

Microsoft Xbox E3 Briefing

Spiketrap Sentiment and Engagement Report from Twitch Data

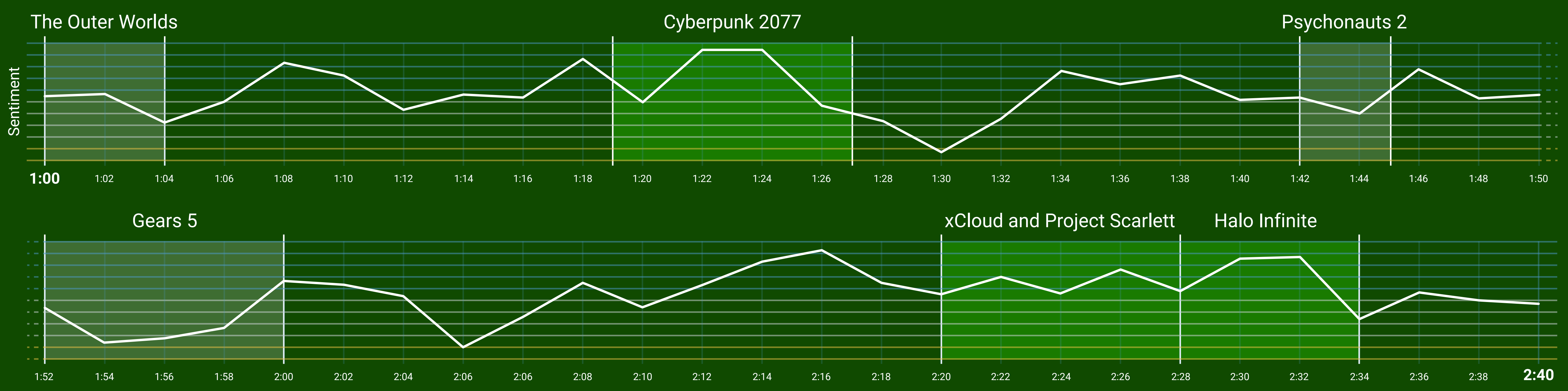
603K
Peak Viewers

119K
Chat Messages

60
Sentiment

Data aggregated from twitch.tv/twitch and twitch.tv/xbox
6/9/2019 1:00 pm - 2:40 pm PDT

- Viewership was down slightly on the /twitch channel from 2018 and down considerably on the /xbox Twitch channel.
- Sentiment was higher (75) on the /xbox channel as opposed to /twitch (58).
- Cyberpunk 2077, Minecraft Dungeons, Elden Ring, and Halo: Infinite saw the highest sentiment peaks.
- Smaller/Indie titles consistently drew negative sentiment with the notable exception of Battletoads.
- The term "gameplay" was a persistent topic throughout, indicating a desire to see footage of games being played, as opposed to trailers and cinematic sequences from the major games shown.
- Skate 4 (non-existent game) was prominent in chat.



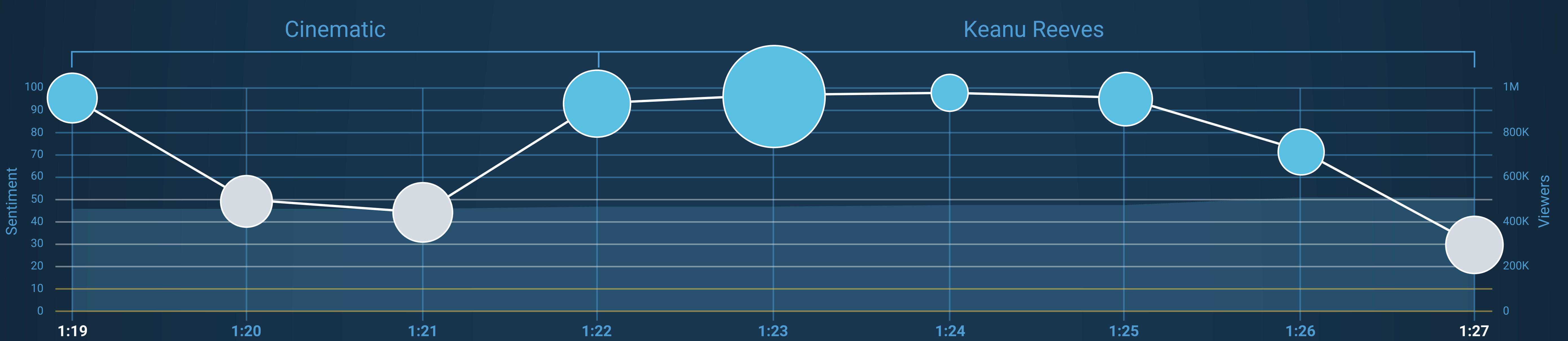
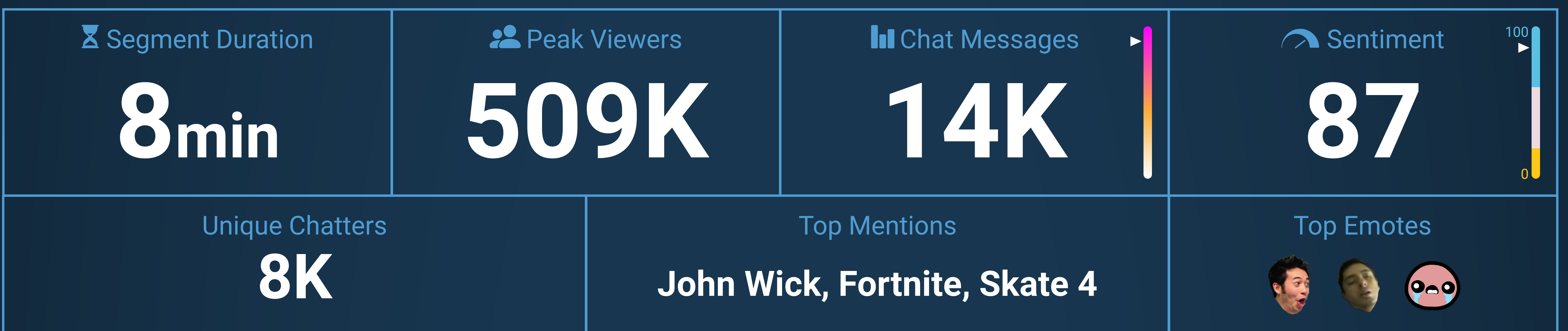
Sentiment

