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What are the motivational aspects to spectate eSports or other live gaming streams?

Abstract

In the recent years, competitive video gaming, also known as eSports, has become an enormously popular phenomenon, and a part of the gaming culture. The phenomenon of eSports has created large competitive tournaments that have millions of spectators all over the world. The tournaments include huge prize pools, and eSports has lots of similarities to traditional sports. Video game live streaming is closely connected to competitive eSports and casual gaming. Nowadays it is easy for almost everyone to start streaming gameplay from home and reach people from all over the world. The streams can be, for instance, small personal streaming channels or large eSports tournament streams. Video game live streamers entertain millions of spectators and the streams have different kinds of factors that the spectators notice. The present study focused on discovering what motivates Finnish viewers to spectate eSports and other video game live streams.

The study was qualitative research that included semi-structured interviews. There were 8 participants interviewed, and the interview data was analysed by using directed content analysis.

The qualitative research gave in-depth information about the spectators' motivations to watch eSports and other video game live streams. There were several reasons why the participants spectated eSports streams, such as cheering for the teams and the players, the in-game skills that the players have, desire to learn new information related to the watched game, and gathering new tips concerning the game that the participants also play. Furthermore, individual performance of the players, eSports commentators, and production quality affected the motivation to watch eSports. Moreover, it was discovered that aesthetics did not affect the participants' eSports or other live gaming streams' watching decision or spectating experience.

The participants were motivated to watch other live gaming streams because of the streamer's personality, newly published games, the atmosphere of the stream, the in-game skills, the gain of information and knowledge related to the game, entertainment, social actions, and escapism. Moreover, the present study provided information on why Finnish spectators spectate eSports and other video game live streams. The limitations of the research were considered, and the results could be helpful for different fields. It was discovered that there is more to be researched concerning the topic of the present study.

Keywords
eSports, video game live streams, spectating motivation, streaming, gaming

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Contents

1.   Introduction

eSports has raised in the recent years in popularity and it has lots of spectators (Warr, 2014; Witkowski, Hutchins & Carter, 2013). Moreover, there are many large tournaments that include competition and prizes (Warr, 2014). Online games and broadcasting are popular, and they are one of the factors that has raised eSports to be as huge as it is today. Moreover, one of the important factors of eSports is streaming (Hamari & Sjöblom, 2017). There is a considerable number of people that watch video game streams that have grown in popularity (Cheung & Huang, 2011; Hamilton, Garretson & Kerne, 2014; Witkowski, Hutchins & Carter, 2013; Tassi, 2013).

The purpose of the present study is to discover Finnish people's motivation to spectate eSports and other live gaming streams. The motivation to do the present study derives from the earlier study related to the topic, more specifically from the study made by Hamari and Sjöblom (2017). Hamari and Sjöblom (2017) argued that there are no quantitative scientific studies published related to the question of why viewers spectate eSports. The lack of studies concerning the topic is one motivational factor for the author of the present study to do the research. Furthermore, there are also other studies that have encouraged to do further research related to the subject. Moreover, the other motivational aspect to do the present study is the author's interest in eSports and video game live streaming as a hobby. What is more, the author has background on gaming and video game live streaming, and also on eSports and its activities. Moreover, the present study could give valuable information through the empirical study. Also, the results could be helpful for further studies to be done concerning the subject.

There is a small amount of research done related to the present study's topic. For instance, a study by Hamari and Sjöblom (2017) examined spectators' eSports spectating frequency. In the present study, the purpose is to discover more in-depth information about the spectators' motivations to spectate eSports and other live gaming streams, and also compare the findings to the earlier studies done to discover the possible similarities and differences. Moreover, there might be lots of new information that could be found by doing the research, because there are not that many studies done related to the specific subject.

The research questions of the present study are as follows:

> **RQ1. What motivates Finnish viewers to spectate eSports streams?**

> **RQ2. What motivates Finnish viewers to spectate other video game live streams?**

The present study has two research questions and they focus on discovering the spectating motivations from the competitive and more casual stream's perspectives. Furthermore, the research questions of the present study attempt to find similarities, differences and a new knowledge from the answers of the participants. The focus of the present study is on the research questions.

The study is a qualitative research that includes semi-structured interviews made for 8 participants. For the interviews, there are four spectators of eSports or other video game live streams, two game developers, one large gaming/eSports community founder and one eSports caster. The data of the interviews is transcribed, and further analysed with the use of directed content analysis.

The present study tries to discover the spectators' motivations to watch eSports and other live gaming streams. Furthermore, the results could be compared to other related studies. One of the factors is to discover the similarities and differences that could occur when comparing the present study's findings to earlier studies' results. Moreover, the present study could discover new information concerning the topic, and it could be helpful for understanding the popular stream spectating phenomenon. The results of the present study could be valuable for further research. What is more, the results might be helpful for the scientific communities that are related to the same research area as the present study. Furthermore, the present study's findings could also be helpful for the gaming and eSports communities and organizations, and, for instance, for companies.

The study is separated into distinct sections. Section 2 is about the theoretical background that the present study has. Moreover, video game live streaming and the largest live streaming platforms are introduced. Furthermore, eSports is introduced, and the earlier studies' findings for watching motivations of the eSports or other live gaming streams are presented. Section 3 introduces the research approach. It includes qualitative semi-structured interviews, the research questions, interviews' implementation, content analysis, and the introduction of the participants of the study. Section 4 is about the data analysis, and it includes information collected from the semi-structured interviews done with the participants of the present study. Section 5 is about discussion. The discussion includes the findings of the present study, and the comparison of the results to earlier studies' findings. Moreover, there are also theoretical implications, methodological and empirical considerations, and managerial implications presented related to the present study. Finally, section 6 is about the conclusion of the study. It discusses the research results and contributions, limitations of the study, and future research.

2. Theoretical background

This section presents the background studies related to the topic. Section 2.1 is about the introduction of video game live streaming. After that, section 2.2 introduces the largest video game live streaming platforms. Section 2.3 introduces eSports and viewers' motivations to spectate it. In addition, the similarities and differences between sports and eSports are discussed in the third section. Section 2.4 will find out viewers' motivations to spectate video game live streams from multiple viewpoints.

2.1 What is video game live streaming?

Video game live streaming contains a streamer that broadcasts gameplay for spectators to watch. Furthermore, the streamer has communication aspects of live video and audio which are used for communicating to the audience (Hamilton, Garretson, & Kerne, 2014). Video game live streaming also has a text chatting possibility which can be used between the streamer and the viewers (Lessel, Vielhauer, & Krüger, 2017; Ford et al., 2017; Browne, & Batra, 2018; Pellicone, & Ahn, 2017). Live streaming as a term has been known since 1990's (Smith, Obrist, & Wright, 2013). Modern services related to web and the capability of the internet data transfer have allowed people to stream (Smith, Obrist, & Wright, 2013) and video game live streaming has become a popular activity which has spectators, social interaction and gaming communities included (Browne, & Batra, 2018; Pellicone, & Ahn, 2017; Smith, Obrist, & Wright, 2013; Zhang, & Liu, 2015).

Video game live streamer could have a community that is gathered around the stream to watch a streamer's gameplay and interact with the streamer and the audience (Smith, Obrist, & Wright, 2013; Hamilton, Garretson, & Kerne, 2014; Lessel, Vielhauer, & Krüger, 2017). Furthermore, video game live streams can be, for instance, personal streams that people broadcast to the audience (Hamilton, Garretson, & Kerne, 2014; Lessel, Vielhauer, & Krüger; 2017; Ford et al., 2017; Pekkinen, 2018) or eSports streams which are about competitive gaming tournaments, for example (Hamari & Sjöblom, 2017; Hamilton, Garretson, & Kerne, 2014; Sjöblom, Hassan, Macey, Törhönen, & Hamari, 2018; Smith, Obrist, & Wright, 2013). In addition, eSports streams can be broadcasted by large eSports organizations and there can be shoutcasters included (Smith, Obrist, & Wright, 2013). eSports events can be highly popular with tens of thousands of participants and even larger audiences via online streams (Sjöblom, Hassan, Macey, Törhönen, & Hamari, 2018).

Live streaming is also possible to do with a mobile platform and it has gained lots of popularity recently. For instance, Periscope is an example of a popular live streaming service along with Facebook Live (Siekkinen, Kämäräinen, Favario, & Masala, 2018). In addition, it is possible to spectate video game live streams via mobile services such as Twitch. Furthermore, streamer can easily broadcast personal streams with a mobile device (Twitch, n.d.).

2.2 The largest video game live streaming platforms

Twitch is a highly popular video game live streaming platform and service (Hamilton, Garretson, & Kerne, 2014; Witkowski, Hutchins, & Carter, 2013; Lessel, Vielhauer, & Krüger, 2017; Ford et al., 2017; Zhang, & Liu, 2015; Smith, Obrist, & Wright, 2013; Browne, & Batra, 2018; Pellicone, & Ahn, 2017; Pires & Simon, 2015; Pellicone, 2016). The streaming platform Twitch launched in 2011 (Ford et al., 2017) and Amazon bought it in 2014 for one billion dollars (Thier, 2014). Furthermore, Twitch is a social place for the streamers and their communities that consists of viewers (Hamilton, Garretson, & Kerne, 2014). Moreover, Twitch is a successful social network (Newton, 2018). There are more than two million actively streaming persons in Twitch and the platform has one of the highest numbers in users (Browne & Batra, 2018). Twitch is statistically outnumbering almost all of the web sites that can be found on the internet when it comes to the number of people visiting the web site (Pellicone & Ahn, 2017). Twitch has a large visitor count in the US and it has fourth place in the US 2014 internet traffic (Maiberg, 2014; Corriea, 2014; Zhang & Liu, 2015). Zhang and Liu (2015) state that one of the reasons for this is casual streamers who have started streaming more and their gathered audiences.

A streamer can profit financially via Twitch partnership (Hamilton, Garretson, & Kerne, 2014; Pellicone & Ahn, 2017) which includes advertisement (Hamilton, Garretson, & Kerne, 2014). Furthermore, spectators can buy subscriptions monthly to support a streamer (Hamilton, Garretson, & Kerne, 2014). In addition, there is an affiliate program that enables a streamer to have earnings with subscriptions to the channel. These subscriptions can be made by spectators. Moreover, a streamer can earn profit with Bits that the Affiliate program includes (Browne & Batra, 2018; Twitch, 2017a). Bits are a part of the virtual monetization tools that Twitch has. The spectator can support a streamer's channel financially by cheering with Bits in the Twitch chat (Twitch, 2017a). Furthermore, a streamer can profit via donations that spectators can do with PayPal, for example (Stephenson, 2018).

Twitch as a platform and service can be used with multiple devices. Spectating Twitch is possible with PC, Android devices, iPhone, NVIDIA Shield, Xbox One, PlayStation 4 and Xbox 360. It is also possible to watch Twitch streams via Chromecast and Fire TV. Furthermore, a streamer can do Twitch broadcasting with PC, NVIDIA Shield, Xbox One and PlayStation 4, for instance (Twitch, 2017b).

YouTube Gaming is a part of the YouTube platform that allows people to stream their gaming and audience to spectate (Webster, 2015). YouTube Gaming is Google's response to Twitch as a video game live streaming platform. Furthermore, YouTube Gaming is a straightforward platform for live game streaming and it has features such as low latency and game clips that can be highlighted. In addition, a streamer can benefit financially via advertisement (Miller, 2015). YouTube Gaming is applicable to use via online or with mobile application of Android and iOS (Temperton, 2015).

Facebook has a **Facebook Live video** platform to stream gaming as competition to Twitch and YouTube Gaming (Savov, 2018). At first, Facebook Live enabled live streaming via mobile and in 2017 live streaming expanded to desktop (Gartenberg, 2017). Furthermore, in 2018 Facebook made a contract to have exclusive rights to stream some of the major tournaments that are arranged in the field of eSports (Savov, 2018). Statt (2018) points out that streaming on Facebook could be more effortless than streaming on Twitch or YouTube Gaming because of the social network Facebook has (Statt, 2018). Moreover, existing social network that Facebook has enables for a unique

opportunity to advance against its competitors in video game live streaming (Roettgers, 2018). In the summer of 2018 Facebook launched a new, more straightforward part of the platform for game live streaming and it is called **fb.gg**. The video hub for gaming includes game live streaming and recorded gameplays to spectate (Tran, 2018). Constine (2018) points out that Facebook's game live streaming hub could be a more effortless way to spectate game live streams for the audience that has not been familiar with gaming earlier. For instance, a person's personal Facebook friends are an example (Constine, 2018).

Valve has video game live streaming platform in Steam and it is called **Steam Broadcasting**. Furthermore, Steam Broadcasting is Steam's built-in platform to stream gameplay and spectate as a viewer. The spectator can watch friends' gameplay or search for public streams. Steam Broadcasting is an optional streaming platform for Twitch or YouTube Gaming, for instance (McWhertor, 2014). The broadcasting service works on Steam client and on multiple web browsers. These browsers are Google Chrome, Apple Safari, Internet Explorer and Mozilla Firefox (Steam, 2017). In addition, Valve has exposed a new Steam Broadcasting platform which will be used to spectate a major eSports tournament of a game called Dota 2. Valve is updating the Steam Broadcasting and the new service has been revealed to be named as Steam.tv. Moreover, Steam.tv enables viewers to spectate the major eSports tournament of Dota 2 and chat with people in Steam groups or with Steam friends (Warren, 2018). Hollister (2018) points out that Steam.tv will be a competitor for Twitch as a streaming platform (Hollister, 2018).

Microsoft has a video game live streaming service called **Mixer** (Stein, 2017). Microsoft bought a service named Beam in 2016 (Weinberger, 2016) and renamed it Mixer in 2017 (Warren, 2017). Stein (2017) points out that a streamer can stream gameplays on Windows and Xbox platforms and a viewer can spectate. One of the Mixer's differences compared to other video game live streaming services is latency in streaming. Mixer has none of latency and other large video game live streaming platforms have over ten seconds (Stein, 2017). Salsamendi (2017) states that Mixer provides co-streaming which allows four streamers to stream at the same time for one broadcast to watch by spectators. In addition, spectators can watch up to four players streams in a one individual page that splits the streams for four different gameplay screens. Mixer has a chat that can include all the four streams and it can be used by viewers. Moreover, Mixer enables players to stream with both platforms and spectators can watch cross-platform streams and interact. Furthermore, Mixer has a mobile device application that is in a beta stage and it can be used for streaming. The beta application supports Android and iOS platforms, Salsamendi (2017) points out.

Herrman (2018) states that there is continuous competition between the largest video game live streaming platforms. Amazon's Twitch is in the lead in the numbers of viewer count. One of the reasons why Twitch is a successful live game streaming platform is the major eSports events. These events have well performed live interaction all the time between the broadcaster and spectators.

Herrman (2018) continues that Google's YouTube Gaming is in the second place. Furthermore, there is other platforms in the competition. Facebook has Facebook Live and the new fb.gg which is rising in the number of spectators fast. In addition, Microsoft has Mixer as a live game streaming platform and it also grows quickly considering the numbers of spectators.

2.3 About eSports as a sport and viewers' motivations to spectate it

eSports (electronic sports) is a sport category which uses electrical system mechanisms as a way for players to play against other players or teams (Sjöblom, Hassan, Macey, Törhönen, & Hamari, 2018; Hamari & Sjöblom, 2017). The important technical parts of eSports are input and output that are available with human-computer interfaces (Hamari & Sjöblom, 2017). Hamari and Sjöblom (2017) argue that eSports is a term that explains competitive video gaming and it can also include, for instance, leagues and tournaments which are made for professional or amateur players to compete against each other in team competitions. eSports can include teams that have organizations around them and, furthermore, investors which invest in organizations (Hamari & Sjöblom, 2017). In addition, there could be commentators included in the eSports events and streams (Smith, Obrist, & Wright, 2013).

The term eSports can be counted as a sport because it has human-computer interactions that could be physically demanding depending on what type of game is in question and what kind of in-game situations appear (Hamari & Sjöblom, 2017). Furthermore, motor skills, physical skills and mental abilities are part of eSports. In eSports, physical and mental skills are improved (Hilvoorde & Pot, 2016). Additionally, in eSports, there are information and communication technologies used as well as strategies that are part of the competition (Wagner, 2006).

When comparing sports and eSports, there is discussion whether eSports can be called sports or not (Hamari & Sjöblom, 2017; Hilvoorde & Pot, 2016). Hilvoorde and Pot (2016) argue that there is a main view concerning sports called societal perspective which does have physical action and is good for health. This kind of perspective does not have physical action and does not count eSports as a sport. Hilvoorde and Pot (2016) also point out in their research that chess is a sport that does not need to have physical skills or highly performing motor actions to play or be good at it. Hamari and Sjöblom (2017) state that many supporters of traditional sports argue that there is not enough physical activity in eSports to be counted as sport. As a matter of fact, there is physical activity in eSports. However, there are also differences between so called traditional sports and eSports. Traditional sports have a "real world" environment for the activities and eSports are executed in electronic environment with electronic systems involved (Hamari & Sjöblom, 2017).

eSports includes training for the players' skills and development is a part of activity. Furthermore, there are goals to achieve and rules to follow. eSports is also a competitive action and agility and coordination skills could be needed (Jenny, Manning, Keiper, & Olrich, 2017; Crawford & Gosling, 2009). These factors are also related to other sports (Jenny, Manning, Keiper, & Olrich, 2017). It can be said that eSports and regular sports have lots of equivalent aspects of sportiness when they are compared (Witkowski, 2009).

Lee and Schoenstedt (2011) state that eSports and other sports found to correlate in consumption and behaviour. In addition, some of the aspects are equivalent and some of them found to be unequal (Lee & Schoenstedt, 2011). Moreover, playing in a highly competitive level in an eSports LAN-event can demand desirable physical condition from the players (Witkowski, 2012). In addition, eSports tournaments are easy to spectate all over the world (Seo, 2013).

Lee and Schoenstedt (2011) found out that there is a positive correlation in interest between the player that plays eSports games and the particular attributions that the

games include. The competitive aspect found to be important motivation for the time that is used for playing the game which can be included to eSports. Furthermore, there are two more motivational aspects found that affect the player's time used on playing a game. Firstly, a player's desire to improve skills related to the game had a positive effect, and secondly the pressure that emerged from other players affected negatively (Lee & Schoenstedt, 2011).

Hamari and Sjöblom (2017) argue that spectating eSports has actions that other sports also have. For instance, eSports has live streams from the tournaments that people watch (Hamari & Sjöblom, 2017; Witkowski, Hutchins & Carter, 2013; Cheung & Huang, 2011) and there are also social interactions between the audience in a chat which can be used by viewers of the event (Hamari & Sjöblom, 2017). In the end, in eSports, there is no possibility to watch the game any other way than via the output such as monitors even if a viewer is physically in the event because gaming is done via computer systems virtually (Hamari & Sjöblom, 2017). eSports gathers high numbers of people to spectate video games live and it is an important aspect in sports to be able to do it (Ewalt, 2013).

eSports has multiple popular game genres such as Multiplayer Online Battle Arenas (MOBAs) which, for example, the game called Dota 2 represents. In addition, First Person Shooter (FPS) games such as Counter-Strike: Global Offensive and, for instance, Star Craft II that represents strategy games. Furthermore, there are sport games, such as soccer game FIFA, for example (Hamari & Sjöblom, 2017).

eSports has grown in the past couple of years to have lots of viewers (Warr, 2014; Witkowski, Hutchins & Carter, 2013) and large competition tournaments and prize pools (Warr, 2014). Warr (2014) points out that there were 71,500,000 viewers who watched eSports in 2013. In 2013, the largest number of prize money in a single tournament called The International was $2,874,380 in a game called Dota 2 (Warr, 2014). For The International Dota 2 tournament, people can raise the prize pool by buying "a Battle Pass" which includes, for example, exclusive features for the game ("The International Battle Pass," 2018). The current prize money for the 2018's tournament is $24,356,089 in August 15th ("The International Battle Pass," 2018).

Hamari and Sjöblom (2017) state that the popularity of online games and broadcasting is a part of the reason why eSports has grown as large as it is today. eSports is tightly connected to computers and information technology because broadcasting as known as streaming is an important part in the field of eSports (Hamari & Sjöblom, 2017).

Taylor (2018) states that the predictions for the revenue of eSports by the end of the year 2018 is over $900 million, and the revenue could be $1.65 billion in 2021. The revenue may increase over $250 million if the numbers are compared to last year. The audience worldwide for eSports is forecasted to have over 380 million viewers by the end of the year 2018. Taylor (2018) argues that there are 1.6 billion people in the world who know what eSports is in 2018 which is 300 million more than in 2017. One of the reasons why eSports grows fast is the eSports' entertainment field that is well known among people around the world (Taylor, 2018). The amount of people who are aware what eSports is about is forecasted to be two billion by the end of the year 2021. Additionally, eSports will grow larger in viewer count than tennis in the United States in the year 2021 (Pannekeet, 2018). There are also predictions that eSports could be larger in the future than so called athletic sports (Witkowski, Hutchins & Carter, 2013; optimizeprime, 2013).

