



A data-driven look at gaming creator ecosystem

What 800,000+ active gaming creators reveal about how reach and engagement really work on Twitch, YouTube and TikTok.



Introduction

Gaming creators are now a primary discovery layer for game publishers. Among gaming enthusiasts, nearly half buy products on a creator's recommendation, and a vast majority say watching gaming content is as enjoyable as playing. Reaching those players increasingly means reaching them through the creators they trust.

But gaming is not a general creator market, and it doesn't behave like one. It runs across very different platforms, and a campaign built for one can quietly waste budget on another.

Cloutboost lives inside this space. We track the gaming-creator economy across every major platform. We set out to answer one question that decides where a gaming budget should go: **how does reach and engagement actually work on each of the three platforms?**

What drives reach and engagement on one platform actively works against you on another, so no single playbook wins across all three.

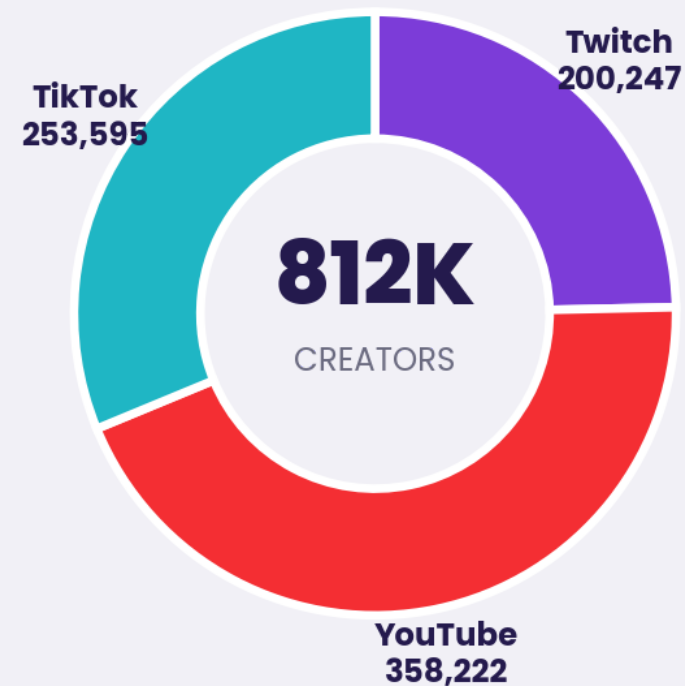
About this data

Cloutboost maintains one of the industry's largest gaming creator datasets, covering Twitch, YouTube and TikTok. For every creator, we **track the games they play** and their reach and engagement over time, building a per-creator history that goes back up to **24 months**. The data comes from official **social media APIs and trusted third-party databases**, and it's refreshed continuously.

Everything in this report comes from that database as of July 2026. To make sure we're only looking at genuine, current gaming creators, we applied two filters:

- **Gaming channels only:** channels playing games on a regular basis (no entertainment, lifestyle, etc.).
- **Active only:** channels that have posted in recent months.

Reach metrics use 30-day windows; medians resist outliers. Engagement and true-reach are Cloutboost indices whose scales differ by platform, so compare the shape of each curve, not its level.



The universe: 812,064 active gaming creators across three platforms.

TWITCH

01

The Concentration Economy

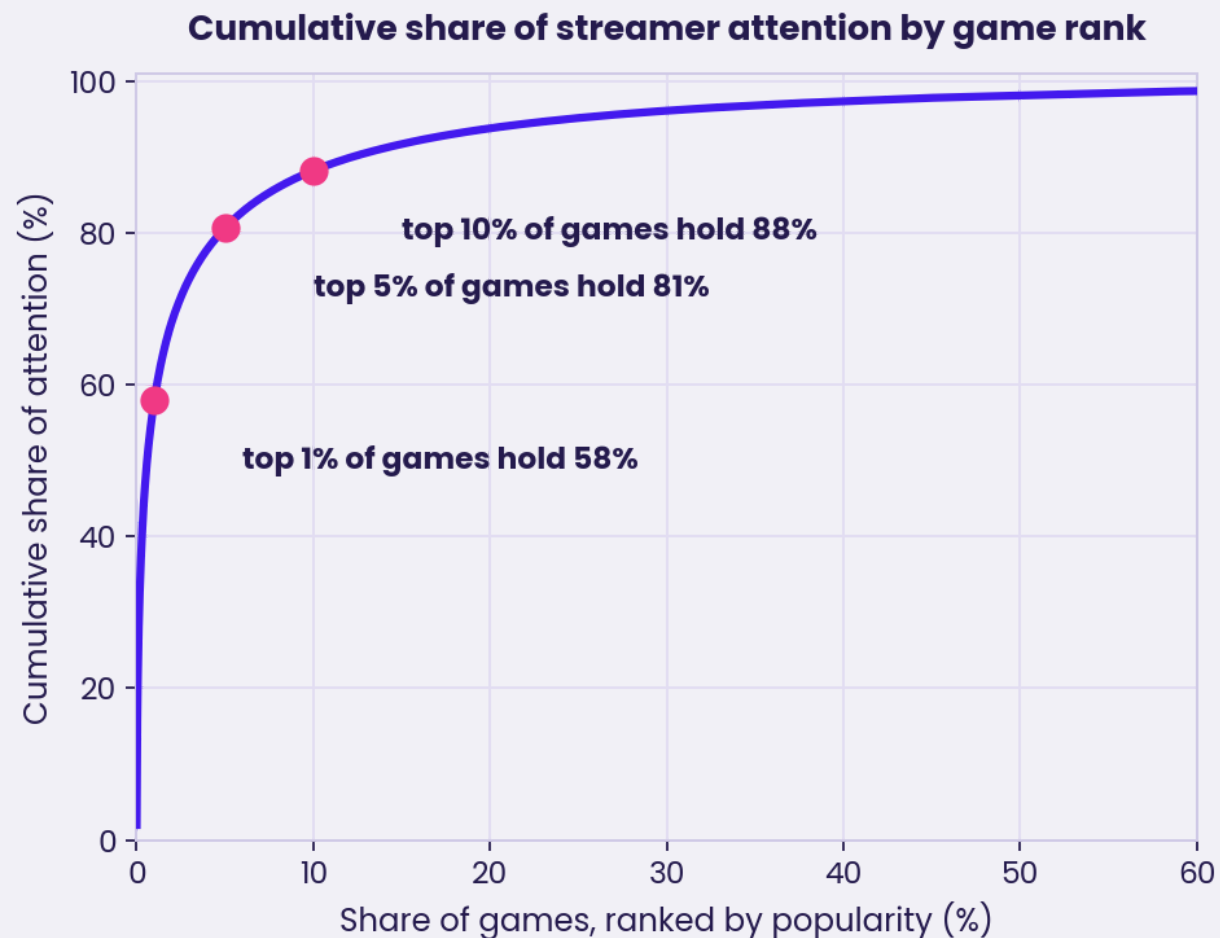
A few games and a small slice of channels take almost all of it.

TWITCH · FINDING 01

A tiny share of games gets almost all the attention

Rank games by recent play and the curve shoots up almost vertically. The top 1% of games and categories capture **58%** of recent streamer attention. The top 5% capture **81%**, and the top 10% capture **88%**.

Everything after that is the long tail: tens of thousands of titles sharing the final tenth between them. Sponsoring in a niche means far less competition, but the audience ceiling is real. Go in with your eyes open, because you're trading reach for a less crowded field.

