PRODUCT INFO

From Viewer to Advocate: **Twitch Advertising**

Connect with an engaged, hard-to-reach audience on Twitch.

WHAT IS TWITCH?

Twitch is more than a live-streaming platform. It's a global community where millions of highly engaged people gather every day to watch their favorite creators live.

These viewers are tech-savvy and influential, and they're often **unreachable through traditional advertising**.



35M
people visit Twitch every day

~95 min
average time spent on Twitch per day

71%
of viewers find ads more interesting with live chat and polls

64%
say watching ads is worth it to support free content

WHY TWITCH WORKS

Highly engaged

This isn't passive viewing. Live chat and voting make viewers active participants, creating a deeper connection with brands.

Receptive audience

Viewers actively support their favorite creators, and that goodwill extends to the advertisers who make free content possible.

Precise targeting

Amazon's own data lets us reach your ideal customer based on real behavior, gaming interests, and purchase history.

Simple and supported

We handle the strategy and setup, so you can focus on growing your brand and seeing results.

Sources: Twitch and Amazon Ads audience research.