

# Coronavirus in the Video Game & Entertainment Industries

## Data Collected Through Video Game Specific Sources

- As states across the U.S. initiated a shelter in place order, the video game industry started to see an increase in engagement, as new and current gamers looked for ways to recreate social interactions, such as, celebrating birthday parties, weddings, and even dating in virtual worlds, namely **Animal Crossing** and **Minecraft**.
- With many people sheltering at home, people need ways to spend their time while social distancing. Video games have become an outlet for entertainment, which has exceeded expectations for the number of players of new games, such as, **Call of Duty: Warzone** and **Animal Crossing: New Horizons**.
- Audiences are breaking records for engagement and time watched on social and streaming platforms, such as **Twitter**, **Twitch**, and **YouTube** since the shelter in place order, as the launch of games such as **Animal Crossing: New Horizons** and **Valorant** are popular for new gamers and core gamers respectively.
- Video games are not the only source of entertainment that have seen an increase in the amount of engagement since the shelter in place order. Streaming services such as **Netflix**, with the help of the **Netflix Party** Google Chrome extension, allow for friends to socialize while still safely practicing social distancing.

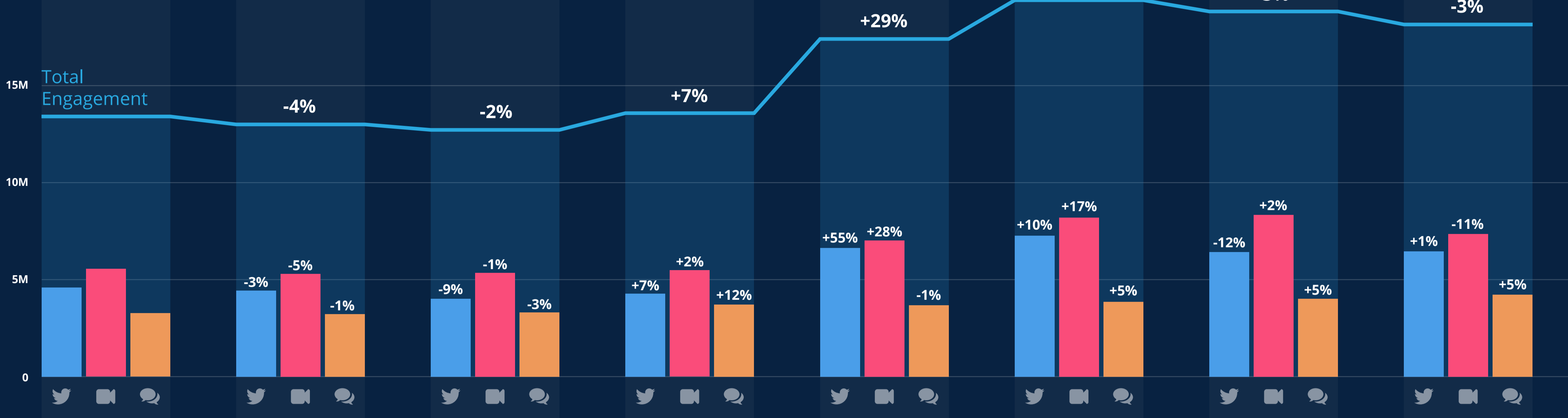
## Timeline

Timeline of the 4 Weeks Prior and 4 Weeks After the Shelter in Place Orders with Video Game and Entertainment Events



