

Nintendo Direct E3

Spiketrapp Sentiment and Engagement Report from Twitch Data

375K

Peak Viewers

80K

Chat Messages

75

Sentiment

Data aggregated from
twitch.tv/twitch
and twitch.tv/nintendo.
6/11/2019 9:00 am - 9:44 am PDT

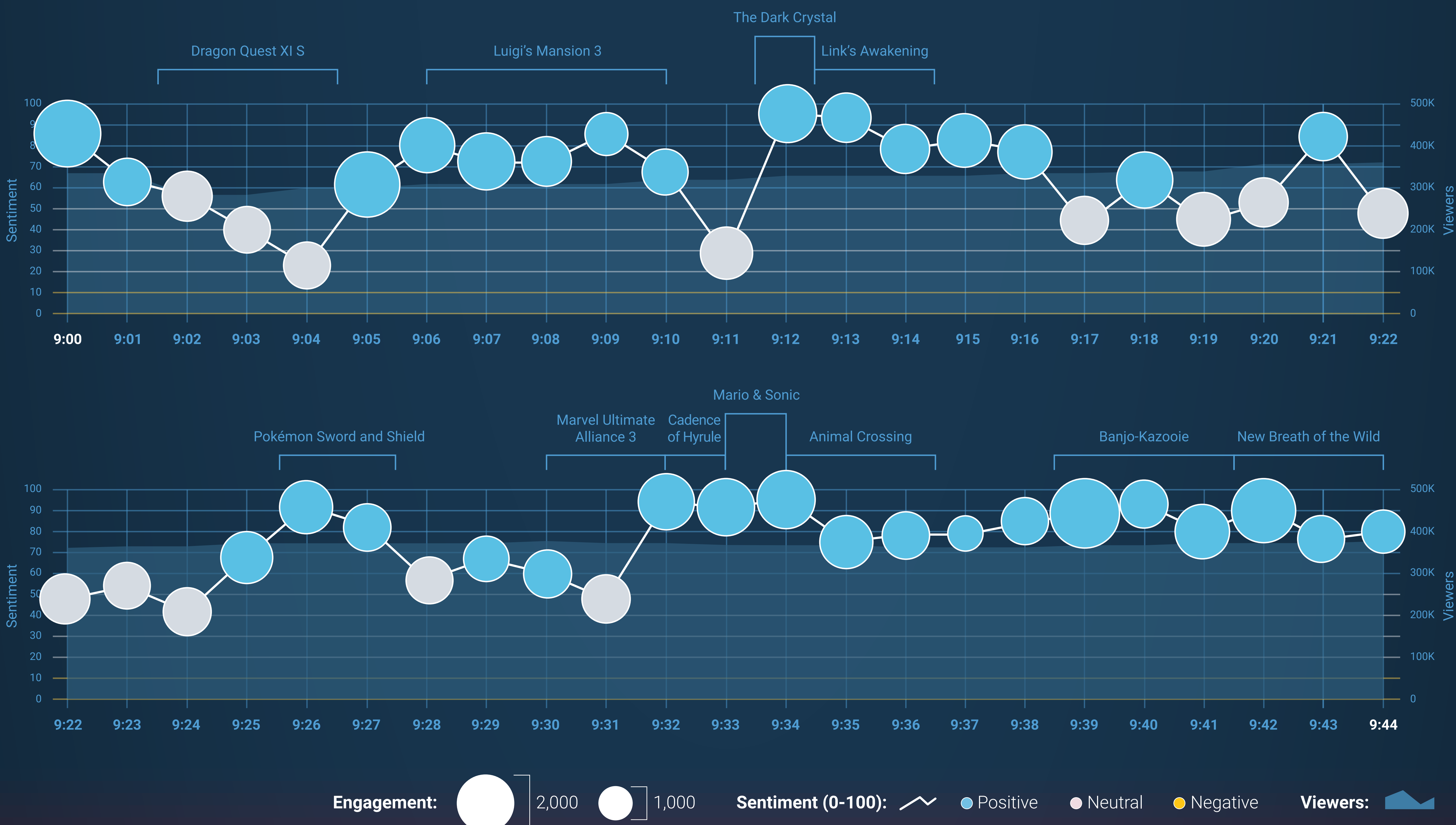
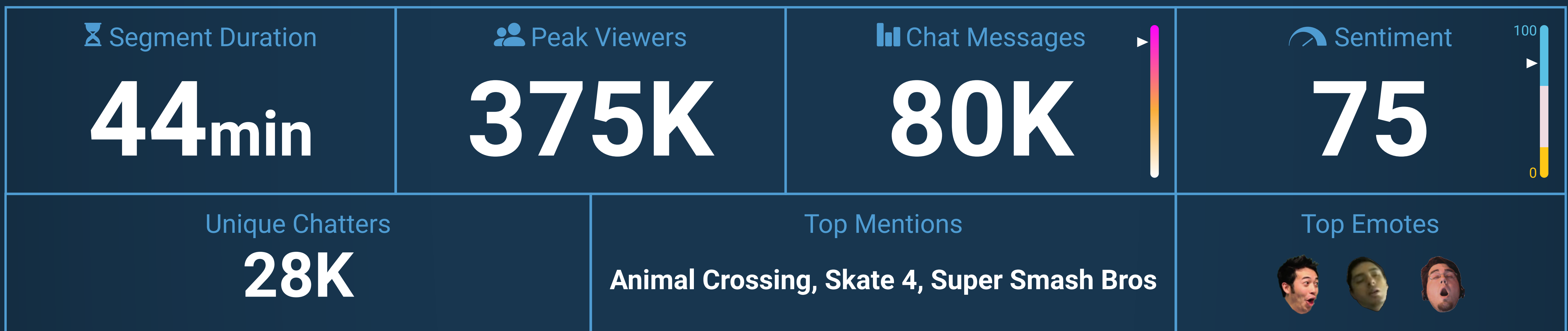
Due to the rapid pace of the **E3 Nintendo Direct**, where almost all games were covered in two minutes or less, **Spiketrapp** is unable to present game-specific data from the presentation as we have done with all other reports.

- While **Twitch** viewership was high on **/twitch** and **/nintendo**, the stream on the **Nintendo YouTube** channel (not included in this report) saw huge viewership.
- **Luigi's Mansion**, **Link's Awakening**, **Pokémon Sword and Shield**, **Animal Crossing**, and the new **Breath of the Wild** demonstrated the highest sentiment peaks.
- **Dragon Quest XI S**, **The Dark Crystal**, and **Marvel Ultimate Alliance 3** saw the lowest drops in sentiment.
- The **PogChamp** emote (denoting positive reactions) spiked during anything **Zelda** related, including **Cadence of Hyrule**.
- **Skate 4** saw a significant increase in mentions during **Sonic & Mario at the Olympics**.
- Despite a delayed release for **Animal Crossing**, no release date for the new **Breath of the Wild**, and no mention of the new **Metroid**, the sentiment on the presentation as a whole was the highest of the week.

Sentiment

Spiketrapp'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, **Spiketrapp** understands common emotes including the "sentiment-flipping" use of **Kappa**.

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



Spiketrapp is the real-time artificial intelligence-driven customer analytics platform designed exclusively for the language of the video gaming industry.

spiketrapp

www.spiketrapp.io
info@spiketrapp.io
@SpiketrappIO