



A STUDY ON DETERMINING THE AREAS OF ACTIVITY OF BRANDS SPONSORED TO BROADCAST ON TWITCH TV

TWİTCH TV'DEKİ YAYINCILARA SPONSOR OLAN MARKALARIN FAALİYET GÖSTERDİKLERİ ALANLARIN BELİRLENMESİ ÜZERİNE BİR ÇALIŞMA

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ABSTRACT

Developing technology and the widespread use of the Internet have changed many habits in our daily lives. In this period, when daily work is done over the Internet, the number of users of social media platforms has increased, and traditional television broadcasting has begun to leave its place to internet television; live video streaming platforms have also started to attract attention. Especially during the pandemic period when people have to stay at home, the interest in online media has reached a great extent. It has attracted attention by increasing the number of viewers on Twitch Tv, one of the live video streaming platforms, and primarily broadcasts eSports. This increase in the number of viewers attracted the attention of brands, and they started to sponsor broadcasters on Twitch TV. Since it is a new and developing sector, no study has been conducted on the sectors in which the sponsoring brands operate in this field. This study was carried out to determine the areas of activity of the existing brands, provide information to the brands that will be sponsors in the future, and shed light on the subsequent studies. In this study, the channels of the 50 most-watched Turkish Broadcasters on Twitch TV were examined. In the examination, the videos on the media owned by the broadcasters were watched. The brands that took place as sponsors in these videos and the sponsor brands in the "about" section of the channel was determined. These identified brands are grouped according to their fields of activity. These grouped data provide Twitch Tv with information about which brands are sponsored. According to the data obtained, 0.84% of the sponsoring brands are Betting, 29.41% are Computer and Computer Components Sales, 1.68% Cloud Gaming Service, 1.68% eSports League, 2.52% Finance, % 0.84 Airline, 0.84% Online Shopping Site, 4.2% Online Food Order, 5.04% Games, 42.02% Game and Game Products Sales, 1.68% Design, 5.04% Technology Company, it operates in the fields of textile 2.52% and telecommunication 1.68%. According to these results, it has been seen that the businesses that sponsor the broadcasters on Twitch TV operate in many different areas.

Key Words: Twitch Tv, Esports, Sponsorship, Broadcaster, Sports Industry

ÖZET

Gelişen teknoloji ve internetin yaygınlaşması günlük hayatımızda birçok alışkanlığı değiştirmiştir. Gündelik işlerin internet üzerinden yapıldığı, sosyal medya platformlarının kullanıcı sayılarının arttığı ve geleneksel televizyonculuğun yerini internet televizyonculuğuna bırakmaya başladığı bu dönemde canlı video akış platformları da ilgi görmeye başlamıştır. Özellikle insanların evlerinde kalmak zorunda olduğu pandemi döneminde online platformlara olan ilgi büyük bir boyuta ulaşmıştır. Canlı video akış platformlarından olan ve çoğunlukla eSpor yayınlarının yapıldığı Twitch Tv'de izleyici sayılarını arttırarak dikkatleri üzerine çekmeyi başarmıştır. İzleyici sayısında bu yaşanan artış, markaların dikkatini çekmiş olup Twitch Tv'deki yayıncılara sponsor olmaya başlamıştır. Yeni ve gelişmekte olan bir sektör olduğu için, bu alanda sponsorluk yapan markaların hangi sektörlerde faaliyet gösterdiğiyle ilgili bir çalışma yapılmamıştır. Mevcut markaların faaliyet alanlarını belirlenmesi, gelecekteki sponsor olacak markalara bilgi sunulması ve sonraki çalışmalara ışık olmak amacıyla bu çalışma yapılmıştır. Bu çalışmada Twitch Tv'deki en çok izlenen 50 Türk yayıncının kanalları incelenmiştir. Yapılan incelemede, yayıncıların sahip olduğu kanallardaki videolar izlenip, bu videolarda sponsor olarak yer alan markalar ve kanalın "hakkında" kısmındaki sponsor markalar belirlenmiştir. Belirlenen bu markalar faaliyet alanlarına göre gruplandırılmıştır. Gruplandırılan bu veriler Twitch Tv'ye hangi alanda faaliyet gösteren markaların sponsor olduğuyula ilgili bilgiler sunmaktadır. Elde edilen verilere göre, sponsor olan markaların %0,84'ü Bahis, %29,41'i Bilgisayar ve Bilgisayar Bileşenleri Satışı, %1,68 Bulut Oyun Servisi, %1,68 eSpor Ligi, %2,52 Finans, %0,84 Havayolu, %0,84 Online Alışveriş Sitesi, %4,2 Online Yemek Siparişi, %5,04 Oyun, %42,02 Oyun ve Oyun Ürünleri Satış, %1,68 Tasarım, %5,04 Teknoloji Şirketi, %2,52 Tekstil, %1,68 Telekomünikasyon alanlarında faaliyet göstermektedir. Elde edilen bu sonuçlara göre, Twitch Tv'deki yayıncılara sponsor olan işletmelerin, birçok farklı alanda faaliyet gösterdiği görülmüştür.