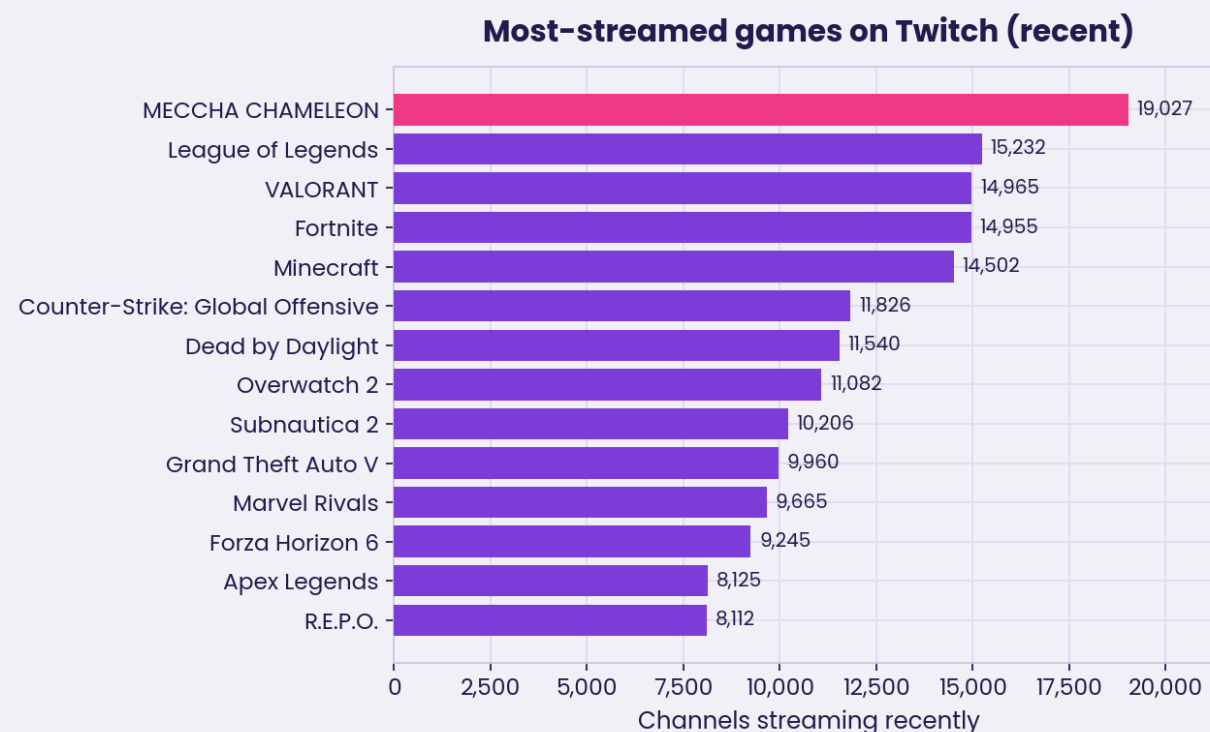


TWITCH • FINDING 02

A handful of titles own the map

Ranked by recent play, the same names dominate. Most streamers gravitate to a handful of titles: the live-service staples (League of Legends, VALORANT, Counter-Strike) and the evergreen giants Fortnite and Minecraft. Below them, roughly **30,000 games** split whatever attention is left.

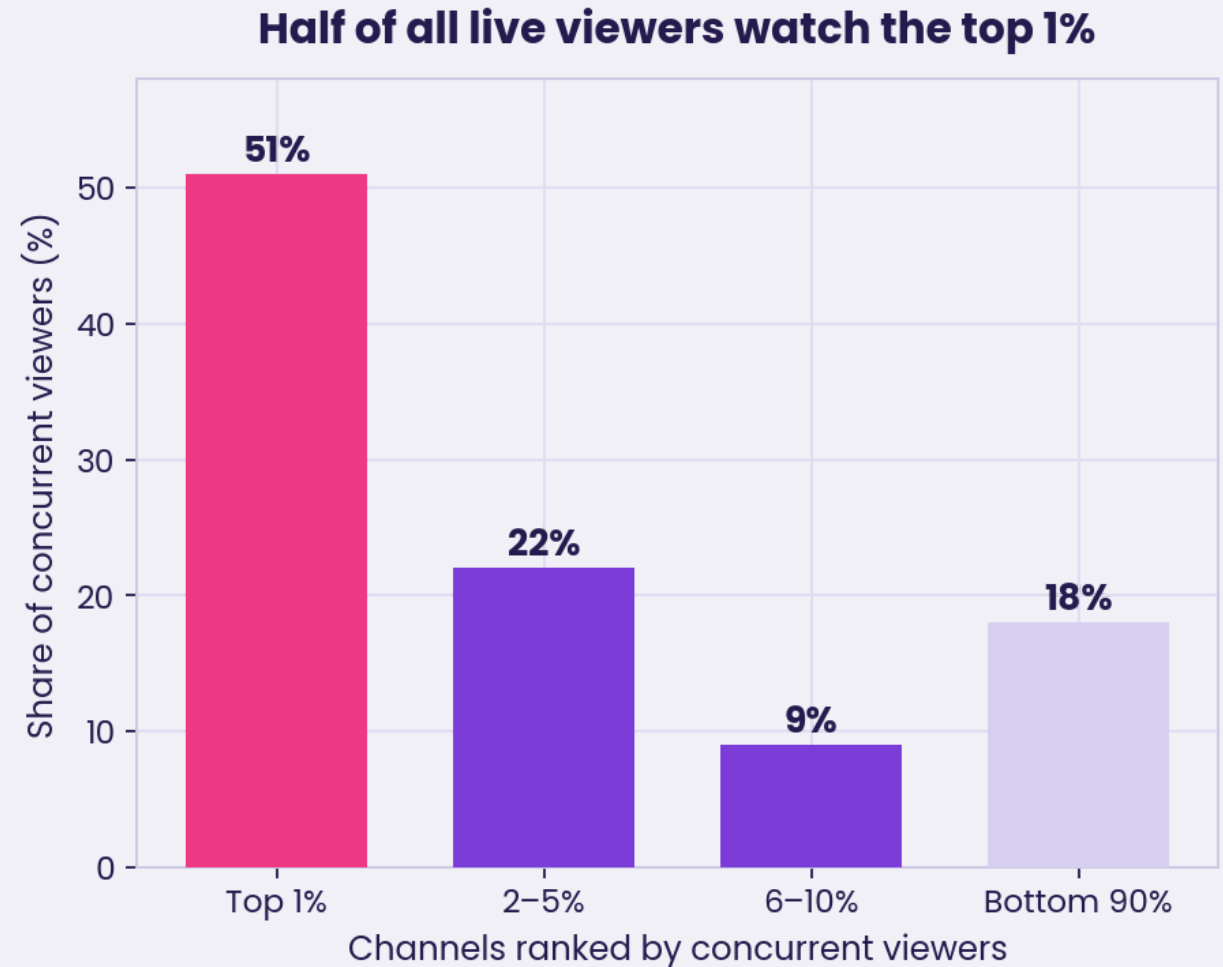
The top of the chart isn't static, though. Twitch is regularly taken over by breakthrough titles, and right now that's **MECCHA CHAMELEON**, a breakout indie that catapulted straight to the number one spot and drew more streamers than any established title.



TWITCH • FINDING 03

Live attention is even more concentrated

Live reach is even more unequal than game attention. Among channels that draw a live audience, the top 1% hold **51%** of all concurrent viewers. The entire bottom 90% shares less than a fifth between them.

