



CUSTOM SOLUTIONS

Brand Integrations on Twitch



▶ What We Do

Twitch's Custom Solution team is an in-house creative agency that helps brands make **deeper connections** with the Twitch community.



WHERE WE COME FROM

AKQA
General Mills
IGN
Maker Studios
BuzzFeed
Ziff Davis
Ubisoft



Our Strategy

Leverage Twitch **site capabilities and Influencer base** with concepts custom-tailored for each brand.





▶ A BRIEF HISTORY OF GAMING



1980's



1990's

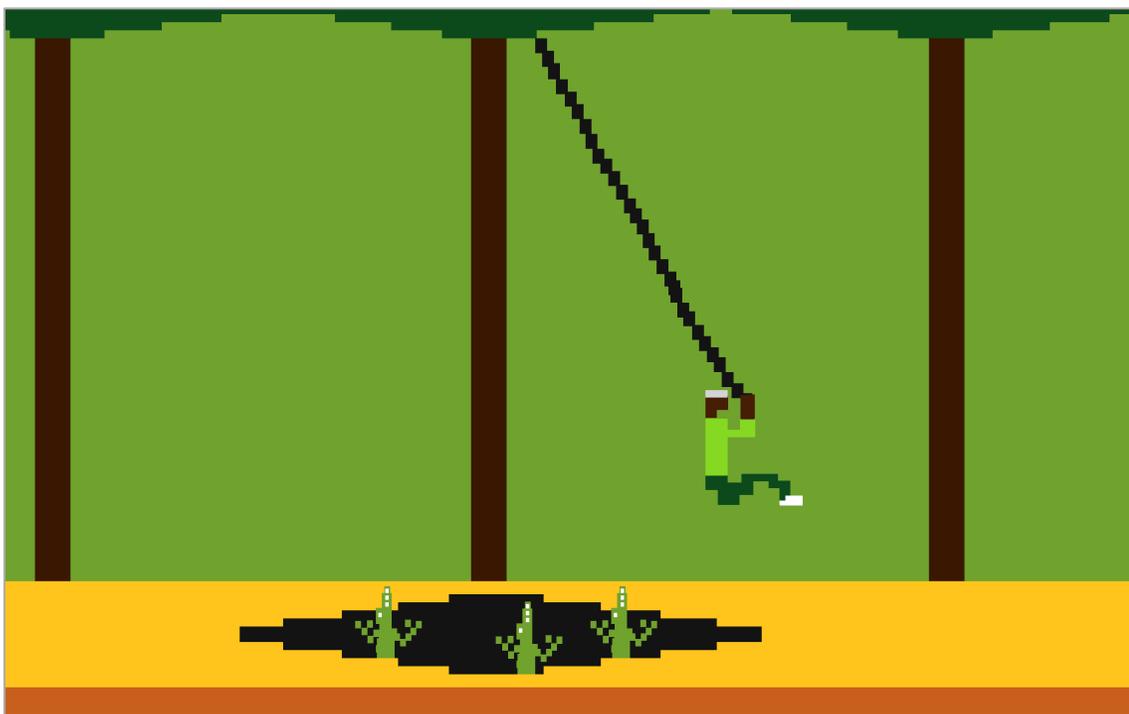


2000's





▶ A BRIEF HISTORY OF GAMING



1982



2016



▶ ENTER TWITCH



2.3 MILLION

AVERAGE DAILY U.S. USERS



106 MINUTES

AVERAGE DAILY TIME SPENT PER USER



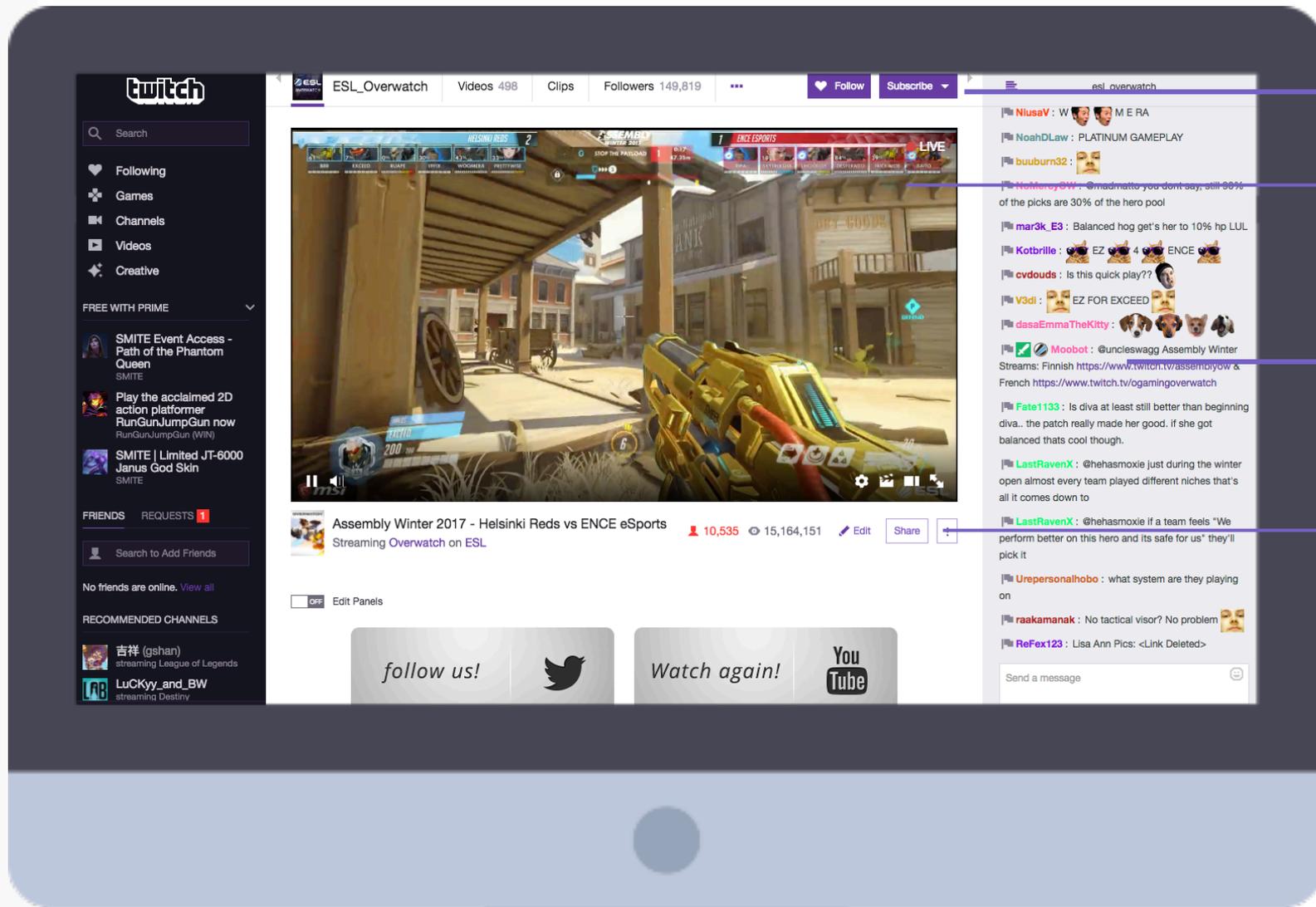
3.6 MILLION

AVERAGE DAILY U.S. CHAT INTERACTIONS





CUSTOM SOLUTIONS ON TWITCH



CHANNEL INFO PANEL

LIVE VIDEO PLAYER

REAL-TIME CHAT

STREAM INFO PANEL

Stream Title
Game Title/Genre
Concurrent Views
Total Views



► CORE CAPABILITIES

01 Twitch Plays

02 Custom Chat Integrations

03 Influencer Broadcasts

04 Tournaments & Competitions

05 Custom Commercials

06 Live Events

07 Show & Tell / Q & A

08 Clips

09 Bits / Cheering

10 Custom Games

11 Esports Sponsorship

12 Original Programming



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TWITCH PLAYS

Users control live broadcasts in a unique, viewer-engaging activation through Twitch Chat.