The research by Hamari and Sjöblom (2017) was about eSports and why people watch it. Furthermore, the study also found out the viewers' frequency of watching eSports. The research method used in the study was a quantitative survey that was made online and there was MSSC measurement used with seven-point Likert scale. As results, escape from everyday life correlated most positively and has significant factor in watching frequency. Secondly, viewers watched eSports because they wanted to have knowledge concerning eSports and it was correlating positively and significantly to the watching frequency. Thirdly, aggression as enjoyment correlated positively and has a significant factor to watching frequency. Viewers enjoyed aggression which players showed. In addition, the novelty to see new professional eSports gamers and teams competing correlated positively and significantly to the eSports watching frequency. Players' in-game skills was not found to have significant factor in watching frequency even though it correlated positively. Furthermore, there was no significant factor found with watching frequency and social interactions while viewing the eSports game or other video game streams. In addition, it was a surprise to researchers that aesthetics correlated negatively to frequently watching experience. These results were the most significant ones to consider of watching eSports frequently. The researchers thought that the aesthetic viewpoint included in the viewing experience may be too difficult to follow at the same time as the game is going on. Furthermore, drama was not a significant aspect of viewers' frequency of watching eSports. The researchers stated that the aspect of drama did not correlate positively to the viewers' watching frequency (Hamari & Sjöblom, 2017). The result was opposite when compared to the other study made by Cheung and Huang (2011). In addition, there are studies that have positive correlations in spectating sport because of drama as essential aspect (Peterson & Raney, 2008; Raney & Depalma, 2006).

Sjöblom, Hassan, Macey, Törhönen and Hamari (2018) found out that several eSports live event participants were active at multiple social media platforms concurrently with the event. Moreover, the live event participants could have positive and negative actions in social media during the procession of the event. Furthermore, eSports could activate viewers to have more social actions at the same time eSports is watched. Even though the viewers' motivations to watch eSports does not have a large association in their activity in social media (Sjöblom, Hassan, Macey, Törhönen, & Hamari, 2018). Macey and Hamari (2018) interestingly point out that incremented gambling attendance which is connected to video games or that occurs in online environment has a high relation to the raise of eSports consumption.

Hamari and Sjöblom (2017) argue that in sports, it could be relatively hard to approach to professional players but in eSports it could be easier because there are many professional eSports players who often stream their playing in their gaming channels. Furthermore, the consequence could be that viewers can more easily communicate with professional eSports players and teams and therefore have different kinds of connection with them compared to a viewer and a professional sport athlete (Hamari & Sjöblom, 2017).

Taylor (2016) found out in Raleigh 2012 eSports event that live spectators had participated in the event because of multiple purposes. For instance, spectators desired to see other gamers and the event and all it includes. Furthermore, another reason to visit the live eSports event was to see their favourite players compete in the event and to be physically in the same place that the players were.

Hamari and Sjöblom (2017) state that there could be different kinds of motivational aspects for the viewers to spectate eSports streams. The platform which is used for

streaming is one aspect that affects the audience motivation to watch and it can also affect their behaviour. For instance, Twitch and YouTube could be different concerning user interface and designing aspects. Furthermore, the culture that could be made related to specific streaming platform can affect spectating of eSports. There could be multiple platforms and services which offer eSports streams even though spectators' behaviour can vary on different services. The spectators' motivational eSports viewing aspects and behaviour can be different in similar kind of services where the viewer spectates eSports games with the specific audience of that service (Hamari & Sjöblom, 2017). eSports spectators prefer Twitch as a platform to watch eSports live streams (Kaytoue, Silva, Cerf, Meira & Raïssi, 2012). Furthermore, Facebook attempts to be a larger eSports live streaming service in the future than Twitch (Heitner, 2017).

Lappalainen (2018) points out that the growth of eSports also appears in Finnish television. Finnish television broadcaster Yle presents eSports games in the summer and autumn of 2018. There are broadcasts that concerns different games and there are also experts included in the broadcasts. There are broadcasts for eSports enthusiasts and regular viewers. The broadcasts include, for instance, Assembly LAN event, Counter-Strike: Global Offensive major tournament, PlayerUnknown's Battlegrounds and Fortnite games. It is also stated that increased interest concerning eSports is rising among the Finnish audience. One reason for this is Finnish players who compete on a high level in many games (Lappalainen, 2018).

2.4 What motivates viewers to spectate video game live streams?

Watching video game streams has raised in popularity and there are lots of people who watch this kind of streams (Cheung & Huang, 2011; Hamilton, Garretson & Kerne, 2014; Witkowski, Hutchins & Carter, 2013; Tassi, 2013). One of the reasons why video game streams have lots of viewers is broadcasting websites online and the large tournaments that concern gaming (Cheung & Huang, 2011). Twitch.tv is a well-known live streaming website which is popular and has large viewers count. In Twitch, there are every size of gaming communities and possibility for a spectator to be social (Hamilton, Garretson, & Kerne, 2014). Social activity could be one reason that motivates people to watch streams (Pekkinen, 2018; Lessel, Vielhauer, & Krüger, 2017). In addition, YouTube and Facebook are examples of the services where a streamer can broadcast, and viewers can spectate (Pekkinen, 2018).

Hamilton, Garretson and Kerne (2014) state that viewers have desires to see exquisite content which a specific streamer can offer. Viewers desire to take part in the stream and interact with other members of the specific streamer's community. Kow and Young (2013) point out that when broadcasting websites such as TwitchTV or BlipTV started their activity at the time of 2005-2011, it helped professional players and other gamers to experiment streaming, and it was free-of-charge to spectate for the viewers. Furthermore, streamers who got the largest audience could financially profit from streaming because of advertisement in their streams (Kow & Young, 2013).

In video game streaming, viewers can affect the visibility of specific game and therefore specific game can have more advertising and the sales concerning the particular game can be increased. In addition, this can also affect players in positive way because the existence of large number of spectators can raise players' experience (Cheung & Huang, 2011). The Battle Royale game genre has been highly popular and successful. Furthermore, the Battle Royal games have a large audience and Battle Royal game called Fortnite is the leading game in spectating statistics in the streaming platform

Twitch. One of the other games from the Battle Royal genre that have gained high viewer numbers is called PlayerUnknown's Battlegrounds, shortly PUBG (Tassi, 2018a).

Twitch.tv is one of the major platforms for the streamers to stream and there are today more than two million streamers that stream in their channels regularly (Browne & Batra, 2018). Furthermore, streaming in Twitch is an opportunity for streamers to make profit and some of the streamers are financially profited by streaming on Twitch (Browne & Batra, 2018; Tassi, 2018b).

Tyler Blevins, also as known as "Ninja" on Twitch and YouTube, is the biggest streamer in Twitch. Ninja's number of viewers in stream raised rapidly after he started playing a game called Fortnite. Tyler has over five million subscribers on Twitch. Ninja earns more than $500,000 every month with streaming (Ward, 2018). Tyler Blevins has a large influence as a social interactor of all kind of sports athletes. Ninja was third in the statistics of July 2018 (hookit, 2018; Ward, 2018). Furthermore, the community of the channel could be one possible reason why viewers watch streams. Moreover, entertainment level of the stream may be one aspect why viewers are spectating the broadcast. In addition, a streamer who is good at the game that is played in the stream would be a reason for the audience to spectate the stream (Ward, 2018).

Churchill and Xu (2016) state that Twitch has the largest online gaming community that has ever existed. In the study, streamers who stream in Twitch were divided into three different sub gaming groups. These groups are Casual Players which is the largest, Speed Runners that is in a middle, and Competitive Players which is the smallest sub gaming group. Researchers found out that products made with a specific enterprise or nearly equivalent were popular among the different game audiences (Churchill & Xu, 2016). Kaytoue, Silva, Cerf, Meira and Raïssi (2012) point out that game releases are one singular factor which affect Twitch popularity. In addition, the largest eSports competitions which are streamed in Twitch gathers large numbers of viewers. Furthermore, there has been lately research which displays that regular gamers would watch professional players in action more than play the game itself (Kaytoue, Silva, Cerf, Meira & Raïssi, 2012).

Browne and Batra (2018) argue that Twitch Extension called Twickle increases the number of novel spectators of the streams. Twickle has a rewarding system where the purpose is to reward spectators who can grow the streamer's community by inviting novel spectators to the streamer's channel (Browne & Batra, 2018).

Video game live streaming connects viewers and content creators known as streamers to the community and it offers multiple viewpoints to games (Pekkinen, 2018). Live streams connect people to be a part of the communities with a social aspect included (Hamilton, Garretson, & Kerne, 2014; Cheung & Huang, 2011). Furthermore, experiences that can be received in the interaction could be valuable for the spectator and for the streamer (Pekkinen, 2018). The streamer and a viewer can share, for instance, their gaming experiences (Pekkinen, 2018; Hamilton, Garretson, & Kerne, 2014). In live gaming streams, viewers can be attracted to winning, for instance. If the streamer wins in the game, people would want to spectate more. The spectator can learn from the game by watching other person's playing and receive a good feeling if the player succeeds in the game, for example. In addition, the viewer can find out new strategies from streamers' gaming and advance strategies for their own playing, for instance. Furthermore, this kind of phenomenon could be found from other sports as well, and the spectator can watch, for example, ice hockey to learn new strategies. It is

also pointed out that there could be lots of people in the gaming stream as viewers that play the same game rather than multiple various kind of games (Pekkinen, 2018).

Lessel, Mauderer, Wolff and Krüger (2017) state that in their two case studies multiple different kinds of techniques for spectators' participation were used in streams. In the first study, one of the techniques was voting, which includes spectators' votes to actively influence the stream and the upcoming actions. Furthermore, viewers had the possibility to impact the story that streamers played. In addition, there was a Twitter Wall for spectators to communicate and it was seen in the stream. In the second study, gamification was included and there were two aspects called influence and reputation. These two elements were used for spectators to participate in the viewing experience. As a result, gamification aspects raised the enjoyment of spectators. Moreover, the gamification elements felt to be helpful and the implementation as a group said to be a positive experience.

Deng, Cuadrado, Tyson and Uhlig (2015) found out that live eSport events are one of the most significant aspects in spectator count in on Twitch. Furthermore, there are a couple of highly popular games on Twitch that are streamed. In addition, new game releases do not have a large effect on the viewer count. It is also pointed out that new game releases affect more in other platforms as games which are popular. Furthermore, in Twitch, specific game genres can be highly popular. For instance, MOBA games are spectated the most. Moreover, there could be games that lose spectators to other games from other genres if the hype of the game disappears.

Deng, Cuadrado, Tyson and Uhlig (2015) continue that eSports tournament streams are an essential part of viewing count popularity. The researchers stated that streamers which play multiple games may not have lots of spectators in their streams. Furthermore, the streamer seems to be a more important aspect in popular streams than the games which are played by the streamer. As a result, researchers pointed out that streamers are not equivalent in the matter of audience. The largest tournaments and the most successful streamers have the majority of the spectators. The different forms of content affect the spectators' choice to watch specific streams. It is stated that one of the most important reasons for high spectator count is live eSports tournaments (Deng, Cuadrado, Tyson, & Uglig, 2015). Live eSports tournaments could gather massive number of viewers (Witkowski, Hutchins, & Carter, 2013). Furthermore, there are similarities between Twitch's live tournaments and sports that could be watched from TV. This phenomenon of popularity in broadcasts is called flash crowds. These kinds of eventualities are highly popular when considering the number of spectators (Deng, Cuadrado, Tyson, & Uhlig, 2015).

Hilvert-Bruce, Neill, Sjöblom, and Hamari (2018) found out that spectators' social motivational aspects affect the Twitch streams' spectating and activity. Furthermore, there were two main aspects in the research which could affect the psychological reasons of the spectators' choices to spectate and interact in streams, and also to the people's behavioural motives. In addition, this kind of forms were studied and compared between large and small Twitch channels to find out the possible differences. It was pointed out that Twitch live stream spectators were seeking entertainment and social interactions in the streams they spectated, and it affected the spectators' spectating time. Furthermore, viewers desired to have information from the streams. These aspects were significant for the viewing time. Moreover, entertainment and the learning by spectating were the aspects that increased the spectators' time to participate to the streams (Hilvert-Bruce, Neill, Sjöblom, & Hamari, 2018). Hamilton, Garretson and Kerne (2014) point out that live stream spectators desire to learn novel things

concerning the games they play and therefore they spectate live streams that play the specific games. Furthermore, for spectators, social interaction with other viewers they recognize was stated to be one of the reasons why spectators spectate live streams as a part of a streaming community (Hamilton, Garretson, & Kerne, 2014). Hilvert-Bruce, Neill, Sjöblom and Hamari (2018) found out similar results. Spectators would spend more time spectating streams because they desire to have social interactions while being in Twitch streams. Furthermore, one of the reasons why spectators would spectate and participate in live streams more actively could be their lack of social interactions and social bonds in their everyday life (Hilvert-Bruce, Neill, Sjöblom & Hamari, 2018).

Hilvert-Bruce, Neill, Sjöblom, and Hamari (2018) continue that the reasons why spectators subscribed to live streaming channels or donated money to the streamers were the feeling of necessity to be a part of a community and the desire to be socially interactive. Furthermore, it was stated that social interaction in the streams and a necessity to be a part of the community were the most important motivational reasons for the spectators to participate in live streams. In addition, the small channels found to have better social interaction included when compared to larger streams and therefore spectators desired to spectate and participate in the broadcast. The communication could be different between smaller and larger Twitch channels in many ways. For instance, there may be more communication and interaction inside a specific streamer's community. Moreover, spectators' social bonds with each other could be deeper in smaller streams when compared to larger streaming channels (Hilvert-Bruce, Neill, Sjöblom, & Hamari, 2018). Hamilton, Garretson and Kerne (2014) point out in their study that one of the important motivational reasons for the spectators to watch live streams was desire to participate. Furthermore, small streams found to sustain social participation which is important to the spectators (Hamilton, Garretson, & Kerne, 2014).

Chen and Lin (2018) found out that entertainment affects the most for the decision to spectate live streams. Furthermore, endorsement has a direct impact on live stream spectating, and social interaction was pointed to have an indirect impact on spectators' decision to spectate live streams. In addition, flow has impact on spectating decision even though it is not as major as entertainment, social interaction or endorsement. Moreover, endorsement was argued to have significant and positive effect on the spectators' attitude to spectate the stream. Furthermore, perceived value has also significant and positive influence on stream spectating. In addition, endorsement and perceived value are pointed out to have impact on spectators' activation to participate in the live stream action.

Sjöblom and Hamari (2017) stated in their study that gratification of different aspects has significant association to the spectators' time to spectate streams and to the number of streamers that viewers spectate. For instance, cognitive and social aspects have significant effect on spectating streams and to the time spent on one or more streams. Furthermore, the release of the tension and personal integrative also have an impact on the spectators' action. In addition, there is also a gratification stage called affective which affects on the spectators' decisions concerning stream spectating.

Sjöblom, Törhönen, Hamari and Macey (2017) studied a form of watching video game live streams with aspects of game genres which are played, and the content included. Furthermore, spectators' gratifications were also part of the study. As findings, they found out that different forms of streams are essential for gaining affective gratifications and different types of game genres do not have that large an impact on spectating live streams. In addition, the release of tension has a positive connection for the spectating experience. Moreover, the spectator motivation of seeking information from the stream

has a positive impact on the viewing experience of streams which have more competitive than casual gameplay, for instance. It was also found out that streams that included the new game for the spectators could want to learn to play the specific game and therefore they spectated streams to gain information of how to play. In addition, in the streams that professional players competed in, the viewers desired to learn strategies from the streamers concerning the specific game being played. The study found out that streams which included, for instance, casual gameplay has positive integrative effect on the spectating experience. Furthermore, it was pointed out that it could be more easy to the spectators to communicate and receive attention in this kind of streams that include casual gameplay. In addition, sandbox games found to have impact on social gratifications to watch a stream. Sandbox games are stated to be desirable to spectators to have social interaction experience in live streams. The other game type to have equal affect was rhythm games (Sjöblom, Törhönen, Hamari, & Macey, 2017).

It is pointed out that some of the streamers broadcast 12 hours a day and there can be spectators who watch every stream live. It can be compared to the time that people spend on watching television, for instance. Furthermore, a viewer can be actively a part of the stream all the time during the live broadcast and this can be communal experience for the participant (Pekkinen, 2018). Spectators desire to be a part of streamer's community and interact with other people (Hamilton, Garretson, & Kerne, 2014). Game streaming is a large part of the streaming culture because players are often familiar with technology and they have equipment to start streaming. Streaming culture has brought games for the audience that would not probably otherwise enjoy gaming as much. (Pekkinen, 2018).

Live streaming culture is taking over more forms of traditional media. By now, Twitch has a larger monthly audience than CNN in the United States (Pekkinen, 2018). Furthermore, Twitch has a larger spectator count than Netflix or HBO ("Gaming Video Content," 2017). The average watching time on Twitch is 106 minutes per day per a viewer (Pekkinen, 2018; Ward, 2018) and most of the viewers are male spectators (Pekkinen, 2018).

The communication with the audience is an important matter for the viewer's experience (Pekkinen, 2018; Hamilton, Garretson & Kerne, 2014; Lessel, Vielhauer, & Krüger, 2017). Woermann and Kirschner (2015) point out that there are various aspects of communication which can affect the perceived experience of spectators while they spectate live streams. For instance, welcoming novel spectators when they appear in the stream or empathizing action while streaming and chatting (Woermann & Kirschner, 2015). Furthermore, the stream's level of entertainment could be important for spectators. It is also pointed out that audience could spectate a stream regularly and therefore the streamer often broadcasts as frequently as possible. The community and interaction between the viewers and broadcaster highlight the streams that are not mentioned to be professional gaming streams or eSports streams. In addition, the game choice for the streamer is an important aspect because it can affect the viewer's experience. Moreover, there are different games which are popular at the time (Pekkinen, 2018).

The popularity of the stream may be affected by the personality of the streamer or the professionalism that the streamer has concerning the specific game, for instance. In addition, negative experiences in streaming communities could affect the viewer's choice to watch. The activity of the streamer may affect positively spectators viewing experience. Furthermore, streamers that are active in other social medias could possibly be more popular (Pekkinen, 2018).

Karhulahti (2016) points out that the spectators could do negative or positive acts in the game live streams because they desire to have attention of the streamer. Furthermore, the study states that spectators could donate a large amount of money to the streamer, for instance. On the other hand, the spectators could have extremely negative demand to interrupt or harass the streamer. For example, calling the police to the streamer's home. Pranks and trolling are forms of the behaviour and action of the spectators who negatively attempt to search attention from the streamer and other spectators.

IRL (in real life) streams is a specific category for Twitch streams. This kind of stream can be described as streams that does not include any gaming. Furthermore, in IRL streams broadcaster can speak to the spectators and use a web camera, for instance. One of the main points of IRL streams could be that a viewer can learn more about a streamer's life and get to know each other better. In addition, IRL streams always include interaction with the streamer and the spectator (Twitch, 2017c). IRL streams could possibly have more functionalities than gaming streams because there are factors that can change during the stream. IRL streams can include cooking, for instance. Furthermore, IRL streams can be more creative than gaming streams. In addition, IRL streams are part of the streaming culture and this kind of streams can attract lots of spectators. Moreover, IRL streams have not always been on Twitch because these kinds of streams came to Twitch after the gaming streams. There are other services which are focused more to IRL streaming than game streaming, such as Facebook (Pekkinen, 2018).

3.   Research approach

In this section the research approach of the present study is introduced. First, the section 3.1 introduces information concerning qualitative semi-structured interviews and its use in this study. Then the section 3.2 is about the research questions of the current study. Section 3.3 presents the present study's interviews' implementation. Section 3.4 introduces the content analysis method, and how it is utilized in the current research. Section 3.5 presents briefly the participants of present study.

3.1 Qualitative semi-structured interviews

In this study the qualitative research was chosen to be used as a method. Myers (1997) states that two kinds of phenomena can be studied with qualitative research and these are cultural phenomena and social phenomena (Myers, 1997). Furthermore, interviews and questionnaires are examples of the qualitative research which can be used as collecting data for a study (Myers, 1997; Kaplan & Maxwell, 2005). In addition, interviews which have a choice to answer freely could produce deeper understanding of experiences or perspectives that the participants could have in different kinds of situations that they could be connected, for example (Kaplan & Maxwell, 2005).

Humans can be understood with the use of qualitative study. In addition, the social and cultural aspects of humans' everyday life can be studied with the qualitative research. It is also pointed out that the institutional and social factual connection can be found out more desirable with the use of qualitative research than quantitative study (Myers, 1997). This study's purpose is to find out why people spectate video game live streams and eSports streams. A qualitative study was seen as a desirable choice to examine this phenomenon. Kaplan and Maxwell (2005) point out that qualitative study helps to apprehend different kinds of issues or matters. Qualitative research assists to have information of matters of humans' behaviour and how they act in specific situations which are related to matters, for instance (Kaplan & Maxwell, 2005).

In this study the different aspects of Mason (2017) qualitative researching guide book were used. For instance, what kind of aspects the study could include or what the ontological perspective in the study is. For example, in this study, the Mason (2017) ontological properties considered are, for instance, motivations, ideas, experiences, and social or cultural practices. In addition, Mason (2017) information about planning the research questions was helpful.

In this study the qualitative semi-structured interviews were implemented and used for data gathering. Myers and Newman (2007) state that qualitative research has an essential method for collecting data for the study. This data collecting method is called qualitative interview. Furthermore, a semi-structured interview is a way to do interview without a complete set of questions. In addition, there could be questions done in a semi-structured interview but there are also extemporise questions included during the implementation of the interview (Myers & Newman, 2007). In this study, problems that may occur when using qualitative interview were considered. For instance, Myers and Newman (2007) point out the lack of time as one aspect that could affect the outcome

(Myers & Newman, 2007). The semi-structured interview's participants had time to answer the questions and it was notified to the interviewees that there is no haste to answer the questions. DiCicco-Bloom and Crabtree (2006) point out that in-depth semi-structured interview, which is done individually between interviewer and interviewee, could accord deeper answers about a participant's social issues or personal views compared to group interviews (DiCicco-Bloom & Crabtree, 2006). In this study, the interviews were chosen to be implemented semi-structured and individually to have the possibility of participant's deeper answers and thoughts concerning the questions and conversation.

DiCicco-Bloom and Crabtree (2006) point out the possibility of technical issues that may occur while recording the interviews, for instance. There could be issues concerning software used, data transcribing or other issues related to the interview situation (DiCicco-Bloom & Crabtree, 2006). In this study, the semi-structured interviews are made with distant with a software called Team Speak. Before every interviews' recording session, the equipment are tested to ensure they work properly. For instance, microphones used by the interviewer and interviewees are tested before the recordings.