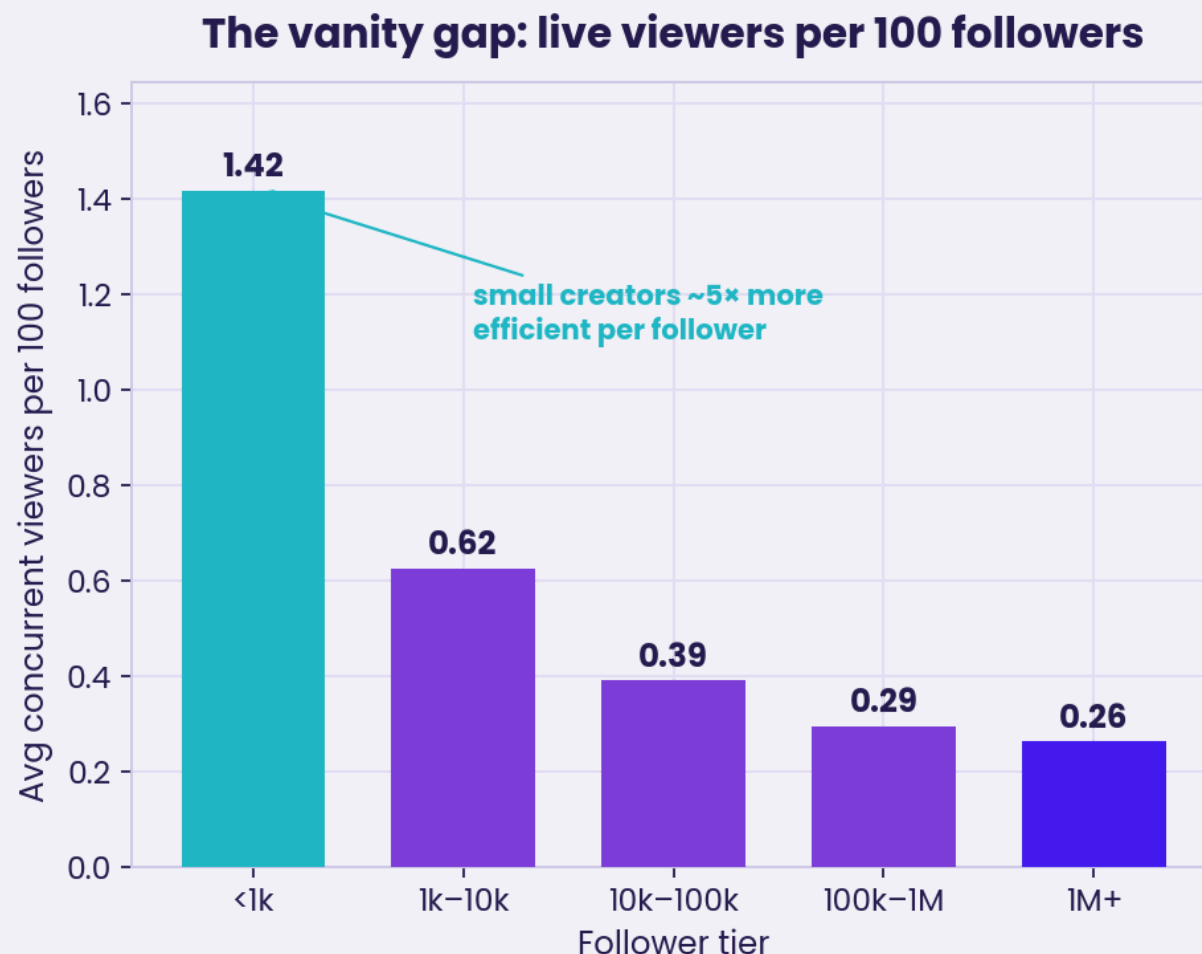


TWITCH • FINDING 04

The vanity gap: reach per follower shrinks with size

Follower counts flatter the biggest channels. Measured as live viewers per 100 followers, the smallest active streamers convert best: sub-1k channels average **1.42** concurrent viewers per 100 followers, versus **0.26** for million-plus channels. That's roughly a **5x gap**.

Every extra follower a channel gains converts to slightly less live audience. This is great news for brands with tight budgets: a portfolio of smaller, well-matched creators can deliver more real viewers per dollar than a single giant name.



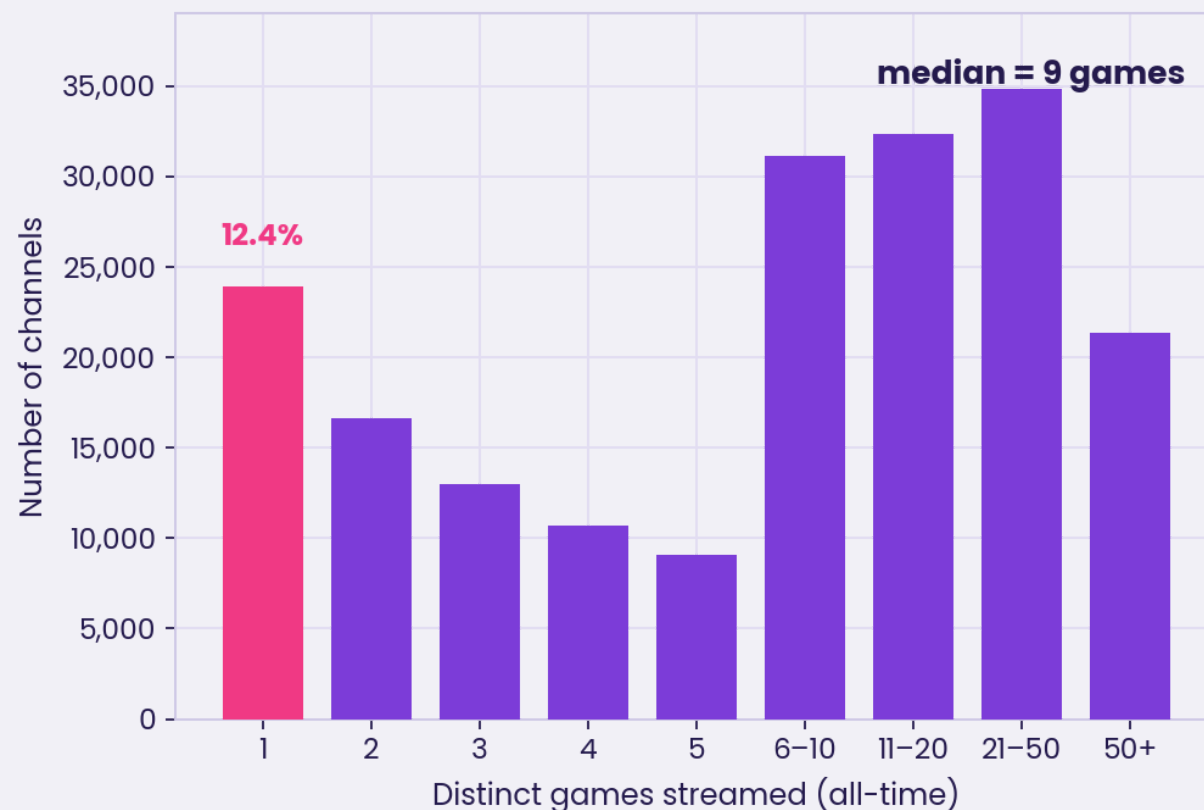
TWITCH · FINDING 05

Streamers are variety players, not specialists

The single-game streamer is rare. The median Twitch creator has played **9 different games**, and only **12.5%** have ever streamed just one.

Twitch audiences follow the person, not the game. That's why a creator who has never touched your title can still be an excellent fit. Don't over-filter on game history; recency and audience fit matter more.

How many different games a creator streams



YOUTUBE

02

The Diminishing-Returns Economy

Getting bigger costs you engagement.