CLIENTS INCLUDE

Old Spice
Netflix: Stranger Things
Totino's
Sony Pictures
Truth
Jelly Belly



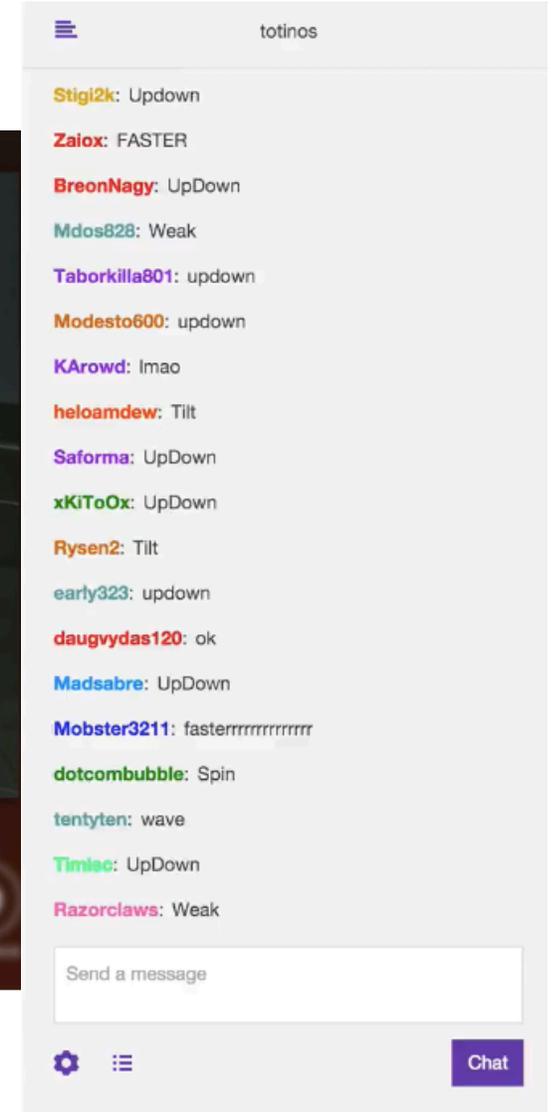


01 Twitch Plays



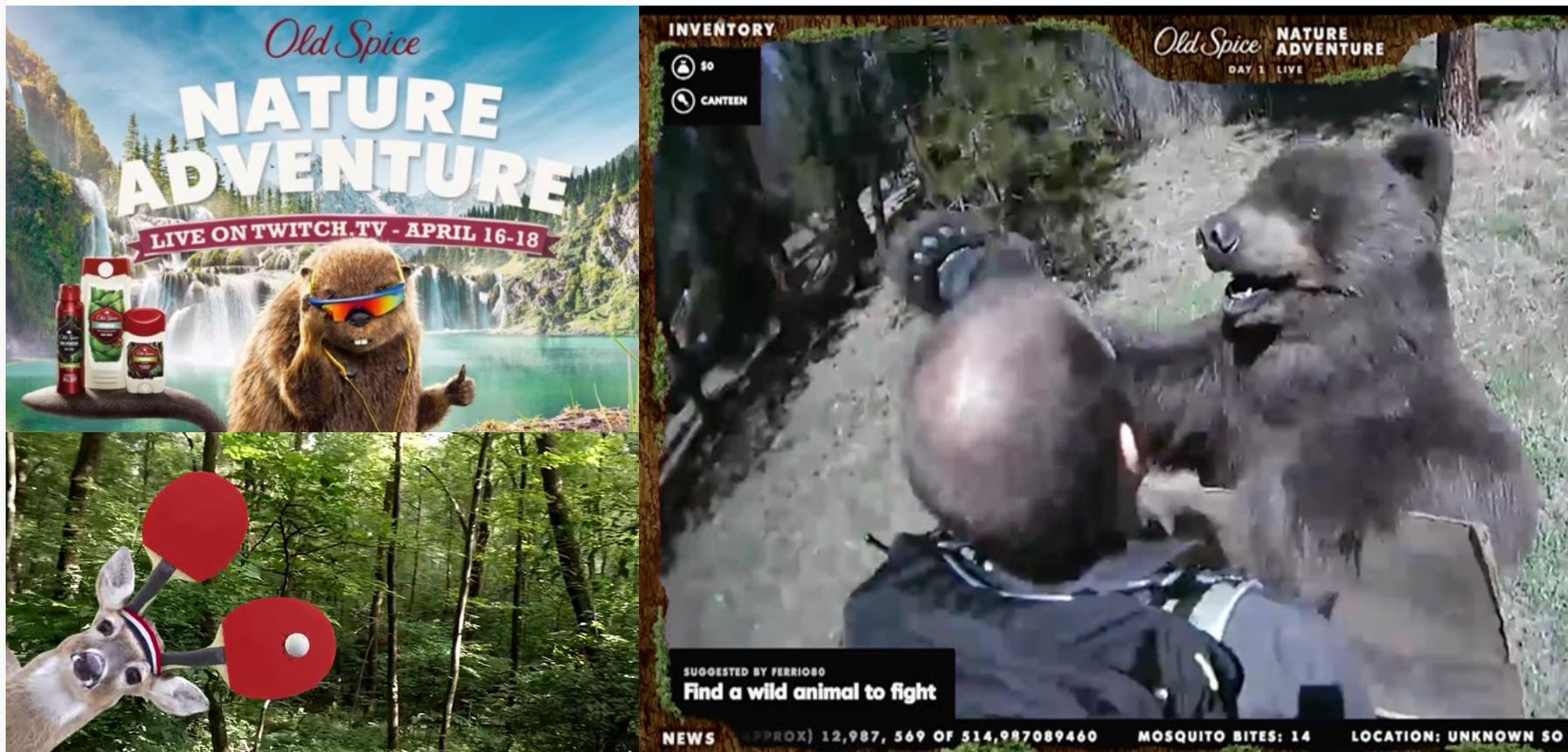
TOTINO'S BUCKING COUCH

Viewers controlled a mechanical-bull couch by voting for actions via Twitch Chat.



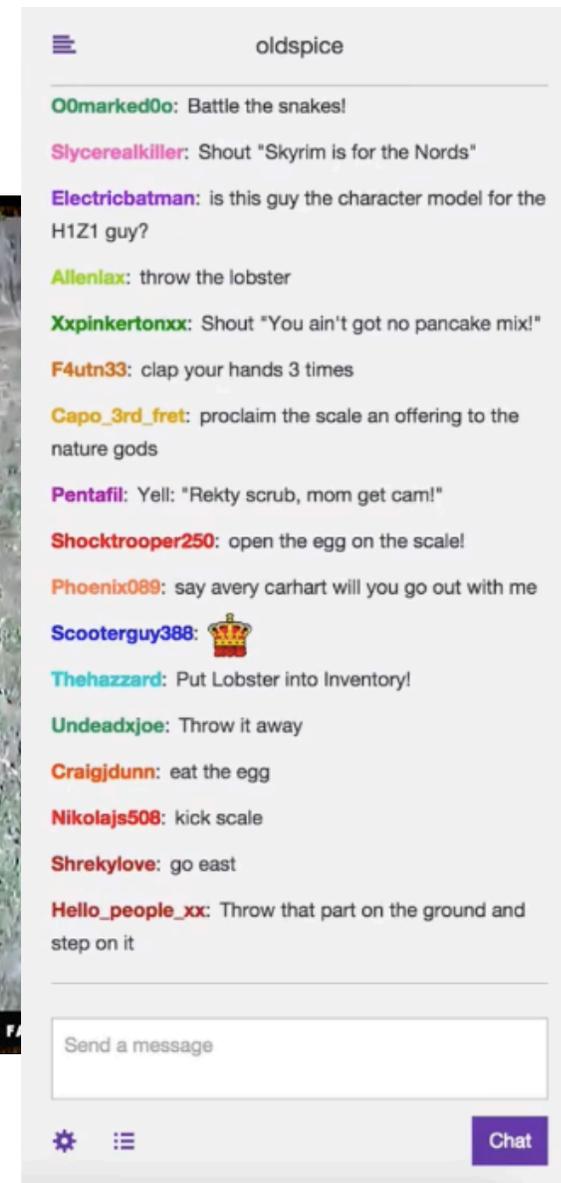


01 Twitch Plays



OLD SPICE NATURE ADVENTURE

In this “first-person IRL video game,” viewers used Twitch Chat to suggest actions that controlled Nature Man.





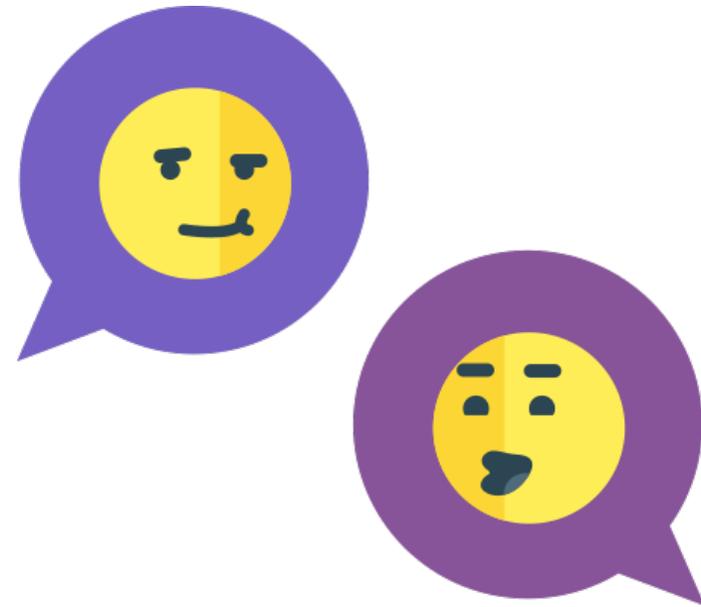
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TWITCH CHAT

Where users connect with each other, engage with the content, and interact with broadcasters.