Spiketrap's Sentiment AI is designed to understand gaming language. Passionate discussions and topics of violence and profanity are understood contextually.

For more information about our Machine Learning technology visit: spiketrap.io/science

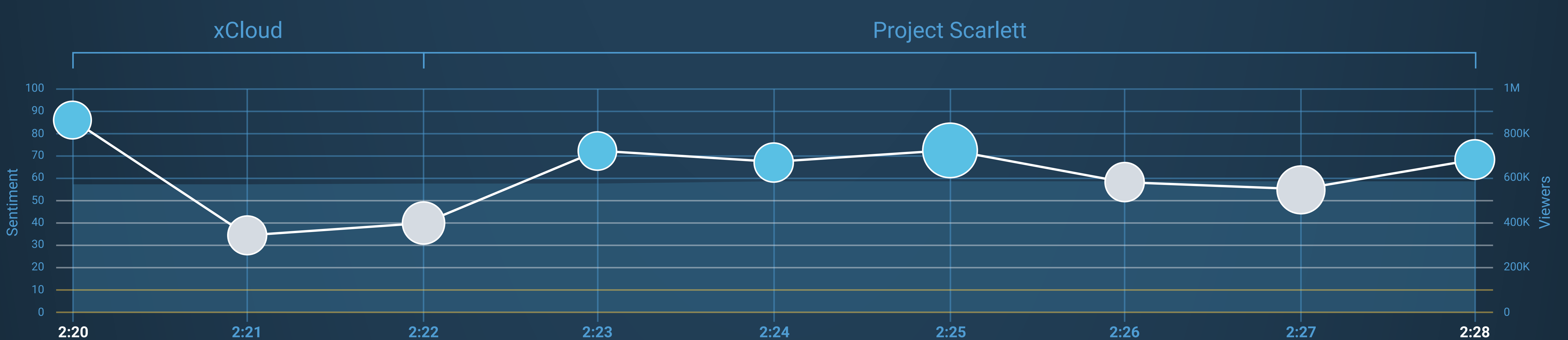
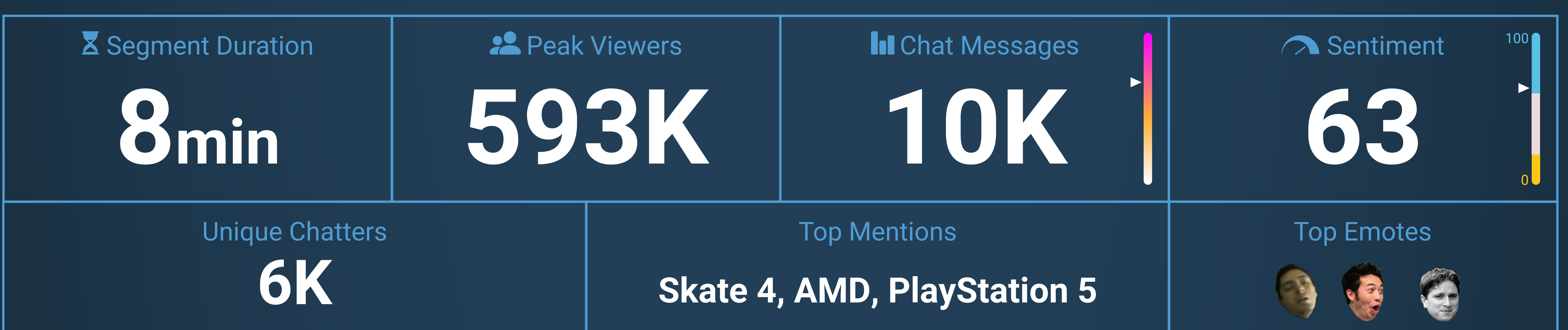
Cyberpunk 2077