Anahtar Kelimeler: Twitch TV, Espor, Sponsorluk, Yayıncı, Spor Endüstrisi

1. INTRODUCTION

With the help of developing technology and enriched communication tools, the number of social media platforms focused on live video streaming increased. These platforms build a bridge between broadcasters and viewers. In this way, publishers can generate income for themselves. The amount of these revenues can usually be directly proportional to the number of viewers. While these incomes can sometimes come from donations from the audience, sometimes they can be from sponsorship agreements.

With the development of technology and the widespread use of the Internet, many habits in our lives have changed. Within these habits, our communication style has also begun to change. As a result of transferring pictures, texts, sounds, and images to a digital environment, a more interactive form of communication has emerged (Yavaşçalı and Uğurhan, 2019). Thanks to simple devices, people can quickly produce content and share it with the whole world. Thanks to the convenience provided by social media platforms, a new business model has emerged as people can easily share the content they produce with the whole world. Twitch Tv, one of these platforms, offers broadcasters the opportunity to broadcast live, bringing the hosts together with the audience. Although the platform focuses on video games, it also includes publishers who produce content in art, sports, and other fields (Sjöblom et al., 2019). Twitch Tv, which is watched by millions of people and increasing its number of views day by day, offers various income sources to broadcasters. These resources can be listed as a subscription, donation, and sponsorship resources. A subscription is purchased for a specific fee in the subscription system, and support is provided to the publisher. At the same time, this system offers different opportunities to the audience. There are also other types of the subscription system. A donation, another income method, allows viewers to donate to broadcasters in any amount they want. In the sponsorship system, the publishers make agreements with the brands and include the brands' advertisements in their publications. Thanks to these income methods, publishers can earn income according to the number of viewers (Sari and Harta, 2019).

Twitch Tv, which has increased the number of users, especially during and after the pandemic, serves viewers in many different areas. This popularity of Twitch Tv attracts the attention of brands and enables brands to sponsor publishers (Zhao et al., 2018). In this study, the brands that support the publishers that produce content on Twitch Tv, which includes millions of viewers and broadcasters, were examined. It was investigated in which sectors these brands operate.

2. LITERATURE REVIEW

2.1. New Media

With the development of technology and the spread of the Internet, people can share content with millions of people in the type of content they want (Akıncı Vural and Bat, 2010). This situation formed the basis of the new media. New media gathers all communication tools under a single roof (Binark, 2007). While the concept called traditional media consists of mass media such as radio, television, and newspaper, the idea called new media consists of communication tools such as computer, Internet, and social media (Yavaşçalı & Uğurhan, 2019).

The widespread use of the Internet has changed the way people communicate and make it easier to communicate with each other. This convenience provided by the Internet has become demanded by almost every segment. Thus, with the help of the Internet, which provides communication between a large audience, people are no longer just in the role of the audience; they can communicate interactively with publishers, produce their content, and share them easily with other audiences (Cormode and Krishnamuthy, 2008). This situation has introduced the concept of user-derived content into our lives. This concept is based on interactive content, allowing it to be changed and edited, creating new content with them, or producing original content (Hermida & Thurman, 2008). User-derived content has become a concept that attracts attention from users over time. In particular, the emergence of the concept of "influencer" accelerated the spread of user-derived content and added an economic value to it (Kıran and Yılmaz, 2019). Thus, people have turned to this field to be a viewer and publishers and produce content (Gandolfi, 2016). Live video streaming platforms in the new media are also platforms where user-derived content is produced. These platforms allow content producers to broadcast live and share these broadcasts with the whole world (Zhao et al., 2018).

2.2. Twitch. TV

Twitch. Tv, which has the most viewers in the world, was founded in 2011. Three years after its establishment, it was sold to the world giant Amazon for 970 million dollars and has continued its publication life until today (Zhao et al., 2018). This video game-oriented platform also hosts millions of publishers and viewers from many different fields. Viewers can watch the publishers of their favorite games and content. Publishers can also quickly produce content for the audience on the subjects they want and deliver this content they have prepared live. (Nematzadeh et al., 2016). Twitch. Tv, which offers live video streaming, also allows recording from tape. Allowing the content prepared by the broadcasters to be watched later tape can bring their content to the audience in this way (Sjöblom et al., 2019). In addition to these broadcasts by content producers, electronic sports tournaments are also broadcast on this platform. As in traditional media, viewers have the opportunity to watch the broadcasts offered to them live. But its difference from traditional media is that viewers can easily communicate with broadcasters during the broadcast. Thanks to the chat window on Twitch. Tv platform, viewers can instantly send their messages to the chat section (Recktenwald, 2017). This contributes to the establishment of solid communication between viewers and broadcasters. Viewers can share their instant feelings and thoughts with publishers, and publishers can include these feelings and thoughts in their broadcasts. This interaction between the host and the audience can strengthen the sense of belonging of the audience (Churchill & Xu, 2016).