DiCicco-Bloom and Crabtree (2006) argue that there are ethical issues to be considered in the qualitative interviews. These are the unexpected harm that can occur in the interviews and the protection of the information which is collected concerning the participants. Furthermore, the efficient information presenting to the participants concerning to which kind of study it is and decreasing the possibility of exploitation in the interviews (DiCicco-Bloom & Crabtree, 2006). In this study, unexpected harm was avoided by asking suitable questions and not intervening the participant's answers. Moreover, the name of the participant has not been published in any circumstances and the recordings are saved onto a hard drive. The recordings are not saved to any internet services. In addition, the participants were informed about the upcoming interview with part of the premade questions, and also by informing how long the interview is approximately and what it is about. Furthermore, personal questions were not asked in the interviews. In addition, the interviews had an appropriate atmosphere and implementation. Myers and Newman (2007) point out the ethical aspects to consider in the qualitative interview research. These are the permissions from the participant to do the interview and respecting the interviewee in multiple matters such as time spent for the interview and knowledge, for instance. Furthermore, securing the information from the interview (Myers & Newman, 2007). In this study the participant's permission for the research was asked and the participant was respected in every viewpoint. In addition, the collected information was secured in the study. Furthermore, the participation to the research was voluntary and, for instance, pauses in the interview were allowed if requested.

3.2 The research questions

This study attempts to find out deeper information on why people spectate eSports streams. In the best scenario, the qualitative research made in this study could advance more in-depth answers if compared to quantitative methods. The research problem is presented with the two following research questions.

RQ1. What motivates Finnish viewers to spectate eSports streams?

RQ2. What motivates Finnish viewers to spectate other video game live streams?

The research for this phenomenon of eSports spectating and other video game live streams' spectating is extremely relevant in the current field of eSports and streaming. Hamari and Shöblom (2017) state that eSports spectating has not been studied widely and there is not much literature concerning the topic. The qualitative studies concerning eSports spectating have studied the phenomena related to tournaments (Hamari & Sjöblom, 2017). For instance, see the studies made by Cheung and Huang (2011) or Carter and Gibbs (2013). Furthermore, quantitative studies of why people spectate eSports or what the reasons are for the players to take part in the events that are related to eSports have not been researched. Hamari's and Sjöblom's study is a quantitative study concerning eSports and people's reasons for spectating it (Hamari & Sjöblom, 2017). It can be said that there is not a wide amount of literature concerning the topic. Hamari and Sjöblom (2017) point out that one of the future further studies could concern the streaming platforms and how they could affect differently the spectator's motivations to spectate eSports and the spectator's behaviour (Hamari & Sjöblom, 2017).

This study strives to figure out why people spectate other video game live streams. There are studies done related to this topic. For instance, the study by Hamilton, Garretson, and Kerne (2014) was about streaming, streaming communities and social aspects related to spectators who spectate streams on Twitch. Lessel, Mauderer, Wolff and Krüger (2017) studied video game live streaming and communication between the streamer and the spectators. Hilvert-Bruce, Neill, Sjöblom, and Hamari (2018) studied the impact of social motivational aspects of spectators to attend Twitch video game live streams (Hilvert-Bruce, Neill, Sjöblom, & Hamari, 2018). These are a few examples of the studies that are related to the topic even though there is place for further research.

3.3 The interviews' implementation

DiCicco-Bloom and Crabtree (2006) state that interviews which are done in-depth find out information from the participants that have understanding of the subject. Furthermore, there should be a crucial connection between the research question and participants (DiCicco-Bloom & Crabtree, 2006). In this study, the participants have knowledge concerning the topic. The interviewees from different gaming communities have been chosen to participate in the study. The participants are familiar with video game live streaming and eSports, but they have different kinds of perspectives to the subject. The interviewees have roles such as video game live stream viewers or game developers. This kind of variety could accord more deeper and richer understanding of the subject.

The participants of this study were found from the Finnish eSports and video game live streaming scene. The interviewees were contacted via Discord application throughout the video game live streaming communities or via Steam. Furthermore, the participants accepted the request to be interviewed in Finnish in a semi-structured interview. In the study, the sample included eight participants, four video game live streams' viewers, two game developers (one with marketing experience), one large gaming/eSports community founder, and one eSports caster who also has experience from other sport casting. The interviewees were informed about the personal information that will be gathered in the study. The personal information collected concerning the interviews were the participants' full name, gender, age and if the participant is in working life,

student, unemployed or something else. It was stated that the full name of the participant would not be used publicly in the study in any circumstances. Interviewees' names were to be changed to another format such as letters and numbers for separating the participants in the study. The basic information of the participants was asked because it would be interesting to find out if there are variations with answers of different age, employment, studying or other background aspects. Furthermore, some of the basic questions were implemented to verify the participants' knowledge of the study subject.

The participants were divided into viewers, developers, a founder and a caster. The interviewees' names were changes to viewer 1, viewer 2, etc. In the study the participants are presented as **V1, V2, V3** and **V4** and it stands for viewers who watch video game live streams. Furthermore, game developers or similar concerning the game industry were called as **D1** and **D2**. Moreover, the video game community founder was called **F1** and the eSports caster **C1**. In addition, the participants' gender and age were asked to be used publicly in the study and all the participants approved it. Furthermore, the participants were asked about their current situation on whether they are employed, studying, unemployed or something else and approved by the participants to be used publicly in the study. Figure one sums up the participants of the study and their aliases and special connection to the video game live streaming and eSports.

Figure 1. The participants of the study and their aliases and special connection to the video game live streaming and eSports.

The interviewees were informed that the interviews would be saved on a hard drive or USB flash memory and the interviews would be used in the study. Furthermore, the interviews and possible copies were to be destroyed after the study was completed.

Moreover, permission for the interview was asked from the participants. The interviewees accepted to do the interview and they accepted that the outcome could be used in the study.

Before the interviews, one pilot test interview was arranged with a person who is familiar with the topic. The wide pilot test interview was conducted in person, after which the interview questions were improved. All in all, the pilot test was useful to conduct.

The interviews were implemented via Team Speak application which includes conversations and recordings. The outcome of the recordings were audio files. There were four different kinds of semi-structured interview question sets for the different roles of the interviewees. The questions were made with the specialization of the participant in mind. For instance, the game developers had different kinds of questions from the video game live streaming viewers. There were also several identical starting questions in every interview which could have been used in the interview or not. Because the study was implemented as a semi-structured interview study, the questions could be different in every interview. Moreover, there could be additional unique questions asked in the interviews. The questions asked in the interviews depended on the unique conversations between the interviewer and the interviewees.

The implementation of the interviews was arranged with the participants and the interview questions were sent to the interviewees beforehand. Therefore, the participants could be prepared for the interviews before the implementation. The duration of the interviews varied. After the interviews, the received data was transcribed and analysed. Furthermore, after the research, the interviews' data was destroyed.

In this study, the interviews' audio files were transcribed by the author and there were two different studies used as a guideline and to receive helpful information. These two studies assisted in doing the transcribing process for a qualitative data in a proper way. The first study that was used as a guide for the transcribing process was made by Bailey (2008) and the second study was made by McLellan, MacQueen and Neidig (2003).

3.4 Content analysis

Content analysis is about analysing information from a form of text and there can be multiple strategies used in the analysing process. Furthermore, content analysis finds out the trends, for instance, from the data by finding out the structures and relationships that occur in a quantum size of a text. Moreover, content analysis includes coding of the text and categorization to find out the information (Vaismoradi, Turunen & Bondas, 2013). Stemler (2001) points out that content analysis could be beneficial for finding out information concerning an individual or a group, for example. Hsieh & Shannon (2005) argue that content analysis has three approaches that can be used in qualitative research. Furthermore, these approaches are conventional content analysis, directed content analysis and summative content analysis.

Hsieh & Shannon (2005) continue that conventional content analysis can be used, for instance, when there are not that many literature studies available related to the studied phenomenon that is desired to be depicted. In addition, the conventional content analysis has categories that appears in the data and there are not predefined categories before the analysis. Furthermore, one of the problematic aspects of conventional content analysis could be the identification of the main categories (Hsieh & Shannon, 2005).

Hsieh & Shannon (2005) point out that directed content analysis aims to ratify or expand the existing theory or a framework that has a theoretical background. For instance, earlier research could be useful for concentrating on the research question of the ongoing study. Furthermore, directed content analysis can be useful for use of variables or relationships that have been found on earlier studies' themes. It is also pointed out that in directed content analysis, there is a structure that is different compared to conventional content analysis, because there is a process that is more structured. Moreover, directed content analysis can be used to analyse data from interviews that have open-ended questions and specific questions concerning the categories which have been decided before the analysis. Furthermore, there could be subcategories in directed content analysis to analyse further. In addition, in directed content analysis, the earlier research done is a base for the study's findings that are discussed in the study. One of the main factors in directed content analysis is that the known theory can be expanded and supported by the study being conducted. There could be limitations related to the theory, because there could be more acceptive results concerning the theory than results that are not supportive at all. Moreover, the probing questions could lead the interviewees to answer in a way of gratifying the interviewer (Hsieh & Shannon, 2005).

Hsieh & Shannon (2005) state that summative content analysis includes identification of specific words or other content from the textual material to recognize why they are used. Furthermore, the words are counted to find out the reasons of their usage. The summative content analysis concerning the content analysis that is made in a qualitative way, focuses on the words' appearance in the text and these worlds can be recognized by a person or a computer. Summative content analysis can be beneficial because it can present information on what way the words are utilized (Hsieh & Shannon, 2005).

The content analysis was chosen to be used in this study because the analysing method could give new information about the subject, and the other studies' findings can be supported, for instance. There was need for analysing the individual's answers and categories that occur in the text. Furthermore, in this study, the directed content analysis introduced by Hsieh & Shannon (2005) was used for the analysis. It was the best option to analyse the data because some of the interview questions of the study were made based on the other related studies to find out further information, similarities or differences in answers. Moreover, the earlier studies have been useful for discovering the research questions of the study, for example. Also, the findings that have appeared in the earlier studies have been useful for identifying the categories and themes that have been found in this study as well. Directed content analysis was a good option for this study because it prefers open-ended questions and other specific questions to be asked from the participants to collect information about the categories. Furthermore, it seemed that directed content analysis did not have negative aspects to be used in study like this. The directed content analysis fits to the qualitative content analysis study.

3.5 The participants of the study

There were 8 participants as a sample in this research. The interviewees were familiar with video game live streaming and eSports. The participants were divided into different groups of specialities. The first group is video game live stream viewers who spectate live gaming streams and eSports streams from the streaming platforms. They are called viewers or V1, V2, V3 and V4 in this study and there was a total of four participants. Secondly, there are developers who are game developers or also working by developing other matters in the game industry. In this study developers are called D1

and D2 and there was a total of two interviewees. Thirdly, a founder that has founded a large gaming/eSports community. The founder is called F1 in this study. Finally, a caster that has been casting eSports in a large tournaments and events is known as C1 in this study. There were three identical basic questions asked from the participants at the beginning of the interview: the gender, age and if they are in working life, student, or something else.

The first participant, viewer one, also called V1 is a male, aged 30, and in working life. He plays games like Rocket League at the moment. He has played games since he was about five years old and he has spectated video game live streams for about four years. Moreover, he prefers to watch streams based on the streamer rather than a game being played. Furthermore, he spectates video game live streams only on Twitch. Viewer one spectates gaming streams in Finnish and in English.

The second interviewee, viewer two, as known as V2 is a male, aged 27, and in working life. Recently, he has played various kinds of games such as World of Warcraft, Monster Hunter: World, Dead by Daylight, Overwatch, PlayerUnknowns's Battlegrounds and so on. Furthermore, he has played games since he was about four years old and he has watched video game live streams for about six years. Viewer two spectates different kinds of games from multiple game genres in the video game live streams. He spectates gaming streams mostly from Twitch. In addition, he spectates streams in Finnish, in English and in Japanese.

The third participant, viewer three, also called V3 is a male, aged 35, and in working life. He currently plays games from the battle royal genre and also Rocket League. Moreover, he has played games since he was about seven years old and he has spectated video game live streams from Twitch for about five years. Furthermore, he prefers to watch games from the battle royal genre because he desires to have advice on how to advance in-game. It is also pointed out that nowadays viewer three prefers to spectate a stream more because of the streamer than the game being played in the stream. In addition, he spectates video game live streams mainly on Twitch, but he has watched streams also on Facebook, YouTube and Vimeo. In his opinion, Twitch has the best community. He watches streams in Finnish and in English.

The fourth interviewee, viewer four as known as V4 is a male, aged 26, and in working life. Lately, he has played games called League of Legends, Escape From Tarkov, and PlayerUnknown's Battlegrounds. Furthermore, he has played his first games at age four or five, and he has spectated gaming live streams for five to six years on Twitch. Moreover, viewer four likes to watch games such as League of Legends and PlayerUnknown's Battlegrounds from the casual gaming live streams. It is also pointed out that sometimes V4 spectates various kinds of games from the front site of Twitch. It is stated that he likes to watch casual streams to learn new knowledge related to the games. Moreover, if one of his favourite streamers is online he likes to spectate them. He spectates video game live streams on Twitch and YouTube. In addition, he watches casual streams and PlayerUnknown's Battlegrounds eSports streams from Twitch, and League of Legends eSports streams from YouTube. Viewer four spectates video game live streams mainly in Finnish and in English but he has watched gaming live streams also in German and In Spanish.

The fifth participant is developer one, also called D1 in this study. He is a male, aged 26, and in working life. He currently plays Overwatch and Undertale among other games. Moreover, he has played games since he was about four or five years old and he has spectated video game live streams for at least six to seven years on Twitch. He also

pointed out that he has watched gaming tournaments before Twitch from Justin.tv or a similar site. He also stated that he has spectated gaming tournaments for about 10 years. Developer one likes to spectate mostly competitive games in video game live streams. He spectates live gaming streams from Twitch and YouTube because the largest tournaments he spectates are broadcasted from these two services. Furthermore, he pointed out that his favourite streamers that he watches stream on those services. Developer one spectates live gaming streams in Finnish and in English.

The sixth interviewee, developer two as known as D2 is a male, aged 30, and in working life. Lately, he has played games called Rocket League, EVE Online, Hearthstone and World of Warcraft. It is also pointed out that he likes to play different kinds of games, but he does not play single player games that much. Moreover, he has played games since he was under 10 years old. Furthermore, he has spectated video game live streams on Twitch for about three years. At first, he did not watch gaming live streams that actively but for the last two years he has spectated streams more actively. Furthermore, he likes to watch games that interest him. These games are PlayerUnknown's Battlegrounds, Hearthstone and Grim World among other games. Developer two spectates video game live streams from Twitch and he watches streams in Finnish and in English.

The seventh participant, a founder of a large game community is also called F1 in this study. He is a male, aged 22, and he is in working life. He currently plays mostly PlayerUnknown's Battlegrounds and World of Warcraft. It is pointed out that he has spectated video game live streams for about 10 years. In addition, he has spectated video game live streams from Twitch for over seven years, from the beginning of the service. Moreover, before Twitch he watched live gaming streams from Justin.tv. In addition, he has watched gaming live streams since he has been interested in gaming and the broadcasting services have been available. Moreover, in gaming live streams, he likes to spectate mostly First-Person Shooter (FPS) games. Furthermore, he watches video game live streams from Twitch and some gaming videos from YouTube. It is pointed out that he spectates gaming live streams mostly in English but he also watches a few streams in Finnish.

The eighth interviewee, an eSports caster as known as C1 is a male, aged 40, and he is in working life. Lately, he has played PlayerUnknown's Battlegrounds and he has played games before he went to elementary school. Moreover, he has spectated video game live streams for about three to four years. He likes to watch two kind of streams. Firstly, streams that have FPS game tournaments or similar aspect. For instance, Counter-Strike: Global Offensive or PlayerUnknown's Battlegrounds. It is also pointed out that he likes to spectate FPS game streams that are exciting until the end results. Secondly, he likes to watch casual streams that do not include tournaments, but the streamer is in larger role. The eSports caster spectates gaming live streams mainly on Twitch.

The primary information concerning the participants of this study is shown in table 1. Table 1 includes participant's number of attendance, role and alias in this study, gender, age and information concerning participant's current situation on whether he is in working life, student, unemployed or something else. Furthermore, table 1 contains information about the main service or services that the participant uses to watch video game live streams. Moreover, it is pointed out how long the interviewee has spectated live gaming streams on Twitch.

Table 1. The primary information concerning the participants.

Number of attendance	Role and alias	Gender (Male/Female	Age	Current occupation	Main service/services to spectate video game live streams	The participant's time of spectating video game live streams from Twitch
1	Viewer 1 = V1	Male	30	In working life	Twitch	About 4 years
2	Viewer 2 = V2	Male	27	In working life	Twitch	About 6 years
3	Viewer 3 = V3	Male	35	In working life	Twitch	About 5 years
4	Viewer 4 = V4	Male	26	In working life	Twitch and YouTube	About 5-6 years
5	Developer 1 = D1	Male	26	In working life	Twitch and YouTube	About 6-7 years
6	Developer 2 = D2	Male	30	In working life	Twitch	About 3 years
7	Founder 1 = F1	Male	22	In working life	Twitch	About 7 years
8	Caster 1 = C1	Male	40	In working life	Twitch	About 3-4 years

4.   Data analysis

The data analysis section presents the data analysis of the present study. Firstly, section 4.1 and its sub-sections discover the participants' motivations to spectate video game live streams. After that, section 4.2 and its sub-sections discover what motivates the participants to watch eSports. Section 4.3 has perspectives from developers. Section 4.4 presents the perspectives from large gaming/eSports community founder. Section 4.5 introduces the perspectives of an eSports caster. Finally, section 4.6 is about the future of eSports.

4.1 What motivates Finnish viewers to spectate video game live streams?

Firstly, it was found out that all the interviewees spectate video game live streams. There were multiple different kinds of motivational reasons to watch gaming live streams such as casual gaming streams that are not eSports streams. For instance, V2 pointed out that he spectates casual streams if the streamed game is good or V2 has not played the game himself. Viewer two also stated that if he has played a superb game that is streamed, it affected the decision to watch the stream where the same game was played. V2 pointed out that the streamer's personality is one motivational aspect for him to spectate the stream. Viewer two continued that brand new games that are streamed affect the spectating decision. Sometimes V2 went to greet people on streaming channels that he did not know earlier. Viewer two summarizes that the played game and the streamer's personality are the strongest motivational aspects to spectate casual streams.

V1 pointed out that he has met people in other streams' chat and found other streams to watch based on these conversations in the chat. He has found a streamer that is a pleasant person and pleasant to listen to, for instance. V3 pointed out that the atmosphere in casual streams is often better than in eSports streams. Furthermore, he stated that in casual streams the streamer plays for fun and in eSports streams the streamer attempts to play in on the best level. V4 pointed out that he desires to learn new tips and tricks concerning the games he also plays. Casual streams have helped him to do so. V4 continued that he learns a lot from the casual streams concerning the games he also plays himself. He also pointed out that great casual streams are entertaining.

Developer one stated that he spectates casual streams on his lunch break at work. He continued that casual streams are a way of killing time and the streams are funny and interesting to watch. Furthermore, he felt that it is a way to escape from work for a while. D2 pointed out that entertainment motivates him to spectate casual streams. He also stated that the desire to learn something concerning the streamed game motivates him to spectate casual streams. Founder one pointed out that he watches players that have good in-game skills. Moreover, the players have personality that F1 likes to spectate. Caster one stated that the content of the stream needs to be interesting. He also pointed out that he sometimes watches games that could be interesting for him, but most of the time he spectates streams that include gameplay concerning the same game he also plays. C1 continued that the streamer and the quality of the stream affect the

decision to spectate the stream. Caster one emphasized visual and audio quality and how is affects a lot his choice to watch the stream. He continued that it is more pleasant to spectate the stream if the quality is good. Furthermore, C1 stated that the streamer needs to talk in the stream, and if the streamer has other players in the stream they need to act appropriately.

4.1.1 The factors of spectating: the game, the streamer, the personality, the aesthetics and the in-game skills

Viewer one pointed out that the game played in the casual stream does not affect that much the decision to spectate the stream, even though the games he plays could be easy to watch from the streams. It is stated that V1 watches streams more because of the streamer than the game played in the stream. Moreover, the aesthetics of the people that are present in the streams does not affect at all the choice to spectate video game live streams or the viewing experience. V1 likes to watch a streamer that has good in-game skills because V1 can learn from the streamer. V2 stated that the played game affects at least 50 per cent on the streams' watching decision. Viewer two continued that if the game is not interesting to him, he focuses on the streamer to choose to either watch or not. V2 likes to watch streamers that enjoy background stories in the games. In addition, the game and the streamer affect 50 per cent each to the spectating decision of V2. It was also pointed out that the aesthetics of the person present in the stream does affect spectating decision only in extreme situations. Furthermore, viewer two notices the streamer's in-game skills but it depends on the game and the streamer.

Viewer three stated that the game played in casual streams does not affect spectating decision. The most important reason for V3 to watch the casual streams is the streamers, and more specifically the streamers that are positively minded personalities. In his opinion, streamers need to enjoy the gaming because if the streamer is not enjoying the game, the viewers do not want to spectate the stream. He continued that the streamer's enjoyment of the game affects the atmosphere of the streamer's channel. V3 pointed out that aesthetics of the people that are present in the stream does not affect his decision to spectate the stream. For instance, he has watched a player that played a game without hands. Furthermore, V3 does not watch streams that are all about the aesthetic content. Viewer three does not care that much about a streamer's in-game skills, but he usually spectates streamers that have better in-game skills than he does. Furthermore, V3 pointed out the enjoyment of the stream. He states that if a player brings a negative atmosphere to the gameplay, it is not enjoyable to watch.

