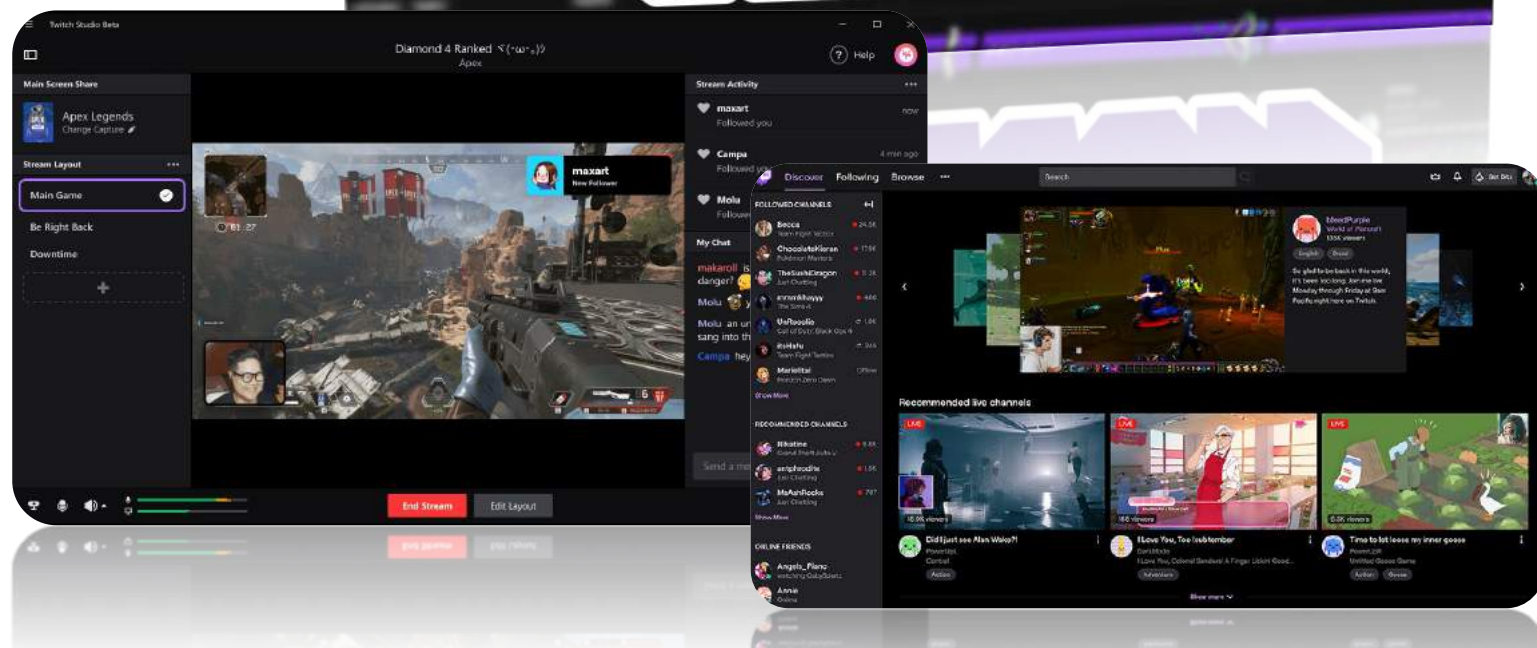


twitch



VAŠÍ VIDEOREKLAMU UVIDÍ VÍCE NEŽ **1,2 MILIONY LIDÍ**

CO JE TWITCH ?





Twitch (nebo též [Twitch.tv](https://www.twitch.tv)) je platforma pro živé vysílání (streaming). Byla založena v červnu 2011. Druh tohoto vysílání se zaměřuje především na videohry, vysílání soutěží eSports (progaming) a další podobné akce s herním účelem, ale i hudbu, umění, či Talk Show.

Obsah webu lze prohlížet buď živě, nebo pomocí záznamu z daného vysílání, u kterých si streamer může určit, jestli obsah bude volný uživatelům, nebo jej zpoplatní.

[Twitch](https://www.twitch.tv) je nejpopulárnější služba tohoto typu, v říjnu 2013 měla 45 milionů unikátních diváků svých internetových stránek, a od února 2014 byla považována za čtvrtý největší zdroj špičkového internetového provozu ve Spojených státech

V srpnu 2014 byla stránka zakoupena americkou společností [Amazon.com](https://www.amazon.com) za 970 mil. dolarů.



