

Jan-May 2023

Gaming Creators Research

Get insights to navigate in Influencer Marketing

Introduction.

Recent years have seen extraordinary expansion in the creator economy, as more and more people have turned to online mediums to express their creative impulses and connect with their audiences. According to a study released in August 2022 [by Adobe](#), the creator economy has experienced a remarkable expansion, with a global growth of over 165 million individuals in the past two years, representing a significant increase of 119%. To keep creators feeling safe and secure in their work as the market continues to evolve rapidly, it is essential to undertake analytics.

Content creators in the gaming industry play a vital role in nurturing a sense of community among gamers, shaping gaming and social media trends, and acting as a vital communication channel between the gaming community and game developers. Due to their influential position, we have made the decision to conduct research in this area. We surveyed 15 gaming creators who primarily operate on popular platforms like YouTube and Twitch to learn more about the difficulties they experience in their job. The gaming industry is a significant section of the creator economy and is popular for its dedicated and highly engaged fan base. That is why, by gathering data from genuine gaming creators in the industry, the HypeFactory team reveals insights from their perspectives and experiences about their work's development and concerns.

This research aims to be part of the productive literature on the creator economy and emphasize the importance of analytics in preserving the well-being and rights of creators in this evolving field. The HypeFactory aims to address the creator's challenges and help promote a thriving creator economy that values not only creators but also audiences and the entire entertainment industry.

Join us as we dive into the fascinating world of gaming creators.

Methodology.

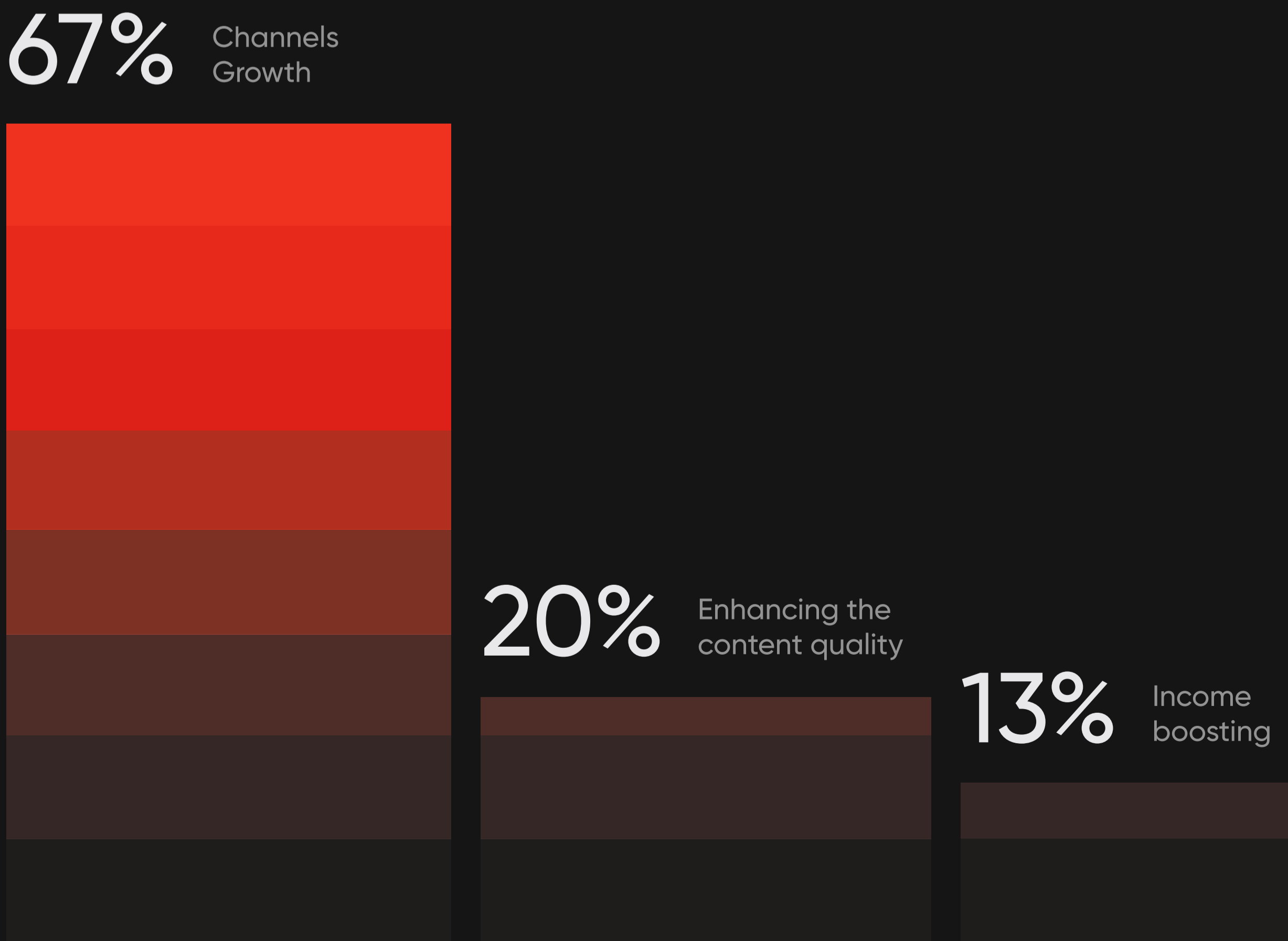
We surveyed 15 YouTube and Twitch content providers in the gaming industry to compile the data for this study. The study's overarching objective was to learn about the aspirations, fears, and practical experiences of content producers. The survey included questions designed to elicit responses on a variety of topics, including the creators' primary goals for 2023, their greatest challenges regarding content creation, the role of AI in their work, the frequency of creative blocks, difficulties with pay-ments or monetization, and the essential elements that make brand collaborations effective. We went out to a wide range of creators with different amounts of ex-perience and fan bases. The report's results shed light on the key aspirations, worries, and obstacles of game content creators, as well as potential solutions to these challenges.