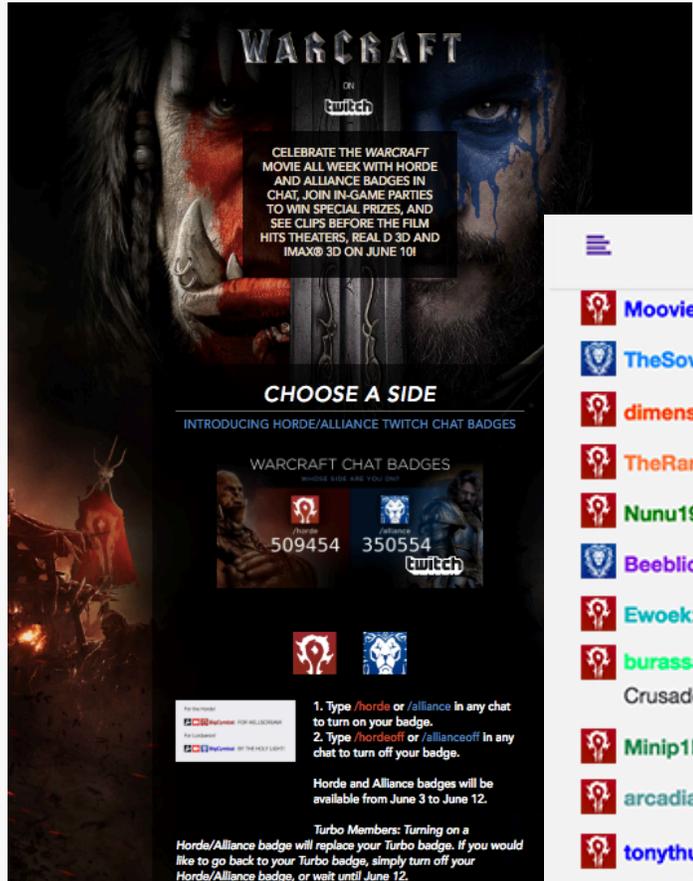
CLIENTS INCLUDE

Legendary Pictures
Taco Bell
Bud Light
AMP Energy
Old Spice





02 Custom Chat Integrations



WARCRAFT
ON
twitch

CELEBRATE THE WARCRAFT MOVIE ALL WEEK WITH HORDE AND ALLIANCE BADGES IN CHAT, JOIN IN-GAME PARTIES TO WIN SPECIAL PRIZES AND SEE CLIPS BEFORE THE FILM HITS THEATERS, REAL D 3D AND IMAX® 3D ON JUNE 10!

CHOOSE A SIDE
INTRODUCING HORDE/ALLIANCE TWITCH CHAT BADGES

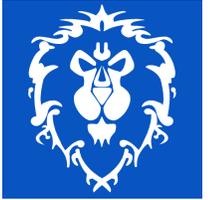
WARCRAFT CHAT BADGES
WHOSE SIDE ARE YOU ON?

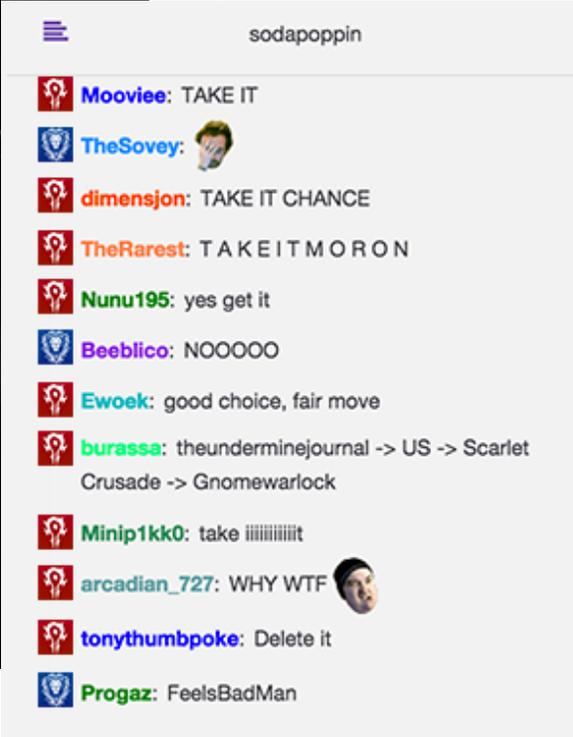
	
509454	350554

1. Type `/horde` or `/alliance` in any chat to turn on your badge.
2. Type `/hordeoff` or `/allianceoff` in any chat to turn off your badge.

Horde and Alliance badges will be available from June 3 to June 12.

Turbo Members: Turning on a Horde/Alliance badge will replace your Turbo badge. If you would like to go back to your Turbo badge, simply turn off your Horde/Alliance badge, or wait until June 12.





sodapoppin

-  **Mooviee:** TAKE IT
-  **TheSovey:** 
-  **dimensjon:** TAKE IT CHANGE
-  **TheRarest:** TAKEITMORON
-  **Nunu195:** yes get it
-  **Beebllico:** NOOOOO
-  **Ewoek:** good choice, fair move
-  **burassa:** theunderminejournal -> US -> Scarlet Crusade -> Gnomewarlock
-  **Minip1kk0:** take 
-  **arcadian_727:** WHY WTF 
-  **tonythumpoke:** Delete it
-  **Progaz:** FeelsBadMan



CHAT BADGES

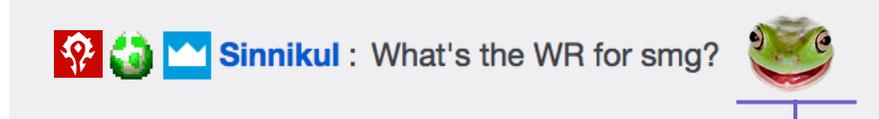
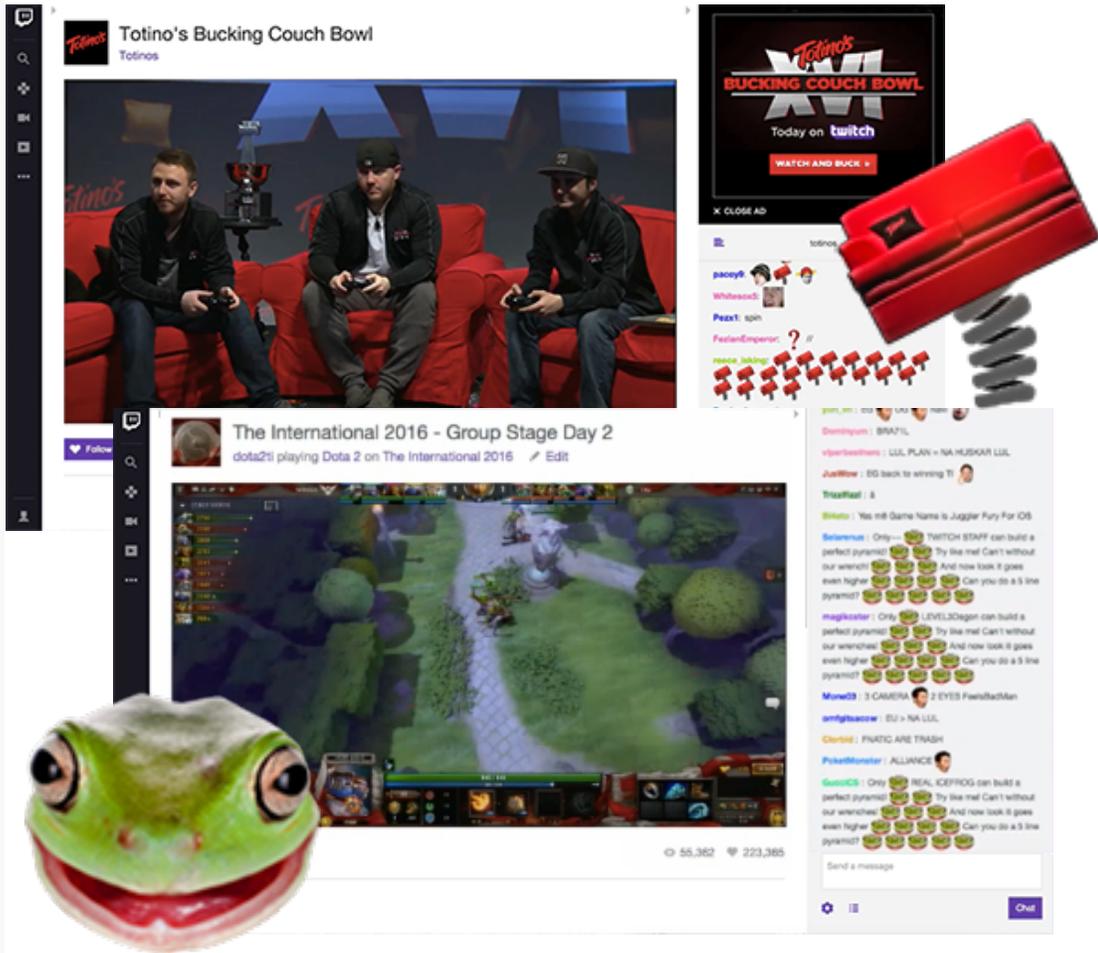
They began as a way for users to add some extra flair to their chat presence, but with a bit of experimentation and creative iteration, we've found a home for this dynamic decoration among our suite of interactive ad products.

WARCRAFT MOVIE CHAT BADGES

A simple chat command allowed users to show allegiance to *Warcraft's* two iconic factions – Alliance or Horde – and earn a custom *Warcraft* badge next to their name.