COMMUNITY



LIVE



IMMERSIVE



ENGAGED

1:02:12
Session35,146
Viewers11.3%
CPU0.5GB
Memory0bps
Avg Upload0
Frame Drops0
Encoder FPS

Help



Scenes



Stream Preview



Stream Activity



Main

Downtime

Be Right Back

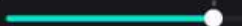
+ New Scene

Audio Mixer

Main Microphone



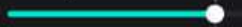
Yeti Blue



Audio Sources



Desktop Audio



+ New Audio Source

Listen



Stream Info



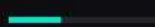
Borderlands 3 (PC) | Mayhem (Echocast ON)

Borderlands 3

FPS

Shooter

RPG



End Stream



Edit Scene

GOOD



GivePLZ

now

Followed you



SMOrc

15 sec ago

Followed you



BibleThump

2 min ago

Subscribed for 2 months at Tier 1

My Chat



StinkyCheese: non explosive build?!



SeemsGood: I got rid of the shield heal legendary COM because I didn't realize Vampyr would heal shields.



VoHiYo: not using grenade spam



GivePLZ: I came out of lurk and ended up here, hello!



FrankerZ: @GivePLZ, welcome to one of my fav places on Twitch



StinkyCheese: who's your next character?



SeemsGood: No nades? Not my Moze.



Send a message



oo



Chat

PŘEHLED KATEGORIÍ HER NA TWITCH



Open World



MOBA



Comic Shooter



Battle Royal



Action



Adventure



MMORPG



Sport



Racing



Strategy



RPG

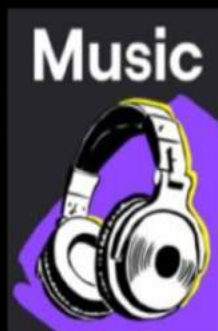


Party Games

PŘEHLED NEHERNÍCH KATEGORIÍ NA TWITCH



Just Chatting



Music



Food & Drink



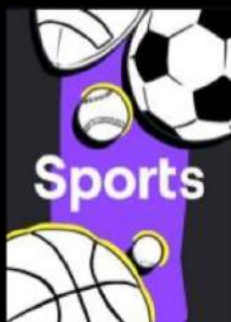
Special Events



Art



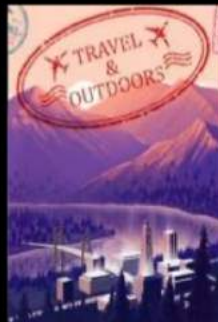
Science & Technologies



Sports



Makers & Crafting



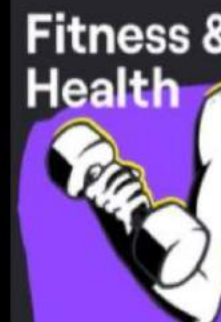
Travel & Outdoors



Beauty & Body Art



Talk Shows & Podcasts



Fitness & Health

TWITCH STREAMING STATISTICS



Viewers now

● 1 285 560

Channels now

● 52 577

Games being streamed

● 83 062

Total streamers ⓘ

14 871 148

Peak online viewers

6 577 002

11 Jan, 2021

Peak online channels

234 924

01 Dec, 2020



Viewers now

● 3 089 744

Channels now

● 8 663

Games being streamed

● 20 460

Total streamers ⓘ

783 994

Peak online viewers

8 644 141

27 May, 2022

Peak online channels

1 000 000

04 Mar, 2022



Viewers now

● 161 826

Channels now

● 1 723

Games being streamed

● 16 474

Total streamers ⓘ

494 875

Peak online viewers

2 809 201

24 Jan, 2021

Peak online channels

3 667

24 Aug, 2020

NÁVŠTĚVNOST V ČESKÉ REPUBLICE



1.29M

MONTHLY UNIQUE VIEWERS

218K

DAILY UNIQUE VIEWERS

11.4M

MONTHLY HOURS WATCHED

THE BREAKDOWN

63%
TECH SAVVY

61%
INTERESTED IN NEW PRODUCTS

59%
EARLY ADOPTERS

71%
DEAL SAVVY

80%
RECEPTIVE TO ONLINE ADS

Audience & Their Interests

 64% 24%
16-24 25-34

 86% 14%
Male Female

Technology	79%
Cooking	56%
Films / Cinema	57%
Music	69%
Personal Healthcare	35%
Sports	75%
Gaming	71%
Travel	43%



Targeting Solutions

Twitch Audience:

Take advantage of 9 pre-built Twitch behavioural segments using an extended lookback.