Based on the research results, several significant conclusions can be drawn regarding the surveyed gaming creators.

Results .

What are your main goals as a content creator in 2023?

67% of the respondents expressed their primary goal for 2023 as channel growth. This objective holds immense significance in terms of increasing their channel's visibility and attracting a larger audience, collaborations and sponsorship opportunities as the gaming industry is rapidly evolving, intensifying the competition for capturing the audience's attention. Enhancing content quality emerged as a key priority for 20% of the respondents, as it directly contributes to encouraging deeper engagement and building a loyal and dedicated fan base. Additionally, 13% of the respondents emphasized the importance of income boosting, which allows them to continue producing content by investing in equipment and resources.

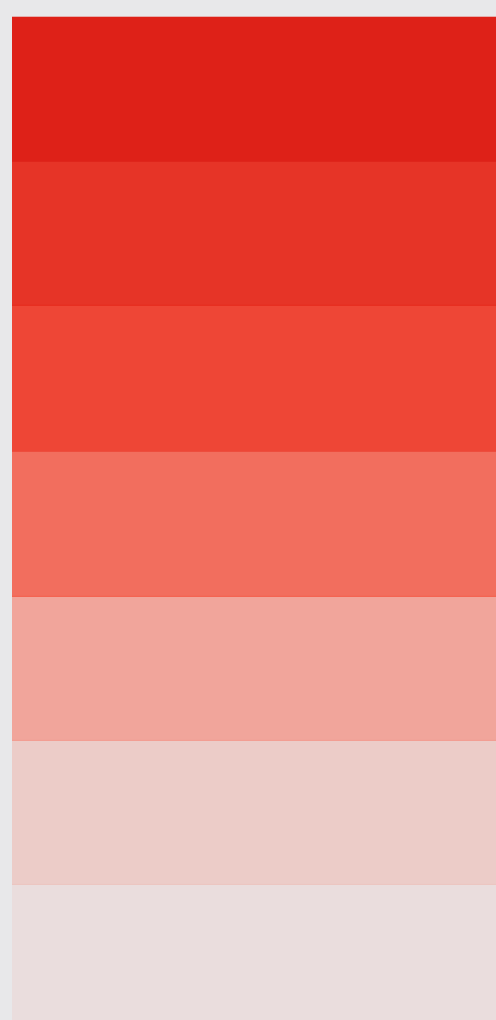


What are your biggest concerns regarding content creation in 2023?

