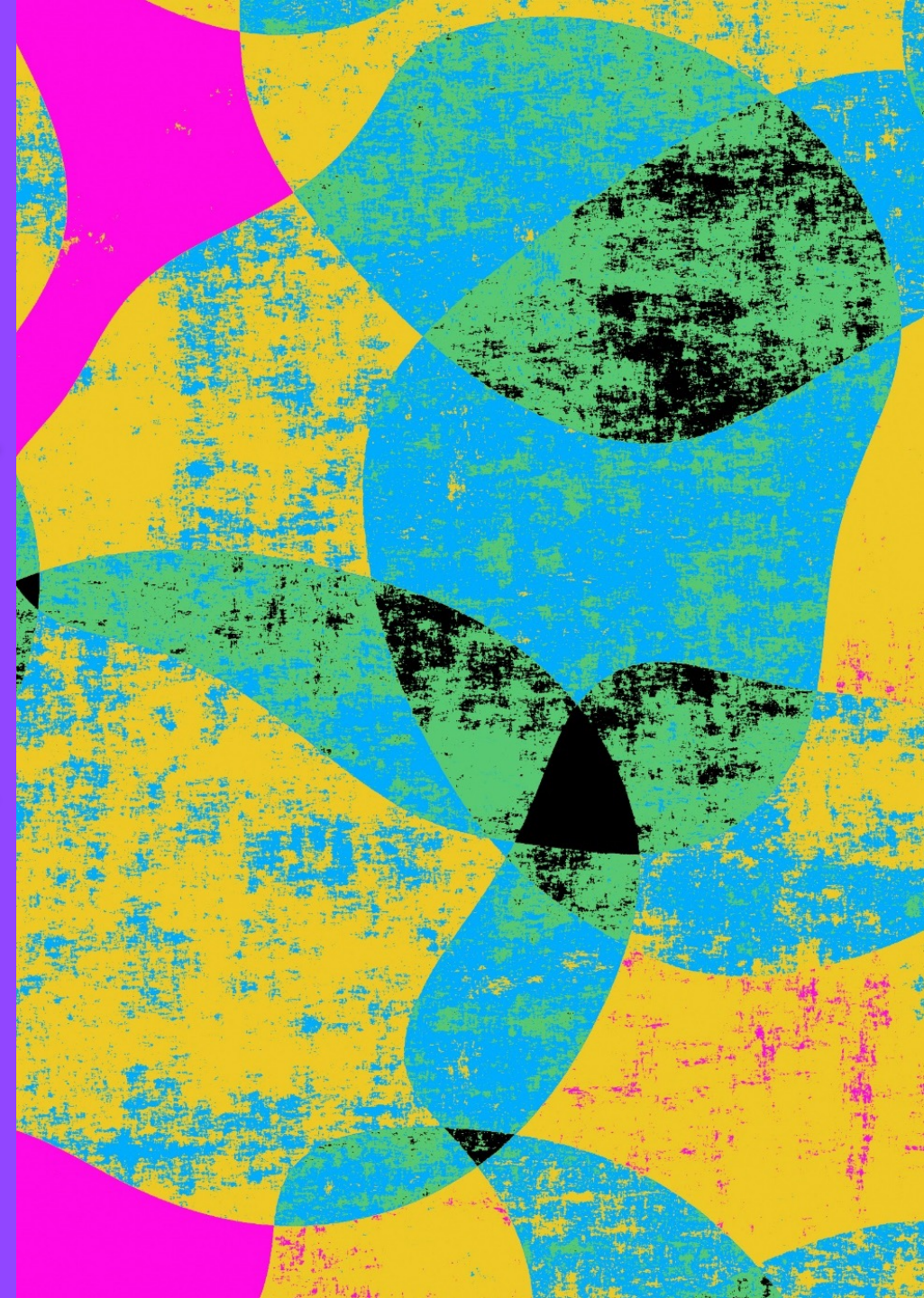
Exploring Video-Game Production's Contingency on Live-Streaming Platforms: The Case of **twitch**