Viewer four pointed out that the game which is played in the stream somewhat affects the casual stream's spectating decision. V4 likes to watch mainly the games that he also plays himself. Furthermore, V4 does not often have time to spectate video game live streams for longer periods of time, and he focuses to watch League of Legends because he plays the game himself. Moreover, if V4 has more time, he spectates different streams. V4 stated that the streamer affects his decision to spectate a stream. He continued that a good streamer entertains an audience and communicates with a viewer that is in the chat. In addition, he pointed out that many of the great streamers play the same games as V4 but there are also streamers that play different games. If the streamer is playing different games, V4 also spectates them, if the streamer entertains him. V4 also stated that the important factors why he spectates casual streams are communication between the streamer and the viewer and the streamer's entertaining personality. The personality affects a lot to his decision to watch a stream. It was pointed out that aesthetics of the persons that are present in the stream do not affect his

spectating decision or the spectating experience. V4 continued that it does not matter if the streamer is beautiful or ugly. The person's entertainment level is important. From time to time, viewer four has spectated some specific streamers that have good in-game skills, because he desired to learn something that he has not learnt earlier for himself in-game.

Developer one pointed out that the game played in the stream affects tremendously the decision to spectate the stream. For him, it was the main point to watch streams. D1 spectates the games that he plays himself to gain more information and understanding of the game. He stated that he can learn new tricks from the streams. Developer one pointed out that the second aspect that affects his spectating decision significantly is the streamer. Streamers that have good in-game skills or are entertaining and funny are the ones D1 spectates. Developer one expressed that the streamers personality affects 50 per cent on the decision to watch the stream. If the streamer has good in-game skills, the personality of the streamer does not matter. Nevertheless, D1 sometimes watches very entertaining streamers that do not have great in-game skills. It was stated that aesthetics of the persons present in the stream does not affect the spectating decision or spectating experience. D1 stated that the streamer's in-game skills are the aspect that he notices because he desires to learn more from the skilful player.

Developer two pointed out that the game which is played in the stream affect a lot his spectating decision. D2 does not watch streams that include games that do not interest him, even if the streamer has good jokes.

On the other hand, D2 stated that the streamer affects his decision to spectate the stream.

> (1) D2: *For instance, today one guy played a Virtual Reality game that had an idea of barfight. I got good laughs.*

Developer two pointed out that the streamer's personality is a part of the show. D2 does not spectate streamers that are arrogant. It was stated that the aesthetics of the people present in the stream does not affect that much his decision to watch the stream or the watching experience. Developer two pointed out that the streamer's in-game skills are not the point to watch the stream. If D2 wants to learn something, he watches players that have great in-game skills.

Founder one pointed out that the game which is played in the stream affect 50 per cents on the decision to watch the stream. For instance, F1 spectates newly published games such as the extension of World of Warcraft on streams. He stated that he could watch random streams where the new game is played. If there are no new games published, F1 mainly spectates his favourite game. Furthermore, the streamers personality affects F1's decision to watch a stream. He does not watch streamers for long that are silent in the stream. Moreover, it was pointed out that if the streamer talks a lot and tells jokes to the viewers, F1 could spectate the stream for multiple hours. Founder one stated that the streamers' in-game skills affect his spectating decision, because F1 could learn new knowledge to improve his in-game skills. For instance, the streamer could tell why something was done in a specific in-game situation.

4.1.2 The social aspects, interactions and community

Viewer one stated that the streamer's social actions and that the streamer takes audience into account affects the most to the spectating decision. Furthermore, if the streamer does not say anything to the chat, V1 does not watch the stream. V1 stated that the community around the stream does not affect him because he does not take part in the community's actions that much, although, he pointed out that it is a good thing if the audience gets familiar to each other in the community. Furthermore, the streams that V1 spectates are communal because it is usually the same people watching the streams and chatting. He also stated that there are regular viewers spectating the streams. What is more, he enjoys streams in Finnish and in English equally. Moreover, V1 pointed out that if there is a language that he understands it is enough. Furthermore, the enjoyment level of the other people in the stream was found to be good, because V1 stated that there is not that much negative atmosphere in the chat that could affect the enjoyment. He also pointed out that interaction in the streams has been better in the recent years and streamers discuss more with the people in the chat when compared to the past. V1 stated that the main thing in the stream is that the streamer talks with the viewers. Moreover, he pointed out that it could be good that a viewer can ask questions from the streamer. V1 continued that if the streamer has a question to a viewer, the answers could be discussed between them. Viewer one stated that he has no need to be in interaction in the stream for himself but if someone asks he could attempt to answer the question.

Viewer two pointed out that when he was unemployed, he tended to communicate a lot with the audience and everyone was taken into account in those streams. If someone asked a question, there was always an answer given. V2 stated that after he started working he has not been as actively discussing in the streams if compared to earlier. Furthermore, V2 pointed out that nowadays it does not matter to him if the community has or does not have conversations in the stream. Moreover, he stated that the community around the stream is an important aspect because it affects directly the streamer and the audience. Even if V2 is not discussing in the stream, there could be other people ruining his spectating experience. On the other hand, if the audience of the streamer tells good jokes, for instance, it could affect positively the entire stream. Moreover, if the stream is boring, the audience could raise the positive enjoyment level with the jokes. V2 pointed out that the streams he spectates are very communal and it feels like there is always something to return to in the stream because of the audience. He also stated that his enjoyment in the Finnish streams is worse than in the streams that are presented in English. Furthermore, V2 points out that in Finnish streams the accents do not please him compared to the English ones. Moreover, V2 stated that most of the streams he spectates are foreign streams and he likes them more than Finnish streams. In addition, he pointed out that the personality of the Finnish streamers needs to be better than in other streams. Otherwise, he can feel that the stream is not comfortable for him to watch.

V2 also pointed out that comfort of the audience in the streams he spectates depends on the stream. There are streams where someone could be the target of the laughing and there could be streams where everyone has a good time. In this kind of streams, the negatively minded people are usually kicked away from the stream. Moreover, V2 stated that a negative atmosphere in the stream is not a good thing for the streamer, and that kind of streams are difficult to watch. On the other hand, if the stream's community has a positive atmosphere, it does not encourage V2 to make the decision to spectate, but it could affect the spectating experience. Furthermore, viewer two stated that there are different kinds of interactions in the streams, for example, some of the streamers are very active with the chat. Moreover, V2 felt that his interaction varies in the streams and

it depends on the person, the streamer, the personality and the size of the audience. He pointed out that interaction is easier to do with the streamer in small streams. V2 wants to help streamers to have someone in the chat if there are no viewers at all in the stream. In large streams V2 can be anonymous and not interact with the community, but only enjoys the content that the streamer presents.

Viewer three pointed out that the communality of the stream is an important aspect to him. Furthermore, the streamer's social actions and attention that is presented to the audience affect a lot the decision to spectate the stream. If the streamer does not present attention to the audience, the interaction cannot be good. V3 stated that if the streamer wants to grow the streaming channel, there is need for co-operation with the audience. Furthermore, communality is pointed to be an important aspect if the streamer wants to have viewers. Viewer three stated that a negatively minded streamer could have a negatively minded audience and a peaceful stream could have a peaceful audience. The stream that has negatively minded people spectating could increase popularity fast, but it does not last long time. On the other hand, V3 pointed out that the friendly streams increase the audience slowly, but the ascent will probably never end. Furthermore, the streamer defines what kind of stream it will be and how communal the stream could be. Moreover, V3's comfort in the Finnish streams seemed to vary in the streams, but mostly it is moderately good. In the streams that are presented in English or other languages, V3 could feel external because other viewers might not understand the jokes, for instance. He continued that this could happen because of cultural differences. He also pointed out that the audiences of the streams he spectates enjoy the streams. The people that attend the streams are there because of the streamer. V3 states that he likes to watch positive minded streams more than the negatively minded streams. He likes to have conversations with the streamers even though there could be nothing in common between him and the streamer. It is important to the V3 to have conversations with the streamers. Furthermore, he is sometimes interactive in the streams and sometimes he only spectates a stream without interactions, that is, V3 interacts differently as a member of streaming communities depending on the stream. If he is a moderator in the stream, he attempts to keep the conversation appropriate. He also pointed out that in some streams the language could be rougher than in others. V3 has a moderator status in 5-10 streams and he has had moderator permissions because he has acted in a gentlemanlike manner.

Viewer four pointed out that the social act of the streamer and the attention that the streamer present to the viewers affect a lot his decision to spectate a stream. Furthermore, he continued that if the streamer streams silently, it is then same thing to spectate playthrough or something similar on YouTube. V4 pointed out that if the stream has interaction, it raises the experience more. He continued that the spectator could feel to be a part of the stream if there is interaction. V4 stated that social actions are important via the chat because that is the main way to conversate with the streamer. Moreover, he pointed out that the importance of the stream's community could vary depending on the stream. For instance, in the large streams there could be lots of negatively minded spectators and negative feedback. On the other hand, the small streams could be more positive and V4 wants to attend those. He stated that if the stream has 100-1000 viewers, there are only the people that desire to spectate the stream and not harass the stream like in some of the larger streams.

V4 pointed out that it is fun to be a part of the stream. He also stated that the smaller streams are more communal than the larger streams because of the condensed community. Furthermore, V4 stated that if the number of the audience is smaller, the streamer might have conversation with more people and the viewers can feel the

interaction. Viewer four pointed out that in the larger streams the chat comments could disappear in the fast-moving conversation. Moreover, it is important for some of the people that the streamer reads the comment you in the chat. In the smaller channels the streamer has time to read every comment that appears, V4 stated. He continued that the interaction and the social actions are the main points. Viewer four pointed out that foreign streams are the ones that he enjoys because the streamers have better in-game skills than the Finnish streamers. He also pointed out that in the Finnish streams he enjoys the communication and the jokes and other conversation. He continued that it is easier to get more out of the Finnish streams concerning the communication and jokes, for instance. He stated that Finnish streams have condensed communities and positive minded streams. That is the reason for him to spectate Finnish streams. V4 stated that the comfort of the people that watch the same streams as V4 might be as good as his. Moreover, the Finnish viewers tend to have conversations between each other in the streamers' chats even without the streamer. Also, the conversation is associated to the topic, V4 stated.

The positive or the negative atmosphere affects V4's decision to spectate the stream and the spectating experience. For instance, if the stream has a negative atmosphere, V4 closes the chat, but if the streamer acts negatively, that mostly leads V4 to change the stream. Viewer four attempts to find a positive effect from the streams and he does not want to watch negative minded streams. V4 feels that interaction in the small streams is better because he can discuss more with the streamer, and in the large streams he only spectates the streamer. Viewer four has not felt a necessity to interact in the streams he spectates. He continued that most of the time he does not chat for the purpose of starting a conversation. The conversation he has is mostly answering other viewers' questions. Furthermore, V4 stated that if he is a moderator in the stream, he would like to bring positivity to the streamer's community and he attempts to contribute in conversation. He also pointed out that if he is only in a viewer's role, the conversation might not be that important. Figure two introduces the Twitch chat where the spectators can chat with each other and with the streamer of the channel.
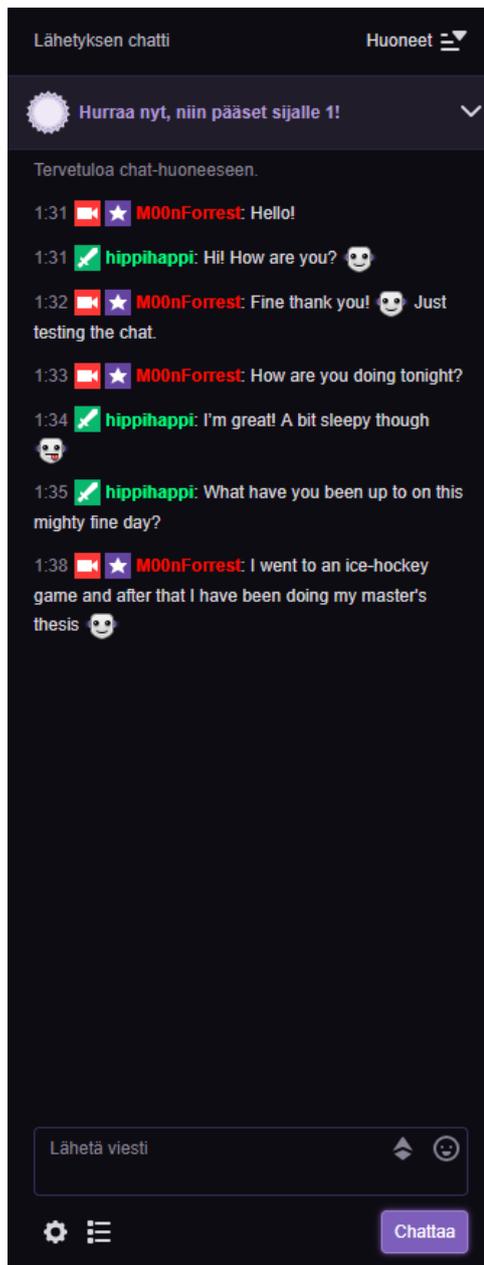
Figure 2. Twitch chat enables the spectators and the streamer to chat during the stream.

Developer one pointed out that the social actions of the streamer and noticing the audience does not affect that much his decision to spectate the stream. D1 continued that it is good to notice if the streamer communicates with the viewers, but for him it is not an important aspect in the stream. Instead, the game and the in-game actions are more important for him. D1 stated that he does not consider the stream's community to be important because he focuses more on the gameplay. Moreover, he does not read the chat often. He pointed out that in many of the larger streams there is lots of conversation and they could be communal. D1 spectates streams that are implemented in Finnish and in English, but he mainly watches foreign streams that are presented in English. Moreover, he stated that he enjoys streams in both languages. D1 does not want to spectate streams that have a continuous negative atmosphere except if the stream's negativity is produced to be some kind of joke. He pointed out that he spectates the streams that have positive atmosphere more. He also stated that he does not feel the necessity to participate in the interaction in the streams because he is not a visible

person on the internet and he does not necessarily participate in the conversations or other activities.

Developer two stated that the social acting of the streamer and the attention from the streamer have some affect concerning his spectating decision. Furthermore, D2 pointed out that if the streamer has, for instance, lots of viewers, it is hard to give attention to the spectators. He continued that most of the people will not receive attention if there are many viewers. D2 pointed out that some of the streamers give attention in a good level even if there are lots of viewers in the stream. On the other hand, he pointed out that there have been streamers that would have been pleasant to watch but they have focused too much on thanking new subscribers or followers. D2 continued that the gameplay is then interrupted. Developer two stated that most of the time he is not an active member of the community outside of the stream chat. He also pointed out that one of the streams he watches has a strong communal aspect in the stream because it is the same viewers chatting and the streamer gives attention to the spectators and jokes with them and so on. D2 pointed out that the Finnish streams are different than foreign streams because you can understand the things and references better. Furthermore, D2 continued that foreign streams can be understandable but the internal things in conversation related to the specific country could be confusing. Developer two pointed out that the negative atmosphere in the casual or eSports streams affect negatively his decision to watch the stream, in casual streams especially. D2 stated that he likes to be in interaction in the streams because it is funny to tell jokes to the people. In contrast, if the stream is large, D2 focuses on spectating the stream. In addition, he continued that if the stream has under 2000 viewers, the streamer has time to read the chat messages, and in that case there is interaction between the streamer and the viewers. It was also pointed out that if developer two has followed the stream for a long time, he understands the inside jokes told in the stream and he can also tell jokes without offending other viewers.

Founder one pointed out that the streamer's social acts and noticing the spectators affects a lot his spectating decision. F1 continued that if a viewer subscribes, donates money or follows the channel, the streamer gives attention to them and thanks the viewer that has supported the stream. Furthermore, founder one stated that if you ask questions in the chat you want that the streamer notices and answers them. Moreover, it creates a great atmosphere in the stream, F1 pointed out. Founder one stated that the community around the stream is important for the streamer. He continued that if there is a group of friends that streams to the same channel, it is a good thing if they have a community around them and if they notice the followers of the stream. Furthermore, F1 continued that streamers can invite the spectators to a Discord group, to Team Speak or to a Facebook group or similar which can bring the atmosphere. F1 pointed out that the streams he watches have interaction. He does not feel a necessity to interact with the streamer if the channel has, for instance, 20 000 viewers, and there are lots of messages in the chat. In that case, F1 spectates the stream and laughs at the jokes. Founder one pointed out that if the stream has about 20 viewers he likes to chat because he is sure that the streamer sees the message because there are fewer messages in the chat. Moreover, F1 stated that he feels it is important to chat with the streamer and other viewers in the smaller channels. He continued that it is pleasant to the streamer if the viewers chat. F1 stated that he might stream often himself, so it is pleasant to see, for instance, five viewers chatting and you can answer the questions presented. Founder one continued that it raises the streamer's atmosphere because the streamer notices that people are watching and chatting with him.

Caster one stated that the streamer's social actions and the attention that streamer presents to the viewers affects his decision to spectate the stream. C1 pointed out that, for instance, he is not interested to see everyone in the chat messaging greetings in a stream that has 100 viewers. He also said if he asks or does something where the streamer's response could be expected, he waits the social acting, interaction and response from the streamer. For example, if he donates or subscribes or something similar and there is no response, it leads to the feeling of why is the streamer not reacting. He also pointed out that it is good to have a community around the stream because there needs to be conversation in the stream. Furthermore, it is an important thing to receive viewers to the channel for the community creation. It is not compulsory, but it can be an important element to the viewer to think who is playing with the streamer this time.

4.1.3 How does the stream spectating affect participants' quality of life?

Viewer one stated that spectating streams could affect his sleeping because there could be less sleep if he spectates some of the streams late. Furthermore, he pointed out that stream spectating does not affect his quality of life positively or negatively, even though sometimes he can feel a little bit more tired than usual.

Viewer two stated that spectating streams affect his quality of life absolutely positively because streaming includes contacts between people. He pointed out that a normal interaction between the people is a two-way contact. In streaming the contact is a one-way contact because the spectator can decide when to contact with the streamer, and the streamer does not necessarily know that the spectator is watching. V2 stated that spectating streams affects his life positively even though sometimes there can be negative aspects. For instance, if there is a world championship match going on in some specific game in the middle of the night in America, V2 does not sleep that night if he wants to watch the games. He also pointed out that watching streams has a 95 per cent positive effect. He also stated that if someone is playing an especially good game in a casual stream, he does not have the patience to go sleep. This is the negative effect.

V3 pointed out that spectating streams mostly affects his sleeping because sometimes he has not understood to stop watching in time. V4 found out that spectating casual streams does not affect negatively his quality of life. V4 continued that the effect is positive because he receives positive elements most of the time when he spectates a stream. He also stated that it is entertaining to watch a stream or a skilful player and the outcome is a good feeling without a negative effect, for instance.

Developer one stated that he has not noticed that stream spectating affects his quality of life. Although, he pointed out that if he watches streams late in the night that could have an influence on falling asleep.

Founder one pointed out that spectating streams does not affect his quality of life negatively. He continued that spectating streams has a positive effect.

> (2) F1: *It is a nice habit to relax at nights, for instance, if there is nothing to watch from television, you can go to Twitch and spectate it for a while. You can just lie and watch. For me it is a mostly positive experience. There is nothing negative.*

Although, founder one stated that if there are large tournaments to watch, they are usually played through the night. It can affect his quality of life negatively because he wants to watch but there is no time to sleep even though he should. He pointed out that this happens quite randomly.

Caster one stated that spectating streams does not affect his quality of life negatively. He pointed out that someone could say that you can lose your night's sleep because of watching streams or something else. C1 pointed out that even if he sometimes stays awake later and spectates streams occasionally, he does not see negative sides to it. However, he does something else late at night if he does not watch streams and there are no negative effects. He also pointed out that spectating streams might have a positive impact because there can be great content that you would not be able to find anywhere else if the streams did not exist.

4.1.4 The possibility of payments for the casual and eSports streams

Depending on the price, viewer one pointed out that he could pay to see eSports streams if they were chargeable. He stated that if the cost is similar to television channel bundles, for instance 35 euros, he does not want to pay that much to spectate eSports streams. He could pay a couple of euros a month if casual streams were chargeable. Furthermore, V1 pointed out that if he would watch casual streams on every device and they would be easily available, then he could pay a couple of euros a month to watch casual streams.

Viewer two pointed out that if you do not know the channel and you had to pay for the first look, it depends on the price. He stated that if the payment would be some cents it could be chargeable, but if every channel he watches had a charge of one euro, it would limit the streams he would like to watch. He pointed out that he would not pay in most of the cases. Although, if he is familiar with the stream and its content, he would pay the price depending if there was a monthly fee or a single payment. He continued that it also depends on what kind of system it would be. He pointed out that he could pay for eSports streams if they were chargeable because he thinks that eSports has a story that build itself. Furthermore, he would pay for a three-day eSports tournament, for instance. Moreover, V2 continued that if the streamed game interests him or if there his favourite players were playing, he could pay. Viewer two stated that the payment for eSports streams is easier though than payment for casual streams.

Viewer three pointed out that he is not necessarily ready to pay to see casual streams. He continued that the business model is brilliant at the moment. V3 stated that he is not ready to pay to watch eSports streams because eSports is still a little bit too young.

Viewer four stated that he could pay for eSports streams that contain the League of Legends game. He continued that if it was the only option to see streams it would limit the spectating, but he could pay some kind of monthly fee or similar to see League of Legends. Viewer four pointed out that he would not probably pay to see casual streams because he could already pay for eSports streams. Furthermore, V4 stated that he would use more money to see official games and they are approximately same games that he spectates, casual and eSports games. He also pointed out that he does not necessarily want to pay to see only casual gaming. Although there could be a couple of entertaining casual streamers that he would pay to see playing. Moreover, V4 pointed out that his casual streaming spectating would decrease if there was a payment.