33% of creators expressed concerns about facing challenges with content creation. This is attributed to the demanding nature of producing authentic and engaging content consistently. Captivating users' attention emerged as a worry for 22% of respondents, recognizing the importance of capturing and maintaining audience interest. Additionally, 16% of creators expressed burnout as a concern, acknowledging the potential exhaustion and fatigue associated with content creation. The impact of AI on content creation raised concerns for 13% of respondents, highlighting the evolving landscape and the need to adapt to technological advancements. Monetization concerns were expressed by 11% of creators, emphasizing the importance of generating sustainable income from their creative endeavors.

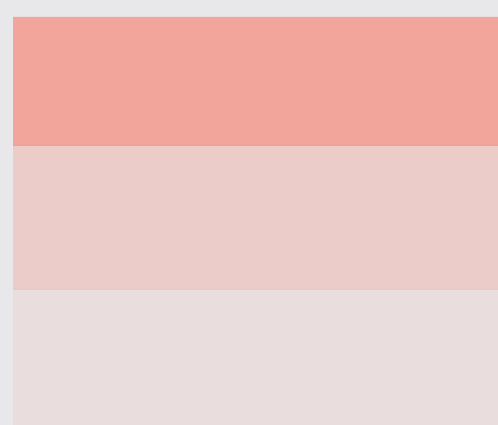
33%

Challenges encountered with content



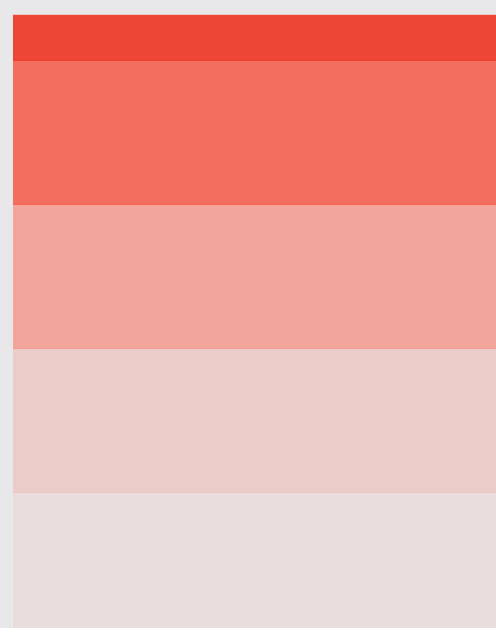
16%

Burnout

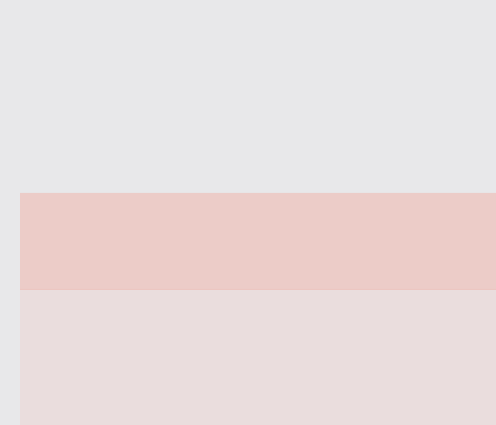


22%

Captivating users' attention