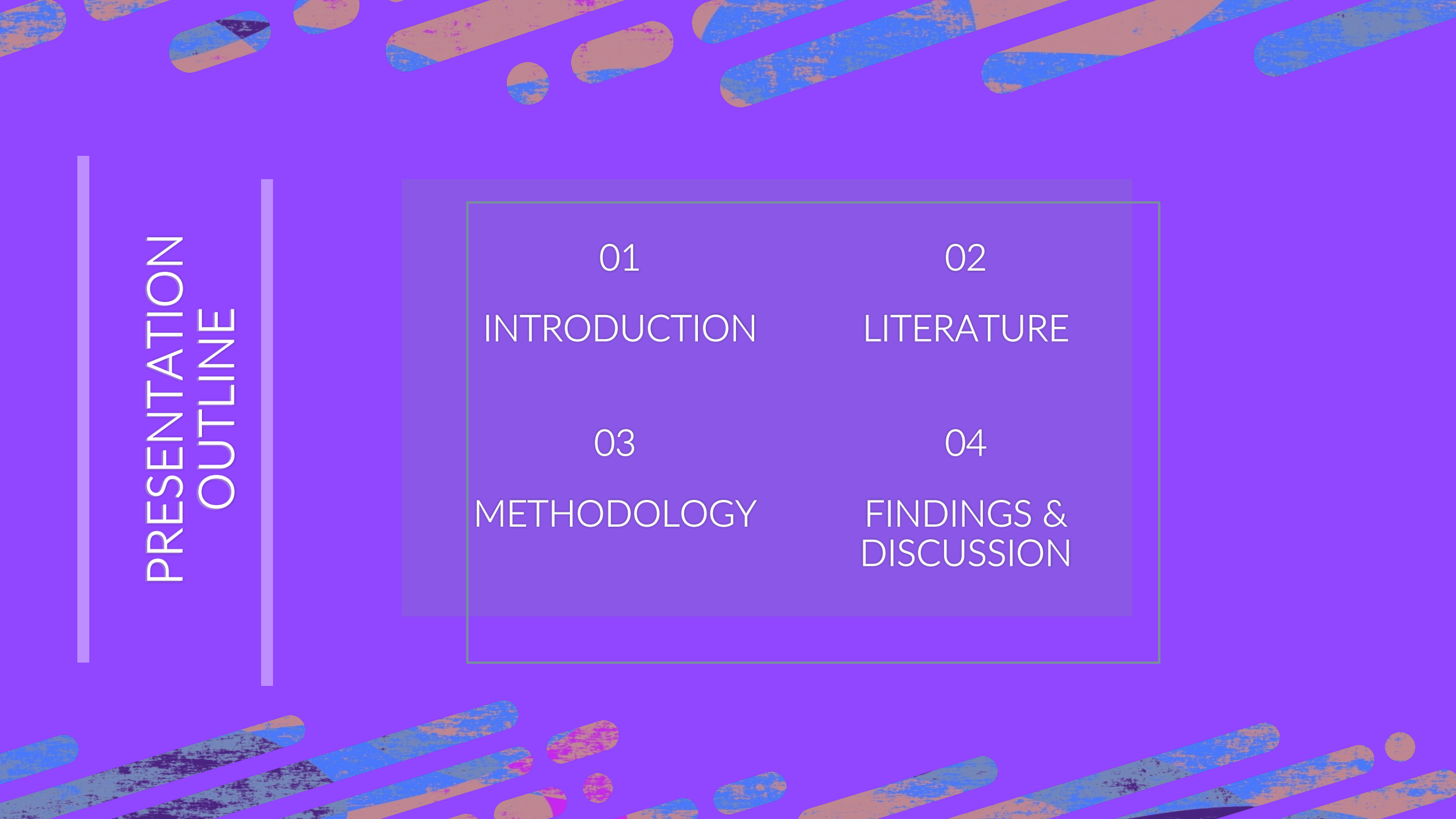
Charis Papaevangelou

Early Stage Researcher @ Université Toulouse III – Paul Sabatier
(LERASS/JOLT-ETN)