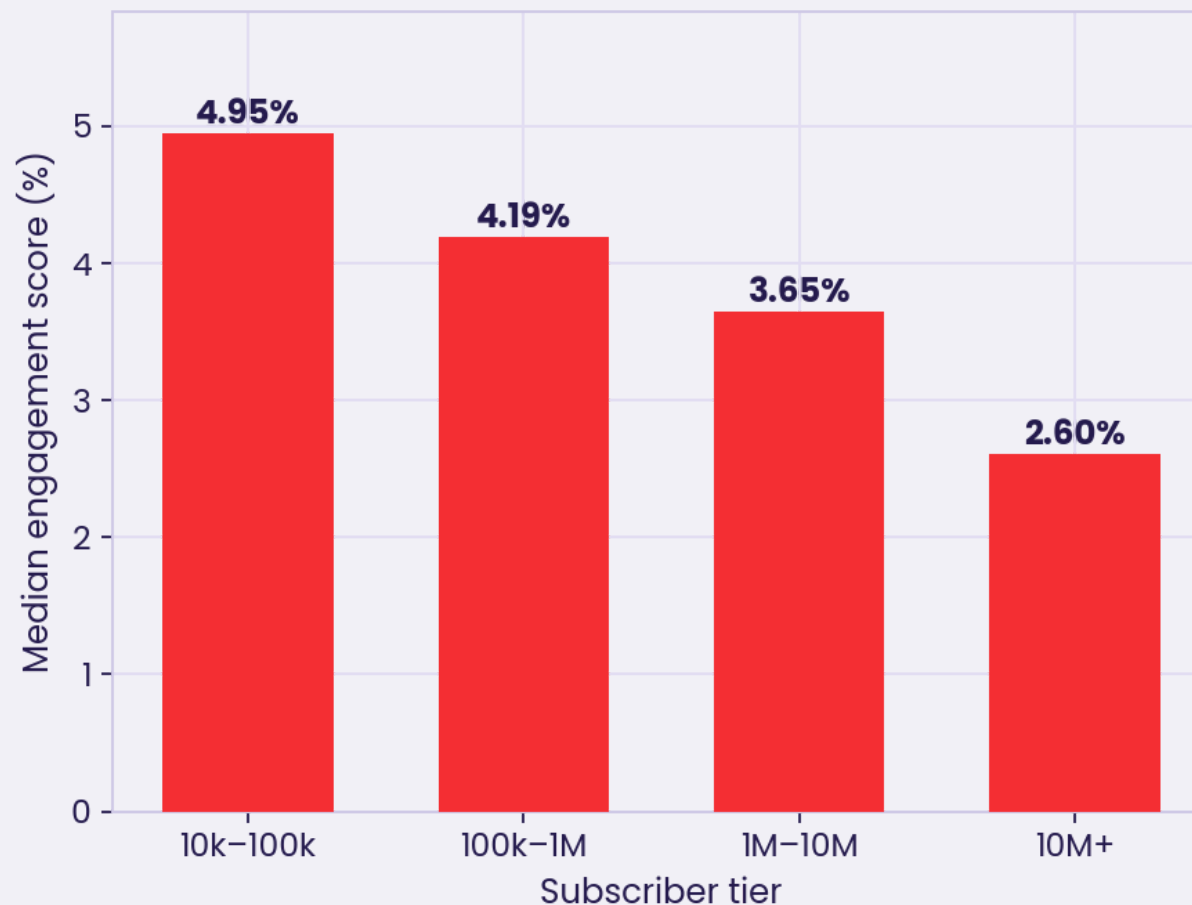
YOUTUBE • FINDING 06

Engagement decays as channels scale

Median engagement falls as channels grow: from **4.9%** in the 10k–100k tier to **2.6%** among 10M+ channels, roughly a **2x gap**. Reach per subscriber follows the same slope, dropping from **3.5 to 1.3** views per 100 subs.

Mega-channels still have enormous absolute reach, but they activate a much smaller share of their base than mid-sized creators do. The sweet spot for efficiency is 100k–1M.

Engagement decays as channels scale



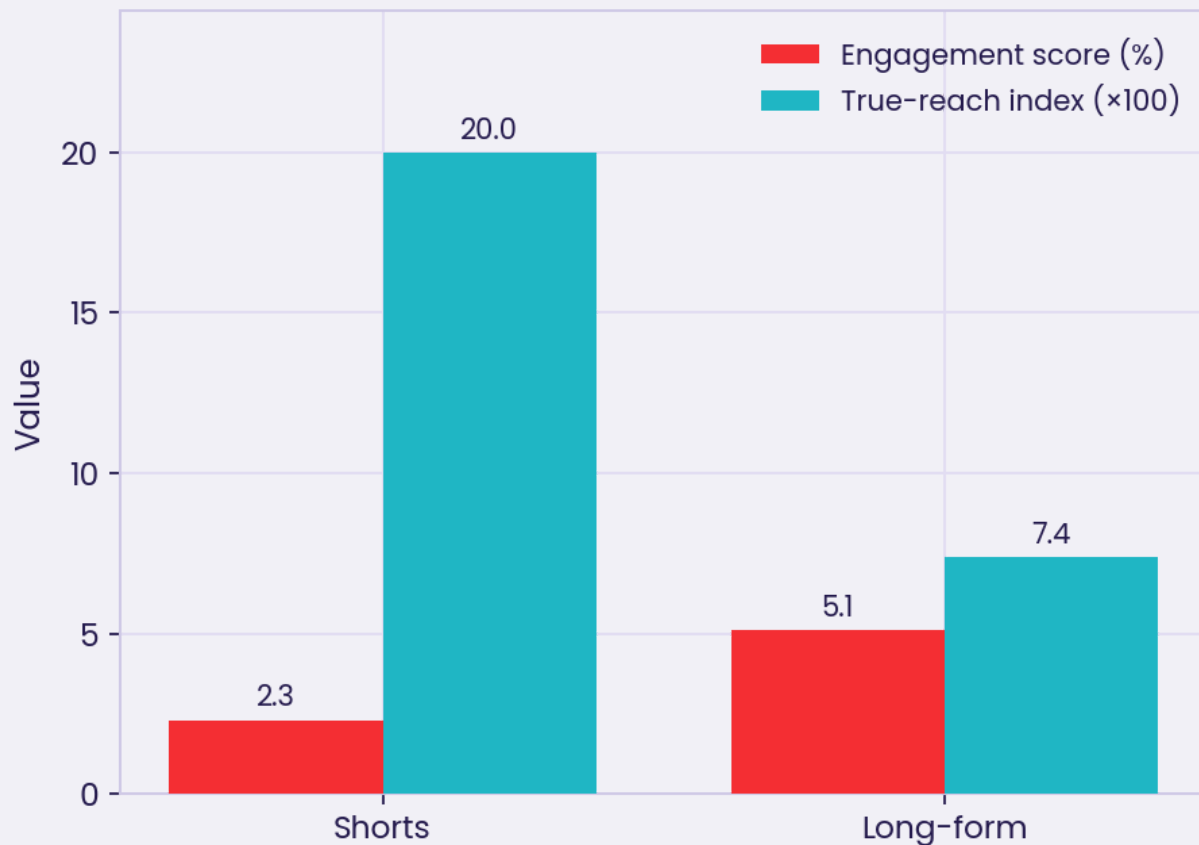
YOUTUBE • FINDING 07

Shorts buy reach at the cost of engagement

Format is now a real strategic choice. Long-form earns about **2.2x** the engagement of Shorts, while Shorts deliver about **2.7x** the reach. You're choosing between going deep and going wide.

The biggest channels lean hardest into Shorts: the Shorts share of output climbs from **14%** among 10k-100k channels to **39%** among 10M+ creators. They're chasing reach, and Shorts is built for exactly that.

Shorts trade engagement for reach



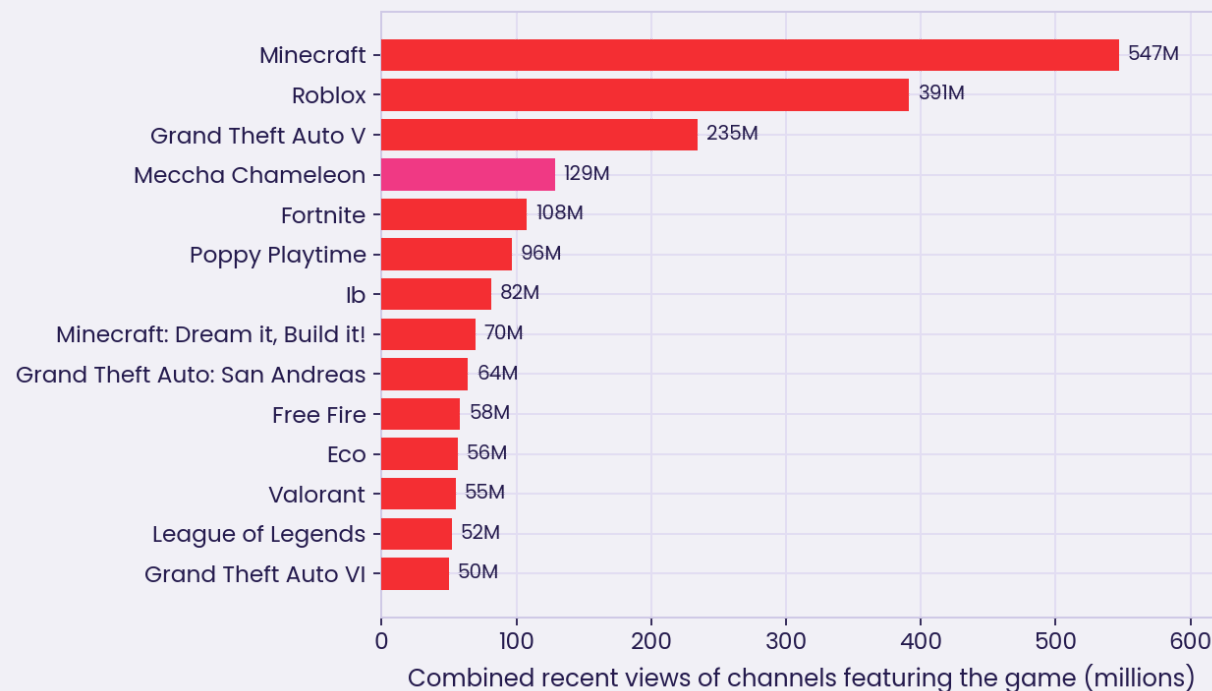
YOUTUBE • FINDING 08

Which games win YouTube's views

By recent views, YouTube rewards evergreen, searchable games. Minecraft alone pulls over **540 million recent views** across the channels that feature it, with Roblox and Grand Theft Auto close behind.

