

Ubisoft E3 Press Conference

Spiketrap Sentiment and Engagement Report from Twitch Data

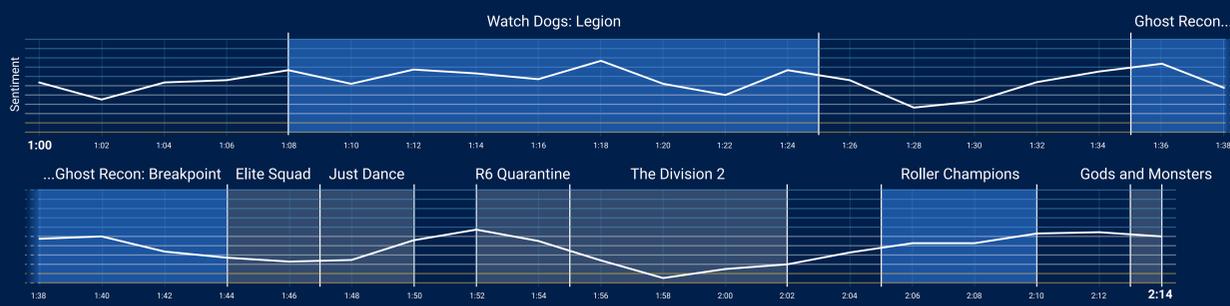
451K
Peak Viewers

85K
Chat Messages

45
Sentiment

Data aggregated from twitch.tv/twitch and twitch.tv/ubisoft.
6/10/2019 1:00 pm - 2:14 pm PDT

- **Ubisoft** saw drops in viewership on both the **/twitch** and **/ubisoft** channels from 2018.
- Sentiment varied greatly between both channels, **/twitch** was solidly neutral and **/ubisoft** was very positive.
- Viewership held steady through the entirety of the presentation.
- **Rayman** was the most popular mentioned **Ubisoft** franchise in chat throughout the presentation.
- Games already announced, mobile, and non-video game content drew the lowest sentiment.
- Despite it being a teaser, **Gods and Monsters** received positive sentiment.



Sentiment

Spiketrap's **Sentiment AI** is designed to understand gaming language. 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 including the "sentiment-flipping" use of **Kappa**.

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

Watch Dogs: Legion

- Given the presentation's significant length, **Watch Dogs: Legion** maintained a steady and impressive sentiment.
- The older woman section of the presentation resonated with the audience, "**granny**" became a very popular term during that sequence.
- "**PogChamp**" was the most popular emote during **WD: Legion** with good margin. For most presentations during the week, "**ResidentSleeper**" (negative) would take this position or be a close second.

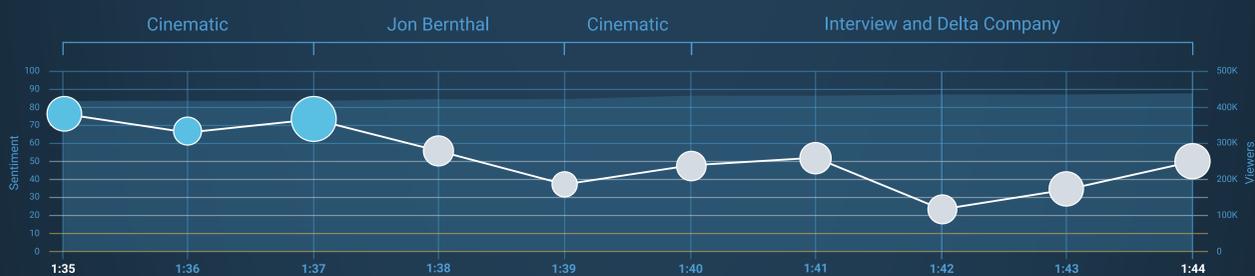
<p>Segment Duration</p> <p>17 min</p>	<p>Peak Viewers</p> <p>422K</p>	<p>Chat Messages</p> <p>21K</p>	<p>Sentiment</p> <p>62</p>
<p>Unique Chatters</p> <p>10K</p>		<p>Top Mentions</p> <p>Granny, Brexit, Skate 4</p>	
<p>Top Emotes</p>			



Ghost Recon: Breakpoint

- **Jon Bernthal** was referenced more to his role as **The Punisher** than his role on **The Walking Dead**.
- The presence of a **dog** on stage resulted in a surge in dog-related emotes and the term "**doggo**".
- The announcement of the **Delta Company** community program for **Ghost Recon: Breakpoint** maintained strong sentiment despite having little accompanying video.

<p>Segment Duration</p> <p>9 min</p>	<p>Peak Viewers</p> <p>443K</p>	<p>Chat Messages</p> <p>11K</p>	<p>Sentiment</p> <p>55</p>
<p>Unique Chatters</p> <p>6K</p>		<p>Top Mentions</p> <p>Dog, The Punisher, Shane</p>	
<p>Top Emotes</p>			



Roller Champions

- Being an unexpected new title, **Roller Champions** drew comparisons to **Rocket League**, **Fortnite** and, yes, **Skate 4**.
- Sentiment fluctuated significantly throughout the presentation on **/ubisoft**: 70 to 37, and then to 87.
- Sentiment remained consistent around 40 on **/twitch**, where most of the discussion took place.

<p>Segment Duration</p> <p>5 min</p>	<p>Peak Viewers</p> <p>442K</p>	<p>Chat Messages</p> <p>6K</p>	<p>Sentiment</p> <p>43</p>
<p>Unique Chatters</p> <p>4K</p>		<p>Top Mentions</p> <p>Skate 4, Rocket League, Fortnite</p>	
<p>Top Emotes</p>			



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