

EA Play 2019

Spiketrap Sentiment and Engagement Report from Twitch Data

171K
Peak Viewers

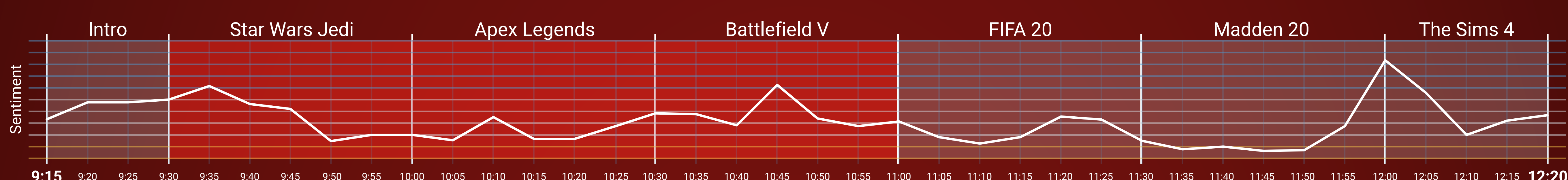
75K
Chat Messages

31
Sentiment

Data aggregated from twitch.tv/twitch and twitch.tv/ea.
6/8/2019 9:15 - 12:20 PDT

The EA Play livestream is decidedly different in presentation from other publisher events during E3 week, both in length and style. As a result, it doesn't afford easy comparisons to the other presentations throughout the week. We tracked a high level of caustic behavior in chat, especially during on-camera interviews, as opposed to gameplay. Also, it appears that many viewers remained in chat for games that were of little

interest to them. The three highest peaks of positive sentiment came during the Star Wars Jedi: Fallen Order demo, the announcement of Pacific Theater maps for Battlefield V, and the announcement of the Island Living expansion for the Sims 4. Also, as expected, Skate 4 remains an extremely popular meme in chat.



Sentiment

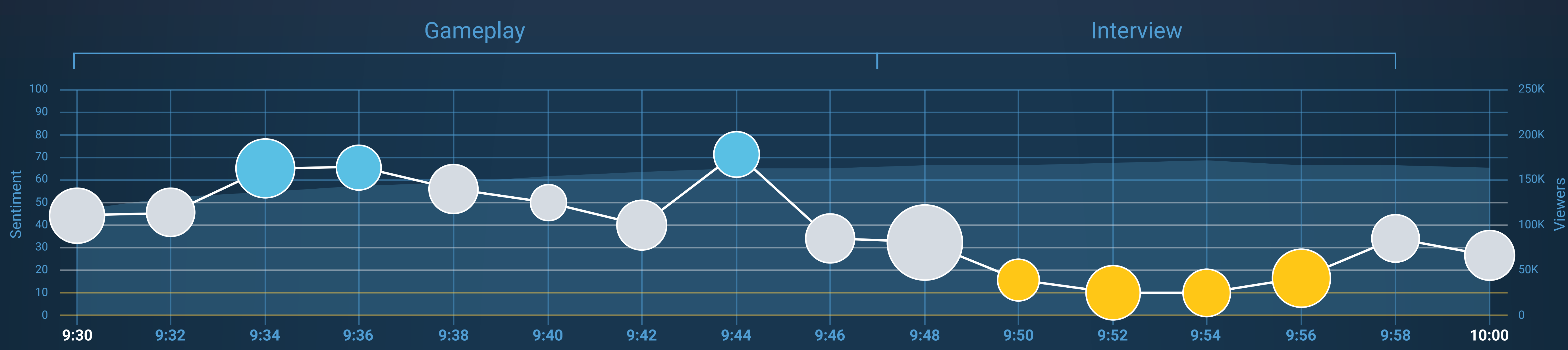
Our sentiment analysis engine is built from the ground up to handle the unique idiosyncrasies of the language around video games: Non-homogenous content (eg: chat message vs forum paragraph), neologisms, heavy usage of unorthodox language (emotes, broken grammar, acronyms, profanity).

Words do not have an assigned value and language is understood in context, thanks to our machine learning systems. For Twitch chat, Spiketrap understands common emotes (PogChamp, Resident Sleeper, etc...) including the "sentiment-flipping" use of Kappa.

Star Wars Jedi: Fallen Order

- Viewership during the SWJ: FO demo grew considerably throughout its 30-minute window, most likely as word spread among social media that the game was being presented.
- The combat sequences generate several spikes in positive sentiment indicating that the demo succeeded in revealing new details about gameplay.
- References to Sekiro: Shadows Die Twice spiked in chat, most likely due to similarities in sword/lightsaber combat.
- While sentiment for SWJ: FO is neutral in Twitch chat, it is extremely high on our game monitor which surveys all other social platforms (80-90 Sentiment).