Breakouts reach here too. **MECCHA CHAMELEON** lands in the top five, alongside viral hits like Poppy Playtime and pre-release buzz for GTA VI. YouTube blends a deep back-catalogue with whatever is blowing up right now.

Which games win YouTube's views (recent)

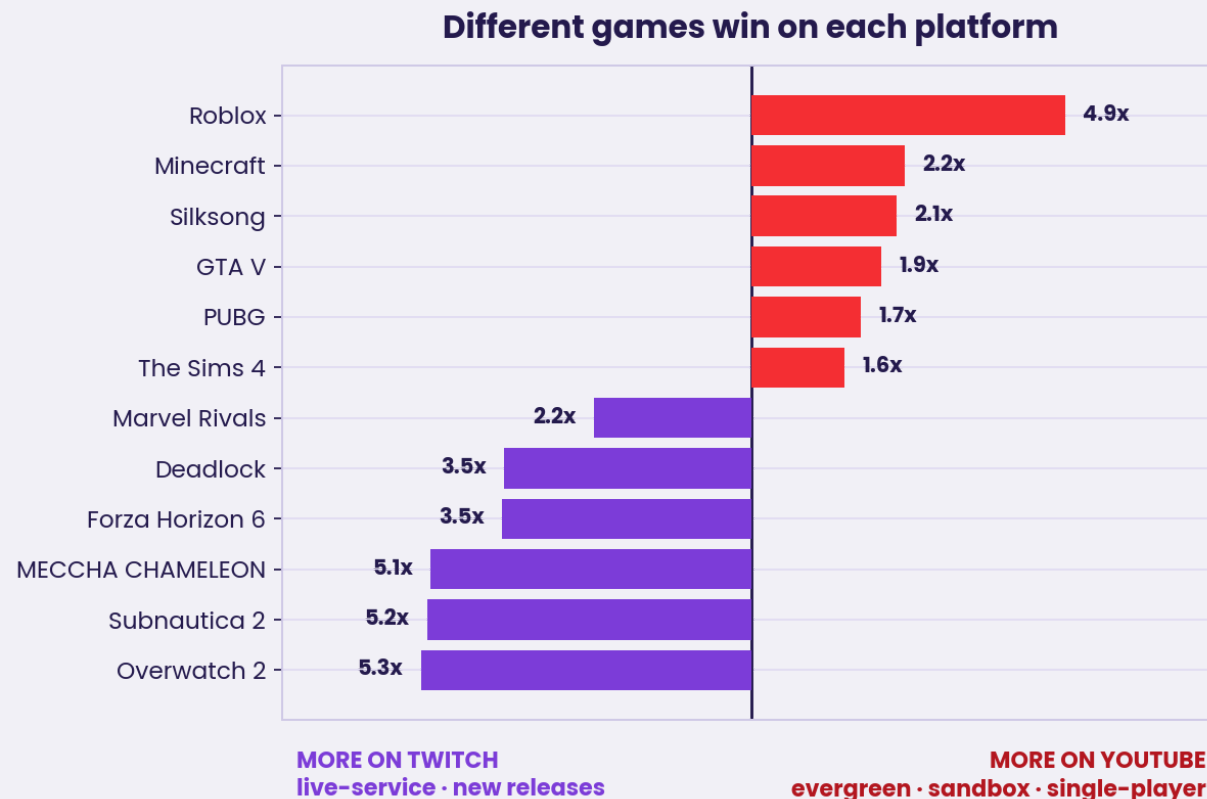


YOUTUBE • FINDING 09

Different games win on each platform

The same title can be a giant on one platform and an afterthought on another. Sandboxes and single-player worlds (Roblox, Minecraft, the GTA catalogue, Hollow Knight: Silksong) over-index heavily on YouTube, where let's-plays and tutorials keep earning views for years.

New and live-service games (Subnautica 2, Overwatch 2, Forza Horizon 6, and the **MECCHA CHAMELEON** launch itself) over-index on Twitch, where the draw is watching it happen live. Match the platform to how your game is actually played and watched.



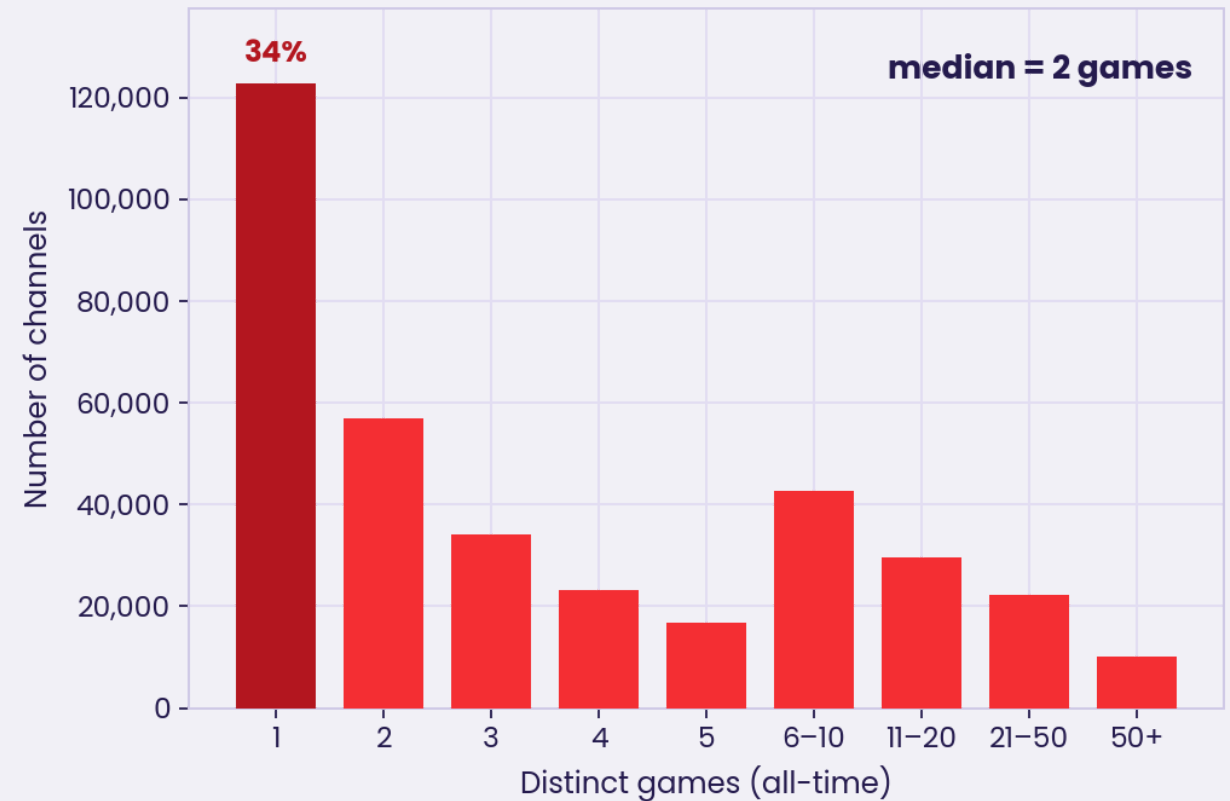
YOUTUBE • FINDING 10

YouTube creators specialize

Where Twitch streamers roam, YouTube gaming channels focus. The median gaming channel has published on just **2 games**, and **34%** stick to a single title, versus 12.5% on Twitch.