- This segment had the highest sentiment overall, buoyed by enthusiasm for the game at the beginning and then with the surprise introduction of Keanu Reeves.
- The introduction of Keanu Reeves was treated with massive positive sentiment. "John Wick" term and the PogChamp emote exploded in usage during this segment.
- Cyberpunk is also extremely positive on our game monitor that surveys all other social platforms (90+)
- The term "gameplay" first emerged here.



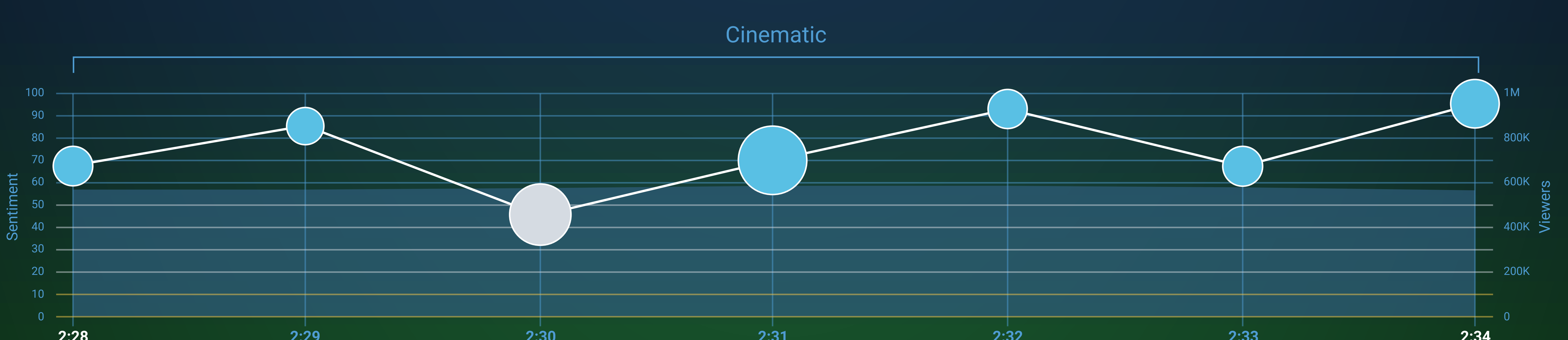
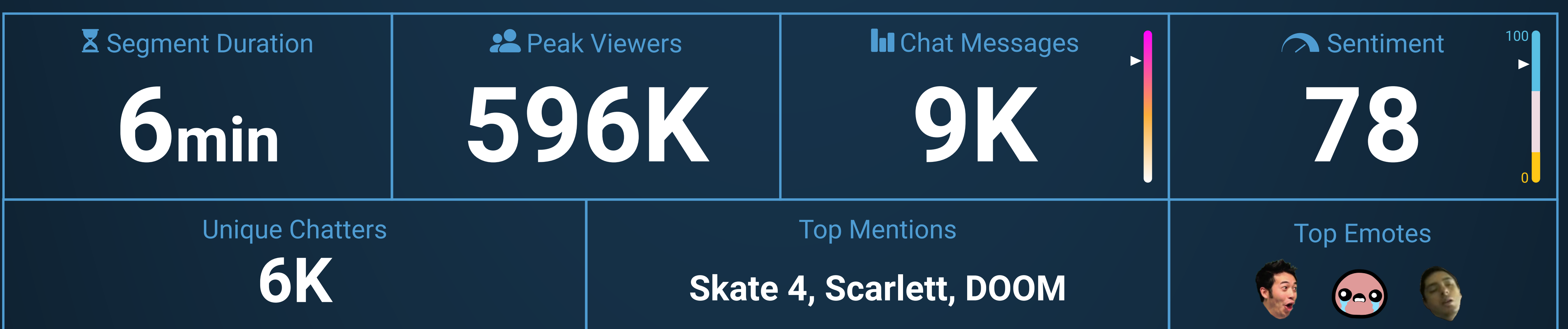
xCloud and Project Scarlett

- Sentiment dropped during the beginning of the xCloud segment, but then rose quickly and held a positive value throughout xCloud and Scarlett.
- Frames Per Second and Gameplay were very prominent terms during this sequence (applying primarily to Scarlett).
- The PogChamp emote was very popular during this segment.



Halo: Infinite

- This segment began with a very positive sentiment and then fell considerably only to return to the same positive levels once Master Chief was on screen.
- Gameplay was, again, a prominent term during this presentation.
- The BibleThump emote was very popular during this segment and spikes when Master Chief is seen out of commission.



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