Developer one stated that he would not pay to see casual streams except if there was an especially good casual streamer. It would not be an impossible idea for him. D1 continued that the payment to watch eSports streams would not be that delightful. He also pointed out that he would rather keep the optional payment as a method because if you need to pay, it would be a random payment if you could not watch the stream before the payment.

Founder one pointed out that he could pay five euros per month for a casual stream if he is familiar with the streamer earlier on. Furthermore, if the streamer is his friend or a talented Finnish player, F1 could pay to see the casual stream. Moreover, the streamer needs to notice the audience before founder one was ready to pay to spectate a casual stream. Founder one continued that there needs to be content included in the Finnish player's casual stream, for instance. F1 stated that he could pay to see eSports streams because the eSports streams are often large tournaments including his favourite players and favourite teams. Furthermore, he pointed out that the large tournaments are presented once in a month or less. He continued that depending on the quality of the tournament, he would like to watch to keep up with the scene.

Caster one stated that it is not problem to him to pay to see casual or eSports streams, but he would be wary of payment concerning chargeable streams. C1 continued that in his opinion, voluntary payment works, and it does not have any problem. He stated that if you have to pay at the start to see streams, it would limit plenty of viewers. Furthermore, he pointed out that it would affect the communities around the stream because the number of people involved decreases. C1 stated that he maybe would not pay to watch streams because the paid content would probably not be as good as it is at the moment. He continued that this concerns especially casual streams. He pointed out that in an eSports tournament it could be different because the production's and stream's quality does not necessarily decrease, on the contrary, it could slightly increase. He also pointed out that the compulsory payment would not be good for the activity development. C1 stated that he does not believe that anyone has it in their interest.

4.1.5 The live gaming spectating equipment and time used for spectating

Viewer one stated that he uses PC, laptop computer, mobile device and television application to spectate casual and eSports streams. V1 pointed out that he has all the equipment mentioned and he chooses the device that is the nearest one to him at that moment. Furthermore, he can easily watch the broadcast because he has multiple devices. V1 pointed out that his video game live stream spectating time varies but the average is about 2 hours in a day and 14 hours in a week. He pointed out that he has no more time to watch nowadays because of work. V1 stated that he does not really watch eSports streams that much. He mostly spectates the large events. V1 stated that it feels like there are some kind of competitions every week in CS and he does not feel like watching them.

Viewer two pointed out that he spectates gaming live streams mostly with PC and sometimes with a mobile device. He continued that he has connected his television to the PC and he can watch streams from multiple angles in the apartment with turning the television to different directions. V2 states that he spectates casual streams every day, from 2 hours to 12 hours depending on the day. Moreover, he feels that it is hard to be without streams nowadays. V2 pointed out that he spectates eSports streams 10-20

hours in a month and he watches different kinds of tournaments and other random broadcasts. In addition, the spectating time accumulates to the tournaments.

Viewer three stated that he spectates live gaming streams mainly with PC but occasionally watches streams with a mobile device. V3 pointed out that he has not spectated casual streams that much lately because of work. Moreover, when the work was different, he spectated 30 hours in a week but nowadays he watches 2-3 hours a day. Furthermore, he watches eSports streams one hour per week maximum. He spectates re-runs when he is online.

Viewer four spectates casual streams mostly with PC. Furthermore, he watches eSports streams also mostly with PC but if he is travelling he uses a laptop computer. Sometimes he spectates eSports streams with a mobile device. V4 stated that he mainly uses PC to watch eSports streams because he has headphones and other setup for the PC. He pointed out that with PC he gets better sound system quality and a better feeling. In addition, he has multiple monitors in his PC setup and he uses other monitors to see statistics to get more out of the stream. Viewer four spectates casual streams almost every day at least a little, approximately 5 hours a week, 20 hours a month. V4 spectates eSports streams about 10 hours a week, 40 hours a month.

Developer one spectates live gaming streams with PC and laptop computer. D1 uses PC and laptop computer to watch live gaming streams because he spends most of his time with these two devices. Although, he pointed out that if he is travelling, he could watch streams with his mobile device. D1 stated that he spectates casual streams approximately 2 hours a week, about 8 hours a month. He spectates casual streams mostly on his lunch break.

Developer two spectates video game live streams mostly with PC. He also pointed out that sometimes he watches live gaming streams from the television via Chrome Cast. D2 spectates live gaming streams with a mobile device only if he is travelling. Developer two spectates casual streams every day, approximately 2-5 hours a day. Furthermore, 35 hours maximum a month but he watches less frequently 5 hours in a day. He pointed out that streams are open in a same way as television. D2 continued that he spectates eSports live streams one hour maximum in a week.

Founder one spectates live gaming streams mostly with PC, but he also uses mobile devices and television. These three are the main equipment that F1 uses to watch video game live streams. He pointed out that he spectates with PC because it is always on and it is comfortable to sit at the PC. He stated that a mobile device is easy to transport along and it could be taken everywhere. F1 continued that the large television screen is good for spectating. He stated that he spectates casual streams 6-8 hours in a week, 24-32 hours in a month. Moreover, he likes to watch casual streams during the day little at a time. Founder one stated that he spectates eSports streams more in a month compared to the casual streams. In addition, there could be multiple large tournaments in different games that he watches. In one month, there could be many tournaments that he watches and then he spectates longer periods on time. For instance, there are tournaments that last 3-4 hours in one day.

Caster one spectates video game live streams mostly with a laptop computer or PC. He uses a laptop computer mostly because he does not watch streams with PC while he sits at it. Most of the time he sits on the sofa and watches with a laptop computer. He pointed out that a laptop computer is better option to watch than tablet, for instance, because if he wants to write something, he likes to use PC. Caster one stated that he

spectates live gaming streams rarely with a telephone but sometimes he uses it for spectating when he is travelling. C1 pointed out that if the use of the laptop computer is not nifty then he spectates with a telephone, but it is the last option.

4.2 What motivates Finnish viewers to spectate eSports?

Viewer one pointed out that if the eSports stream has a player or a team that he cheers for, he watches the stream. On the other hand, if there is nothing that interests V1, he does not spectate the stream. He stated that the players' in-game skills or learning new things could possible affect his decision to watch eSports streams. Furthermore, if the streamed game is the same game that V1 plays daily, he can learn new tips for his gaming.

Viewer two stated that the players are the motivational aspect for him to watch eSports streams. V2 pointed out that if there is someone that he cheers for, it motivates him to spectate. Furthermore, if there is a player V2 cheers for and the player has a game style that he likes or an especially personal way to express himself via the game, it motivates V2 to spectate. Moreover, V2 stated that sometimes a new game motivates him to watch the stream and if old friends have jumped into a new game that includes new skills, it also motivates to spectate. The game and the personality are the factors that motivates V2 to spectate eSports streams.

Viewer three pointed out that in-game skills are the motivation for him to spectate eSports streams.

> (3) V3: *Occasionally it is just fun to watch when the professionals show how it is done. When you watch eSports you want to see the best.*

Viewer four stated that his favourite teams and favourite players are the most important factors that motivate him to spectate eSports streams. Furthermore, V4 spectates how his favourite team succeeds and what kind of players there are. Moreover, viewer four waits to see if his favourite team can make it to the larger tournaments. V4 continued that it is like cheering for some kind of ice-hockey team.

Developer one pointed out that he is motivated to watch eSports streams because of the played game and who is playing. Furthermore, the third motivation factor is the nature of the tournament being played.

Developer two stated that the motivational factors for him to spectate eSports streams is the interest in the game. Moreover, he wants to see what kind of skill the players have. He continued that at the time of Heroes of Newerth, he was interested to see what a player can do. Furthermore, developer two wants to learn from the game for himself. D2 pointed out that in Heroes of Newerth there was an extremely good commentator that was fun to listen to. Developer two continued that the commentator raised the atmosphere.

Founder one pointed out that he is motivated to watch eSports streams because of the show. Furthermore, F1 continued that there are always something supplementary activities such as the beginning ceremony, the ending ceremony and the distribution of prizes. Furthermore, founder one stated that he can see his favourite players and favourite teams playing. Moreover, F1 continued that the level that the players play is

extremely good, and he can watch them playing exceedingly well. These are the motivational factors for the F1 to watch the eSports streams.

Caster one stated that he is motivated to watch eSports streams because of the starting point. He continued that the starting point needs to be interesting and show that there is a good match incoming. C1 pointed out that it is a same kind of thing as in other sports also. He stated that the incoming match needs to be interesting and especially in CS matches, if there are very good teams playing against each other, it is a good starting point. C1 pointed out that it depends on the game being played. Caster one continued that there could be a team that has five players and it depends a lot on the individual performance and you are only interested in the ten players. On the other hand, if the game has lots of players, the production quality of the eSports stream is important, he pointed out.

4.2.1 What kind of eSports streams the interviewees spectate?

Viewer one pointed out that he has spectated CS major tournaments, for instance in the eSports streams. Furthermore, he has also spectated PlayerUnknown's Battlegrounds. V1 continued that he has spectated eSports streams from the internet and from television, but less from television. Viewer one pointed out that he has watched eSports tournaments or matches physically in the same place with his friends. He does not exactly remember the game they watched but it was probably CS. Furthermore, V1 has watched eSports tournament physically at the same place as the tournament players were, it was on a LAN-tournament. Moreover, he pointed out that he was in the LAN tournament with his friend.

Viewer two stated that he spectates every kind of eSports stream, small and large. Furthermore, V2 continued that it is not about the stream, but finding the eSports stream because there are so many eSports streams nowadays. Viewer two pointed out that he watches different kinds of eSports streams such as tournaments, league matches and major tournaments. He continued that nowadays eSports is not as time consuming for him as it was when he was younger. V2 rarely spectates tournaments or matches that include Finnish players. He pointed out that he watches eSports games that do not have that many Finnish players competing. V2 continued that there are also rare exceptions because sometimes he spectates Dota or Overwatch for a few hours. He stated that he spectates eSports tournaments and matches that do not have Finnish players because he wants to spectate the best players of the game, and often there are no Finnish players at the top level. Viewer two has spectated eSports tournaments or matches physically in the same place with his friends. V2 continued that they watched eSports via television and the viewers shared their interest and they discussed the game at the same time. He continued that there have not been that many opportunities to do so, but when the opportunity has come, they have watched eSports.

Viewer three pointed out that he has watched PlayerUnknown's Battlegrounds tournaments and some CS matches. Furthermore, he does not spectate league games or similar. V3 tries to spectate eSports tournaments and matches that include Finnish players. That being said, he does spectate tournaments that do not have Finnish players or the Finnish players have lost their games at the beginning. Furthermore, V3 stated that he has watched eSports tournaments or games with his friends physically at the same place a couple of times. Viewer three continued that he has watched eSports tournament games physically at the same place with the players, most recently in Assembly LAN.

Viewer four stated that he has watched eSports streams that have included League of Legends and PlayerUnknown's Battlegrounds. He has recently spectated large tournaments of PlayerUnknown's Battlegrounds but he rarely spectates the smaller leagues related to the game. In League of Legends he spectates almost all the season and all the games. Moreover, viewer four also spectates the largest tournaments and basically everything that is broadcasted concerning League of Legends. V4 spectates his favourite teams' league games during the season. Viewer four stated that he spectates eSports tournaments or matches the ones that have Finnish players included, mostly PlayerUnknown's Battlegrounds, that have lots of Finnish players. Furthermore, V4 pointed out that his favourite team includes Finnish players.

> (4) V4: *It is nice to watch and see how they well they are doing and you can get the feeling like why could I not succeed myself since other Finnish people are doing well.*

Viewer four pointed out that he watches eSports tournaments or matches that do not include Finnish players. He continued that some of the time, there could be Finnish players included but there have not been that many Finnish players lately in the League of Legends matches that V4 has watched. Furthermore, he cheers for the team, so it does not matter if there have not been any Finnish players competing. V4 pointed out that he rarely spectates eSports tournaments or other matches physically in the same place with his friends, because his friends do not really watch eSports tournaments. Although, sometimes they have watched Assembly broadcast and some major tournaments from YLE. V4 continued that he has put major tournament broadcast on from the television, because ice-hockey was not on at that moment. Moreover, viewer four pointed out that they have watched the tournament during the night. He also said that he has not watched eSports tournament physically in the same place with the players. He has been at a LAN event, but he has not seen players playing in the same room. Furthermore, viewer four stated that he has not gone to the tournaments because the travelling could be problematic.

4.2.2 The atmosphere of the eSports streams

Viewer one stated that positive or negative atmosphere in the eSports streams affect his spectating decision and the spectating experience. Furthermore, V1 pointed out that if the atmosphere is negative, you do not have good feelings for yourself either. In addition, he does not want to watch that kind of eSports streams. Moreover, V1 pointed out that the aesthetical factors that include, for instance, players, studio performers and audience, does not affect his spectating decision or watching experience.

> (5) V1: *I do not watch the audiences, mainly it's just the games, intermissions are also completely pointless. I watch the games.*

V1 pointed out that the eSports stream's visual entirety such as quality of the picture or camera angle executions affect his spectating decision and watching experience. Moreover, the quality of the picture has an effect because the quality has an impact on the entire decision to watch or not to watch the stream. He continued that nowadays you cannot watch 360p quality, especially from television. Furthermore, he stated that he notices the technical implementation of the eSports stream. He also pointed out that the casting of the eSports stream brings intensity and might give him an extra boost, because if the caster is excited and know what happens that raises V1's excitement too. He continued that it is not all about the visual picture, the audio also needs be included.

Viewer one pointed out that casting generates excitement to the viewer. Furthermore, he stated that eSports casting might affect his decision to watch or not to watch the eSports stream. He pointed out that it is difficult to state before the stream whether it affects. Moreover, viewer one continued that if the casting of the eSports stream feels forced or if the caster is not able to create an atmosphere, V1 does not want to watch the stream.

Viewer two stated that the visual entirety of the eSports stream does not affect his decision to watch the stream but there is an impact on his spectating experience. Furthermore, he pointed out that it is difficult to find an eSports tournament that has extremely bad camera movements and so on. V2 continued that there have been eSports streams where the picture and audio have lagged. Viewer two continued that there has not been picture shown but audio has worked. Moreover, viewer two stated that these kinds of situations might be annoying to him and he has considered not to watch. On the other hand, V2 pointed out that if the production is great, it affects the experience positively. Viewer two stated that the aesthetics of people that are present in the eSports stream does not affect his decision to watch eSports stream or spectating experience. V2 pointed out that the eSports stream is not about one person but multiple persons. Furthermore, he stated that if someone is present in a stream for a while and is not pleasant to watch, it is not that bad a thing because there are multiple persons in an eSports stream.

Viewer two pointed out that in eSports streams he focuses on the players and their gaming styles. Furthermore, the casters are a really important factor that V2 notices because they colour the stream. For instance, if you are a viewer with lots of experience or a new viewer, the commentators have a really important role. In addition, V2 pointed out that the eSports streams' casters can give basic information concerning the games that you do not play, or you are not familiar with. Viewer two stated that Star Craft and Star Craft II are good examples of the games that lots of people like to spectate, but they do not play the games in question. V2 continued that the commentators are fans and they are able to transmit the feeling and knowledge to the viewers. Furthermore, V2 pointed out that in simple games the feeling is important and in more complicated games the commentators can explain why someone did something in-game. Viewer two stated that the casters give understanding of the game for the viewer. V2 continued that he likes to hear little details that the casters can give. Furthermore, he pointed out that the casting of the eSports stream affects his decision to watch the stream because if an eSports tournament does not have a good caster, V2 is not that invested to listen to the casting. On the other hand, viewer two stated that if the tournament includes a player that he wants to see playing he spectates the broadcast.

Viewer three pointed out that he usually shuts the chat off the eSports stream when he spectates the stream. Furthermore, he stated that the chat usually has only spam messages and there are not that much conversations. V3 continued that the visuality of the eSports stream does affect his watching decision and spectating experience, because the camera movement needs to be on the action not out of the scene. Viewer three stated that the aesthetics of the eSports stream does not affect his watching decision or spectating experience because he spectates the gameplay, not any other factors. In eSports streams V3 notices different aspects depending which game is played. He spectates the in-game tactics and the players' actions. Moreover, viewer three pointed out that the eSports caster gets the crowd excited of the actions that happens in-game. Furthermore, V3 stated that the eSports stream casting could affect his decision to watch or not to watch the stream. He also pointed out that he sometimes mutes the audio of the stream.

Viewer four stated that a negative or positive atmosphere does not affect his decision to watch eSports streams or the spectating experience. He pointed out that he spectates eSports streams even if he does not have good feelings that day. Furthermore, V4 stated that he tries to find positive energy by watching eSports streams. Moreover, viewer four continued that spectating eSports streams has cheered up his feelings. V4 pointed out that spectating eSports streams has a positive effect that way. Viewer four stated that the visual entirety of the eSports stream does not affect his decision to watch the stream or the spectating experience. Although. V4 pointed out that if the picture quality of the stream has been bad, it has annoyed his spectating. However, it has not dismissed him away from the stream. Viewer four continued that if the camera actions, the picture quality and the studio is good, it is a positive factor for him.

V4 pointed out that the aesthetical aspect of the eSports stream does not affect his decision to watch the stream or the watching experience. Viewer four continued that the more important factor is to watch how his favourite team is succeeding and how the individual players manage to play. V4 does not care about the aesthetics of the players. He stated that his main focus is on the game, but he also watches and pay attention to the studio parts of the eSports stream if there is statistics or similar things discussed. V4 pointed out that the eSports streams' casting has a significant impact to the spectating. Viewer four continued that occasionally there have been unclear casters and the spectating experience might have been bad. V4 stated that if the casters discuss lots of irrelevant things, the game is forgotten. This disturbs V4's spectating experience. He continued that you can notice if there is a good caster casting because it gives a lot to the stream. V4 stated that the casting of the eSports stream does not significantly affect his decision to watch or not to watch. Even though the bad casting could disturb him, he usually watches the stream anyway, V4 continued. He also pointed out that he can mute the stream if the casting disturbs him. Furthermore, V4 stated that he has never turned off the stream because of a bad caster.

4.2.3 How immersive are eSports streams to spectate?

Viewer one pointed out that the eSports streams are immersive to him if the casting is good and exciting, and if the atmosphere is good. Furthermore, these factors lead V1 to focus more on the stream and then he feels the spectating experience to be immersive. Moreover, viewer one stated that it is possible that he immerses in the game and its actions that happen in-game. V1 pointed out that he does not get excited or nervous for players or teams when he spectates the eSports streams because he does not have an emotional bond to the players.

Viewer two stated that he is not a person who gets that immersed in eSports. He continued that for him, sports and eSports are equally immersive. For instance, if Finland succeeds in ice-hockey's Wold Championships, it is equally immersive if compared to V2's favourite player's success. Viewer two pointed out that he does not necessarily get immersed in the game and its in-game actions when spectating the eSports stream. Although, he does have an excited feeling for the favourite player and hopes that the player wins. Moreover, he pointed out that he gets nervous for the players and teams.

> (6) V2: *Oh God I get nervous! If there is a favourite player and some old champion that has not succeeded lately, and then he goes against some new player, and you just hope that the new player does not win the old player again but he does.*

Viewer three pointed out that he gets immersed in eSports streams if his favourite team is competing. Furthermore, he stated that the immersion is similar to Finnish people immersed in ice-hockey. V3 continued that he gets excited or nervous if one of the Finnish CS teams, ENCE, is playing. He stated that ENCE is the number one, and if ENCE plays, they need to win.

Viewer four stated that he gets immersed in eSports streams. He pointed out that at least when he spectates League of Legends he forgets everything, the passing of time and other things. V4 get immersed in the matches and he lives along in the moments. Viewer four stated that he gets immersed in the game and its in-game actions when spectating eSports streams. He continued that it is a similar thing as watching ice-hockey with friends. V4 achieves similar immersion and he is seriously in the eSports match, and it gives a similar experience to him as traditional sports. Viewer four pointed out that he gets excited or nervous about how the players and the teams succeed.

Developer one pointed out that he has been immersed when he has watched larger eSports tournaments if there has been really intensive gameplay. Furthermore, he stated that he gets immersed in the game and its in-game actions when spectating eSports tournaments. D1 stated that he might get excited or nervous for the players or the teams.

> (7) D1: *If there are some Finnish people playing matches, I do cheer for them and I might even get nervous.*

Developer two stated that he does not get that immersed when spectating eSports streams. Although, he continued that when the match is going to end soon and there are more in-game action, it might get D2 immersed. Developer two pointed out that he might get a little bit immersed in the game and its in-game actions when he spectates eSports. D2 stated that he does not get that excited or nervous for the players or the teams when he watches eSports streams. Developer two continued that he is not able to be excited or nervous because of other players. D2 stated that he is not that big of a fan.

Founder one pointed out that he does get immersed in eSports streams while spectating them. He continued that the match could have moments where he is really focused in the game, for instance, the final and the last games. F1 stated that when the match is ending, he is prepared to cheer for the winner team and get immersed. But if it is a middle of the match or qualification then he mostly spectates briefly. Founder one pointed out that he gets excited or nervous because of the players or the teams, but it depends who is playing in the tournament. If F1's favourite team is playing, and he knows that they have played well, and the competition is tight, F1 focuses on spectating really carefully and he gets excited or nervous.

Caster one stated that he absolutely gets immersed when spectating eSports streams and he get immersed in the game and its in-game actions. C1 continued that he gets excited or nervous because of the players or the teams that are competing. Furthermore, he pointed out that the games that have a tight setup, for instance, five versus five the individual performance means a lot. On the other hand, if the game has lots of players competing, C1 gets excited or nervous because of the moments and if there is a lot to win or lose.