Target users with specific Twitch content viewing behaviour both on and off Twitch.

Behavioral



New Game Viewers



Non-gaming Viewers



PC Game Viewers



Twitch Gamers



Twitch Sports Viewer



Console Game Viewers



Esports Viewers



Mobile Game Viewers



Top Game Viewers

Contextual



Game e.g. DOTA 2



Genre e.g. Roleplay



Category e.g. Music



Geography e.g. Germany



Media:

Premium Video

- Unskippable Pre- & Mid-Rolls
- Above the fold

→80% VTR Benchmark (30Sek. Video Ad)

→85% Viewability Benchmark (MOAT)

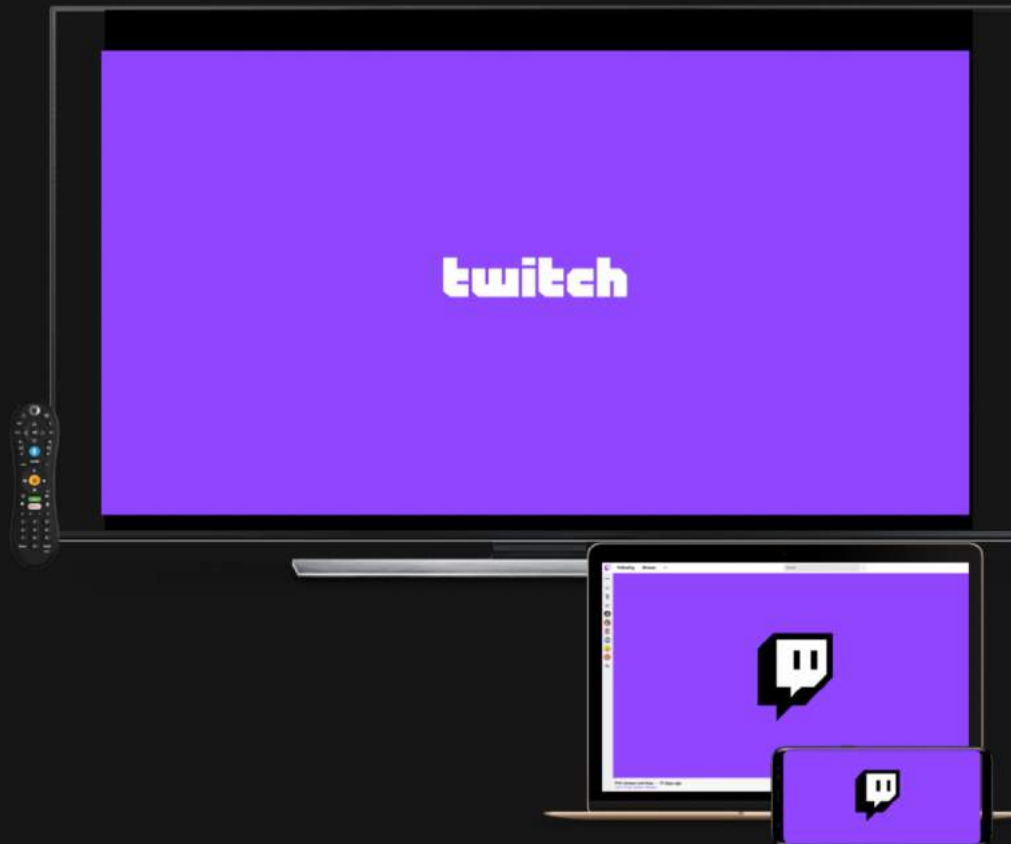
Streamers earn money on Twitch. Advertisers are supporting the streamers & the community.

First Impression Video Takeover

Capture the our audience's attention right off the bat with your video creative.

- Unskippable
- Above the fold

For a period of 24h this format assures that a given campaign will have 100% SOV on the first video ad impression served to each user on the day.