Elina Roinioti

Post-doctoral Researcher @ Panteion University of Political & Social
Sciences





PRESENTATION OUTLINE

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FINDINGS &
DISCUSSION

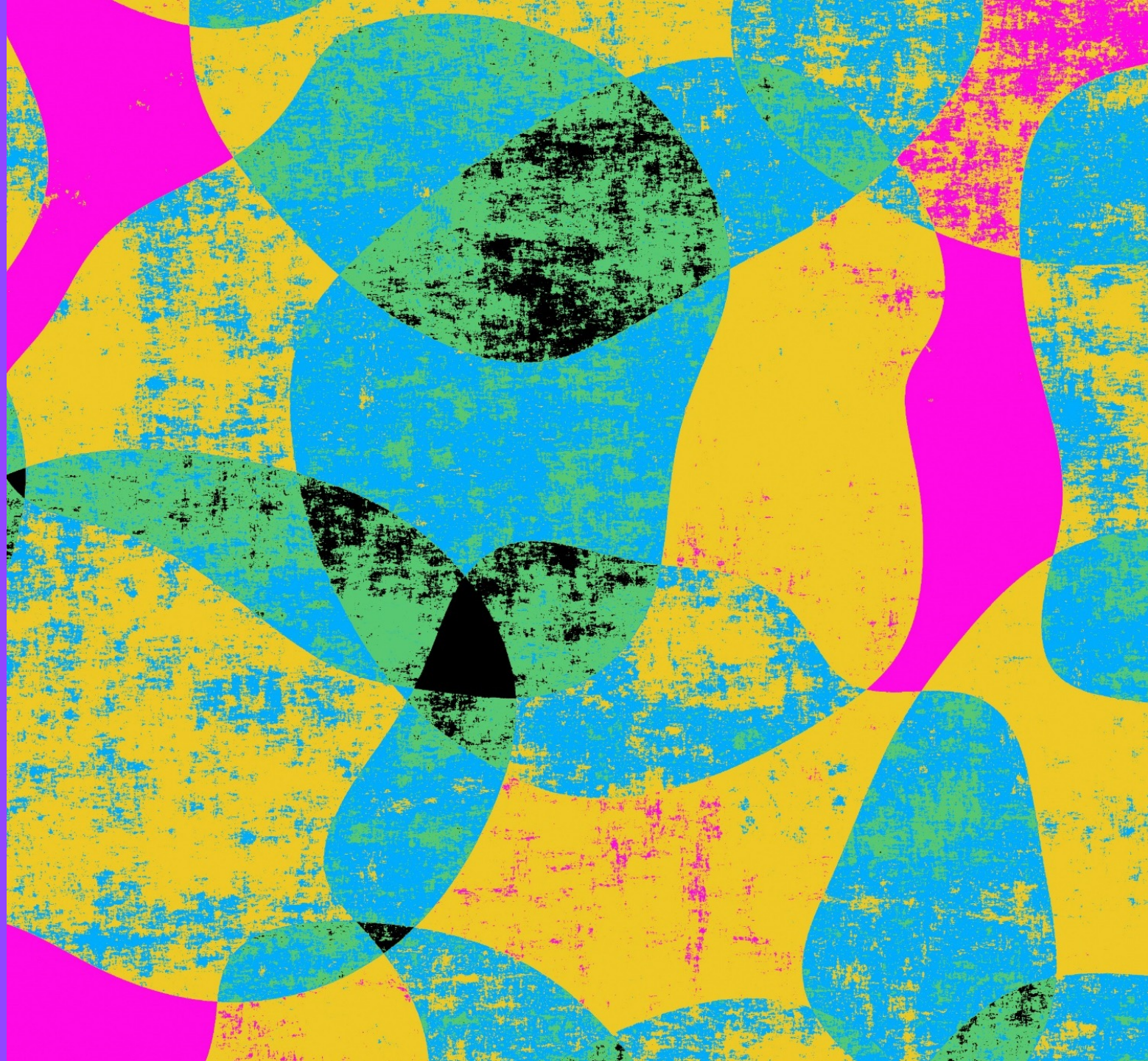


01 Introduction

- ❑ RQ: How is Twitch impacting the video-game production?
- ❑ Twitch's platformisation strategy is expanding to video-game production, increasing the **cultural contingency** (Nieborg & Poell, 2018) of the video-game industry on dominant platforms
- ❑ Analysis of Twitch's "Game Developer Playbook" to identify key features that support Twitch's strategy

02 Literature

- ❑ Twitch-specific literature (Consalvo & Phelps, 2021; Taylor, 2018)
- ❑ Political-economy (Postigo, 2016; Nieborg & Helmond, 2019)
- ❑ Platform Studies
 - ❑ Cultural Contingency (Nieborg & Poell, 2018)
 - ❑ Platformisation (Helmond, 2015)
 - ❑ Infrastructural embeddedness (Zhang, 2020; Plantin, et al., 2018)