02 Custom Chat Integrations



CHAT EMOTES

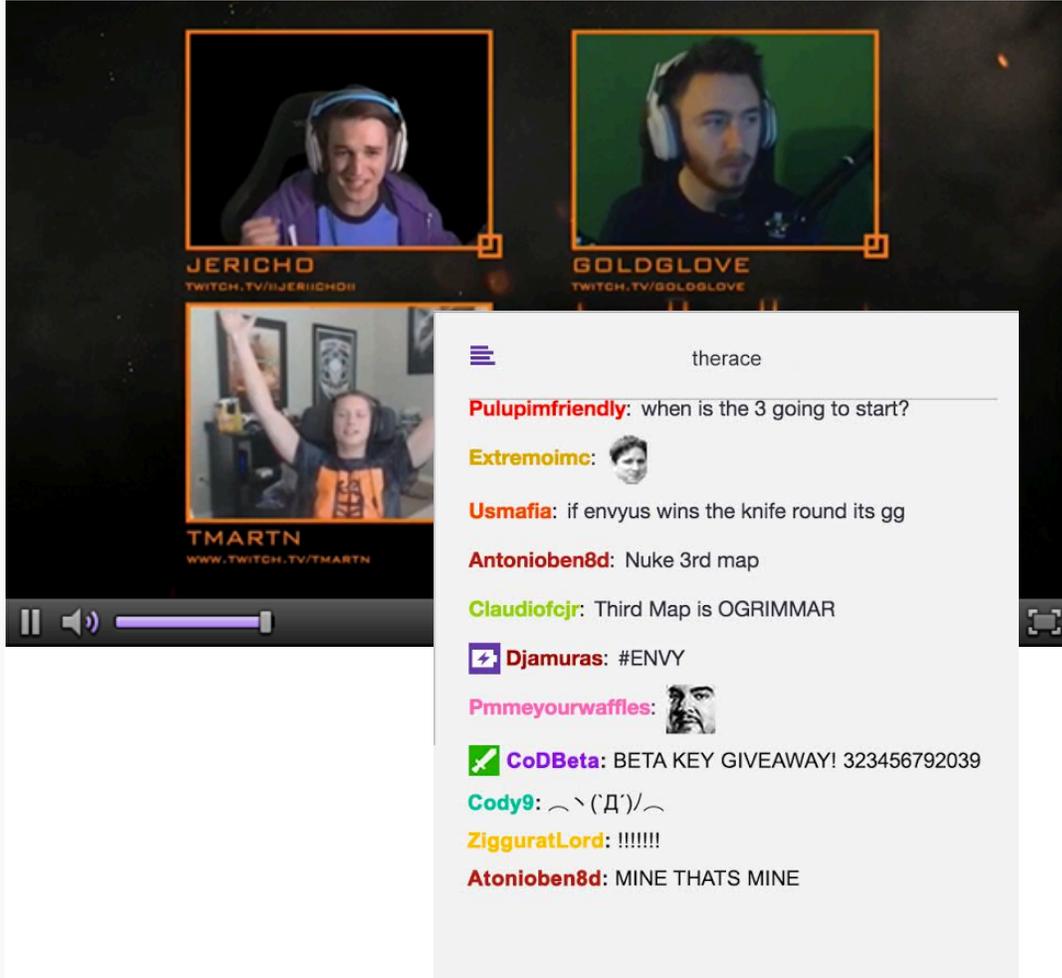
Emotes are a language unto itself. The Old Spice Frog and Totino's Bucking Couch are still used among the Twitch community to express various sentiments, long after their respective campaigns ended.

TOTINO'S & OLD SPICE EMOTES

Brand-specific emote styles allowed Twitch viewers to react in chat in their own way.



02 Custom Chat Integrations



 **CoDBeta:** BETA KEY GIVEAWAY! 323456792039

CHAT BOTS

A customizable, automated and authentic way for brands to interact with Twitch users in real-time by managing raffles, sending out keys, coupons, and download codes directly to broadcast viewers.

CALL OF DUTY

Sponsored Chat Bots can provide key info and fun events like fast giveaways for coupon codes.



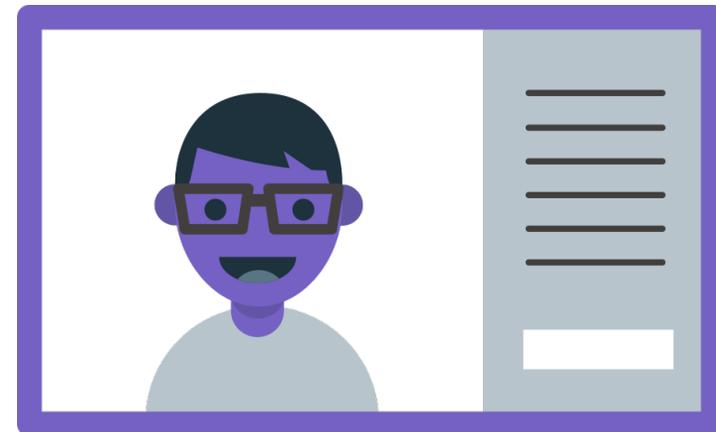
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INFLUENCER BROADCASTS

The cornerstone of what we do: supporting Twitch live-streamers to create diverse, high-quality branded activations.

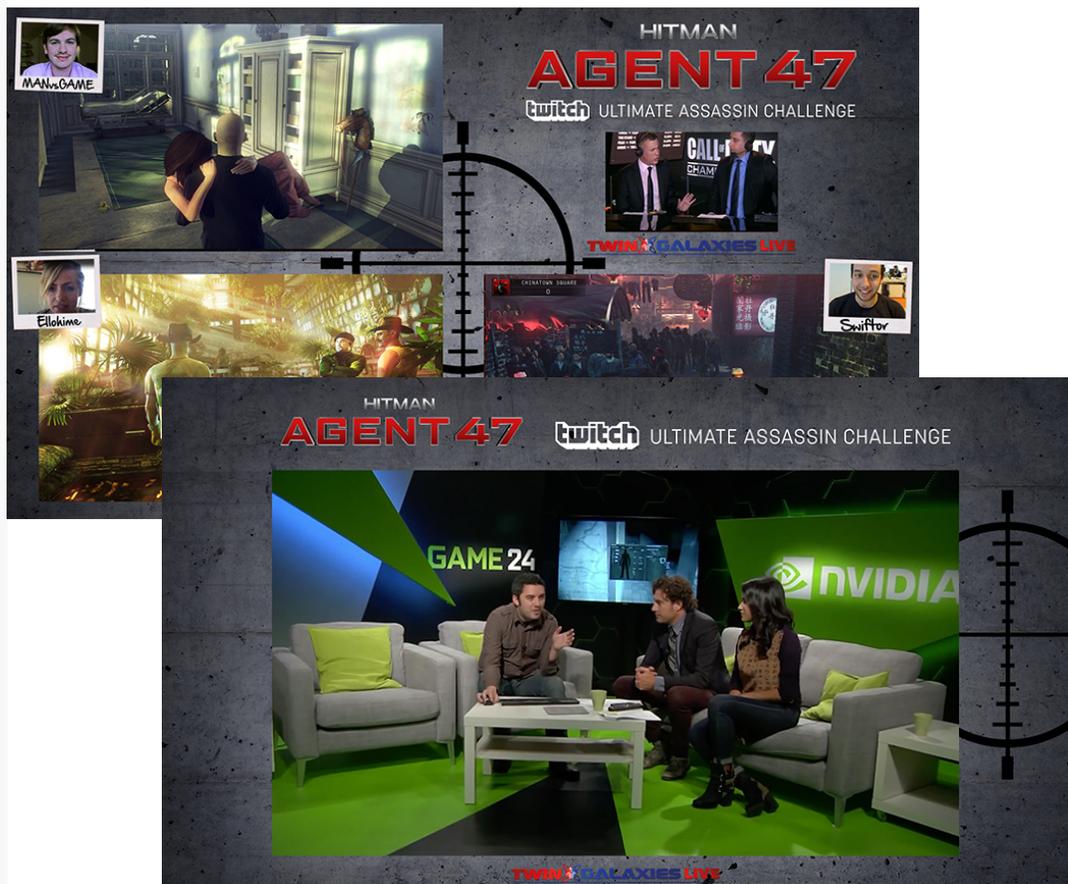
CLIENTS INCLUDE

FIFA17
Intel
Warner Bros.
Doritos
Mountain Dew
General Mills
Paramount Pictures





03 Influencer Broadcasts



BRANDED CONTENT

Twitch Influencers are a remarkably diverse and talented assembly, capable of entertaining audiences while seamlessly integrating brand messaging into regularly scheduled streams, or pulling out all the stops for first-of-their-kind broadcasts.

HITMAN: AGENT 47 (20TH CENTURY FOX)

Three Influencers get tested for their in-game assassination skills in themed interrogation rooms and cuffs.



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TOURNAMENTS

Twitch's immense catalogue of gaming talent and community heroes create unmissable sponsored streams.

