

Set up gamer for gameplay streamer in Mexico, required investment and growth during the 2019 pandemic**Set up gamer para streamer de gameplay en México, inversión requerida y crecimiento durante la pandemia 2019**

GONZALEZ-REYNA, Gregorio Daniel†, PÉREZ-BRAVO, Julia* and CAMACHO-MOTA, Sandra Adriana

*Universidad Autónoma de Querétaro, Av Río Moctezuma 249, Z/O Secc 8, San Cayetano, 76807 San Juan del Río, Qro. Mexico.*ID 1st Author: *Gregorio Daniel, Gonzalez-Reyna* / ORC ID: 0000-0002-2812-4473ID 1st Co-author: *Julia, Pérez-Bravo* / ORC ID: 0000-0002-1310-0145, **Researcher ID Thomson:** N-3319-2018, **CVU CONACYT ID:** 501992ID 2nd Co-author: *Sandra Adriana, Camacho-Mota* / ORC ID: 0000-0002-9171-5380

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Abstract

This article sets out by way of introduction the existing problem that gives rise to the research, the background and the objective, being this: To inform how Gameplay Streaming has become a way to generate income and the impact it has during the 2020 - 2021 pandemic in Mexico, knowing the resources and initial investment needed to install a Set up gamer and become a content creator in one or more of the different Streaming platforms; The type of documentary research with explanatory and descriptive qualitative design was used; as a theoretical framework, the topics involved in the research are briefly described, thus arriving at the results which highlight the initial investment required of a Streamer to install the set up and be able to perform Gameplay Streaming. Finding that various authors agree with the results found and concluding that this phenomenon has had an exponential growth during the years of pandemic, so it is a hobby that becomes an attractive and innovative way as a source of income, resulting in the basic investment in the assembly of the Set-up gamer not very expensive.

Resumen

En el presente artículo se plantea a manera de introducción el problema existente que da origen a la investigación, los antecedentes y el objetivo, siendo éste: informar cómo los Streaming de Gameplay se han convertido en una forma de generar ingresos y el impacto que tiene durante la pandemia 2020 – 2021 en México, conociendo los recursos e inversión inicial que se necesitan para instalar un Set up gamer y convertirse en un creador de contenido en una o varias de las diferentes plataformas de Streaming; se utilizó el tipo de investigación documental con diseño cualitativo explicativo y descriptivo; como enmarcamiento teórico se describen brevemente los tópicos involucrados en la investigación, llegando así a los resultados donde resaltan la inversión inicial requerida de un Streamer para instalar el set up y poder realizar Streaming de Gameplay. Encontrándose que diversos autores concuerdan con los resultados encontrados y concluyendo que este fenómeno ha tenido un crecimiento exponencial durante los años de pandemia por lo que resulta una afición que se convierte en una forma atractiva e innovadora como fuente de ingresos, resultando la inversión básica en el montaje del Set up gamer no muy costosa.

Set up gamer, Gameplay streamer, Pandemic**Set up Gamer, Gameplay streamer, Pandemia**

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* Author's correspondence (E-mail: julia.perez@uaq.mx)

† Researcher contributing first author.

Introduction

The world is in a fifth digital revolution, that is, with the invention of a 5G network, smartphones have greater storage capacity, screen quality and a much higher resolution, which allows to observe greater detail, in addition to the intelligent use they maintain; this leads to the common and traditional use as it is, sending messages, making calls as well as browsing social networks, video games are added, since in today's society they are linked in terms of cultural consumption and social dynamics.

It is no longer common to get video games on traditional consoles with Digital Versatile Disc or Compact Disc (DVD or CD) or play them in the "set machines" to have several video games, currently the same use of smartphones, tablets and Personal Computer (PC) have allowed the gaming industry has grown exponentially, bringing with it not only to keep the player in contact with the outside world through integrated social networks, it has gone beyond communication, contributing to the entertainment industry.