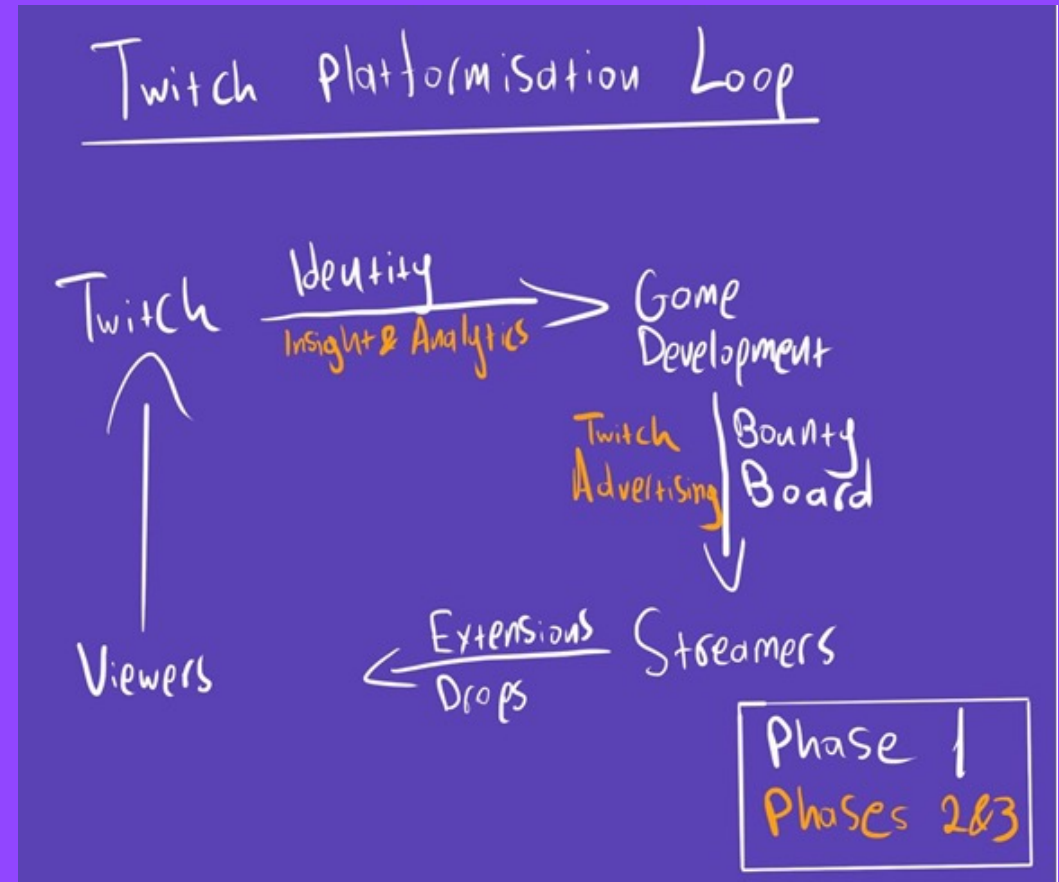
03 Methodology

- ❑ Qualitative analysis of Twitch's "Game Developer Playbook"
 - ❑ Coded the document's features based on Twitch's categorisation of a typical game development cycle (Development, Road to Launch, and Live-Games)
 - ❑ Critically analysed the document's discourse to identify the envisioned use of Twitch's features ("scripts") & their implications (Curinga, 2014; Ask et al., 2019)

04 Findings & Discussion

Feature	Brief Description	Production Phases
Identity	Serves as a remote access point for Twitch (e.g., as Facebook Login)	Development
Bounty Board	Sponsored rewardable tasks for streamers to complete	Road to launch & Live Games
Interactive Extensions	Interactive Extensions (e.g., overlays) for streams	Road to launch & Live Games
Drops	Time or event-based rewards (e.g., in-game items) for viewers or streamers	Road to launch & Live Games

Twitch's Core Game-Production Features



Twitch's Platformisation Loop

04 Findings & Discussion

Game developers are incentivised to apply these features in their game design, thus creating an economic feedback loop that:

- aspires to increase user acquisition, retention and revenue,
- locks-in game developers and viewers alike,
- “platformises” the gaming experience.

Similar to how Netflix disrupted TV content distribution & production, Twitch is disrupting the video-game content creation

Thank you!



- ❖ Charilaos.Papaevangelou@univ-tlse3.fr
- ❖ Eleni.roinioti@gmail.com



@CharisPapaev

@The_Berlina