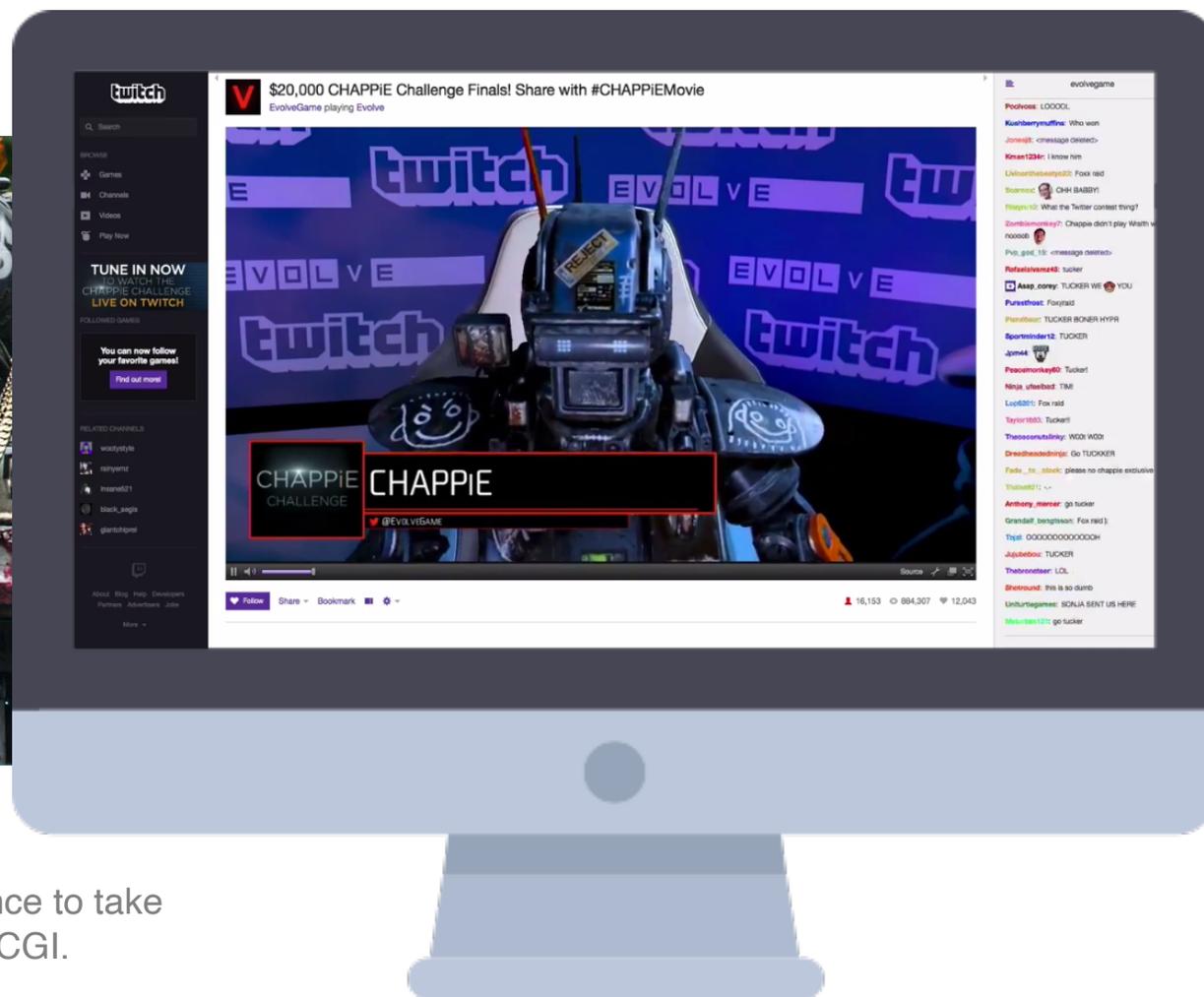
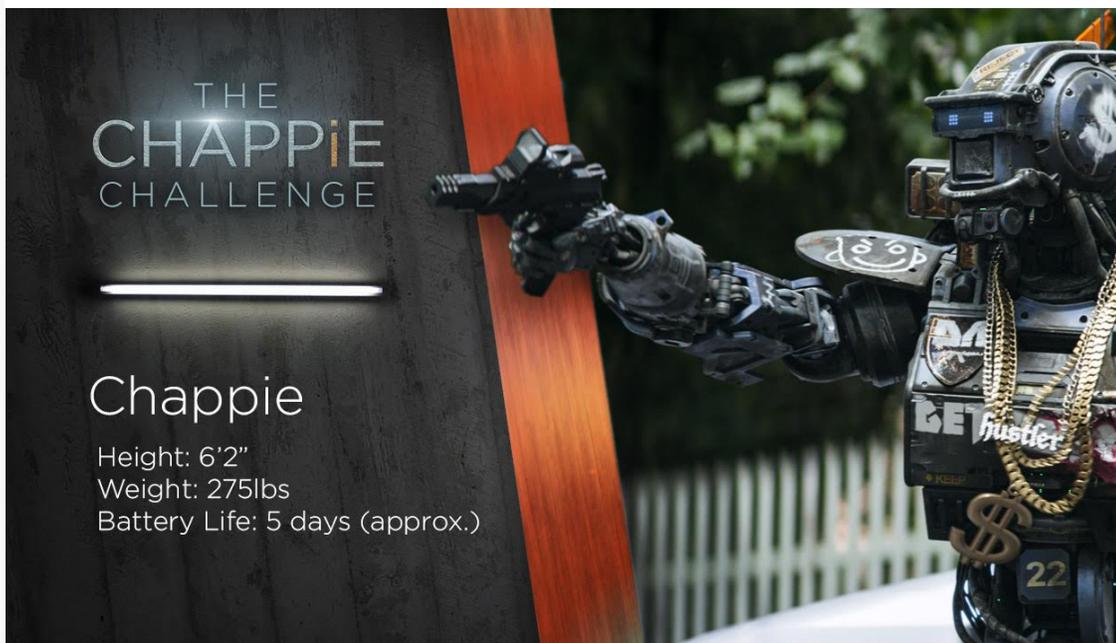
CLIENTS INCLUDE

Sony Pictures
Arby's
Comcast





04 Tournaments & Competitions



CHAPPIE (SONY PICTURES)

Five hundred gamers competed in Evolve on Twitch for a chance to take on robot Chappie himself, live through a remarkable real-time CGI. Activation was honored with an IAB Mixx Award.



04 Tournaments & Competitions



TOP 10
OPEN FOR COMMUNITY VOTING NOW!

The Last Guardian Fan Art Contest

FAN VOTING RESULTS DEC 12 - DEC 15
DEC 16, 1PM PT on twitch.tv/twitch
VOTE AT [LINK.TWITCH.TV/LASTGUARDIANCONTEST](https://link.twitch.tv/lastguardiancontest)

TEEN T ESRB

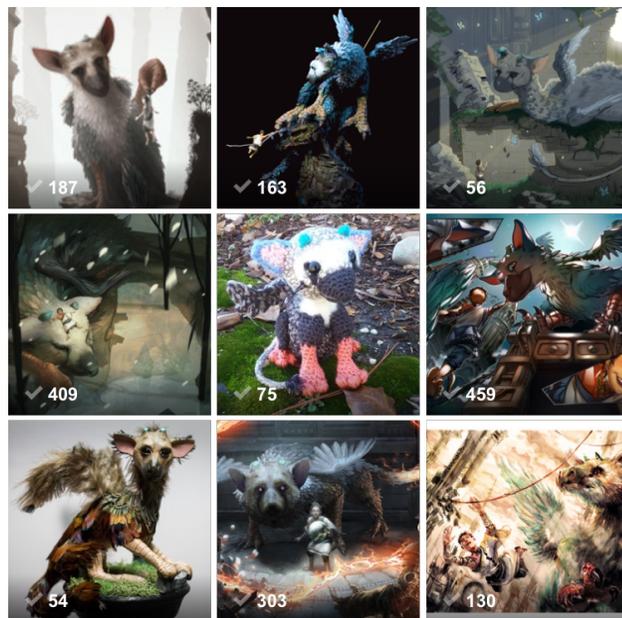
COMMUNITY VOTING NOW OPEN

Thanks to our guest judges, we have scored and narrowed down submission entries to the Top 10. Now it's up to you to help crown our top 3 winners.

Please see full rules below for details and other restrictions.

1ST PRIZE	\$5,000
2ND PRIZE	\$2,500
3RD PRIZE	\$1,500

SPECIAL THANKS TO OUR TWITCH JUDGES, AND SPECIAL GUEST JUDGE
Fumito Ueda
DIRECTOR + DESIGNER OF THE LAST GUARDIAN



CONTESTS & GIVEAWAYS

From download codes to product samples to must-have swag, Influencer broadcasts are an organic environment for giveaways big and small, and an excellent way to strengthen the bond between broadcaster and fan.

THE LAST GUARDIAN

Twitch broadcasters created Last Guardian fan art live on Twitch's Creative channel. Doing so entered your work into an art contest judged by the game's creator himself, Fumito Ueda.