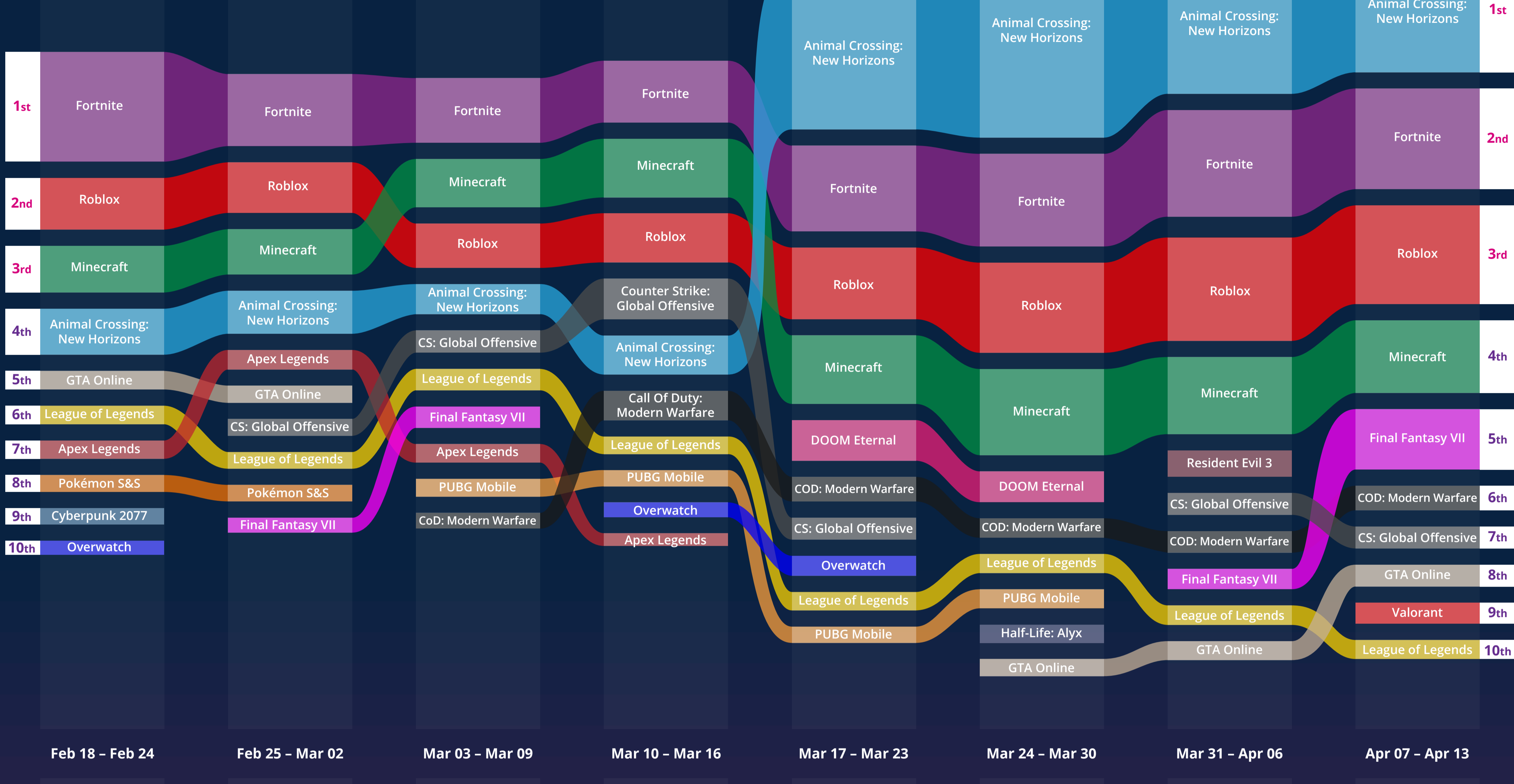
## Social

Total Engagement from Twitter, Video, and Forums



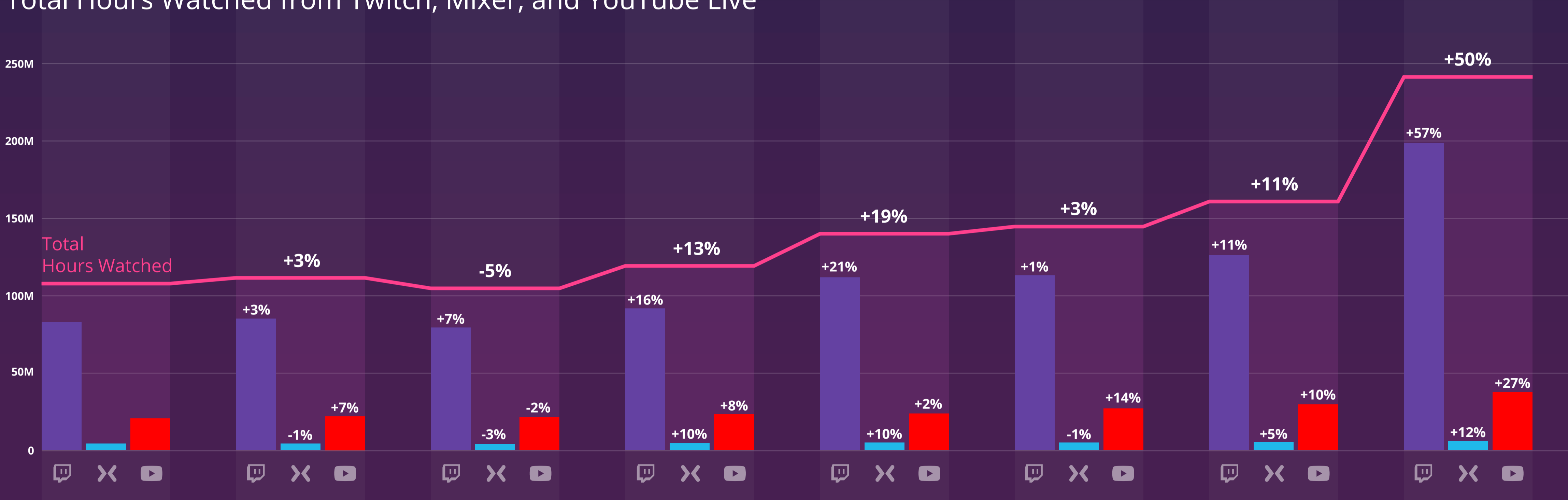
## Social Top 10 Leaderboard

Change of the Top 10 Social Games Ranked by Engagement



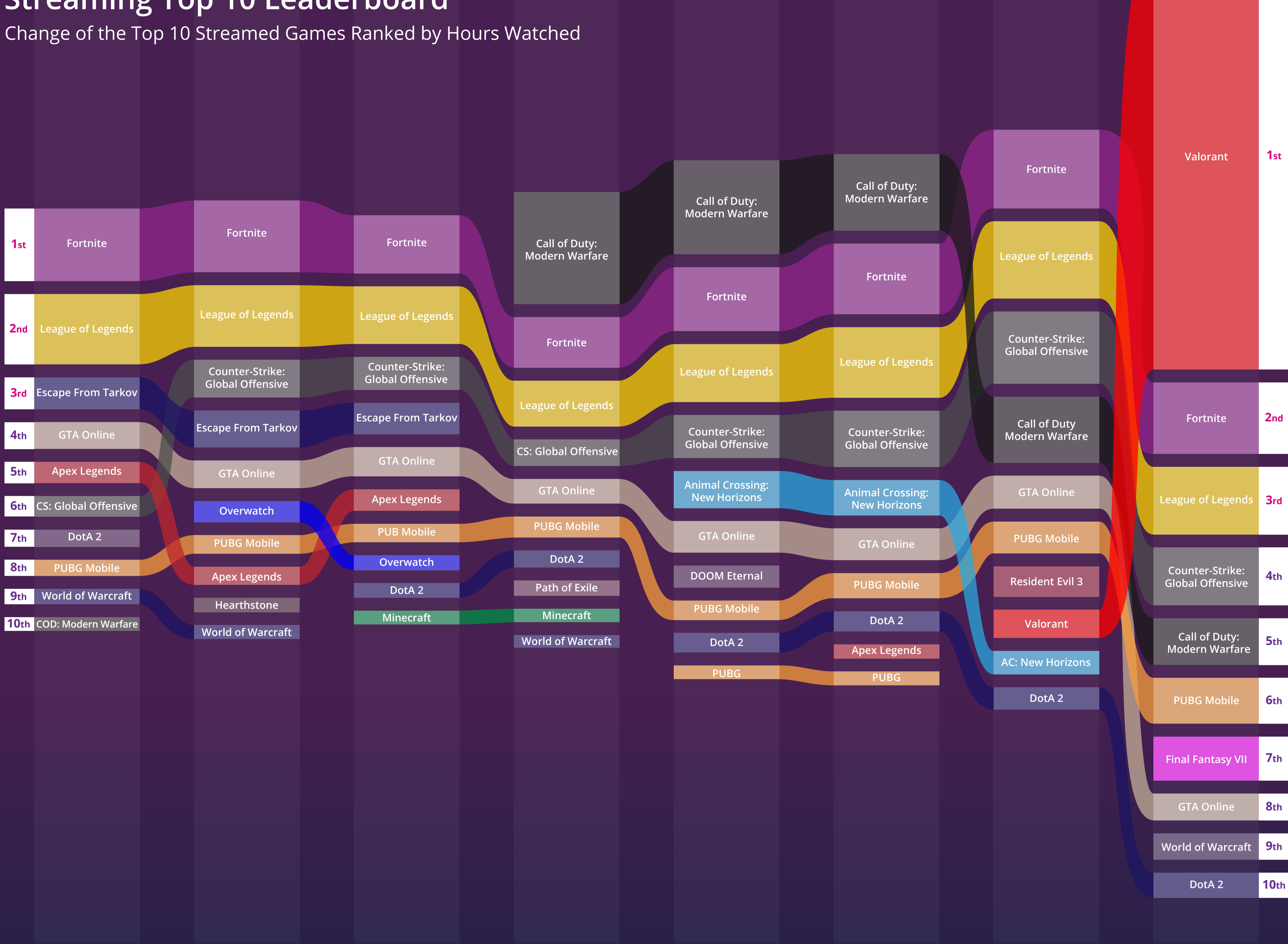
## Streaming

Total Hours Watched from Twitch, Mixer, and YouTube Live



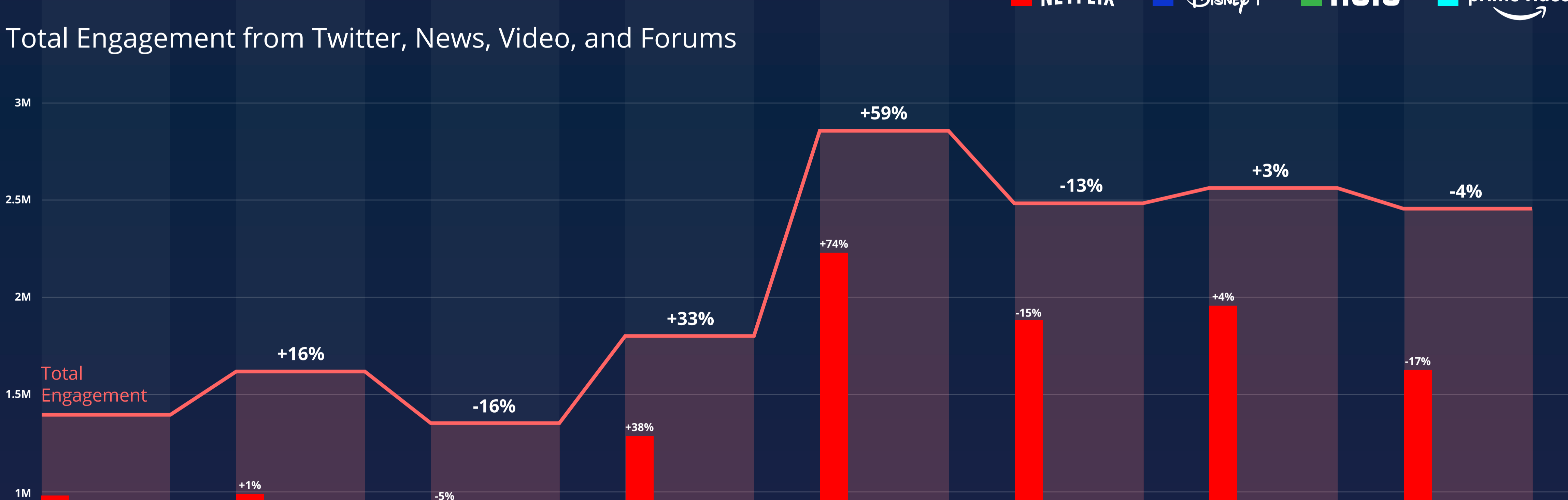
## Streaming Top 10 Leaderboard

Change of the Top 10 Streamed Games Ranked by Hours Watched



## Entertainment

Total Engagement from Twitter, News, Video, and Forums



## What Companies are Doing?

Topic Cards Identified From Spiketrapp's Smart Conversations

**March 26th**  
**Twitch Hosts Stream Aid Event to Raise Relief Money**  
 ENGAGEMENT: 15,299 | SENTIMENT: 58 Neutral

Video game companies are offering relief support during the pandemic, such as **Twitch**, who partnered with the **World Health Organization** to host a **Stream Aid** benefit that features celebrities, music artists, and gaming influencers.

