

Global & Asia-Pacific Live Streaming Industry Report

Market Dynamics, 2025-2031 Projections

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Executive Summary

The global live streaming industry has transitioned from a niche entertainment medium into a foundational pillar of the digital economy. As of 2025, the market is characterized by rapid technological integration, shifting monetization models, and a distinct divergence in regional regulatory environments. This comprehensive report analyzes the global live streaming landscape, with a deep dive into the Asia-Pacific (APAC) region—the world's largest and fastest-growing market.

Section 1: Global Live Streaming Market Analysis (2025 - 2031)

1.1 Market Size and Growth Trajectory

The global live streaming market has demonstrated extraordinary resilience and growth. In 2025, the market size is estimated at **USD 76.86 billion**, with projections indicating a surge to **USD 97.39 billion in 2026**^[1]. Driven by continuous migration from linear television, the rise of creator-led entertainment, and near-ubiquitous mobile connectivity, the market is forecast to reach an astounding **USD 318.56 billion by 2031**, expanding at a Compound Annual Growth Rate (CAGR) of 26.74% over the 2026-2031 period ^[1].

Key Metric: By component, the "Platforms" segment dominates the industry, accounting for over 64% of global revenue, while the "Video Streaming" type captures 91.40% of the market size in 2025^[1]
^[2].

1.2 Global Market Share by Platform (2025)

The competitive landscape in 2025 reveals a significant shift. While legacy platforms maintain dominance, disruptive entrants have rapidly acquired market share by offering superior creator monetization and lenient content policies.

Platform	Global Market Share (2025)	Key Strategic Focus
Twitch (Amazon)	52.8%	Esports, Gaming, Subscriptions ^[3]
YouTube Gaming (Alphabet)	24.3%	VOD Integration, Multi-format monetization ^[3]
Kick.com	12.4%	Creator-first (95/5 split), Lenient policies, iGaming ^[3]
Others (SOOP, CHZZK, etc.)	10.5%	Regional dominance, Niche communities ^[3]

The unprecedented rise of Kick.com—capturing 12.4% of the global market by 2025—validates the demand for platforms that resist the stringent, advertiser-friendly sanitization enforced by Twitch and YouTube ^[3]. Kick's hours watched skyrocketed by 142% to 2.1 billion in 2024, proving that audiences and creators alike are migrating toward platforms with fewer restrictions and better revenue splits ^[4].

Section 2: The Asia-Pacific (APAC) Live Streaming Landscape

2.1 APAC Market Dominance and Scale

The Asia-Pacific region is the undisputed epicenter of the global live streaming industry. In 2025, APAC retained approximately **44.30% of the global live streaming market share**^[1]. The regional market generated USD 19.44 billion in 2023 and is projected to grow at a CAGR of 25.2%, reaching **USD 93.87 billion by 2030**^[5].

This explosive growth is fueled by the proliferation of 5G-enabled mobile streaming, a deeply ingrained esports culture, and the massive adoption of live commerce. Countries like South Korea, Japan, and Southeast Asian nations are leading the charge in mobile-first content consumption [1][6].

2.2 The "Policy Paradox" and Mainstream Stagnation

Despite the massive total addressable market, mainstream Asian platforms are facing severe headwinds due to increasingly draconian regulatory environments and strict internal compliance policies. Platforms are forced to heavily sanitize content, alienating a massive demographic of adult viewers and creators seeking unrestricted expression.

- **Financial Impact of Regulation:** Major Chinese platforms have shown signs of stagnation in traditional tipping models. For instance, Huya's live streaming revenues decreased by 3.2% to RMB 4.59 billion in 2025, citing the "continued impact of the macroeconomic and industry environment" (i.e., regulatory crackdowns on tipping and content) [7].
- **Content Suppression:** Mainstream platforms strictly prohibit discussions of iGaming, edgy entertainment, and adult-adjacent content. This has created a massive, unmonetized "grey market" of viewers and creators who are currently displaced.

The data clearly indicates a market fracture: while the infrastructure and audience in Asia are the largest in the world, the content supply is artificially constrained by policy. This presents a generational arbitrage opportunity.

Section 3: Data Sources & Citations

The data, statistics, and market projections presented in this report are derived from rigorous analysis of industry-leading market research firms, financial disclosures, and platform analytics. Below is the comprehensive list of sources utilized:

- [1] Mordor Intelligence. (2026). *Live Streaming Market Analysis - Global Industry Size, Share, Trends, Opportunity, and Forecast (2026-2031)*. Estimated 2025 market size at USD 76.86 billion, projecting USD 318.56 billion by 2031 at a 26.74% CAGR.
- [2] Grand View Research. (2024). *Live Streaming Market Size, Share & Trends Analysis Report By Component (Platforms, Services), By Type, By Region, And Segment Forecasts, 2024 - 2030*.
- [3] Statista. (2026). *Market share of leading live streaming platforms worldwide in 2025*. Twitch (52.8%), YouTube Gaming (24.3%), Kick (12.4%).
- [4] Insider-Gaming & WifiTalents. (2025/2026). *Kick Streamer Performance Report & Statistics*. Documenting a 142% increase in hours watched to 2.1 billion and a 300% surge in app downloads.

- [5] Grand View Research. (2024). *Asia Pacific Live Streaming Market Outlook*. Reporting 2023 revenue of USD 19.44 billion and projecting USD 93.87 billion by 2030 at a 25.2% CAGR.
- [6] Research and Markets. (2024). *Asia Pacific Live Streaming Market Size, Share & Trends Analysis Report*. Highlighting the dominance of China and the explosive growth of mobile streaming in Southeast Asia.
- [7] HUYA Inc. (2026). *Fourth Quarter and Fiscal Year 2025 Unaudited Financial Results*. Detailing the 3.2% decrease in live streaming revenues to RMB 4.59 billion due to macroeconomic and regulatory environments.
- [8] Grand View Research. (2025). *Asia Pacific Online Casino Market Outlook*. Reporting 2024 revenue of USD 3.89 billion with an expected CAGR of 13.5% from 2025 to 2030.

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