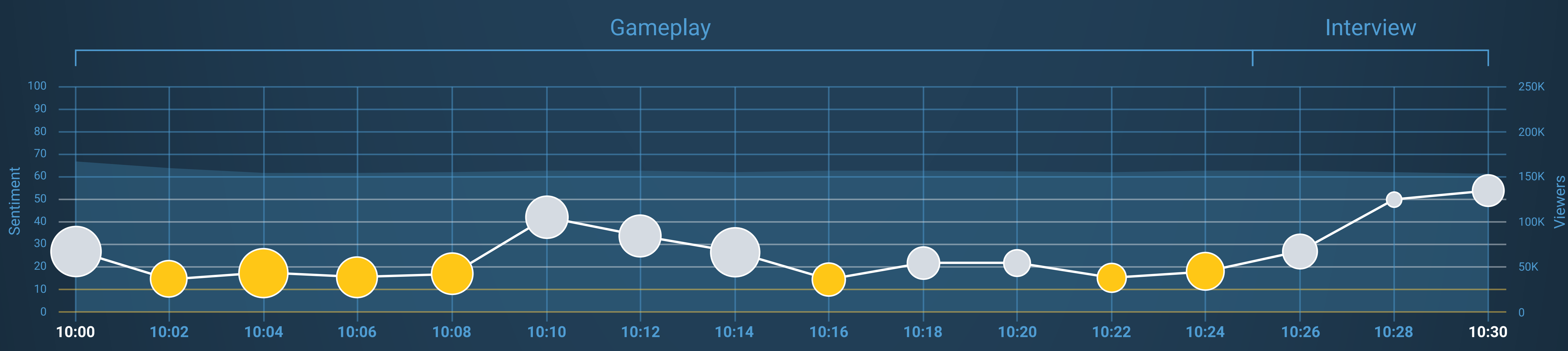
Segment Duration 30min	Peak Viewers 171K	Chat Messages 21K	Sentiment 36
Unique Chatters 68K	Top Mentioned Games Apex Legends, Skate 4, Sekiro		Top Emotes



Apex Legends

- Viewership declined slightly during the Apex Legends presentation which is to be expected as it was designed for those already familiar with the game and its offerings.
- Sentiment peaked at the announcement of ranked play.
- Fortnite was the most referenced (actual) game in chat and was concentrated during the initial 5 minutes.

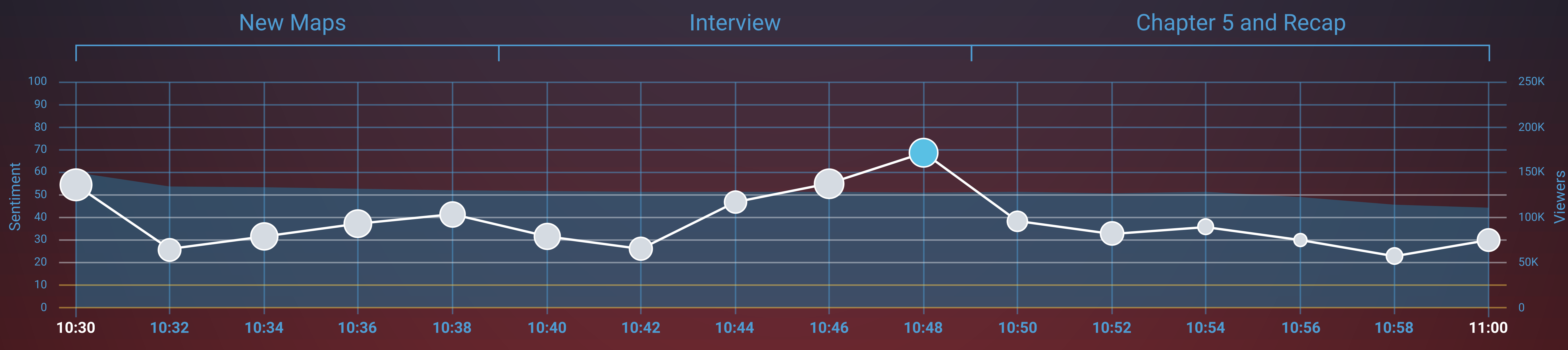
Segment Duration 30min	Peak Viewers 165K	Chat Messages 16K	Sentiment 23
Unique Chatters 50K	Top Mentioned Games Skate 4, Fortnite, Battlefield V		Top Emotes



Battlefield V

- Viewership declined slightly from Apex Legends but held steady throughout, indicating a consistent and loyal audience for the presentation.
- Sentiment peaked at the announcement of Chapter 5 and the introduction of Pacific Theater maps.
- It is notable that the Battlefield V presentation incurred the fewest references to Skate 4 (which has become a meme in chat over the years): this is a possible indication of a high level of attentiveness in the audience.

Segment Duration 30min	Peak Viewers 150K	Chat Messages 10K	Sentiment 39
Unique Chatters 36K	Top Mentioned Games Skate 4, FIFA 20, Apex Legends		Top Emotes



Engagement: ● 1,000 ● 500 Sentiment (0-100): ● Positive ● Neutral ● Negative