Twitch. Tv, which has millions of viewers and is preferred by many people, offers different sources of income to broadcasters. It allows the viewers to subscribe to the channel they like or want to support by providing a subscription system. At the same time, viewers can donate to the broadcasters they like during the broadcast. These revenues are the primary sources of income for publishers. Publishers can also generate income by making sponsorship agreements with brands. Therefore, there is a direct proportion between the number of viewers the publishers have and their income (Hilvert et al., 2018).

2.3. Sponsorship

Increasing competition and changing communication conditions in today's society have brought some problems (Okay, 2012). The most important of these problems can be great competition, the proliferation of brands, increased media tools, and the constant change in consumer needs (Radicchi, 2014). Increasing competition in such an environment has made communication tools more critical. Organizations have started to use various communication tools to reach their target audiences and increase their recognition. One of the most important and influential of these communication tools is sponsorship (Okay, 2012). Sponsorship, by definition, is to support an activity in cash and kind. Thanks to this support given to the action, the institution will increase its recognition and create awareness. In the light of this information, sponsorship is an essential tool that has a positive effect on the institution's image and is used in marketing communication (Bennett, 1999). Sponsorship is a method that can increase the recognition of products and services, help increase sales, and positively affect consumers' purchasing preferences (Turner et al., 2010).

When we look at the history of sponsorship, it goes back to the Ancient Greek period. It is known that the sponsors sponsored the Sports and Cultural events held to protect their image and create a better idea (Masterman, 2007). Again, when we look at the past, it is seen that the foundation of sponsorship is constituted by patriarchy. Abode: It is a name given to the activities done for the sake of others without expecting anything in return, and the activities are done to support the culture and society (Walliser, 1995). Mesens help an organization or a movement without expecting anything in return, and even if the support for this organization or activity is not mentioned, they take this initiative (Lock, 1998).

Sponsorship, which has a humble past and is based on the homeland, has now completely turned into a marketing tool (Brassington and Pettitt, 2000). So much so that institutions use sponsorship to improve their brand image, raise awareness and strengthen their relationships (Masterman, 2007). When considered as a sponsorship promotion activity, no activity is as effective as sponsorship. Therefore, support is frequently preferred by institutions (Ferreira et al., 2008).

In general, sponsorship is a mutual win-win policy between the sponsor and the sponsored place (Öktem, 2020). Researches reveal the brand image, financial performance, brand loyalty, and brand awareness of sponsorship (Levin et al., 2001; Gwinner & Eaton, 1999; Mazodier & Rezaee, 2013).

3. RESEARCH METHOD

The research was conducted using the content analysis method. Content analysis is to gather similar data together with concepts and facts in a particular order and to draw a conclusion (Yıldırım & Şimşek, 2011). In the study, the sponsorships of the 50 most-watched Turkish content producers on Twitch. The tv was examined. 50 Turkish content producers were determined according to the data obtained from the Twitch Tracker site (Twitch Tracker, 2021). The review covers the broadcasts of the content producers and the "About" sections of the channels they own. The media owned by all content producers were examined with this method, and their sponsorships were determined. As a result of these sponsorships, it has been defined in which field the sponsor brands operate.

4. RESULTS

When Table 1 is examined, 0.84% of the sponsoring brands are Betting, 29.41% are Computer and Computer Components Sales, 1.68% Cloud Gaming Service, 1.68% eSports League, 2.52% Finance, 0% 84 Airline, 0.84% Online Shopping Site, 4.2% Online Food Order, 5.04% Games, 42.02% Game and Game Products Sales, 1.68% Design, 5.04% Technology Company, 2% It is observed that it operates in the fields of,52 Textile and 1.68% Telecommunication (Table 1).

Table 1. Fields of Activity of Brands Sponsoring Streamers on Twitch. tv

Areas in which Brands Operate	N	%
Sales of Games and Game Products	50	42,02
Computer and Computer Components	35	29,41
Game Companies	6	5,04
Technology Companies	6	5,04
Online Food Ordering Companies	5	4,20
finance	3	2,52
textile	3	2,52
Cloud Gaming Service	2	1,68
eSports League	2	1,68
Design	2	1,68
Telecommunication	2	1,68
Bet	1	0,84
Airline	1	0,84
Online shopping	1	0,84
Total	119	100

5. CONCLUSION

The development of technology has brought many innovations. These innovations clearly show their effects on our lives. One of these innovations, the new media, has made the communication of people much more accessible. The facilitation of communication has made people not only viewers but also content producers. The fact that people can quickly become a publisher and can produce content for millions of viewers has revealed a new business model. In this business model, publishers can generate income in various fields. Sponsorship, one of these revenue models, has allowed publishers to make various agreements with brands.

Although the sponsorship agreements mainly were made with brands operating in computer games and technology products, sponsorship activities were carried out in many different fields. Within these fields of action, many companies are far from the video game industry, such as airline companies, food services, and textile products. Companies that make sponsorship agreements in these fields can create a roadmap for other companies that will make sponsorship agreements in the future. The areas in which publishers produce content, the sponsorship agreements made with this content, and the effect of these sponsorship agreements on brands are research topics for future research.

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