**March 30th**  
**NBA to Host NBA 2K Players Tournament on ESPN**  
 ENGAGEMENT: 21,029 | SENTIMENT: 55 Neutral

The **NBA** season is still on hold as players practice social distancing, but the **NBA** has found a solution for basketball fans to watch their favorite **NBA** players go head-to-head and play virtual sports on **NBA 2K20** by hosting the **NBA 2K Players Tournament** on **Twitch**.

**April 14th**  
**PlayStation Offers Uncharted: The Nathan Drake Collection and Journey for Free**  
 ENGAGEMENT: 3,459 | SENTIMENT: 78 Positive

Video gaming companies are also doing their part to help people overcome boredom, as companies, such as **Sony** and **Ubisoft**, are offering games from their respective libraries for free and have encouraged people to stay home and play games as part of their **Play at Home** initiative.

**March 15th**  
**Animal Crossing: New Horizons Players Connect With Friends While Social Distancing**  
 ENGAGEMENT: 33,205 | SENTIMENT: 76 Positive

**Animal Crossing: New Horizons** has become the new way to hangout with friends, as new and continuing players are hosting birthday parties, weddings, and even matching on **Tinder** then meeting in **Animal Crossing** to go on virtual dates.

**March 15th**  
**Students Hold Graduation in Minecraft as Schools Close**  
 ENGAGEMENT: 19,559 | SENTIMENT: 52 Neutral

Schools across the world have elected to go virtual and so have their students, as **Minecraft** have recreated virtual school campuses to simulate **minecraft** life, even creating virtual graduation ceremonies for those who want to come together to celebrate.

**March 25th**  
**Teacher Delivers Math Lesson in VR**  
 ENGAGEMENT: 879 | SENTIMENT: 88 Positive

Teachers are adapting to their new virtual classrooms to teach students while schools are closed, even utilizing the **VR** environment of **Half-Life: Alyx** to teach a lesson in math adding a level of creativity to engage students.