4.3 Perspectives from developers

Developer one pointed out that the game industry utilizes the video game live streams to some extent. He continued that there is Game Development category on Twitch but there could be more. D1 stated that the game industry could utilize live gaming streams as a marketing channel. He continued that the game developers could show the product to other game developers. Furthermore, D1 pointed out that if the game developers stream the actual game developing, they could receive feedback at the beginning of the development process. Moreover, developer one continued that if the game developers start the streams early on, they can get feedback immediately. D1 pointed out that in Finland this kind of action is used very little. Developer one stated that he knows only one company that has done the development stream. D1 continued that there could be more, but he has not heard enough about them. In addition, D1 pointed out that there is not a lot of this kind of action because being exposed is not always a good way for marketing the product. Developer one continued that, for instance, smaller game development teams would like to keep the product as a secret and present the game at the publishing stage.

D1 stated that he believes that the game industry benefits from video game live streaming and eSports streams. He continued that the game development streams as a marketing and feedback channel. Developer one pointed out that the game testing via video game live streams at the game development stage could be a bad idea, because if there are lots of bugs in the game, it does not give a good picture of the game. Moreover, D1 stated that the consumers are not very rational, and they might think negatively when the game is published. On the other hand, developer one pointed out that if there is something that works in the game, it could be shown, for instance, in gameplay sneak peaks or teasers. D1 continued that the large companies do that and also they might play the game. The development team sits on the sofa and the player tells about the game.

Moreover, developer one stated that eSports streams brings the gaming for mainstream action in Finland as well. He continued that the eSports tournaments and other activities are shown to the viewers and the people can understand that games are played very much, and it is a large activity. D1 pointed out that the game industry could get more positive visibility.

D1 stated that PC and console game marketing is nowadays mostly based on large youtubers or video game live streamers that play the game. Developer one continued that it might be extremely hard to get a game to be played by a large streamer or youtuber, because they have lots of games to be played. Developer one pointed out that it is the way to show the game to the target audience. D1 stated that it is a much better way to market a game via a streamer or a youtuber than with Facebook, for example. Developer one pointed out that this kind of action has happened since indie games have been in mainstream, since games like Minecraft or Super Meatboy.

Developer one pointed out that eSports, video game live streaming, eSports streaming and marketing basically have a similar target audience. Furthermore, D1 continued that the eSports spectators are the customers that buy and play the games. Developer one stated that this can be utilized in some way. D1 pointed out that from marketing perspective, the potential customers can be reached.

Developer two pointed out that the game industry utilizes video game live streams a lot. D2 continued that most of the utilization is related to the game marketing via video

game live streams. Developer two stated that, for instance, the raise of PlayerUnknown's Battlegrounds' marketing strategy was advertising the game via streamers. Moreover, D2 pointed out that there are game development streams, but they are usually done by smaller companies. Developer two continued that the larger companies do not have resources or there are NDA contracts that do not allow to stream the game. Furthermore, D2 stated that the game industry utilizes video game live streams and eSports streams because there are new players and interest in the games.

D2 pointed out that the Finnish mobile game industry does not utilize that much video game live streams. He continued that the largest gaming companies in Finland have had some small marketing campaigns with other streamers but not that much else. Moreover, Developer two stated that in the other countries, the marketing strategy is to buy the streamer's time to play the game. D2 pointed out that the companies in the gaming industry can utilize video game live streams in a limited way. He continued that the indie game companies would utilize the most because they could stream their game development. Moreover, developer two pointed out that the small game development companies could stream their game development and coding, and they can try to receive excitement in that way, for instance. Moreover, D2 continued that marketing is the other factor that could be utilized by game development companies.

Developer two stated that streamers utilize a lot via streaming the game development companies' games, because it is a business. Furthermore, D2 continued that the game development companies buy advertisement time from the streamer. Developer two pointed out that especially the biggest streamers do not stream game development companies' games free of charge.

D2 stated that video game live streaming and streams cannot be utilized that much in game testing. Moreover, he continued that there should be lots of people that play the game individually, and it produces data that game developers can use to develop the game further. Also, D2 pointed out that there could be bugs that cannot be found via data. He continued that in this kind of situations the players' feedback is useful. Developer two also stated that the anonymous game testing done by players is mostly more valuable than the situation where the game developer gives advice or guidelines.

Developer two pointed out that the game development companies acknowledge nowadays video game live streaming in the game development and marketing stage. D2 continued that there are many games that are done for game streaming. He pointed out the Goat Simulator game that is purely done for video game streaming. D2 stated that Goat Simulator game selling happened only because it was played in streams and on YouTube. Furthermore, D2 pointed out that streaming is not used that much in the mobile game industry. He continued that videos are more common than streaming because the phone screen's streaming is not that easy to do. Developer two stated that there needs to be a mobile phone attachment that enables streaming via mobile phone.

4.4 Perspectives from large gaming/eSports community founder

Founder one stated that he ended up to founding the gaming community because when he started playing the game, he did not have that many friends who played the same game. F1 pointed out that after that, he went to search for players to play with from the internet. Founder one stated that he likes to play with Finnish players. Furthermore, F1 stated that he searched whether there is any Steam group or Discord group related to the game, and the Finnish players that play the specific game. Moreover, he continued that

he also searched internet forums, but he noticed that there is no Finnish players' community related to the game. Furthermore, F1 decided to found a Stream group and invite all his friends, and the Steam group grew quickly. Founder one pointed out that after that the Discord group was founded, and the popularity raised enormously. In addition, F1 continued that then the gaming community expanded to have different kinds of social media services as a marketing tools, and then they started arranging tournaments related to the game. Founder one stated that they have a really large Finnish gaming community. Moreover, F1 pointed out that the gaming community has different kinds of players: the casual players that are active in the community and the players that are interested in competitive gaming and want to compete in eSports tournaments. Furthermore, he stated that there are also competitive players that compete in the large tournaments.

Founder one pointed out that the gaming community does have eSports tournaments. Moreover, F1 continued that they are actively arranging eSports tournaments that are streamed on Twitch. Furthermore, he stated that the eSports tournaments are casted by Finnish casters. F1 pointed out that the gaming community he has founded has people that are interested in eSports. Founder one continued that about one third of the community's people are interested and actively watch tournaments that are arranged to the community. Furthermore, F1 stated that most of the spectators of the tournaments are viewers that are part of the community. He continued that the viewers send lots of messages during the tournaments and many of them play eSports tournaments.

F1 stated that there is also other kind of regular streaming activity that is streamed to Twitch. Moreover, he continued that this streaming activity includes playing with the community, and it is also a shared activity that creates a good atmosphere. In addition, F1 pointed out that Finnish gaming communities could utilize streams by streaming their communities' actions. Founder one continued that there are not that many Finnish gaming communities that do streaming because there is no person that could stream or there are no casters for the tournaments. Moreover, F1 pointed out that if there is a stream without casting or other content concerning the tournaments, only a few people would come to watch that kind of stream.

Founder one stated that the gaming community members are motivated to watch eSports streams mostly because of the quality of Finnish casting. Furthermore, F1 pointed out that there are not that many professional teams in Finland but there are semi-professional ones. Nevertheless, the viewers spectate the stream, founder one stated. Moreover, he pointed out that there are many teams that have always played in the tournaments that are arranged by the community's staff. Furthermore, F1 continued that these teams have become familiar to the audience. Founder one stated that the viewers cheer for the specific teams and are hyped because of the players. F1 pointed out that there is a kind of a fan base for some teams. Founder one stated that the streams that are streamed by the players are also important for the gaming community's visibility and popularity. Furthermore, F1 pointed out that the eSports tournaments that are streamed by the gaming community's staff are popular in Twitch's Finnish streams. Moreover, founder one stated that there are new viewers that watch the streams and then join the gaming community later on.

4.5 Perspectives from eSports caster

Caster one stated that he has casted other sports as a hobby before the eSports casting. He continued that the sport casting has happened in sport events. Furthermore, he

pointed out that his eSports casting started with the tournaments of a specific game, and he has casted lots of tournaments related to that particular game after that. C1 stated that casting in eSports streams is a very important factor because if there is an eSports tournament stream without casting, it might not interest that many spectators. Caster one pointed out that the viewers utilize casting and the expertise that the caster has because there are spectators of different age. C1 continued that the caster's job is to serve the audience because the caster describes what is happening. Moreover, caster one pointed out that the spectators can see part of the action for themselves and understand them, but it does not necessarily concern every viewer. Caster one stated that the viewers can be unfamiliar concerning the game or they can be familiar with it. C1 continued that the caster's job is to tell everything necessary and serve the audience that they can watch the tournament comfortably and with good knowledge. Furthermore, caster one pointed out that a good eSports caster needs to be good in speaking with a sufficiently good vocabulary to describe different kinds of things. C1 continued that an eSports caster needs to adapt to the surprising situations that can happen in the broadcasts. Furthermore, caster one stated that an eSports caster needs to be able to discuss with the viewers about different kinds of topics in the situations where people need to wait because of delays. Moreover, caster one pointed out that an eSports caster needs to understand the game that is casted.

C1 pointed out that he casts eSports because it is fun, and he likes the community related to it. He continued that the communality of casting and production crew is an important factor for him. Moreover, C1 stated that other aspects are the eSports teams and team leaders that have become familiar to him, and the feeling of being a part of a community.

Caster one described Finnish eSports spectators as active and passionate. Moreover, C1 continued that the Finnish eSports viewers have the same kind of behaviour as in every other sport that Finland succeeds in. Moreover, caster one pointed out that the Finnish eSports viewers and fans are really active and discuss a lot. Furthermore, he continued that there are times when there are not any Finnish players or teams at the top, in that case Finnish eSports fans are the thing that could be seen in the international eSports scene.

Caster one stated that the viewers spectate eSports streams because of entertainment.

> (8) C1: *For the same reasons that they spectate Formula or ice-hockey, the sport interests them and when it is well produced content it is good entertainment.*

Caster one pointed out that the technical implementation of the eSports broadcast affects viewers' decision to spectate the stream. He continued that the effect depends more on the time when the viewer comes to spectate the broadcast. Furthermore, caster one pointed out that the viewer of the eSports stream can notice the casting, the directing style and the parts that are casted, for instance. C1 continued that the casted parts depend on the game, certainly. Caster one stated that the studio parts and fulfilment of the intermissions are important, and how the intermissions are implemented technically. Moreover, what happens in the intermissions and how everything works is important. C1 pointed out that the viewer could come to watch but he leaves the stream if the intermission time is boring. Furthermore, he continued that if the viewer comes to the broadcast at the intermission time and there is nothing happening at the time, the viewer could not have any information what is going to happen and leaves the stream. C1 stated

that if there are bad microphones or the quality of the stream is not good, these can be the factors that cause the viewer to leave the stream.

C1 stated that the knowledge about eSports via newspapers, for instance, could motivate and attract new eSports viewers to watch and find out what eSports is about. Caster one pointed out that the interest to watch needs to arise from the broadcast and from the desire to spectate. He continued that raising the knowledge could be the key factor.

4.6 The future of eSports

Viewer one stated that there is more eSports available to watch in the Finnish television. He continued that it is a good thing that eSports has made it to television, outside of the internet. V1 pointed out that the Finnish scene is relatively small if compared to the international scene, especially to USA's scene. Moreover, viewer one wishes that the scene grows in Finland. He continued that there is going to be more players when people get interested to watch, and it could activate viewers to start playing. V1 stated that people are active when there is more eSports available.

Viewer two pointed out that eSports is raising as a popular phenomenon. He continued that technology has improved and the age when a player can win eSports titles is lower. V2 stated that nowadays it is easy to start playing video games. Furthermore, viewer two pointed out that eSports will grow as a side of sports. V2 continued that the number of Finnish people is a restrictive factor in eSports, but it is balanced with the ability to do things well.

Viewer three stated that internationally there are things to be done with the players contracts and salaries. V3 pointed out that the legal protection of the eSports players is not always good in some of the cases. Viewer three continued that there should be equipment offered and a shared place to practice for the players. Furthermore, V3 pointed out that there are quite many eSports tournaments nowadays. Moreover, viewer three stated that Finland is in the early stages of eSports and the business area does not know what eSports is. V3 pointed out that there are people in Finland that have presented the information of what eSports is forward to others. Viewer three stated that there are also Finnish ice-hockey teams that have founded their eSports teams.

Viewer four pointed out that eSports is maybe moving into a more viewer friendly direction and the casters are more professional. Furthermore, V4 continued that eSports has been steadily improving. Viewer four stated that in Finland there are not that many eSports streams broadcasted. Moreover, he continued that there are some LAN event streams. Furthermore, V4 pointed out that there are other streams that are randomly broadcasted. In addition, viewer four stated that eSports should start soon raise larger in Finland and there should be streams regularly.

Developer one stated that eSports has grown in Finland in the past few years and it has been a good thing. Moreover, D1 pointed out that Finnish players do well in eSports and it has been great to notice. Developer one stated that eSports has become mainstream and there are eSports broadcasts much more in television. He continued that eSports is discussed much more and eSports is in the news. D1 stated that it has been a positive development. D1 continued that he has not noticed any negative sides in the Finnish eSports. Developer one stated that the position of eSports internationally looks good. He pointed out that there is, for instance, Overwatch league in the USA and similar things. D1 continued that these kinds of things take eSports closer to the traditional sports and

it might be a good thing for eSports, because it could gain much more visibility and trustworthiness to eSports. Developer one pointed out that in his opinion eSports could be counted as sports.

Developer two stated that the situation of Finnish eSports is good at the moment because there has been three large wins for the Finnish players in a month. D2 continued that eSports is improving all the time in Finland. He also pointed out that there is more to be done in Finland partly because there are much less people in Finland. Developer two stated that in one specific game there are, for instance, tournaments for the Finnish companies. D2 continued that the teams consist only of the companies' employees. Developer two pointed out that the improvement of eSports internationally is really fast at the moment. He continued that eSports is quite a large thing already. D2 stated that, for instance, the production values of Rocket League matches are large. He continued that there are multiple casters and experts and great studios. D2 pointed out that the production and atmosphere is great and everything is modern. Developer two stated that eSports, streaming, eSports streaming and game industry is a good entirety.

Founder one pointed out that the situation of eSports in Finland is good. He continued that there are LAN events that have many tournaments with large prize pools that bring viewers to the tournaments. F1 stated that eSports is in upturn in Finland, for instance because there are eSports tournaments related to multiple games broadcasted in Finnish television and similar. Founder one continued that there is only lack of multiple large eSports organizations. F1 pointed out that there are Finnish players that play on the international level. He continued that there are many good players in Finland that can play well. Founder one stated that Finnish eSports would raise larger if there were more organizations and sponsors, and if companies participated.

Founder one pointed out that it is good to have large Finnish sport teams joined to eSports because for the viewers of traditional sports eSports could be a new thing. F1 continued that it could be easier to present eSports especially to the older people via traditional sport teams. Founder one stated that most of the eSports viewers are young people but there are also older people that spectate eSports tournaments. F1 continued that youngsters understand eSports, but for the older people it could be a bit difficult to understand that there are games where players are competing and that players can earn money from it. Founder one pointed out that nowadays youngsters have lots of professional gamers as their idols.

F1 stated that eSports has lots of similarities to traditional sports. He continued that the players' amount of practice is unbelievable, and players need to have a specific mentality and mental strength to perform at the tournament stages while viewers are cheering or booing. Founder one pointed out that eSports has become professional and he thinks that it could be called modern sports.

Founder one stated that eSports has grown a lot in recent years because there are many more large tournaments with the large prize pools and the tournaments are more visible if compared to the time 10 years backwards. F1 continued that 10 years ago there were CS, Dota and LoL as only eSports games and the tournaments were arranged in smaller places with smaller prizes. Founder one pointed out that nowadays the prize pools are counted in hundreds of thousands and sometimes even in millions as is the case in Dota. He continued that eSports is growing in every country, but it depends on how the press and other medias hype eSports. F1 stated that, for instance, in Finland there are some magazines that report lots of eSports news. Founder one pointed out that media has quite a large role in the growth of eSports.

Caster one pointed out that eSports is doing quite well in Finland, and there is not that much negative conversation concerning eSports. C1 continued that eSports has a good reputation and cooperation partners and marketing financial interest looks better. Caster one stated that interest in business world has arisen and companies see the advertisement opportunities. Furthermore, C1 pointed out that it is understood that eSports is a global market where large visibility things can be done with only a small investment. C1 continued that the situation of eSports is good, and it is growing further.

C1 stated that Finland is in a different stage in eSports market and development than other countries; Finland is coming a little bit behind. Furthermore, caster one pointed out that eSports marketing grows and the knowledge increases, and there is going to be improvement in the future. C1 stated that internationally some of the games have reached the top but there is no development further because the level is accomplished. He continued that there could be tournaments with a large prize pool and a million viewers on the Twitch channel, but the question is not what direction to grow in, but what needs to be changed to retain the interest and keep the situation that it is at the moment.

Caster one pointed out that the level of eSports casting might rise all the time. C1 stated that he believes there will be more content casted in Finnish. He continued that Finnish matches, Finnish tournaments and local things but also international tournaments are casted in Finnish. C1 pointed out that the international tournaments casted in Finnish is the key, in one way, to grow eSports in Finland because it is easy to spectate international tournaments in this way. Caster one continued that there have been some international major tournaments broadcasted with Finnish casting.

5.   Discussion

In this section, the findings of the study are presented and discussed further. Moreover, the discussion section includes theoretical and managerial implications, and methodological and empirical considerations. Furthermore, the discussion is connected to the previous research. There is a comparison made between the findings of the present study and the previous studies that have been made in the field related to the subject. Moreover, this section is separated into subchapters because it clarifies the findings related to the themes.

The purpose of the present study was to find out what the motivational aspects are for Finnish viewers to spectate video game live streams and eSports. The research questions of this study were as follows:

> **RQ1. What motivates Finnish viewers to spectate eSports streams?**
>
> **RQ2. What motivates Finnish viewers to spectate other video game live streams?**

There were two research questions chosen that were closely connected with each other. The questions were limited to concern Finnish people to constrict the research to concern one country's video game live streams and eSports spectating motivations. The research questions of the present study are answered in the upcoming subchapters. In this study, qualitative research was done with semi-structured interviews concerning video game live streams and eSports. There were 8 participants for the interviews and they were all familiar with the games, streams and eSports. Furthermore, for analysing the data the content analysis was used in the present research.

5.1 The motivational factors for Finnish viewers to spectate eSports

There were multiple reasons that the participants of this study pointed out to affect their motivation to spectate eSports streams. For instance, it was found out that cheering for the players or teams affected eSports spectating decision positively. Moreover, cheering was discovered to motivate multiple participants to watch eSports. Furthermore, the players' in-game skills and the desire to learn new things related to the game played were the two factors that was pointed out to affect multiple participants' motivation to watch eSports. Moreover, the gathering of new tips concerning the game that the participant plays affected motivation to spectate eSports stream, if the same game was played in the stream. Hamari and Sjöblom (2017) found out similar findings. The knowledge related to eSports that the viewers' desire to gain by spectating eSports correlated positively and significantly in spectating frequency. Furthermore, players' in-game skills had positive correlation but did not approve to be a significant aspect for spectating frequency.

Interestingly, it was pointed out in the present study that the player's game style or especially personal way to express himself via the game was stated to affect the motivation to spectate eSports. Furthermore, new game experience or old friends that

are playing new eSports game that includes new skills motivated one viewer to spectate eSports. Moreover, the streamed game and the personality were pointed out to be motivational factors to spectate eSports streams. Furthermore, for the multiple participants the streamed game found to be a motivational aspect to spectate eSports. Hamari and Sjöblom (2017) pointed out that in eSports there are popular game genres, such as, MOBAs or FPS games.

Hamari and Sjöblom (2017) stated that the novelty to see new professional gamers and teams in the competition significantly and positively correlated to the viewers spectating frequency of eSports. In the present study, it was also discovered that the favourite eSports teams and players were important motivational aspects to affect eSports spectating for several participants. Moreover, the success of the favourite team turned out to be a motivational factor to watch eSports. One of the findings was that the information of who are playing in the match, and which kind of tournament is played in the stream motivated to spectate eSports streams. Furthermore, it was discovered that the interest in the game and the commentator of the stream motivate to watch eSports. Moreover, it was pointed out that the show and its ceremonies related to the content motivate to watch eSports streams. Interestingly, it was found that the matches between highly skilful eSports teams motivate to spectate eSports streams. In addition, the individual performance of the players was stated to motivate to watch. It was discovered that the overall quality of the production of eSports stream pointed out to be an important factor to spectate eSports streams.

5.2 What sort of eSports streams the interviewees spectated?

In the present study, it was found that the viewers spectate all kinds of eSports streams, for instance, major tournaments, tournaments and leagues related to the game. Ewalt (2013) pointed out that eSports assembles lots of people to watch live video gaming, and it is an important factor in sports to be capable of making it. In the present study, it can be pointed out that the size of eSports streams that are watched by the viewers vary.

The most watched games among the viewers were PlayerUnknown's Battlegrounds and Counter-Strike: Global Offensive. Interestingly, it was found that all the viewers have watched eSports tournaments or matches physically in the same place with their friends. There were two out of four viewers that have spectated an eSports tournament physically in the same place that the players were in. In both of the cases it has happened in a LAN event. Moreover, one of the viewers stated that the travelling to the tournaments to see the players live could be problematic and he has not visited the tournament events because of that. Hamari and Sjöblom (2017) found that the spectating frequency and social interactions concurrently with spectating eSports or other kind of video game streams was not discovered to be a significant factor.

In the present study, it was discovered that some of the viewers watch eSports streams that include players from Finland and other countries. Furthermore, some of the viewers spectate the eSports streams that did not consist of any Finnish players. It was found that the reason why some of the viewers did not watch eSports streams that include Finnish players is because there are no Finnish players at the top level of that game. Also, in some games there are no Finnish players competing in the eSports streams. Moreover, it was stated that there could have been Finnish players in the tournament, but they have lost their matches at the beginning of the tournament.