It comes down to search and library. On YouTube, being the definitive channel for one game pays off more every year, so it makes sense that so many creators pick a lane.

How many different games a YouTube creator covers



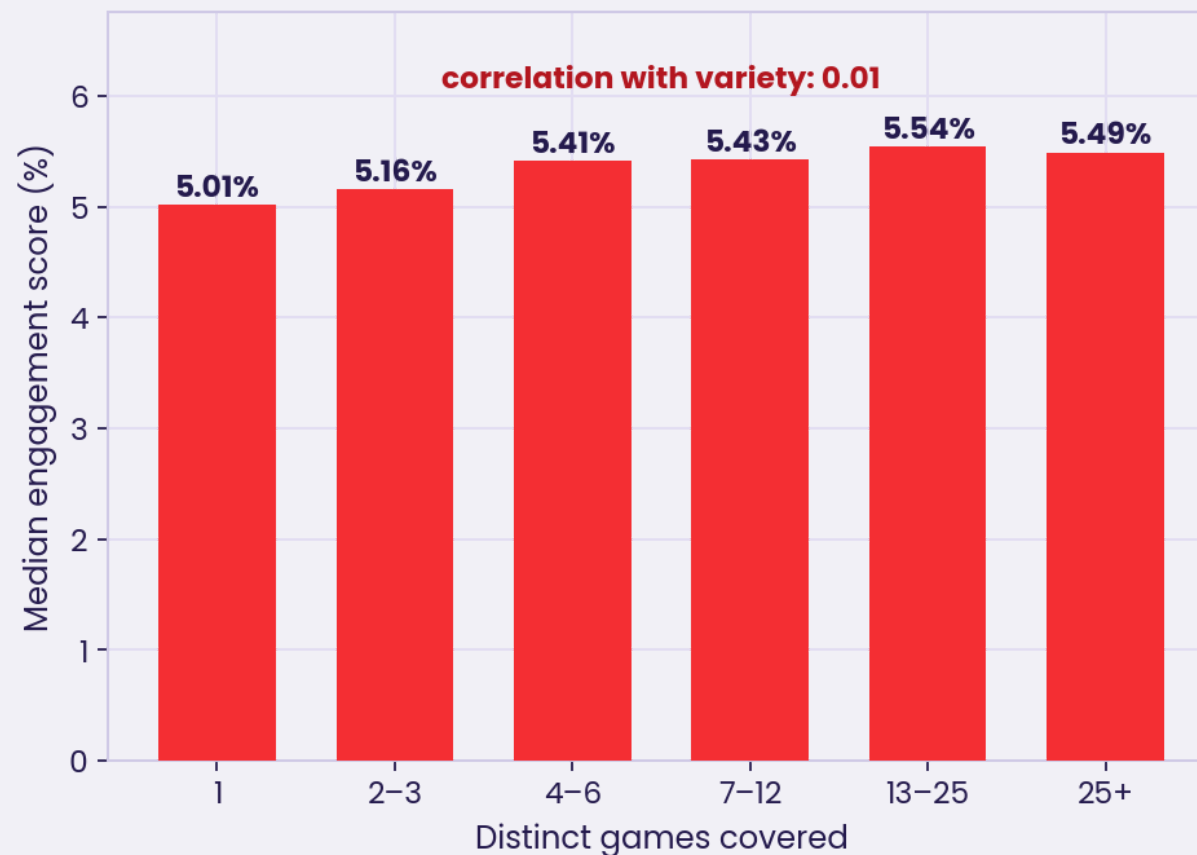
YOUTUBE • FINDING 11

Specialize or diversify, engagement barely notices

Does focusing pay off in engagement? Not really. Median engagement is almost flat across the variety spectrum, from **5.0%** for single-game channels to **5.5%** for the most varied, and the correlation is a negligible **0.01**.

That's good news for brands: on average, a focused single-game creator and a multi-game generalist are equally engaging on YouTube. Pick the one whose audience fits your game, not the one with the wider catalogue.

Engagement barely changes with variety



TIKTOK

03

The Algorithmic-Reach Economy

Followers barely matter. Anyone can go viral.

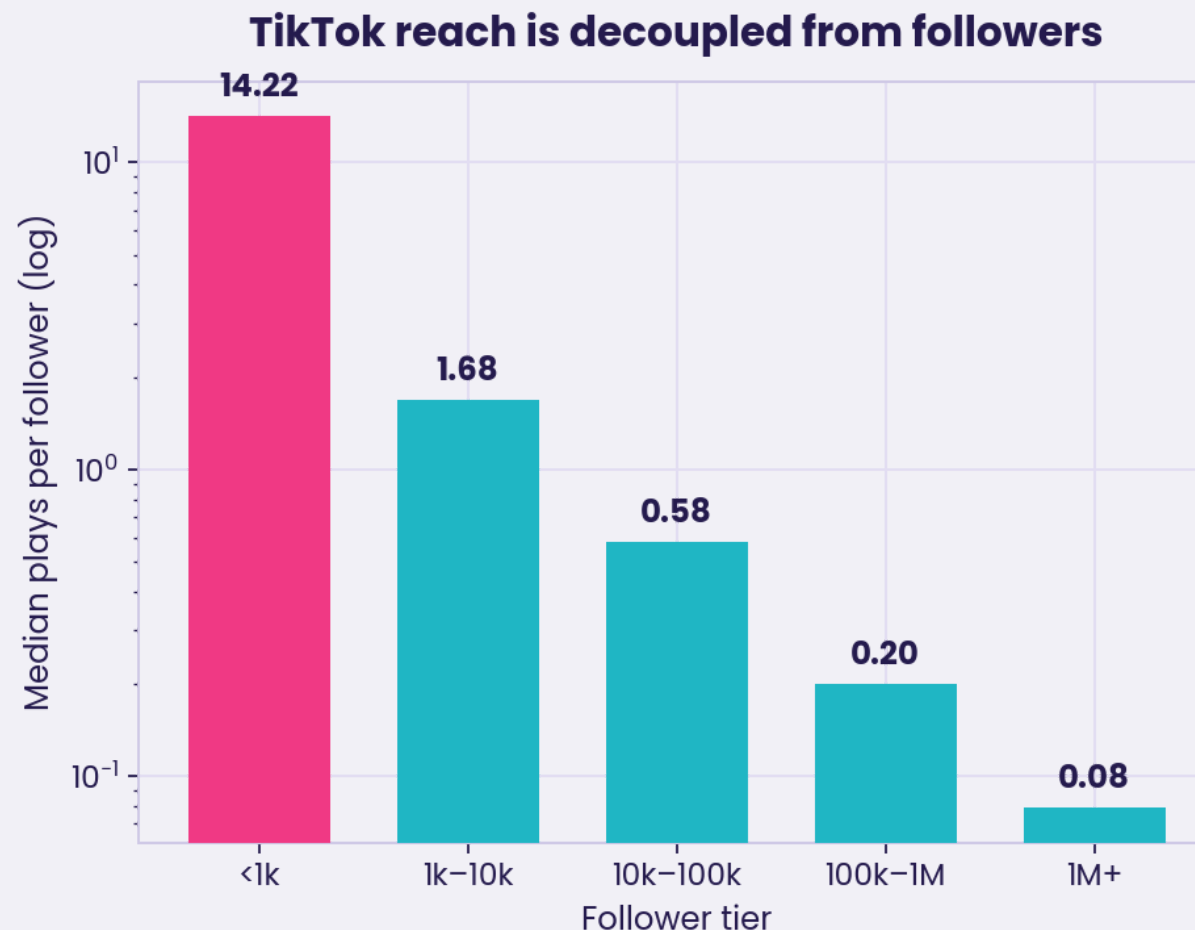


TIKTOK • FINDING 12

Reach is decoupled from followers

On TikTok, followers barely matter. Plays per follower collapse from **14.7** for sub-1k accounts to **0.08** for accounts over 1M, roughly a **190x swing**. Small creators routinely rack up far more plays than they have followers.