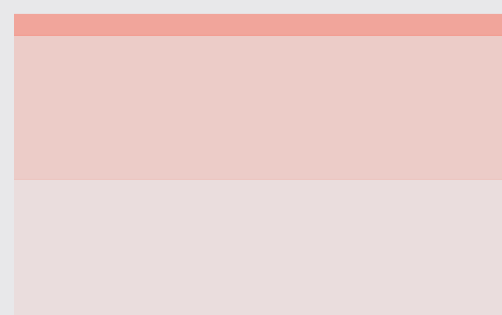


11%



13%

Impact of AI

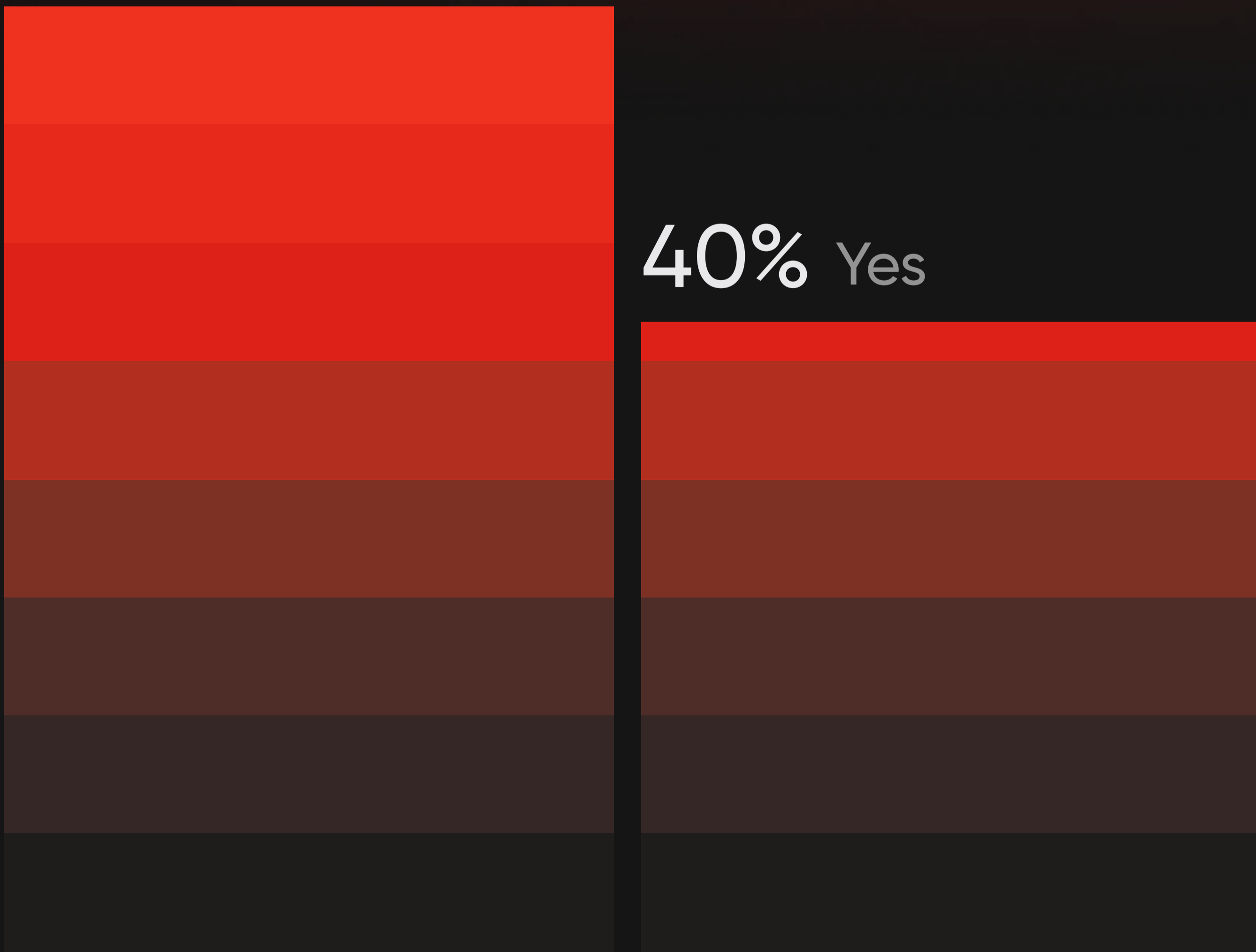


What is the share of AI in your work?

60% of the gaming creators confirmed that AI has no share in their work. Despite the growing prevalence of artificial intelligence (AI), the results show that they are still loyal to sticking with tried-and-true techniques while making their content. The reasons why some game developers choose not to use artificial intelligence (AI) in their projects could be illuminated by conducting additional studies.

60% No

40% Yes



How often do you face creative blocks in your work?

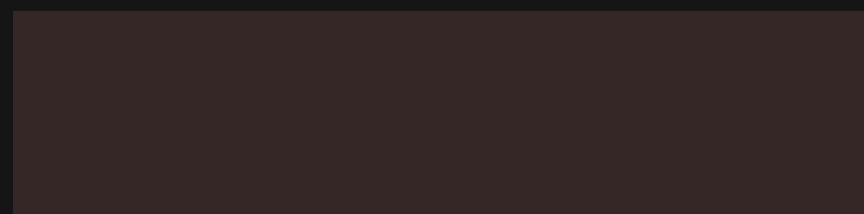
45% of the participants reported facing creative blocks in their work. This indicates that a significant portion of gaming creators experience periods of reduced creative inspiration or productivity. Further exploration could be done to understand the causes and potential solutions for creative blocks in the gaming industry.