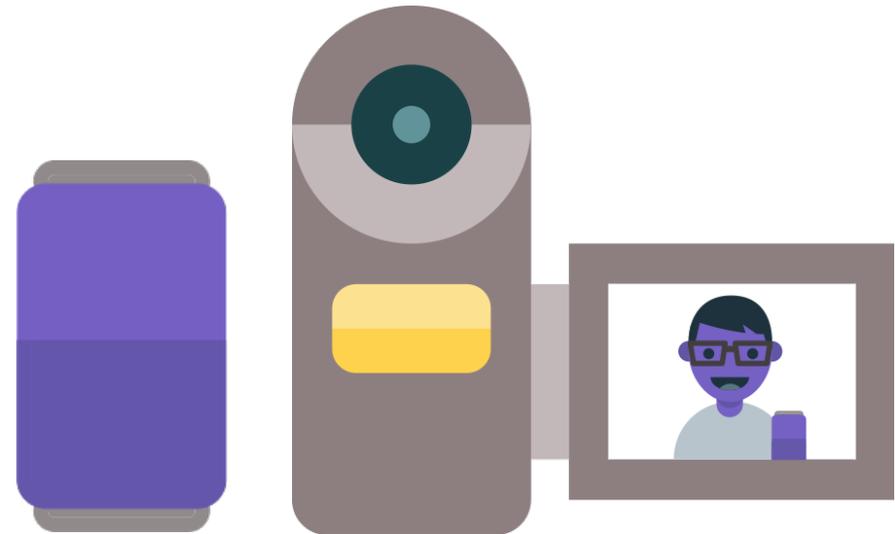
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CUSTOM COMMERCIALS

Original spots featuring Twitch Influencers achieve next-level brand awareness.

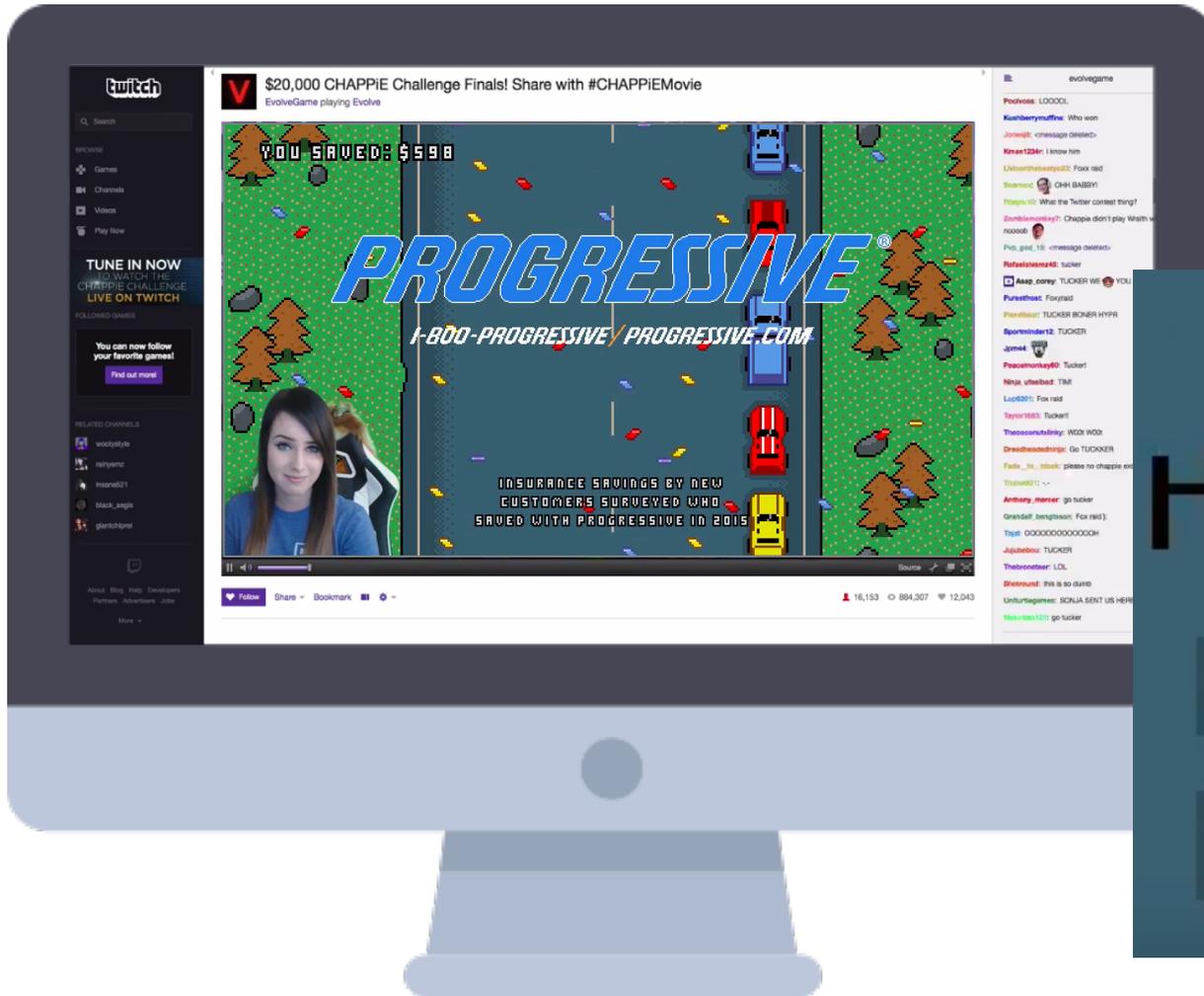
CLIENTS INCLUDE

FIFA17
Truth
Taco Bell
Monster
Bud Light
Samsung





05 Custom Commercials



PROGRESSIVE

Twitch VIP OMGitsfirefox started in several :30 spots where she played an in-house designed “game” while weaving in brand messaging.





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LIVE EVENTS

Twitch-conceived and Twitch-produced scalable live programs combine multiple site features.

CLIENTS INCLUDE

Old Spice
Netflix: Stranger Things
Stride
Magnificent 7
Truth
Jelly Belly





06 Live Events

StrideGum
streaming Gaming Talk Shows

Stride MAD INTENSE SATURDAYS

A 2 hour stream of the most bizarre, intense games ever created. Hosted by Carnage and guaranteed to improve your life, unless you've been stranded on a remote island, then being rescued is guaranteed to improve your life.

[Click here to watch and chat!](#)

AD CONTENT
Stride

MAD INTENSE SATURDAYS

VAIN GLORY EVIL BOMB

HEROES OF THE FALL CHAMPIONSHIP

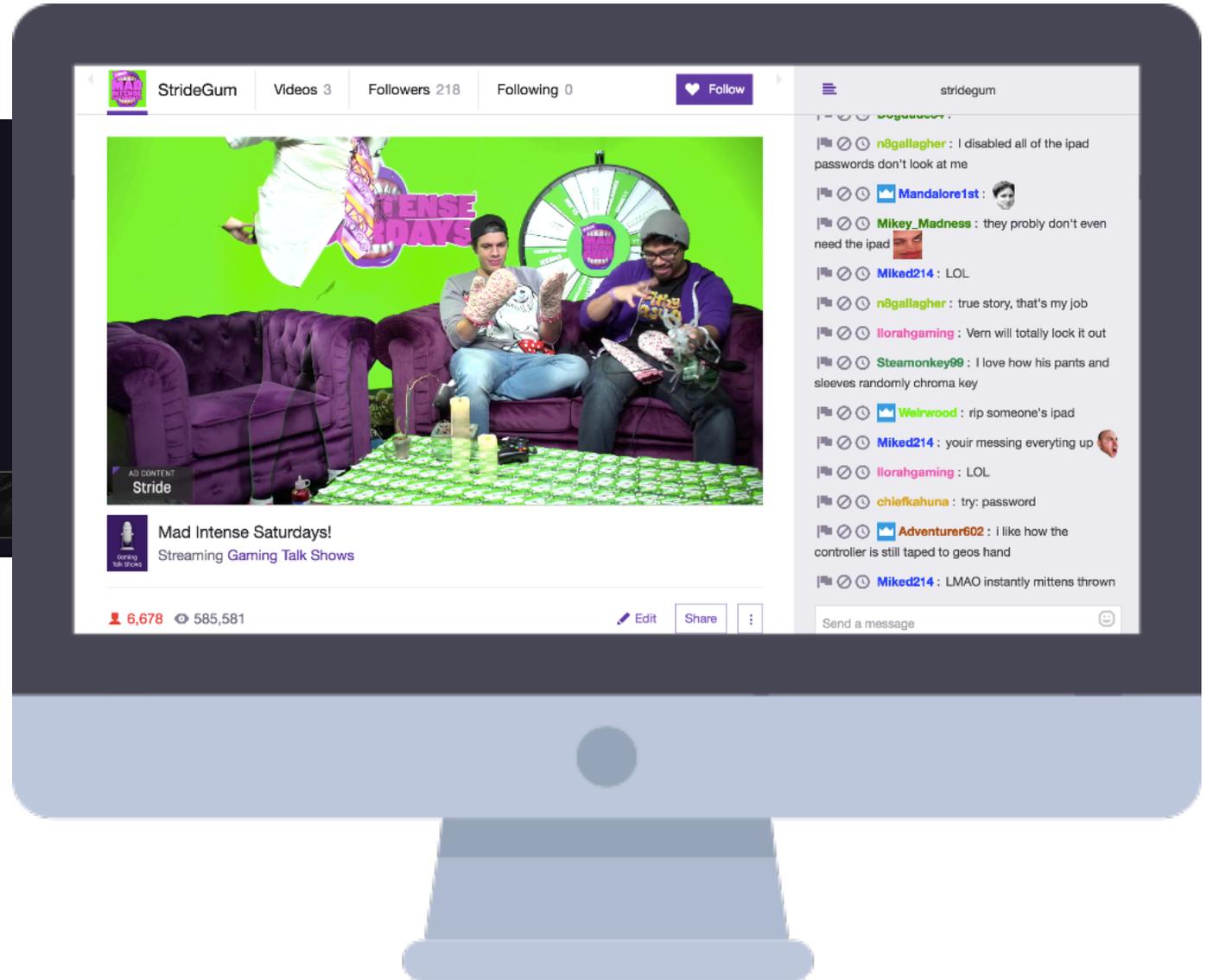
HEARTHSTONE WORLD OF WARCRAFT CHAMPIONSHIP

OVERWATCH WORLD CUP

ROCKET LEAGUE CHAMPIONSHIP

STRIDE GUM

Every Saturday for a month, we brought together an eclectic mix of Twitch Influencers to play an assortment of games in the our studio along with a giant “challenge wheel.”