Climb the tiers and followers grow a thousand-fold while median plays rise only about **140-fold**. The correlation between followers and plays is just **0.59**, the weakest of any platform. A nano-creator really can out-reach a mega-account.



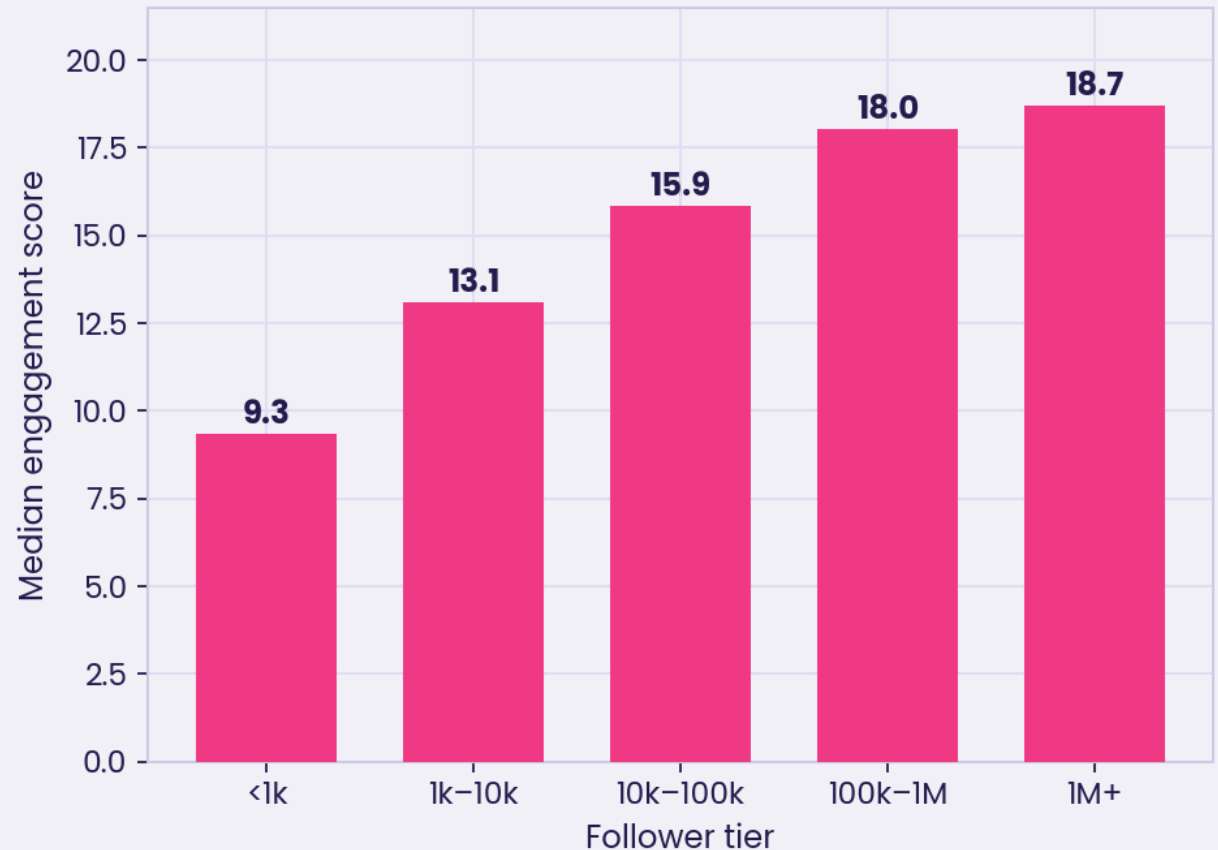
TIKTOK • FINDING 13

Engagement rises with size

TikTok flips YouTube's curve. Median engagement rises with followers, from **9.4%** among the smallest accounts to **18.6%** among the largest, as bigger accounts pick up the social proof that drives comments, shares and saves.

Individual small creators can still post very high engagement, but the typical creator's rate climbs with scale. On TikTok, size and engagement grow together instead of trading off.

On TikTok, engagement rises with size

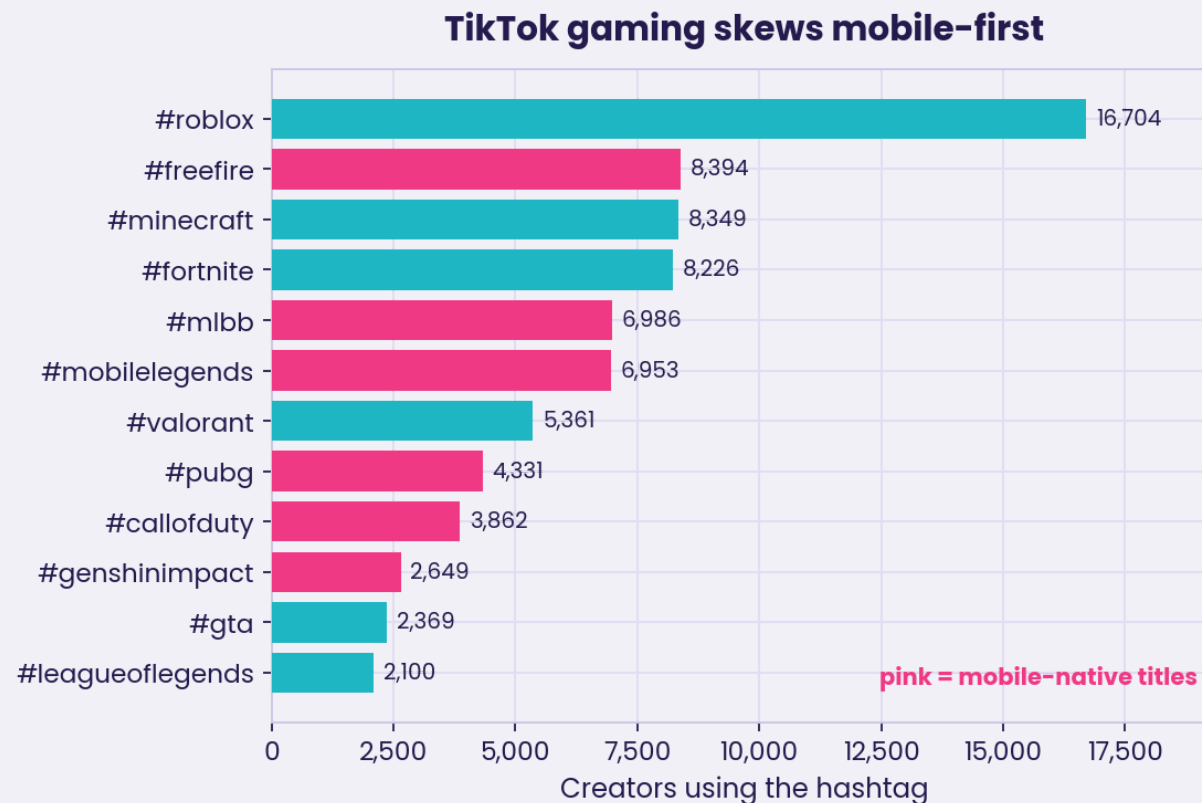


TIKTOK • FINDING 14

Gaming on TikTok is mobile-first

The gaming conversation on TikTok looks nothing like Twitch's PC catalogue. Mobile-native titles dominate the hashtags: Free Fire, Mobile Legends, PUBG Mobile and Call of Duty Mobile. The audience here skews younger, more global and mobile-first.

For a mobile game launch, or a campaign aimed at global South and emerging markets, TikTok is the obvious starting point.