45% Often

45% Rarely



10% Never



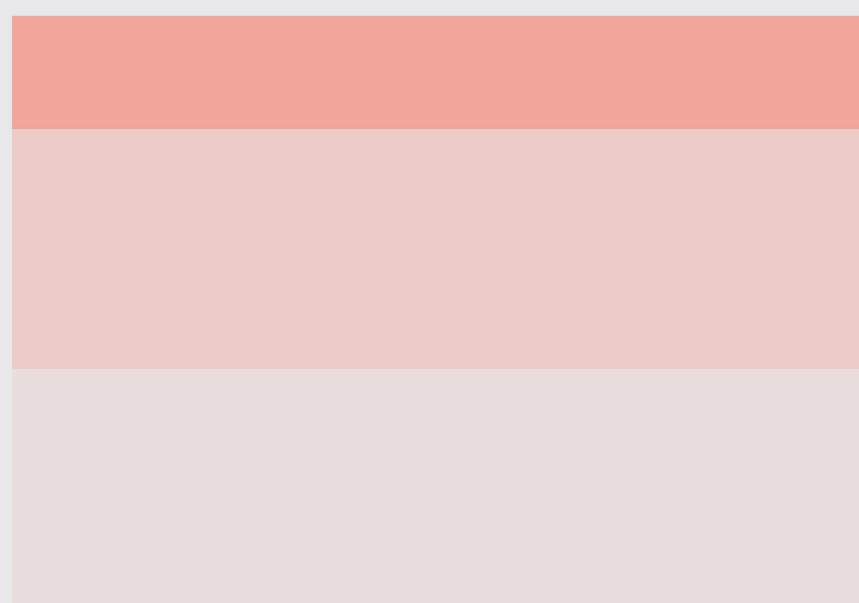
Do you experience any troubles with payments or monetizing your efforts?

The results revealed that only 26% and 14% of creators experienced issues with monetizing their efforts. This suggests that some gaming creators face obstacles when it comes to generating income from their work. Potential issues could include payment delays, a lack of monetization opportunities, or other factors affecting the financial aspects of their creative endeavors.

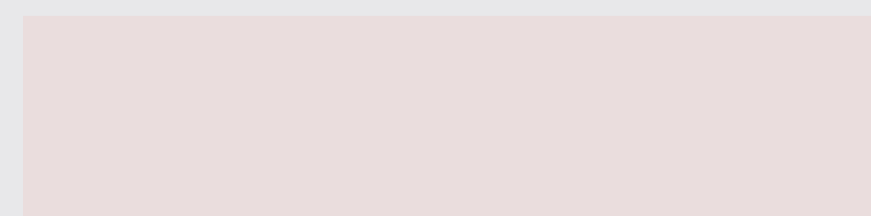
60% No



26% Yes



14% Rarely



What are the key elements that make collaboration with brands effective?

Transparent Communication, which includes trust, clarity on the details and prompt responses, mentioned 40% of creators. This helps creators maintain their authenticity and credibility and manage expectations from collaboration clearly. 34% said that relevancy of the brand to their content is almost as crucial as Communication bias because promoting products or services that genuinely resonate with their content and audience feels more natural and authentic. Additionally, 16% mentioned the importance of a good money offer and 10% mentioned the importance of a clear brief.

40%

Transparent
Communication

34%

Relevancy

16%

Good Money Offer

10%

Clear Brief

What are your main goals as a content creator in 2023?

Overall, these findings highlight the diverse challenges faced by gaming creators, including the use of AI, creative blocks, and monetization difficulties. Further research and analysis could provide deeper insights into these issues and potentially offer recommendations to address them effectively.

Subscribe to our newsletter today and stay tuned for news and insights of the influencer marketing [industry](#).

[Partner](#) with HypeFactory to embark on a transformative influencer marketing journey. Together, let's redefine the possibilities and unlock new horizons in the ever-evolving realm of content creation.