5.3 The atmosphere in the eSports streams and its effects on spectating

The results of the present study show that the atmosphere of the eSports streams affected participants' decision to spectate the streams, and the watching experience. Furthermore, the atmosphere affected the viewers in a positive or a negative way. Moreover, the negative atmosphere discourages viewers to watch the stream, because the atmosphere has an impact and might raise negative feelings in the viewers. It was discovered that the atmosphere of the eSports streams could also raise the viewers' atmosphere.

Interestingly, all of the participants thought that the aesthetics of the eSports streams which included, for example, players, studio people and audience, did not affect viewers watching decision or spectating experience. It was found that the game itself is more important than the aesthetics. Moreover, one viewer pointed out that he focuses on the in-game tactics and the actions players do in-game, not on the other things. Furthermore, the other viewer stated that his favourite team, the individual success and the performance are the important aspects to watch the eSports stream. Hamari and Sjöblom (2017) discovered that the aesthetics had negative correlation to spectating frequency. It was stated that the aesthetics might be too difficult to monitor during the game.

In the present study, it was found that two out of four viewers felt that the visual entirety affected the decision to spectate or to the watching experience. Furthermore, the picture quality of the eSports streams had a large impact on the decision to spectate. It was stated that if the picture and sound quality or camera movement is bad the viewers does not want to spectate the stream, or it was felt to be annoying. Furthermore, it was discovered that if the camera movement, for instance, is well made, it encourages to watch the stream. Also, if the quality of the stream was good, it had a positive impact on the spectating experience.

Smith, Obrist and Wright (2013) pointed out that eSports streams can include shoutcasters. In the present study, the casting of the eSports stream found to raise intensity and excitement, for instance. Moreover, the casting found to be a positive or a negative factor for the spectating decision. In addition, if the caster of the eSports stream cannot create a good atmosphere, the viewers would not watch. On the other hand, it was found that casters could be a really important part of the eSports spectating experience. Furthermore, the casting felt to be important for t new viewers and experienced spectators. Interestingly, it was pointed out that if the casted game is simple, the caster could raise the feelings of the viewer, but if the casted game is difficult to understand, the caster could disclose the knowledge concerning the game.

5.4 How immersive are eSports streams for the participants?

Hamari and Sjöblom (2017) found that the most positive correlation and significant factor to the viewers' eSports watching frequency was escape from everyday life. In the present study, it was discovered that the participants of the study felt immersion when spectating eSports streams. Furthermore, there were multiple cases that affected participants' immersion. The casting of the eSports stream and the atmosphere stated to lead to more focus on the stream and further the immersion. One of the most significant factors that created immersion to multiple participants in the eSports streams was the in-game actions. For example, it was found that the eSports tournaments' in-game actions

affected immersion creation. One of the viewers stated that he gets immersed equally in sports and eSports. Moreover, the other viewer argued that if his favourite team is competing in the eSports stream, he gets immersed. Two of the participants pointed out that the immersion effect of the eSports stream could be compared to be similar as when Finnish people spectate ice-hockey and get immersed. One of the participants pointed out that the intensive gameplay that occur in the large eSports tournaments affect the felt immersion. Interestingly, one of the participants stated that the stage of the game could affect immersion creation. For instance, the late game could raise the immersion because the participant is more focused on the game. In addition, the participant also pointed out that the final match of the tournament creates immersion to him. Moreover, it was stated that the streamed eSports game affects immersion creation. Furthermore, one of the findings is that the immersion that eSports could create is similar to other sports that can also create it.

Hamari and Sjöblom (2017) found in their study that drama did not have a significant aspect for the spectators to watch eSports, and drama does not have positive correlation for spectating frequency. If the study by Hamari and Sjöblom (2017) is compared with the study by Cheung and Huang (2011), the aspect of drama discovered to have opposite correlation to eSports spectating frequency. In the present study, it was found that some of the participants get excited or nervous because of the players or the teams during the eSports streams. Furthermore, one of the viewers pointed out that he forgets passing of time and everything else when he spectates the eSports matches, he lives the in-game moments. One of the findings in the present study was that the success of the players and the teams raised multiple participants' excitement, or they felt nervous. Furthermore, the winning or losing moments that could have happened during the eSports match impacted the excitement or level of intensity. In addition, one participant felt that he gets excited or nervous because of the individual performance of the players. Furthermore, it can be argued, as one result of the present study, that the drama is one factor to affect excitement or the level of intensity during an eSports match.

It was discovered that there is research done that includes positive correlations between the sport watching and drama as a crucial factor (Peterson & Raney, 2008; Raney & Depalma, 2006). In the present study, it was found that there were at least two reasons why some of the participants did not get excited or nervous when watching eSports streams. Firstly, one of the participants stated that the emotional bond to the players did not exist between him and the players. Secondly, the other participant pointed out that he is not that huge of a fan and he does not get excited.

5.5 The motivational factors for Finnish viewers to spectate live gaming streams

The results of the present study show that the game motivates to watch video game live streams. Furthermore, if the game is felt to be good or the viewer has not tried to play the streamed game, it motivates to spectate the stream. Cheung and Huang (2011) pointed out that the spectators of the video game streams can have an impact on the particular game's visibility.

Hamilton, Garretson and Kerne (2014) argued that the spectators want to watch exquisite content that s certain streamer can provide. The community that the streamer has is a place for the viewers who desire to interact with other members of the community. In the present study, it was discovered that the streamer's personality is one motivational factor to spectate video game live streams. Furthermore, newly published

games motivated participants to watch live gaming streams. Moreover, one viewer stated that the atmosphere of the video game live stream affects his decision to spectate the stream. Furthermore, the participant pointed out that usually there is a better atmosphere in casual streams than in eSports streams, for instance, because of the competition aspect. Moreover, it was found that the participants desire to collect information and knowledge through the streams concerning the games the participants play themselves. In addition, it was discovered that the in-game skills of the players motivate one participant to watch video game live streams. These findings are similar to what Hamari and Sjöblom (2017) found in their research.

In the present study one of the findings was that the entertainment motivates to watch the streams. Chen and Lin (2018) discovered that entertainment is the largest factor that affects live streams' spectating decision. Hilvert-Bruce, Neill, Sjöblom, and Hamari (2018) found that entertainment as one factor raised the participation of the viewers in the streams. In the present study, escapism found to be one factor that motivates to spectate the live gaming broadcasts. It was equal finding that Hamari and Sjöblom (2017) discovered in their study.

In the present study one participant stated that the interesting content, overall quality of the stream, and the discussion between the streamer and the viewer motivates him to watch video game live streams. Furthermore, it was discovered that if the streamer plays the same game as the viewer, it motivates the viewer to spectate the stream. Pekkinen (2018) argued that the experience which the viewer and the streamer could have while interacting could be precious for both. Hilvert-Bruce, Neill, Sjöblom, and Hamari (2018) discovered that social interactions have an impact om the spectators' time to watch the streams. In addition, Hamilton, Garretson and Kerne (2014) stated equal findings.

5.6 The effect of the game, the streamer, the personality, the aesthetics and the in-game skills

In the present study, it was found that the game that is played in the stream does not affect a couple of the participants' decision to spectate the stream. Furthermore, the streamed game affects highly for some of the participants stream watching decision. There were two participants that stated that the streamed game affects 50 per cent to the decision to spectate the casual video game live stream. Moreover, it was found that the participants prefer to watch streams of the games that they play also for themselves. Furthermore, it was discovered that one participant spectates the streams because he desires to collect knowledge concerning the streamed game to understand it better. Moreover, one participant stated that he does not watch streams if there are games played that he does not like.

It was found that the streamer and the personality of the streamer significantly affect the spectating decision, mostly more than the game. Pekkinen (2018) pointed out that the streamer's personality might have an impact on the popularity. In the present study, it was found that the participants of this study like to watch different kinds of personalities and their skills. For instance, most of the present study's participants stated that they watch the streamers that are skilled in-game, and the viewers could learn from the game by spectating the stream. Hamari and Sjöblom (2017) stated that the in-game skills of the players correlated positively but do not have a significant aspect for the watching frequency. Furthermore, it was pointed out that professional players might be easier to approach because there are lots of professional players that stream. The communication

with the spectator and the professional eSports player is easier if compared to professional players of other sports. Hamilton, Garretson and Kerne (2014) found that the spectators want to see unique content from the streamer.

There are multiple studies that pointed out the spectators' desire to learn by watching (Hilvert-Bruce, Neill, Sjöblom, & Hamari, 2018; Hamilton, Garretson, & Kerne, 2014; Sjöblom, Törhönen, Hamari & Macey, 2017). In the present study, the findings included that the participants like to watch the streamers that are positively minded, entertaining, talkative, funny, and enjoy streaming themselves. On the other hand, one of the participants stated that he does not watch streamers who are arrogant.

In the present study, the results included that the aesthetics of the streamer does not affect casual stream's watching decision or the watching experience. Moreover, one participant stated that the aesthetics of the streamer or other persons in the stream affect his decision to spectate only in extremity situation. Hamari and Sjöblom (2017) discovered that aesthetics has negative correlation on frequently spectating.

5.7 The effect of the social aspects, interactions and community

There are several studies that pointed out that social activity might be one of the factors that motivates spectators to spectate streams (see for instance Pekkinen, 2018; Lessel, Vielhauer, & Krüger, 2017; Hilvert-Bruce, Neill, Sjöblom, & Hamari, 2018; Hamilton, Garretson, & Kerne, 2014). In the present study, the findings included that the streamer's social actions such as noticing the spectators significantly affect the watching decision. Furthermore, two of the participants pointed out that the social actions of the streamer do not affect that much the decision to spectate the stream.

The live streams with a social factor connect humans to attend as a part of the communities (Hamilton, Garretson, & Kerne, 2014; Cheung & Huang, 2011). In the present study, one of the results was that half of the participants thought that the community and the communality of the stream is an important factor for them. Moreover, some of the participants pointed out that they watch the streams that has positively minded communities surrounding them. Furthermore, the negative atmosphere could most likely lead to changing the stream.

The findings of the present study show that some of the participants enjoy watching the streams in Finnish and in English. Moreover, one of the participants pointed out that his comfort in the Finnish streams could vary but usually he enjoys them. Also, he could sometimes feel in the English streams that the participant does not understand the presented jokes and he feels like an outsider. Furthermore, another participant stated that he likes to watch streams presented in English more than in Finnish, because the accents of the Finnish streamers do not please him. Moreover, it was found that there were various opinions for the streams' spectating languages.

The results of the present study show that most of the participants pointed out that they like to watch the streams that have a positive atmosphere. Moreover, it was stated that the other viewers of the streams like to spectate the streams as well. For instance, one of the participants pointed out that in the smaller streaming channels, the streamers have more conversations with the spectators compared to the larger streams. It was also stated that if there are lots of spectators in the channel, the messages might not be seen by the streamer because of the number of the messages sent. Furthermore, one of the

participants pointed out that if the streamer notices that there are spectators spectating and chatting, it raises the atmosphere of the streamer.

It was found that the participants' interactions in the streams vary. Furthermore, some of the participants pointed out that they spectate the streams that have interaction included. Moreover, it was felt that the smaller streams have better interaction. Also, one of the participants pointed out that the interaction of the streams has become better in the recent years, and the streamers have more discussions with the spectators. In the present study, some of the participants felt that they do not want to participate in the interactions in the streams, even though the interactions of the streams felt to be important. One participant stated that the interaction raises the spectating experience. On the other hand, another participant pointed out that his interaction could vary in the streams. For instance, he might sometimes interact more than another time. Also, the participant stated that his interaction could vary, because if he is a moderator of the channel he endeavours to have an appropriate level in the chat. Hilvert-Bruce, Neill, Sjöblom, and Hamari (2018) discovered that the viewers of the live stream on Twitch searched social interactions and entertainment from the streams, and it had an impact on the time that they spent on watching. Moreover, social interactions are wanted by the viewers of the streams. Furthermore, one factor for attending the streams actively might be the need for social interactions for their lives. Hamilton, Garretson and Kerne (2014) found that social interactions between the spectators are one of the factors why the viewers watch the live streams.

5.8 Streams' spectating and effect on the participants' quality of life

In the present study, it was discovered that stream's spectating mostly does not negatively affect participants' quality of life. Although, many of the participants pointed out that the' watching streams could sometimes affect their sleeping. That is, the participants' amount of sleep could be lower than usually, but it does not happen that often. For instance, one participant stated that he might feel a little bit more tired when he watches the streams late. On the other hand, one of the participants pointed out that the streams spectating has an especially positive effect in his quality of life. Furthermore, he stated that there are contacts between people in the streams, and he feels that it is a positive factor for his quality of life.

Moreover, the eSports tournaments and the casual streams discovered to affect participants' amount of sleep. For instance, it was pointed out that there could be streams in the middle of the night that some of the participants desire to watch, and sometimes the amount of sleep could stay low. One of the participants stated that sometimes he does not stop spectating the stream in time and it affects his sleep. There was one participant that noticed that spectating streams late night could affect his falling asleep.

One of the results of the study was that streams' spectating could affect positively to the quality of life. Furthermore, one participant pointed out that he gains positive things from watching the streams. Moreover, the participant feels that he receives positive feelings if he spectates a skilful player that is entertaining. In addition, one of the participants stated that spectating the streams could have a positive effect, because if the streams contain great content that is not procurable otherwise.

In the present study, there was not literature found concerning the streams' spectating negative affect for quality of life, for example. Furthermore, there was no research

found related to lack of the spectators' sleep due to watching the video game live streams, for instance.

5.9 The participants' thoughts on the possibility of payments in the casual and eSports streams

eSports has raised recently and has a large number of spectators (Warr, 2014; Witkowski, Hutchins & Carter, 2013). There are tournaments arranged that have great prizes in the competitions (Warr, 2014). The streamer could receive lots of money from the spectators via donations (Karhulahti, 2016). Twitch partnership enables the streamer to have financial profit (Hamilton, Garretson, & Kerne, 2014; Pellicone & Ahn, 2017).

In the present study, one of the results was that some of the participants could pay to spectate both casual and eSports streams. Furthermore, it depends on the price and the content. One participant stated that he could pay a few euros to see the casual streams if the streams are easily procurable on every device. Moreover, he is not ready to pay a large amount of money on eSports streams. Another participant pointed out that the payment of the streams would limit his streams' spectating. He pointed out that the familiarity of the stream, the content, and the payment method are the factors to consider if paying to spectate the stream.

There are multiple participants that are ready to pay to see eSports streams. Furthermore, two of the participants would pay to see eSports streams if their favourite players or teams are playing or competing. Furthermore, one of the participants would pay to see eSports tournaments that last for a couple of days. Moreover, another participant pointed out the quality and the size of the tournament, and the favourite players competing. He continued that these are the factors to consider if paying to see the eSports, for instance.

In the present study, it was discovered that the game affects the decision to pay if there was payment on eSports streams. For instance, one participant would pay to see a specific game in the eSports streams. Also, he pointed out that the payments would limit watching, but he would pay to spectate casual stream if the streamer is entertaining. In the present study, one of the results was that some of the participants would pay if they are familiar with the content they can get. One of the participants stated that the voluntary payment model is good at the moment. Furthermore, he pointed out that the casual streams' quality would be worse if there were payments, but the quality of the eSports streams could increase.

In the present study, there was no literature found concerning the compulsory payments of the streams. Furthermore, this kind of approach was not found from other research.

5.10 The participants' live gaming spectating equipment and time used for spectating

It was stated that there could be several devices for using Twitch. Furthermore, these devices can be PC, mobile devices of Android or iPhone, Chromecast, and several consoles, for instance (Twitch, 2017b).

In the present study one of the findings was that there are multiple devices that most of the participants use to watch video game live streams and eSports streams. Furthermore,

all of the participants use PC to spectate streams. Also, laptop computers and mobile devices found out to be a popular secondary tool to watch the streams. Moreover, some of the participants spectate streams via television screen. One of the participants stated that he can get better sound quality if he spectates streams with PC. Other participant pointed out that PC is a comfortable option to watch, mobile device is easy to transport, and a wide television screen is great for watching the streams.

One of the results of the present study was that the time spent on spectating the live gaming and the eSports streams varies. Furthermore, some of the participants noted that they cannot spend that much time on watching the streams nowadays because of their work. For instance, one participant stated that he used to watch casual live gaming streams 30 hours in a week, but because of his job, he spectates nowadays 2-3 hours daily. It was also discovered that some of the participants watch more eSports streams than casual streams in a month. Moreover, most of the participants spectate streams daily. For instance, one participant pointed out that he watches casual streams 2-12 hours depending on the day. Furthermore, some of the participants stated that one factor to the eSports spectating time is the tournaments. For example, one participant pointed out that eSports tournaments that he watches can last 3-4 hours in a day.

Kaytoue, Silva, Cerf, Meira and Raïssi (2012) stated that there are lots of viewers in the major competitions of eSports that are streamed on Twitch. Deng, Cuadrado, Tyson and Uhlig (2015) pointed out that the Twitch's spectator count has, for instance, one significant factor that is the live eSports events.

For the present study, there was not literature found concerning the studies about live gaming spectating equipment that the spectators use for watching the streams. Moreover, there was no measured information found concerning the spectators time used for the video game live streams' spectating.

5.11 The developers' thoughts

The spectators of the video game streams can impact to the particular game's visibility, and the related game can utilize more from advertisement. Furthermore, the sales of the specific game can rise (Cheung & Huang, 2011).

In the present study it was discovered that the game industry advances video game live streams as a marketing channels, for instance. Furthermore, it was stated that there could be more game development streams to receive more feedback from other game developers concerning the work done, for example. It was pointed out that in Finland there are not that many game developers that stream their game development. Moreover, developer one stated that it is not always the best way to market the game. He pointed out that the small game development teams keep their game as a secret until the publishing day. Developer one stated that the game testing done in video game live streams with an incomplete game could affect negatively to the consumers when the game is published, for instance. Furthermore, developer one pointed out that the eSports streams have been a way to bring the gaming to the mainstream in Finland. He stated that people can understand how much the games are played because of this, and it could affect positively to the game industry.

Developer one pointed out that the game marketing can be done with large youtubers and live gaming streamers that play the game, and the target audience could be found in

the best way by doing this. He stated that indie games started this kind of marketing action when they became mainstream.

Developer two stated that the live gaming streams are advanced a lot by the game industry. Furthermore, he pointed out that the marketing is done via gaming live streams. Moreover, developer two stated that the game live streaming is not that much advanced by the Finnish mobile game industry. He also pointed out that the business done with the game development companies advances the streamers. Furthermore, the game development companies could buy the streamers' playing time to advertise their games. Developer two stated that there are multiple games that are developed for the live game streaming. Moreover, he pointed out that the mobile game industry does not utilize live game streams very much. Furthermore, developer two stated that the live game streaming with mobile phone is not an easy task.

5.12 The thoughts of the large gaming/eSports community founder

The spectators spectate broadcasts that are live streamed from the tournaments (Hamari & Sjöblom, 2017; Witkowski, Hutchins & Carter, 2013; Cheung & Huang, 2011). The event has a chat that can be utilized for social interactions by the spectators. Furthermore, it was stated that one of the factors for the growth of eSports is the broadcasting and online games' popularity (Hamari & Sjöblom, 2017). The broadcasting websites are one of the aspects that impacts to the number of the spectators. Moreover, the other thing is the gaming tournaments that are large (Cheung & Huang, 2011). The communities have social form via live streams and the people can be connected that way (Hamilton, Garretson, & Kerne, 2014; Cheung & Huang, 2011).

In the present study it was discovered that the community founder one has founded has different kinds of players. Furthermore, it was stated that there are the active casual players and the competitive players that are competing in eSports tournaments, for instance. In addition, founder one pointed out that there are eSports tournaments arranged and moreover streamed and casted in Finnish to Twitch for the community. Founder one stated that one third of the people in the gaming/eSports community are interested to spectate community's tournaments actively. Furthermore, he pointed out that there are also other playing activities with the community that are streamed on Twitch. Founder one stated that the gaming communities in Finland could utilize the streaming. He pointed out that the Finnish gaming communities do not stream that much because there is a lack of the people who could stream, or the tournaments do not have casters. Founder one stated that the casting and the content of the tournaments are the factors for the spectators to watch the tournaments.

Founder one pointed out that the qualitative Finnish casting is the motivational aspect for the people in the gaming community to spectate eSports streams. Moreover, founder one stated that there has raised a fan culture in the gaming community's tournaments streams for some of the teams. He pointed out that the spectators are familiar with these kind of teams, because the teams have played many of the community's tournaments. Founder one pointed out that the players' streams are an important part of the gaming community's popularity and visibility. Furthermore, he stated that the eSports tournament streams that the staff members of the gaming community streams are popular among the Finnish spectators on Twitch.

5.13 The thoughts of the eSports caster

One of the findings of the study was that caster one pointed out the importance of casting in eSports tournament streams. Furthermore, he stated that the casting is very important to include in the eSports tournament stream, because if the stream is not casted, the interest concerning to spectate the eSports stream might be lower for many viewers. Caster one pointed out that the spectators of the stream benefit from the casting because there could be people of different ages watching. Moreover, he stated that the caster's expertise is a factor that the viewers utilize. Furthermore, caster one pointed out that there could be viewers that are not that familiar with the streamed game, and therefore the caster's job is to serve the viewers with the knowledge. Also, he stated that the casted game needs to be understood by the caster. In addition, he pointed out that eSports caster needs to have good skills in speaking and with vocabulary for describing multiple things. Caster one pointed out that a caster needs to have a skill to adapt the various kinds of situations which could happen in the stream.

