



Review Twitch

Google Commerce Ltd

Twitch is a platform where video game lovers share their games. Owned by Amazon, it is a social network that does not stop growing, being one of the most visited websites. The idea is to involve the rest of the community in what you see on your screen

Fans of video games around the world like to play and at the same time watch how others do it, and here comes into play the **Twitch** platform, an Amazon-owned social network that is creating at a very high rate.

Maybe those who are not related to online video games do not know it, but Twitch is one of the most visited pages in the world, so much so that in 2014 it was the fourth most visited website in the United States, concentrating around 2% of total traffic. Not even google has managed to reverse this circumstance with its firm and emphatic commitment to youtube gaming.

In **Twitch**, it is mainly about allowing other users to participate in the experience of playing a video game and for this, the players show the community what they see on their screen. Currently it is also expanding to other live broadcasts such as NFL games or Golf games and this video streaming portal is expanded with other features other than YouTube that make the platform a new experience and an active community. for his famous chat.

The streamers (the players who broadcast live) apart from playing well, must have a great personality to attract the interest of the viewers, that is why many streamers use a webcam in their direction to see each other and it is just like the popular Lets play videos on youtube streamer reactions are essential to attract viewers.

The player image appears in a reduced format on the game itself, but many players use the green background to show themselves on the video image to make their presentation much more attractive.

At the bottom of the videos, the profile informs about the players, and often this is also the place where the hardware used is pointed out, it informs users about their own social networks, in addition to the chat next to the videos viewers can contact streamers.

The star games on **Twitch** are Counter Strike, League of Legends or Warcraft. Although the game that currently pulls the most is the famous Fortnite that has gone viral thanks precisely to youtubers.

But how was Twitch born? Where does this clear rival for YouTube come from? **Download Twitch**

Twitch was born with another name, at first it was called justin.tv, surely one of you sounds familiar, right? It was founded by Justin Kan and Emmet Shear in early 2007, there they created a video platform that made it easy for anyone to broadcast live to an interactive audience that had their own chat room; But it was when Mchip shifted focus to gaming that justin.tv exploded in popularity.

It is that the creator Emmet Shear himself was a lifelong player and understood the value of a site where people could interact with high-level players and in 2011 **Twitch.tv** was born. With the creation of this platform, it fueled the insatiable hunger of millions of gamers. Fans of games like LOL turned to this streaming social network, and many, most even without playing, just hanging out in chat.

In addition, video game creators were benefiting since for the first time they could earn money by sharing their creations directly with fans who were happy to exchange comments within the virtual community that Twitch provided

them.

And 3 years after its launch in 2014, Amazon went ahead of Google and bought **Twitch**. And it was precisely YouTube one of the reasons why both companies could never reach an agreement, when the news of Google's interest in buying twitch broke, the legal team of YouTube got down to work to try to dissuade if the purchase of twitch it could create problems related to competition law and that made it impossible to close the deal. Although there were meetings, conversations, and negotiations in this sense, the truth is that the agreement was not as close as perhaps it was implied.

Well, in the end it was Amazon that offered the best conditions for **Twitch**. It has finally built a platform capable of bringing together tens of millions of people who watch billions of minutes of games a month and even live lectures.

Pros	Cons
- You can build a community. - Provides an opportunity to gain fame. - You can promote things if you are a great long-term streamer - Money is raised through donations. - Do what you love, play while you get paid - You can help other people or cooperate with your favorites.	- If you start from scratch, it takes a long time to get it if it is not known or popular on YouTube or other social media before - It can be emotionally damaging because many insults can be received. - It is very difficult to get an association. - If you cannot think of something that could be unique or attract people's attention, the beginning will be difficult.

Links Facebook: <https://www.facebook.com/Twitch>

Twitter: <https://twitter.com/twitch>

Instagram: <https://www.instagram.com/twitch/?hl=en>

Web: <https://www.twitch.tv/>

Play Store: <https://play.google.com/store/apps/details?id=tv.twitch.android.app>

Apple Store: <https://apps.apple.com/ca/app/twitch/id460177396>