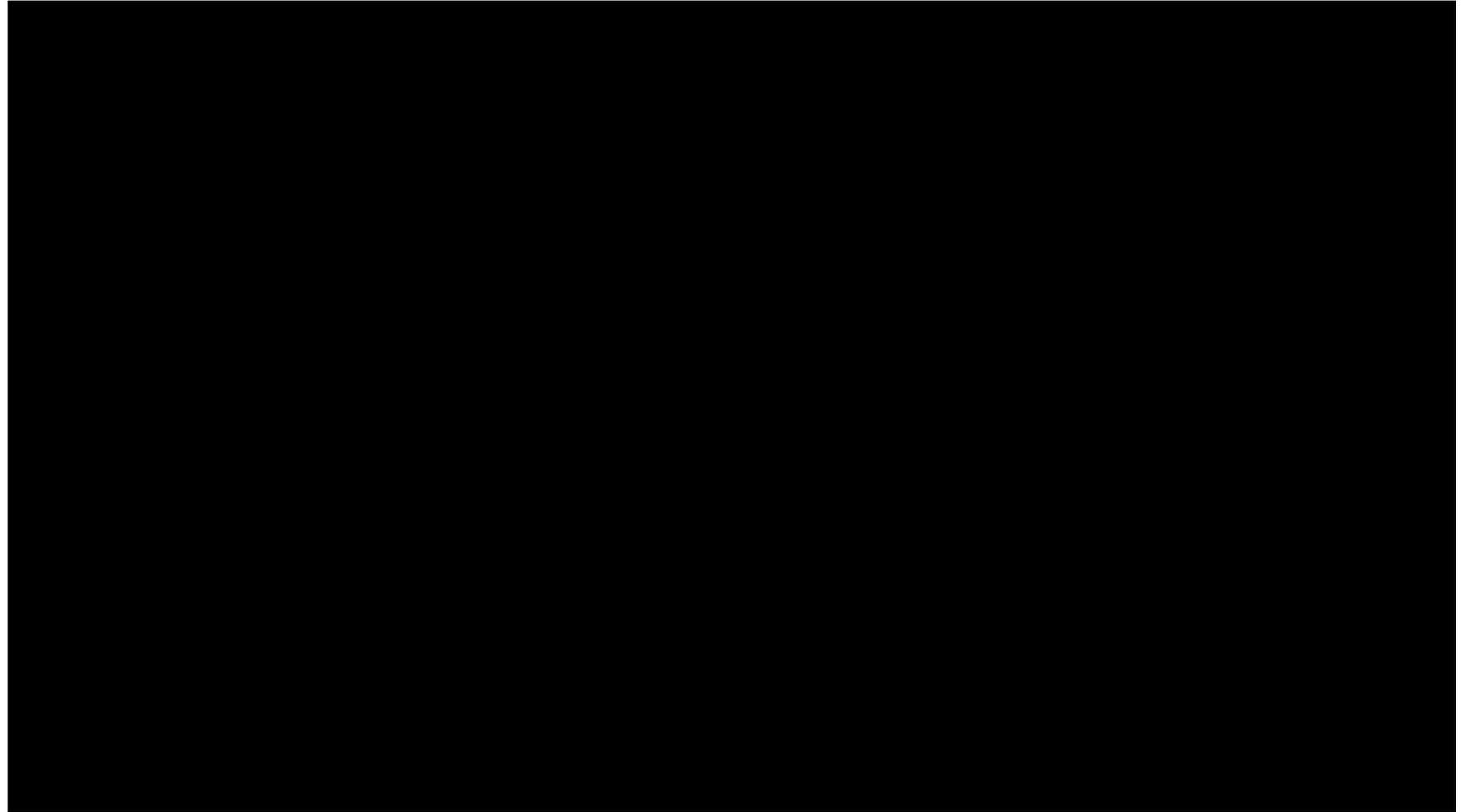


06 Live Events



truth #CATMageddon

We literally herded cats for a truth live activation. CATMageddon won a Digiday Award for Best Live Moment.





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SHOW & TELL

Live debuts, exclusive content, and Q&A's.

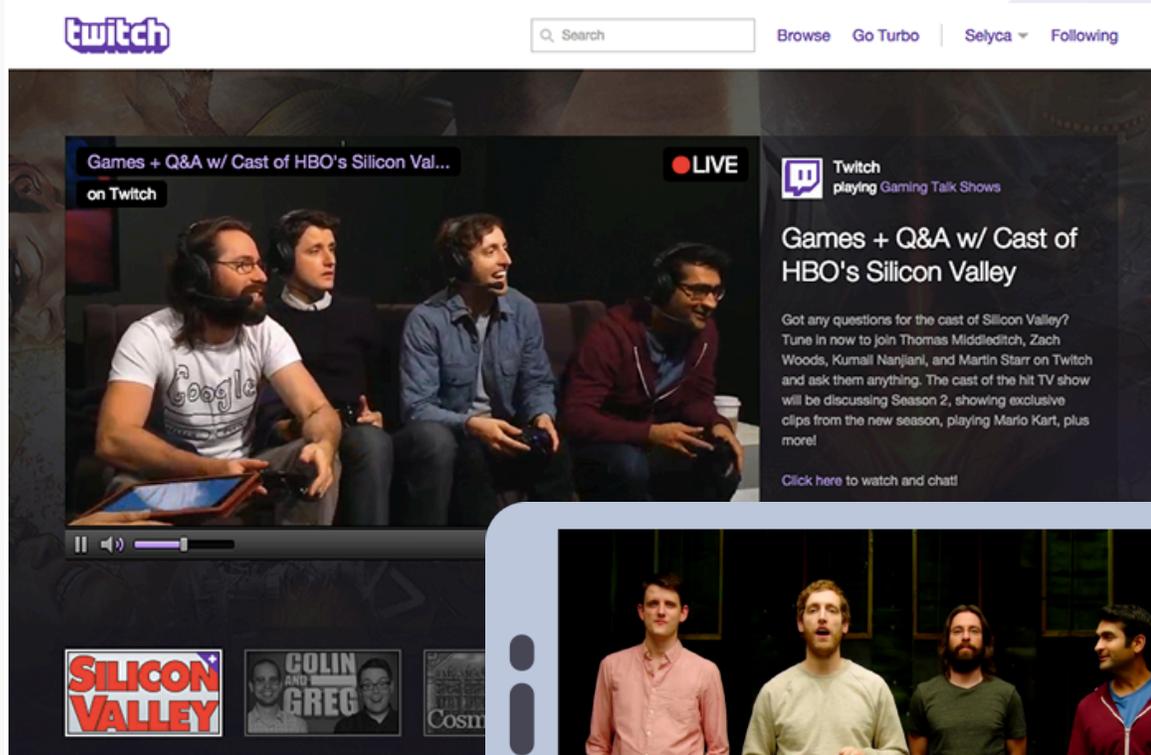
CLIENTS INCLUDE

Mr. Robot
Silicon Valley
Sony's Powers





07 Show & Tell / Q & A



ENTERTAINMENT

Pilot premieres, exclusive clips, and binge-worthy season recaps become must-see content and bring the latest in entertainment right to viewers on Twitch.

HBO'S SILICON VALLEY

A site-wide sensation! Cast faced off in games, answered Twitch chat Q's, and debuted the pilot – first time the show was accessible outside of an HBO subscription.





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CLIPS

The very best moments and highlights on Twitch, cut straight from our streams and ready to share.