The spectators want to collect information about the game and learn more related to the game via spectating live streams (Hilvert-Bruce, Neill, Sjöblom, & Hamari, 2018; Hamilton, Garretson, & Kerne, 2014; Sjöblom, Törhönen, Hamari, & Macey, 2017). The audience of the eSports desires to collect knowledge about the eSports in general (Hamari & Sjöblom, 2017).

In the present study one of the results was that caster one feels that the casting creates the feeling that he belongs in the community. He also stated that the casting is fun, the production crew of the streams is important, and the teams have become familiar to him. One of the findings was that the Finnish eSports viewers are passionate, active, they discuss a lot, and the spectators have similar behaviour as in sports where Finland is successful.

eSports could be the factor that activates the audience for increased social actions during the time they watch eSports (Sjöblom, Hassan, Macey, Törhönen, & Hamari, 2018). The watching frequency of eSports or other gaming streams does not have a significant relation to social interactions during the spectating (Hamari & Sjöblom, 2017). Social interactions as a factor have affect spectators' live stream watching (Hilvert-Bruce, Neill, Sjöblom, & Hamari, 2018; Hamilton, Garretson, & Kerne, 2014).

Caster one pointed out that in the international eSports scene the Finnish fans of eSports could be seen, even if there are not always Finnish players at the top. Furthermore, he stated that entertainment is the reason why the eSports spectators watch the streams. Caster one pointed out that the interest in sport and the content that is produced in a good level is a good entertainment. Hilvert-Bruce, Neill, Sjöblom, and Hamari (2018) stated that the spectators search entertainment from the streams and it also has an effect on the audience watching time. Chen and Lin (2018) discovered that entertainment as a factor has the largest effect on the decision to watch the stream.

Caster one stated that the eSports stream's technical execution is a factor that has an impact on the spectators watching decision. Moreover, he stated that the directing style and the casting are the aspects that the spectators can perceive, for example. Caster one pointed out that the content of the intermissions in the stream is important. He stated that the spectators could leave the stream if there is not information about upcoming things in the time of intermission. Furthermore, caster one pointed out that the poor quality of the stream and voice are the aspects that could affect the spectators to exit the stream. Moreover, he stated that there could be a motivational factor for the novel

spectators to spectate and attract to the eSports, such as, newspapers as a form of knowledge concerning the eSports. Furthermore, caster one pointed out that the broadcast is a factor that needs to interest the spectators and there should be desire to watch.

5.14 The participants' thoughts concerning the future of eSports

In the recent years, eSports has raised considerably in the number of spectators (Warr, 2014; Witkowski, Hutchins & Carter, 2013). There are grand competitive tournaments and prizes. Furthermore, over 70 million spectators spectated eSports in 2013 (Warr, 2014). The revenue that eSports could have in 2018 is over $900 million, and it may be $1.65 billion in the year 2021. Moreover, the predictions are that there are over 380 million spectators for the eSports worldwide in 2018 (Taylor, 2018). It is forecasted that eSports might be larger than other sports in the future (Witkowski, Hutchins & Carter, 2013; optimizeprime, 2013). eSports has grown as grand as it is nowadays partly because of online games and broadcasting which are popular (Hamari & Sjöblom, 2017).

There are plenty of spectators that watch video game streams. Furthermore, the streams are popular (Cheung & Huang, 2011; Hamilton, Garretson & Kerne, 2014; Witkowski, Hutchins & Carter, 2013; Tassi, 2013). Broadcasting websites are the one factor why there are plenty of spectators in the streams, and the second aspect is the large gaming tournaments (Cheung & Huang, 2011). The largest competitions in eSports assembles plenty of spectators to watch the eSports streams on Twitch (Kaytoue, Silva, Cerf, Meira & Raïssi, 2012). eSports streams concerning tournaments and events affect number of spectators significantly (Deng, Cuadrado, Tyson, & Uglig, 2015). The eSports tournaments shown live might assemble huge amount of audience (Witkowski, Hutchins, & Carter, 2013).

In the present study there were different aspects discovered concerning the future of eSports. Viewer one expressed that the Finnish television broadcasts more eSports, and he thought that it is great to have eSports in television beside the internet. Lappalainen (2018) states that the raise of eSports has shown up in the Finnish television as well, and the broadcasts are related to multiple games. In the present study, viewer one stated that the Finnish scene is smaller compared to bigger international scene, but he thought that the scene in Finland will grow. He summarizes that when people spectate more, and when more eSports is available, it could be an activation for more players to begin the playing.

Viewer two stated that eSports grows, and it is a popular phenomenon. Moreover, he pointed out that the title winning players' age is lower, and the technology has got better. Viewer two stated that eSports will grow next to other sports, and video game playing is easier today. He summarizes that the people in Finland have skills to do things well.

Viewer three stated that the contracts and the salaries of the players can be improved internationally. He pointed out the legal protection, for instance. Viewer three emphasized the equipment and a place to practice for the players. He pointed out that Finland is in the early stage in eSports, and the Finnish business area is not aware of eSports. Viewer three summarizes that there are eSports teams in Finland that Finnish ice-hockey teams have founded.

Viewer four pointed out the professionalism that the casters have, and also that eSports has maybe more viewer friendly orientation. Moreover, he stated that there is lack of eSports broadcasts in Finland. Viewer four pointed out that eSports improves all the time, and eSports should begin to grow larger in Finland soon.

Developer one stated that the growing of eSports in the recent years in Finland has been a good thing, and eSports has become mainstream with more broadcasts in television. He pointed out that eSports is in the news, and there are more conversations concerning eSports. Developer one stated that the development is positive and there are no negative aspects in the eSports in Finland. He summarizes that eSports looks good internationally, eSports is closer to other sports, and eSports could receive more trustworthiness and visibility.

Developer two argued that eSports is pretty large already and it improves really fast internationally. He pointed out the large production value and atmosphere, for instance. In addition, developer two stated that the entirety of eSports, the streaming, and the game industry is good. He continued that the Finnish eSports is improving in Finland, and the Finnish players have succeeded recently. He summarizes that there is more to be done in Finland, and the one reason is the much lower number of people in Finland.

Founder one stated that the eSports has a good standing in Finland, and there are LAN events with lots of tournaments with good prizes. Furthermore, he pointed out that these kinds of factors interest spectators to watch the tournaments. Moreover, founder one stated that the eSports is growing in Finland, and there are tournaments concerning several games, and there are also television broadcasts related to the games. Furthermore, founder one pointed out that there are not that many large eSports organizations in Finland, but Finnish players are playing in the international tier. In addition, he pointed out that eSports in Finland would grow more if sponsors, companies and organizations attend more.

In the present study, founder one stated that it is a great thing that there are sport teams in Finland that participate in eSports, because every sport spectators are not familiar with eSports. He pointed out that the older people could more easily understand eSports via other sport teams, for instance. Founder one continued that youngsters are the main spectators of eSports but there are tournaments that older viewers watch, for example.

Founder one stated that eSports is near other sports because of the large amount of practice and mental skills that the players need to have for performing. Furthermore, he pointed out that eSports' growth has been really large in the past years, and there are much more tournaments that are larger than before, and the prizes are bigger. Moreover, founder one stated that the media is a large factor in the increment of eSports. Furthermore, he pointed out that there are Finnish magazines that has reported many eSports news.

Caster one pointed out that in Finland eSports is growing, eSports has a good prestige, and the financial aspect of marketing and cooperation partners interest is developing. Furthermore, he continued that business world's interest has grown and the companies have noticed the possibilities of advertisement. Moreover, caster one pointed out that the smaller investments are also noticed to be utilized to have wide visibility in the global market of eSports. In addition, he stated that Finland has not developed in eSports as much as other countries, and the eSports market is not that advanced level than others. Moreover, caster one continued that the eSports marketing and awareness are raising and they will be improved in the future.

In the present study, caster one stated that there are games that have grown in the top internationally, and there are major prizes and huge numbers of spectators in the tournaments. He continued that there is no more development related to growth, and the issue is to think about the changes to keep the interest and stabilize the level at which it is today.

Caster one thought that the casting quality concerning the eSports could be continually higher. Furthermore, he pointed out that he trusts there is going to be raised amount of content that is casted in Finnish, such as, Finnish and international tournaments. Caster one stated that Finnish casting for the international tournaments are important factor for the growth of eSports in Finland, because watching the international tournaments is easier in this way. He continued that at this point, there have been some broadcasts of the major international tournaments that have been casted in Finnish.

5.15 Theoretical implications

The present study's results have information that strengthen the earlier studies' findings, for instance Hamari and Sjöblom (2017), Hilvert-Bruce, Neill, Sjöblom, and Hamari (2018), Hamilton, Garretson and Kerne (2014). Furthermore, the present study has new information concerning the spectators' eSports and other video game live streams watching motivations. For example, there was presented the in-depth answers by the specific participants. These findings have not been discovered in the other scientific studies related to the subject. For instance, the Finnish eSports caster's thoughts, the game developers' thoughts, or the large gaming/eSports community's founder's thoughts concerning the eSports or other video game live streams spectators' motivation to watch the streams. In addition, there are not much earlier research done, either qualitative or quantitative, concerning the viewers' stream spectating motivations. The present study answered to that matter with in-depth information.

Furthermore, there was a specific information gain from the participants from the same country. Although, the 8 participants of this study might not represent the whole country's video game live stream spectators, but the study gives information to consider with the wide range of participants, that have different roles in the video game live streaming and in the eSports communities.

The theoretical implications of the present study enable the comparison of the information to the studies done in the past, and the studies that will be done in the future. The subject of the present study has not been studied scientifically in a country level earlier.

5.16 Methodological and empirical considerations

The present study is a qualitative study that includes semi-structured interviews. The information for the qualitative research was found, for instance, from the studies by Myers (1997), Kaplan and Maxwell (2005), Mason (2017). The information concerning the semi-structured interviews was discovered, for example, from the studies by Myers and Newman (2007), DiCiccoBloom and Crabtree (2006). Moreover, the results of the data analysis were collected with the use of directed content analysis. The information about the use of directed content analysis was gained from the study by Hsieh & Shannon (2005).

The semi-structured interviews gave some in-depth information and some similar information compared to other studies presented in the theoretical part of this study. For instance, there were more specific answers compared to related quantitative studies. Furthermore, directed content analysis was a functional way to connect some of the earlier studies' themes and categories concerning some the questions asked from the participants of the present study. Moreover, directed content analysis was noticed to fit for the present study. The open-ended and specific questions asked from the participants were connected to the directed content analysis, and the results were gathered with the use of directed content analysis. There were no negative factors found concerning the use of directed content analysis in the present study.

On the other hand, if quantitative study was used for the present study, it would have reached lots of people, and there could have been more answers to analyse. But then again, the quantitative study's answers would not necessarily been as in-depth as a qualitative study can discover.

As empirical considerations, the present study could give insight information for the scientific community related to the specific area of the subject. Moreover, the results could be compared to other scientific studies' findings to develop the research area in further studies. Furthermore, the Finnish or other countries' gaming/eSports communities and the eSports organizations could use the results of the present study to develop their communities' streaming in a better viewer friendly and technical way, for instance. Moreover, the companies that are connected or have thought about connecting to the streams and streaming in Finland and other countries could gain valuable information about the spectators' motivations to watch the video game live streams and eSports. Furthermore, the streamers could develop their streams, streaming, and the community with the results of the present study, for example.

The findings of the present study should consider in a critical way because of the number of the participants, for instance. Furthermore, it might be that the sample does not present all of the Finnish spectators' motivations to watch the video game live streams or eSports, for example. In addition, the questions for the participants could have been different to discover even more specific in-depth answers related to the subject.

5.17 Managerial implications

In the present study it was learned that there were multiple factors that could affect the spectators' motivation to watch video game live streams and eSports streams. Furthermore, the results of the present study could be used as a comparison in the scientific research area concerning the topic. Moreover, the new information discovered in the present study could be used to develop the research related to spectators' watching motivations.

The present study has discovered the scientific literature concerning the topic, and the literature could be utilized as a comparison to further studies, for instance. It was found in the present study that there are not that many scientific studies done related to the topic, but the literature found could be utilized for the upcoming studies as a supportive element of information, for example. The qualitative study with the use of the semi-structured interviews could give more in-depth information about the topic than quantitative study, for instance.

6.   Conclusion

The present study was about eSports and other live gaming streams. The research focused to discover the motivations of Finnish people to spectate eSports and live gaming streams. The research questions of the study were as follows:

RQ1. What motivates Finnish viewers to spectate eSports streams?

RQ2. What motivates Finnish viewers to spectate other video game live streams?

The theoretical background and the earlier studies supported the present study. The study at hand used qualitative approach with semi-structured interviews. The qualitative research was used to collect specific and more in-depth answers from the participants. Semi-structured interviews enabled the open-ended questions and answers if compared to quantitative studies. There were 8 participants in the present study that had different roles to raise the diversity, and to gain different perspectives concerning the subject. Furthermore, 4 of the interviewees were spectators of eSports and other video game live streams. There were 2 participants that were game developers, one large gaming/eSports community founder, and one eSports caster. All of the participants were familiar with the subject and they all have spectated eSports and live gaming streams.

Moreover, the data was analysed with directed content analysis. The method was chosen to be used in the study because it was a great option for data analysing, and also for planning the interview questions that had some similar themes than other related studies. Furthermore, the purpose was to discover further information of the topic and compare the findings and possible similarities or differences to the other studies. Moreover, the directed content analysis favour open-ended questions or questions that are specific.

6.1   Research results and contributions

In the present study there were similarities and differences compared to the earlier studies. Moreover, there was new information found related to the topic. Furthermore, the Finnish viewers were motivated to spectate eSport streams in multiple reasons. Cheering for the players or the teams, players' in-game skills, the desire for learning new information concerning the spectated game, and collecting new tips related to the game the participants' also play. These were some of the findings of the present study. There were similar findings discovered in the study made by Hamari and Sjöblom (2017), for instance, spectators desired to collect the knowledge concerning eSports by watching.

In the study at hand, the participants were motivated to spectate eSports streams because of player's game style. Moreover, the game and the personality of the streamer affected the motivation to spectate eSports. Furthermore, the eSports game's matches between highly skilful teams motivated to watch. Also, individual performance that the players have, the production quality, eSports commentators and the show itself motivated to

watch eSports. For instance, the intensity and excitement found to be raised for the participants if the eSports stream had casting.

In the present study it was also found that the participants spectated multiple sort of eSports streams. Furthermore, the atmosphere in the eSports streams had an effect on participants' watching experience and decision to watch. There was a positive and a negative effect found among the participants. The visual entirety had effect on the watching decision or on the spectating experience. For instance, good stream quality had a positive effect on the watching experience. In the present study it was discovered that the aesthetics that included players, audience or other people did not affect participants' spectating decision or watching experience. Hamari and Sjöblom (2017) found that aesthetics correlated negatively to the watching frequency.

One of the results at the study at hand was that the participants felt immersion while watching the eSports. Hamari and Sjöblom (2017) stated that escape from everyday life was a significant aspect and correlated the most positively for the viewers' spectating frequency of eSports.

In the present study there were several motivational factors found why the Finnish spectators spectate live gaming streams. For instance, the personality of the streamer, games that have been published newly, the atmosphere of the stream, and the in-game skills were the motivational factors that had an effect on the participants' decision to watch the video game live streams. Moreover, the participants desired to gain the information and knowledge concerning the game that they also play themselves. Hamari and Sjöblom (2017) discovered similar findings.

One of the findings of the present study was that the entertainment motivated to spectate the streams. Chen and Lin (2018) found that the most significant factor that affect spectating decision of the live streams is entertainment. Hilvert-Bruce, Neill, Sjöblom, and Hamari (2018) discovered that the participation of the spectators increased because of entertainment. In the present study the escapism discovered to be one aspect that motivated to watch video game live streams. Hamari and Sjöblom (2017) had an equal result.

In the present study it was discovered that the game played had various effects for spectating decision. For instance, some of the participants' stated that the game played had a high effect in their spectating decision. Also, the participants favour to spectate the streams that play the same games than the participants. Furthermore, it was discovered that the personality of the streamer has a significant effect on the watching decision. The personality affected more for most of the participants than the game. Moreover, the participants of the present study pointed out that they desire to watch streamers that are entertaining, positively minded, funny, talkative and enjoy to stream. It was discovered that the aesthetics of the streamer has no effect for spectating decision or spectating experience of casual streams. Hamari and Sjöblom (2017) discovered that frequently watching and the aesthetics has a negative correlation.

Social activity was pointed out to be one aspect that could motivate to watch the streams (see for instance Pekkinen, 2018; Lessel, Vielhauer, & Krüger, 2017; Hilvert-Bruce, Neill, Sjöblom, & Hamari, 2018; Hamilton, Garretson, & Kerne, 2014). One of the findings of the present study was that social actions affected significantly to the spectating decision. Furthermore, the stream's community and the communality had various signification for the participants. Moreover, some of the participants of the

present study pointed out that they enjoy spectating the streams in English and in Finnish. Interestingly, the level of interactions of the participants vary in the streams.

One of the findings of the present study was that the streams' watching does not affect the participants' quality of life significantly. Most of the participants pointed out that the streams' watching could impact their sleeping. Furthermore, the findings show that the streams' spectating could have a positive effect for the quality of the participants' life.

Some of the participants of the present study are ready to pay to see eSports or casual live gaming streams, if there was a payment. Furthermore, the participants of the study spectate the gaming streams mostly with PC, laptop computers or mobile phones. For some of the participants, the streams' spectating time vary mostly because of working life. Moreover, the developers thought that the game industry utilizes the live gaming streams as marketing channels. It was also stated that there could be more game development to be shown in the streams. For instance, there are not that much game developers in Finland that strea game development. Moreover, the marketing of the games can be done with large video game live streamers or youtubers, and it is the best way to reach the target audience.

Founder of the large gaming/eSports community thought that the quality of the Finnish cast motivates the gaming community's people to watch the eSports streams. It was also found that there is a fan culture that has raised in the tournament streams that the gaming community arranges. The fan culture is focused on some of the teams.

In the present study one of the findings was that the eSports caster stated the reasons that affect viewers watching decision of the eSports streams. The entertainment, the technical execution, and the quality of the stream was pointed out to affect the decision to watch the stream. Also, the knowledge of eSports gain from the newspapers, for instance, could be a motivational aspect for novel viewers to watch eSports.

It was discovered that some of the participants of the present study thought that eSports is in a good situation in Finland, but it could be improved in the future. Furthermore, the participants pointed out that eSports has been growing in the recent years in Finland.

The present study has contributed the new information about the specific topic. Moreover, the findings of the study at hand has strengthen some of the earlier studies' findings. Furthermore, the results of the present study can be used as a comparison to the earlier studies and for the further future studies.

6.2 Limitations of the study

There were multiple acknowledged limitations in the present study that could have affected the results. Firstly, there was a lack of scientific studies concerning the specific topic that the present study was about. This could be counted as one limitation that has affected the present study. Secondly, the qualitative semi-structured study with 8 participants might not have given the best possible results on why Finnish people watch eSports or other live gaming streams, because the sample is small. A quantitative study could have presented more people because of a larger sample. On the other hand, the qualitative study has given in-depth answers to the research questions that might not be gained with quantitative study of the subject.

Thirdly, there were no women as participants in the present study. At the beginning of the study, the meaning was that there will be women included in the research, but there were none to be interviewed. Fourthly, there were no under-age participants in the present study. Moreover, the youngsters could have given different kinds of answers to the questions. In addition, it is well known that there are lots of young gamers that spectate eSports and video game live streams. At the beginning of the present study it was chosen to interview adults, because the answers might have been more in-depth compared to the youngsters. Fifthly, the original purpose was to have one or two streamers to be interviewed to have their perspective for the present study, but it was chosen to limit the study to not include any streamers. Also, there could have been limit that the study could contain only the spectators of the eSports and live gaming streams and no other people. Although, the study would not have been that diverse without the developers, the large gaming/eSports community founder and the eSports caster. Finally, the questions and themes would have been even more specific to focus on some of the particular things.

In addition, one of the limits of the present study could be the participants, because there is a possibility that the participants could know the author of the present study by name from the gaming communities, and from the Finnish eSports scene. Furthermore, this might lead to the situation that the participants could aim to please the author in the interview answers on purpose or not on purpose, for instance.

The limits of the study have been recognised in the present research. Some of the restrictions have been made during the research process to limit the area of the study. Furthermore, time was one limit for the study, because if there had been more time to do the present research, there could have been more people interviewed, and there could have been more in-depth information collected, for instance. Moreover, the study could have been differently done if the author had had more experience on the used research methods, such as, directed content analysis, for example. Furthermore, some of the references of the present study are not scientific studies and therefore they need to be considered critically. Moreover, the study presented the new information concerning the topic, and there are also findings that strengthen the earlier studies' findings.

6.3 Future research

There is lots of empirical study to be done concerning the related area of research. Hamari and Sjöblom (2017) stated that there have not been any scientific quantitative studies published concerning why the spectators spectate eSports, for instance. There is also need to study the spectators' motivations to watch eSports and other video game live streams more precisely, because the information could be valuable in the continuously rising eSports world. Furthermore, the information that could be collected via studies of the specific subject could be valuable for different kinds of operators. For instance, for scientific communities, gaming communities, companies, business world, eSports organizations, and for different countries. Moreover, it seems that there are no qualitative scientific studies published in a country level concerning the specific topic that the present study represents. Furthermore, there could be more studies done that focus to discover what the motivational aspects are for the people to spectate eSports or other video game live streams in different countries. For instance, there could be similarities and differences if Finland is compared to other countries all over the world.

Furthermore, the topic of the present study could be studied more widely in the future to receive more precise information about the Finnish people's motivations to spectate the

eSports and live gaming streams. The research area of eSports and video game live streams' spectating is large, and there could be lots of studies to be done in future research. There could be, for instance, further specific studies to be done related to the new findings of the present study. For example, the stream spectating effects on the spectators' quality of life.

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