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# Twitch Arrives on the Roku Platform

## Release Date:

Thursday, May 14, 2015 5:32 am PDT

## Terms:

[Press Releases \(USA\)](#) [1] [Press Releases \(Canada\)](#) [2] [Press Releases \(UK\)](#) [3] [Streaming Channels \(USA\)](#) [4] [Streaming Channels \(Canada\)](#) [5] [Streaming Channels \(UK\)](#) [6]

## Dateline City:

SAN FRANCISCO, CA

## *Gaming platform expands living room and multi-screen presence with launch of Twitch streaming channel on Roku players*

[Twitch](#) [7], the world's leading social video platform and community for gamers, today announced the availability of its streaming channel on [Roku® players](#) [8]. The streaming channel enables millions of Roku customers to view Twitch content from any of the gaming platform's 1.5 million broadcasters. In addition, Roku customers who are logged in to their Twitch account are able to easily view the channels they follow, as well as select new channels to follow.

"Gamers are voracious consumers of content, with extremely tech-savvy media consumption habits," said Brooke Van Dusen, Director of Business Development, Twitch. "It's now more important than ever for Twitch to be available everywhere gamers are, and increasingly, that's on set-top boxes like Roku players and smart TVs. The Twitch community has been asking for a Roku channel for a long time, and we're finally able to deliver."

"Twitch has millions of passionate fans, many of whom are Roku customers, and we're excited to bring them gaming action whenever they want it through the new Twitch channel," said Ed Lee, vice president of content at Roku, "The Roku platform offers thousands of available streaming channels to our customers around the world, and the addition of Twitch brings even more engaging, high-quality entertainment that we know our customers, especially gaming enthusiasts, will love."

Roku customers can add the Twitch channel on their Roku players from the Roku Channel Store.

For daily updates, visit the Twitch [blog](#) [9], [Twitter](#) [10] feed and [Facebook](#) [11] page.

## About Twitch

Twitch is the world's leading social video platform and community for gamers. Each month, more than 100 million community members gather to watch and talk about video games with more than 1.5 million broadcasters. Twitch's video platform is the backbone of both live and on-demand distribution for the entire video game ecosystem. This includes game developers, publishers, media outlets, events, user generated content, and the entire esports scene. In February 2014, Twitch was ranked the 4th largest website in terms of peak internet traffic in the U.S., fortifying the brand as an entertainment industry leader and the epicenter of social video for gamers. For more information visit the Twitch [website](#) [12] and the [blog](#) [9].

Roku is a registered trademark and Roku TV is a trademark of Roku, Inc. in the U.S. and in other countries.

## Language:

English

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**Source URL:** <https://newsroom.roku.com/en-ca/node/326>

## Links:

- [1] <http://newsroom.roku.com/en-ca/category/press-release-category/press-releases-usa>
- [2] <http://newsroom.roku.com/en-ca/category/press-release-category/press-releases-canada>
- [3] <http://newsroom.roku.com/en-ca/category/press-release-category/press-releases-uk>
- [4] <http://newsroom.roku.com/en-ca/category/press-release-category/streaming-channels-usa>
- [5] <http://newsroom.roku.com/en-ca/category/press-release-category/streaming-channels-canada>
- [6] <http://newsroom.roku.com/en-ca/category/press-release-category/streaming-channels-uk>
- [7] <http://www.twitch.tv/>
- [8] <https://www.roku.com/uk/choose-your-roku>
- [9] <http://blog.twitch.tv/>
- [10] <https://twitter.com/Twitch>
- [11] <https://www.facebook.com/Twitch>
- [12] <http://www.twitch.tv/p/about>