

Due to the rise of technological convergence, the production of media content is currently available to anyone with befitting means. The situation is no different in the area of streaming and video games. This diploma thesis is focusing on producers and consumers of media content streamed on the video platform Twitch. This platform enables their users, if they dispose of quality internet and sufficient hardware, to produce real time streamed media content on nearly professional level. Hundreds of millions of viewers are watching Twitch monthly and this thesis is trying to introduce the very streamers of media content on this platform, their success and failure, while monitoring their viewership.