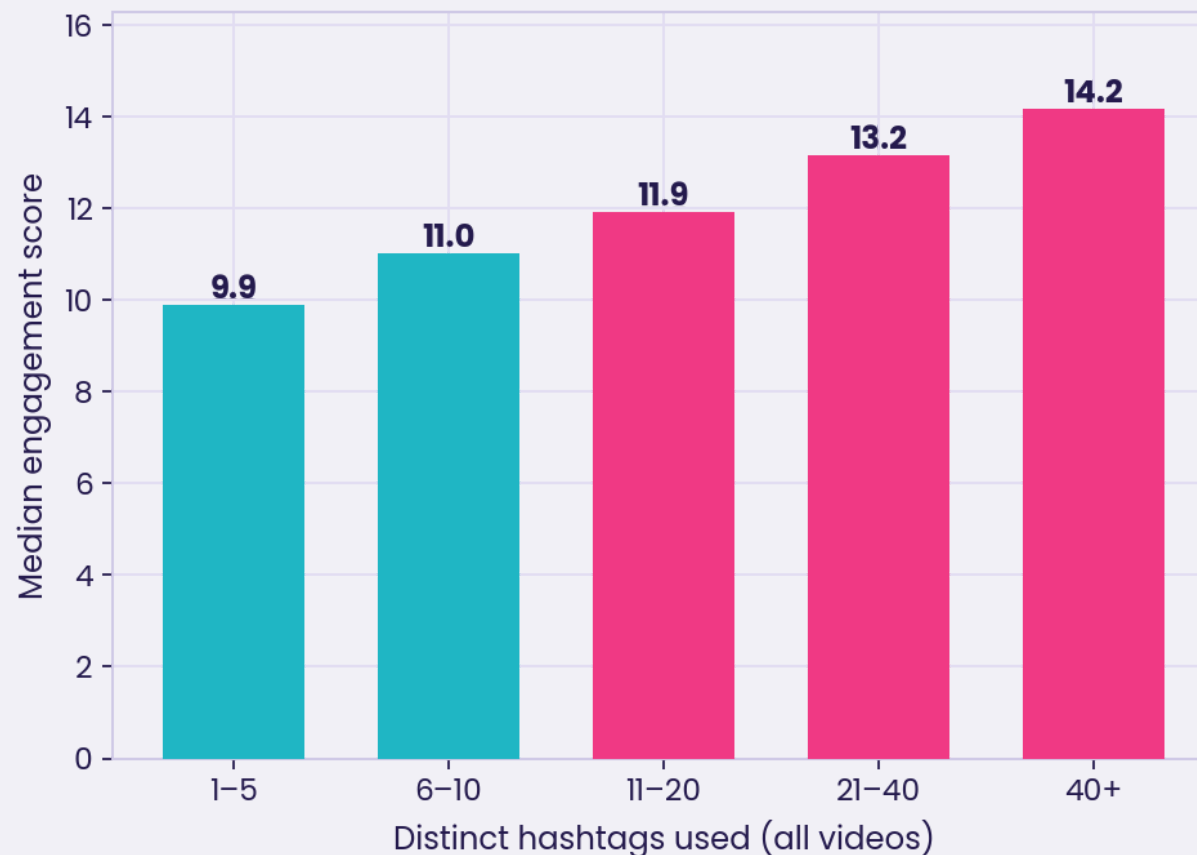
TIKTOK • FINDING 15

On TikTok, range is rewarded

TikTok flips the picture on variety, too. The more distinct topics a creator posts about, the higher their engagement: from **9.9** for the narrowest accounts to **14.2** for the broadest, climbing steadily the whole way.

That makes sense for an algorithm that pushes content to new audiences rather than a fixed follower base. On TikTok, breadth isn't dilution; it's how creators keep getting surfaced.

On TikTok, broader content earns more engagement



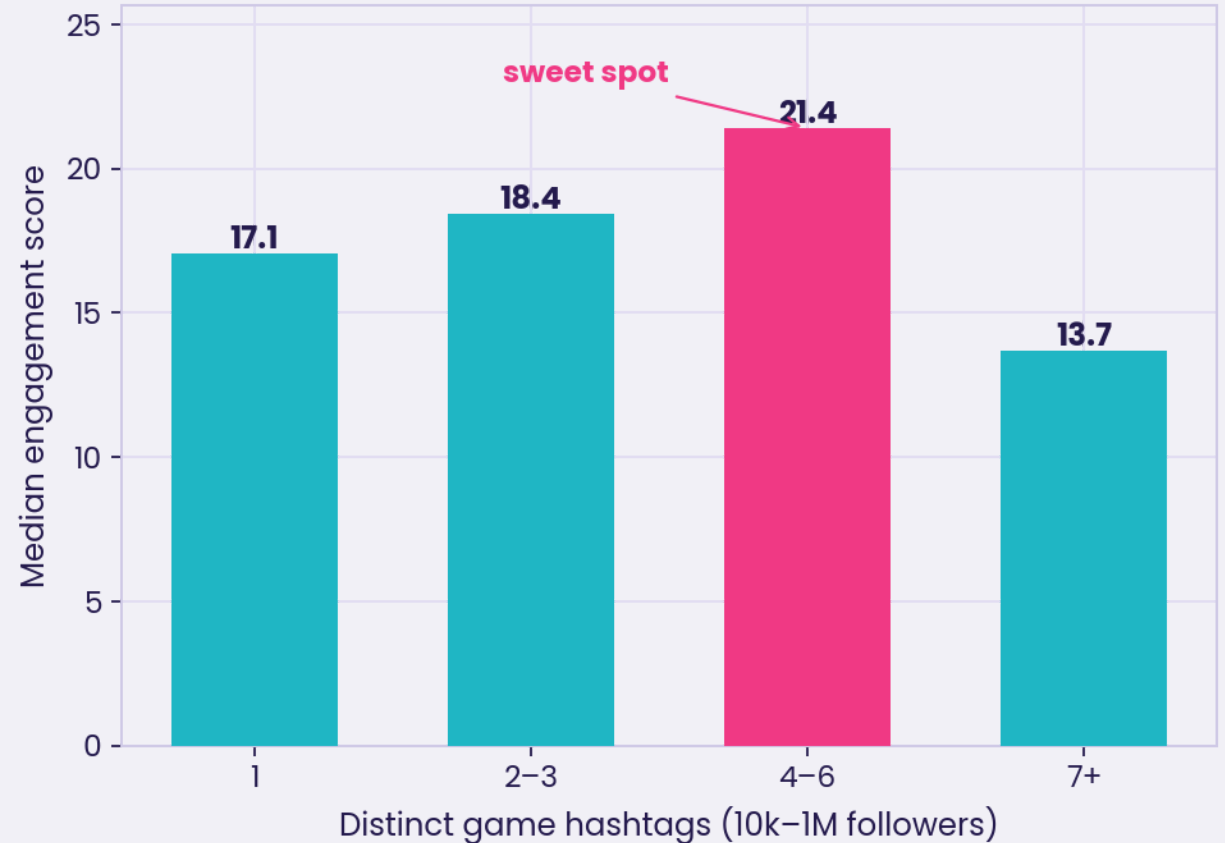
TIKTOK • FINDING 16

A game-variety sweet spot

The same holds for games, up to a point. Among mid-sized creators, engagement rises with the number of games covered, peaking at **4 to 6 games** (median **21.4**) before dropping off for the rare accounts spread across seven or more.

For a mobile game launch, that means TikTok creators who play a handful of adjacent titles tend to out-engage pure single-game specialists. Just steer clear of the accounts that cover everything.

A game-variety sweet spot on TikTok



**Three platforms. Three different
playbooks. No shortcut that
works on all three.**

About Cloutboost

Cloutboost is a gaming influencer marketing platform built by industry veterans, uniting brands with like-minded creators through data. We offer both self-service tools and white-glove campaign management.

At the core is one of the industry's largest creator databases: **1.5M+ gaming creators** across YouTube, Twitch and TikTok, refreshed daily. Every profile carries **50+ data points**, from the titles a creator plays and how often, to genres, platform preference, engagement and audience geography.

The platform brings discovery, outreach, campaign management and live reporting into one place, so finding the right creators and proving the results happen in the same workflow.

Whether you're a publisher coordinating campaigns across a portfolio, an agency serving gaming clients, or an indie studio reaching creators without agency overhead, Cloutboost gives you the same data advantage. This report draws on that dataset.

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