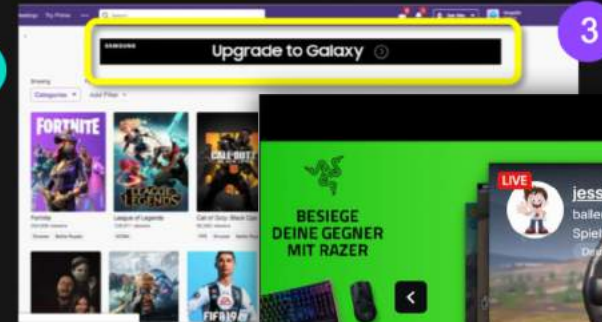
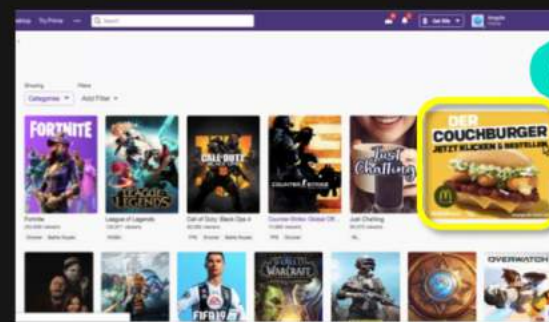
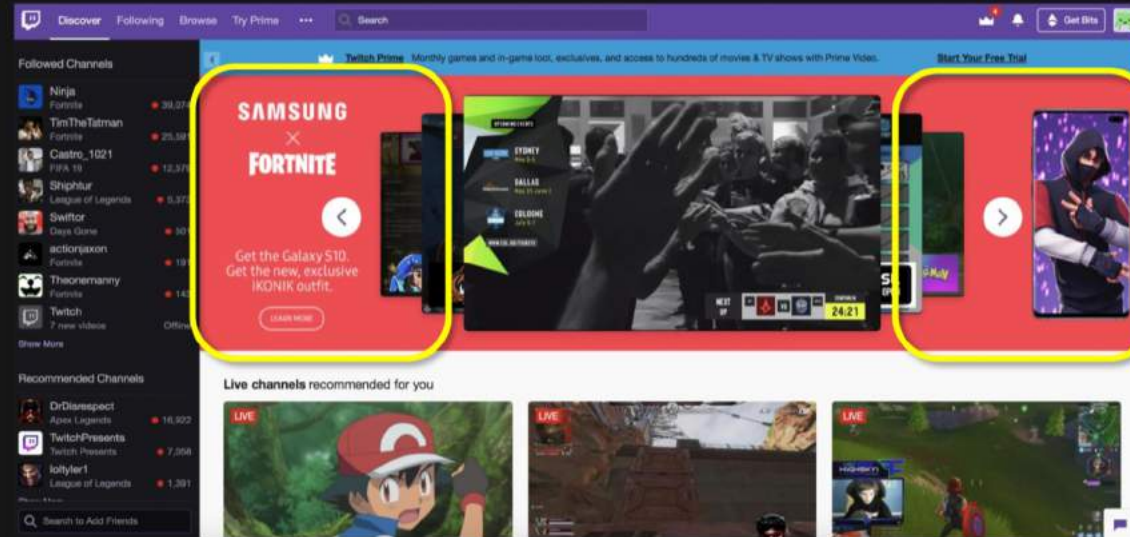
REKLAMNÍ FORMÁTY



Twitch Media Display Ads

- The **Homepage Headliner** retains your brand's visibility and surrounds Twitch's most premium inventory, the Homepage Carousel.
- The 100% SOV Homepage Headliner scales seamlessly and dynamically with varied screen sizes; keeping your brand in the forefront. Exclusively for one advertiser per day.
- Keep viewers engaged as they scroll and explore content on Twitch with **Medium Rectangle (300x250)** and **Super Leaderboard (970x66)** display media.
- All Display Ads appear on Desktop only.

Twitch Advertising



CENÍK 2022/23 - ČR

TWITCH DIRECT PREMIUM VIDEO	6 sec.	15-20 sec.	30 sec.
CPT	24 EUR	26 EUR	30 EUR
Minimální objednávka	15 500 EUR	15 500 EUR	15 500 EUR
TWITCH HOMEPAGE HEADLINER	1 den	7 dní	
Minimální objednávka	2 000 EUR	12 800 EUR	

Jednorázový příplatek za cílení: 1,5 EUR / CPT

CENÍK 2022/23 - SLOVENSKO

TWITCH DIRECT PREMIUM VIDEO	6 sec.	15-20 sec.	30 sec.
CPT	20 EUR	22 EUR	26 EUR
Minimální objednávka	15 000 EUR	15 000 EUR	15 000 EUR
TWITCH HOMEPAGE HEADLINER	1 den	7 dní	
Minimální objednávka	1 000 EUR	6 000 EUR	

Jednorázový příplatek za cílení: 1,5 EUR / CPT

KONTAKT

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IČO: 09372008 DIČ: CZ09372008

Web: worldnewsmedia.cz

Pokud máte zájem o inzerci, prosím obraťte se mailem na **reklama@wn24.cz. Obratem Vám odpovíme a Vaší poptávku vyřídíme.**