

GameSquare's Stream Hatchet Recaps 2024's Biggest Live Streaming Trends in its Save Point 2024 Report

The Save Point 2024 report looks back at the year's newest live-streaming platforms, the most popular streamers, top games, new alternative content capturing viewer interest, and the new meta for esports



[View the report: here](#)

December 18, 2024 – Frisco, TX - **Stream Hatchet**, a streaming analytics and business intelligence platform and wholly-owned subsidiary of **GameSquare Holdings** (NASDAQ :GAME), ("GameSquare", or the "Company"), has released its Save Point 2024 report, which looks back at some of the biggest shifts in the live-streaming industry in 2024. This includes new live-streaming platforms, the most popular streamers, top games, new alternative content capturing viewer interest, and a new meta for esports. Access to the report is available at <https://streamhatchet.com/save-point-2024>.

“By leveraging proprietary data, insights, and analytical capabilities, Stream Hatchet has established itself as a leading expert within the high-growth, dynamic and global live streaming market,” said **Justin Kenna, CEO of GameSquare**. “The latest Stream Hatchet report, Save Point 2024, offers powerful insights into 2024’s top live streaming trends, participants, and platforms.”

Key Insights from Save Point 2024 Report:

- **Kick:** Spanish-speaking streamers are flocking to Kick, making up 20% of all viewership in 2024.
- **Kai Cenat:** The champ of 2024 in terms of pure viewership, bringing in 185M hours watched thanks to marathon streams and celebrity collabs.
- **VTubers:** Rising to prominence among English-speaking audiences, with 294M hours watched on Twitch alone (and Ironmouse leading the way).
- **DLC/Expansions:** DLCs gaining legitimacy as full gaming launch events, largely thanks to Elden Ring’s Shadow of the Erdtree with 127M hours watched in 2024.
- **Transmedia** (Film and TV Adaptations of Video Games): Adaptations of games are boosting live-streaming viewership for those titles, with *Fallout 76* viewership increasing over 10-fold (!) from the week before the *Fallout* TV series debuted to the week after.
- **Mobile Game Esports:** Mobile Esports are on the rise with viewers around the globe, with 2024 seeing a record peak viewership of 2.3M for *Mobile Legends: Bang Bang*.

- **Subscribers and Subathons:** All-time Twitch subscriber records were continuously smashed throughout 2024 thanks largely to SUBtember. Kai Cenat finished the year on top with over 728K subs generated from Mafiathon 2.

For more information on Stream Hatchet and insight into the esports and streaming markets, please visit their website at www.streamhatchet.com.

About GameSquare Holdings, Inc.

GameSquare's (NASDAQ: GAME) mission is to revolutionize the way brands and game publishers connect with hard-to-reach Gen Z, Gen Alpha, and Millennial audiences. Our next generation media, entertainment, and technology capabilities drive compelling outcomes for creators and maximize our brand partners' return on investment. Through our purpose-built platform, we provide award winning marketing and creative services, offer leading data and analytics solutions, and amplify awareness through FaZe Clan, one of the most prominent and influential gaming organizations in the world. With one of the largest gaming media networks in North America, as verified by Comscore, we are reshaping the landscape of digital media and immersive entertainment. GameSquare's largest investors are Dallas Cowboys owner Jerry Jones and the Goff family.

To learn more, visit www.gamesquare.com.

About Stream Hatchet

Stream Hatchet is the leading provider of data analytics for the live streaming industry. With a suite of services encompassing a user-friendly SaaS platform, custom reports, and strategic consulting, Stream Hatchet is a trusted guide for those navigating the dynamic landscape of live streaming. The company has up to 7 years of historical data with minute-level granularity from 20 platforms, Stream Hatchet provides stakeholders in the live streaming industry with powerful insights to drive innovation and growth. Stream Hatchet partners with a diverse clientele - from video game publishers and marketing agencies to esports organizers and teams - who rely on the company's cutting-edge data analytics to optimize their marketing strategies, secure lucrative sponsorships, enhance esports performance, and build successful tournaments.

For more information visit www.streamhatchet.com.

Forward-Looking Information

This news release contains "forward-looking information" and "forward-looking statements" (collectively, "forward-looking statements") within the meaning of the applicable securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. Any statement that involves discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates",

"believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward-looking statements. In this news release, forward-looking statements relate, among other things, to: the Company's and FaZe Media Inc.'s future performance, revenue, growth and profitability; and the Company's and FaZe Media's ability to execute their business plans. These forward-looking statements are provided only to provide information currently available to us and are not intended to serve as and must not be relied on by any investor as, a guarantee, assurance or definitive statement of fact or probability. Forward-looking statements are necessarily based upon a number of estimates and assumptions which include, but are not limited to: the Company's and FaZe Media's ability to grow their business and being able to execute on their business plans, the Company being able to complete and successfully integrate acquisitions, the Company being able to recognize and capitalize on opportunities and the Company continuing to attract qualified personnel to supports its development requirements. These assumptions, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such factors include, but are not limited to: the Company's ability to achieve its objectives, the Company successfully executing its growth strategy, the ability of the Company to obtain future financings or complete offerings on acceptable terms, failure to leverage the Company's portfolio across entertainment and media platforms, dependence on the Company's key personnel and general business, economic, competitive, political and social uncertainties. These risk factors are not intended to represent a complete list of the factors that could affect the Company which are discussed in the Company's most recent MD&A. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on the forward-looking statements and information contained in this news release. GameSquare assumes no obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors, should they change, except as required by law.

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