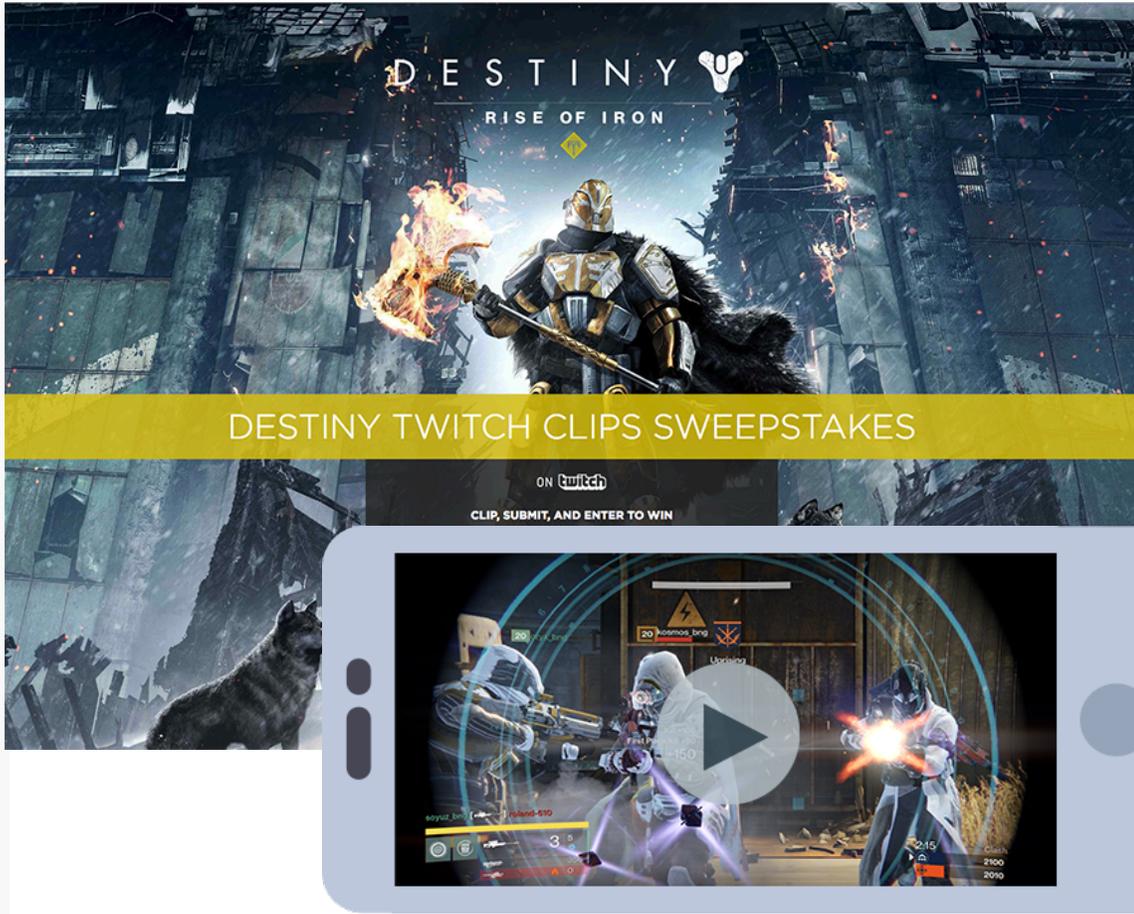
CLIENTS INCLUDE

Destiny
FIFA 17





08 Clips



Allowing viewers to snap up to 30 seconds from their favorite streams and share them across social media. From unbelievable gaming achievements to incredible feats of creative acuity, Clips are the perfect way for users to share the biggest, best, and most outrageous moments occurring live on Twitch.

DESTINY

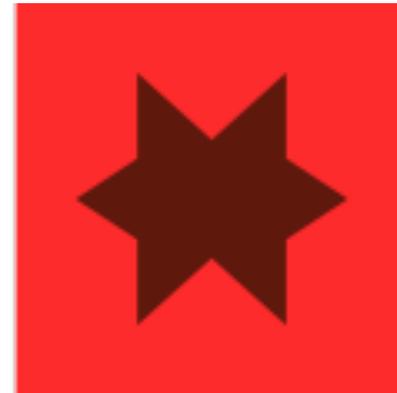
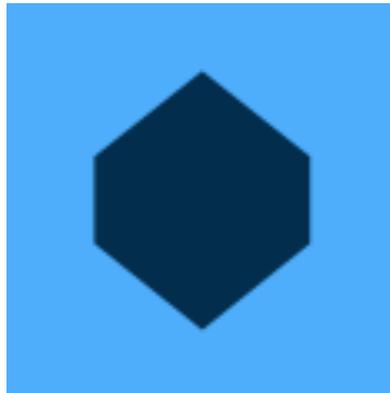
Sponsored contest where Twitch viewers clipped and submitted outstanding moments from Destiny's Rise of Iron DLC for a chance to win Twitch and Bungie swag.



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BITS / CHEERING

Live interaction, animated emotes, and monetary support for content creators exclusively through Twitch Chat.





09 Bits / Cheering



HartGurl: OMG  5000 You rock!



medrest:



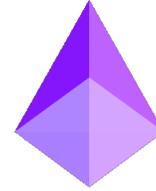
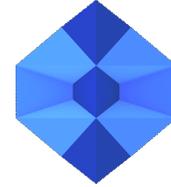
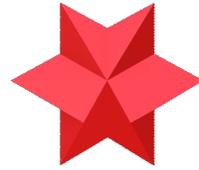
mafiapony: gg   1  1  1

Serenewsha: Thanks for the shout!  1000

mgravish:  100 nailed it.



FantasyKrypto: You can use his emotes.



BRANDED BITS

Twitch users are devout supporters of their favorite broadcasters. Bits provide them another method of showing that support in an animated way without being subscribed to the streamer's channel.



CHEERMOTES

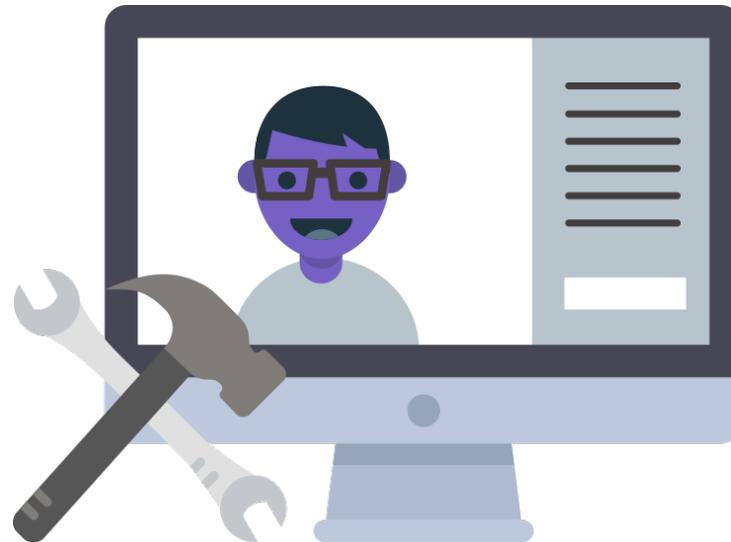
The animated representation of the cheer that appears in Chat can be customized to reflect a brand's target goals.



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CUSTOM GAME

Native games with Twitch-enabled mechanics allow brands a unique opportunity to engage with Twitch users.





10 Custom Game

For movement, type: forward, back, left, right, open, close
Find challenges for the Man to unlock prizes: 0/4
Hole in One: 0/1

villainousone: L
taxiom: f
a_real_human_beat: close
mrsplague: @tahhoen23 whats the fun in that?
roarschack: b
wachovy: ff
gibbed: open
genshhy: f
geg513: r
powerfultimmu: F

TWITCH CHAT CONTROLS :

R = RIGHT	F = FORWARD
L = LEFT	OPEN = OPEN CLAW
B = BACK	CLOSE = CLOSE CLAW

WATCH DOGS 2

TWITCH PLAYS ROBOT

MISSION FAILED
SOLVED

LETSR

WATCH DOGS 2

For the sequel to Ubisoft's open-world action game, we created a game where users controlled a robot in the broadcaster's home.

- DS_Xelron : OMG
- Abhi821 : R
- wachovy : f
- Xangandu : R
- Villainousone : L
- mrsplague : f
- Roarschack : l
- Abhi821 : B
- mrsplague : r
- keksmusmaximus : L
- K111y : R



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ESPORTS

A turnkey way to reach a massive and growing audience segment.

CLIENTS INCLUDE

Comcast
T-Mobile
Exxon





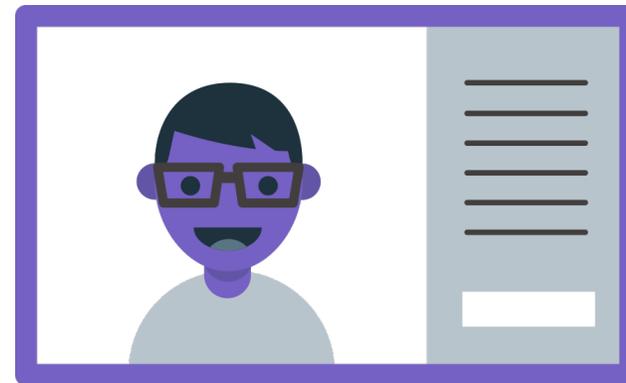
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ORIGINAL PROGRAMMING

Highly customized product integrations at events like E3 or TwitchCon, on Twitch Weekly or a 100% first-to-market execution.

CLIENTS INCLUDE

Reese's Puffs
Taco Bell
Stride Gum
Intel
Pandora





12 Original Programming



POWERED BY  Reese's Puffs Cereal Pre-show



REESE'S PUFFS

Reese's Puffs took center stage during the Twitch Pre-Show broadcast at PAX West with special bowls and samples.



THANK YOU

JOHN NEWLIN | CUSTOM SOLUTIONS DIRECTOR

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