



**ESPORTS**  
C H A R T S

# **OVERALL & SPECIFIC** **METRICS**

**ESCHARTS.COM** | Esports-focused analytical agency of ESM.one big data company

# Overall Metrics

## Hours Watched / HW

An indicator of the number of viewing hours for a match, team, tournament and/or its stages, discipline, etc.

## Average Viewers / AV

## Average Minutes Audience / AMA

An indicator of the average number of simultaneously watching viewers for a match, team, tournament and/or its stages, discipline, etc.

## Average Concurrent Viewers / ACCV

## Peak Viewers / PV

An indicator of the peak value of the number of viewers for a match, team, tournament and/or its stages, discipline, etc.

## Peak Concurrent Viewers / PCCV

## Air Time / AT

An indicator of airtime/broadcast time without repeats.

# General and Comparative analytics by HW, AV, PV, etc.

## Competitors' analysis

### Team's analysis

Popularity and statistics by HW, PV, AV, AT, languages, platforms, audience, etc.

### Event analysis

### Stage Popularity

Stages' popularity statistics of the tournament(s) by one or more indicators of the tournament(s).

### Most Popular Matches

Matches' popularity statistics of the tournament(s) by one or more indicators of the tournament(s). TOP-5, TOP-10, all matches

### Most Popular Team

Teams' popularity statistics of the tournament(s) by one or more indicators of the tournament(s), a series of tournaments., etc. TOP-5, TOP-10, all matches.

### Team(s) Popularity Dynamics

An indicator of the changes in the team's popularity dynamics within a period of time, tournaments, discipline, in comparison with other teams, etc.

# General and Comparative analytics by HW, AV, PV, etc.

## Tournament(s) Popularity Dynamics

An indicator of the changes in the tournament's popularity dynamics within a period of time, countries, discipline, in comparison with other tournaments, etc.

## Discipline(s) popularity dynamics

An indicator of the changes in the discipline's popularity dynamics within a period of time, tournaments, countries, in comparison with other disciplines, etc.

## Viewership dynamics during the event(s)

An indicator of the changes in viewing dynamics for a match, tournament and/or its stages, etc.

## Viewership by languages

An indicator of viewership regarding the broadcast language for matches, tournaments and/or its stages, etc., incl. relation to a team(s) and discipline(s).

## Viewership by broadcasting platform

An indicator of viewership regarding the platforms for matches, tournaments and/or its stages, etc., incl. relation to a team(s) and discipline(s).

# Advanced Twitch analysis of game categories

## Most popular matches

Matches' popularity indicator within a period of time: throughout a day/week/month, etc. for a tournament(s).

## Most popular channels

Channels' popularity indicator within a period of time: throughout a day/week/month, etc. for a tournament(s).

## Stage popularity

Stage' popularity indicator within a period of time: throughout a day/week/month, etc. for a tournament(s).

## Unique Authorized Viewers

The number of authorized viewers who stayed within the specified broadcast for at least 60 seconds.

## Unique Viewers

The number of unique viewers who stayed within the specified broadcast for at least 60 seconds.

## Advanced Twitch analysis of game categories

<b>Views</b>	The number of views for one match, event, etc.
<b>The core audience of an event</b>	The number of unique viewers who watched more than 50% of all tournament matches during the tournament.
<b>The core audience of a team</b>	The number of unique viewers who watched more than 50% of all of a team's games for each discipline separately in the reporting period.
<b><u>Chat analysis</u></b>	The total number of unique chat participants, most popular messages, popular chat rooms, most popular Twitch Emotions.
<b>Viewers crossing</b>	What channels viewers come from to a team's channel and what channels the viewers leave to.

# Channels Analytics

## Hours Watched / HW

An HW indicator for a channel or a group of channels regarding the platform, tournament, match, etc.

## Channel views

A views indicator for a channel or a group of channels regarding the platform, tournament, match, etc.

## Air Time / AT

An AT indicator for an event or a group of events regarding the platform, tournament, match, etc.

## Growth of followers

A follower growth indicator for a channel or a group of channels within a period of time.

## Rating

Streamer's popularity indicator regarding a time period (weekly/monthly/etc.). TOP-5, TOP-10, etc.

## Views per Minute

An indicator of the average number of simultaneous views for a channel and/or group of channels per minute.

## Followers per minute

Average follower growth per minute for the channel and/or group of channels.

## AV / ACCV / AMA

An indicator of the average number of simultaneously watching viewers for a channel and/or a group of channels within a period of time.

# Channels Analytics

**Peak of month/week  
by discipline, by  
genre**

Streamer's popularity indicator regarding the genre, discipline, language, etc.

**Streamer's popular  
games (TOP-5 /  
TOP-10)**

Popularity broadcasting indicator for channel or group of channels within a period of time.

**Clips per stream**

A number of clips that have been created during one or more streams within a period of time.

**Clips' views**

The total quantity of views for one or more clips within a period of time.

**Clips per month**

The total number of clips for one or more channels per one month.

**Streams per period**

The number of streams for one or more channels within a period of time.

**Streamer's activity  
coefficient**

The number of streams per day for one or more channels within a period of time.



# CONTACTS

WE ARE **ALWAYS** OPEN TO COOPERATION.  
PLEASE FEEL FREE TO CONNECT WITH US ANYTIME.

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