As background, it is important to mention the relationship that exists with Gameplay Streaming in a society that is in contact all the time surfing an Internet network, although before the pandemic Youtube along with Facebook had been the main platforms for live streaming entertainment, its success was based on those people who watched traditional television ended up migrating to these platforms thus giving them an additional value for the growth of the same, This added value brought with it the interest of several Streamers, mainly Americans and Spaniards in making small clips of video game games that they uploaded to their own channels and people could watch them, from the beginning it was only the clip with background music and it evolved in this way, until the Streamers narrated those events that marked the video game, in addition to integrating some images and other additional effects to make it more striking, thus emerging the term Gameplay.

The years of the Covid 19 pandemic were a watershed between the before and after of Gameplay Streaming, which allowed Streaming platforms such as Youtube Gaming, Facebook Gaming or Twitch Gaming to increase their audiences.

Therefore, the objective of this research is to compile documentary information on history, conceptualisations of the topics Streamer and Gameplay and Set up gamer, informing how Gameplay Streaming has become a way to generate income and the impact it has during the pandemic in Mexico, knowing the resources and initial investment needed to install a Set up gamer to become a content creator in one or more of the different Streaming platforms.

Research method

The type of research used was documentary, with a qualitative approach, descriptive in scope and deductive in method, using documentary techniques.

The Context

Since Mizak first used the word Streamers back in 1920, its meaning has gone through many stages and the media in which it performs; being defined by Aller (2020) as the online retransmission of audiovisual content in which different themes can be seen according to the streamer or content creator.

Streaming was created with the aim of generating entertainment for a defined group of people or a general public with similar tastes where live broadcasts, streaming, streaming, streaming, continuous reading, continuous broadcasting or continuous downloading of a digital distribution of multimedia content in real time can be followed. The word refers to a continuous stream that flows without interruption, where the audio or video broadcast is attached via a network either via satellite, internet or television and radio signals.

As such a Streaming can be of two forms, those pre-recorded video or audio broadcasts or a Streaming where it is broadcasting live. Avila (2019) already mentions that Streaming allows to broadcast over the internet all this series of events or content live and direct through a website or mobile such as:

- Event Production Companies.
- TV Channels and Radio Stations.
- Event Organisers.

- Audiovisual producers.
- Marketing and Communications Offices.
- Streamers and Broadcast Professionals.
- Freelancers.

Gaming is no longer a kid's game Arteaga (2020). As time goes by and people are more assiduous in using digital devices as part of their entertainment, Gaming has gained greater presence as an alternative within the vast universe of leisure options, and which is no longer linked to the youngest, so the market for channels is not only expanding, but also to an economically active sector that is willing to invest in order to succeed. Video games and their biography of decades, anecdotes, as well as their constant changes, without fear of being wrong, is still being written, and being such a large segment, with so many years, it has evolved to venture into other aspects that now characterise its scope and ability to diversify; a clear example are eSports, live broadcasts (Streamers) and multiplatforms to play.

The year 2021 marks more than a year since the health crisis hit the country; while for some industries this meant their eventual demise, for others such as gaming, it was the beginning of an unprecedented journey at a pace that, along the way, picked up endless opportunities to turn them into businesses whose scope is yet to be defined.

Internationally, Gameplay Streaming has been popularised by the first content creators that appeared on YouTube, in Spanish speaking countries the Spanish were the first to publish short video streams of short video clips uploaded to their channel, as such there is no first date of the first Gameplay video as some Youtubers of the time deleted or put in private such videos. Poor (2018) says that the most popular Streaming content is video whether it is short video clips or full-length movies, the best way to watch them is to use a Streaming service. YouTube is the most popular source of video, people watch around 5 billion videos on YouTube every day. And 300 hours of new content is uploaded to the site every minute.

Streaming for interactive video games is also one of the most popular and most watched games internationally. While you used to be able to buy a game on physical media and play it or install it on your game console or PC using a disc, now physical games have moved on from downloading. Now you can stream games and choose games from a vast library. You can purchase a title or pay a subscription to access an extensive range of games to play on your PC, tablet or smartphone; as long as you have an internet connection.

Poor (2018) mentions that the pandemic has also influenced the development of Gameplay Streaming as sales of video games increased from the beginning of the pandemic, because consumers knew that they would require these types of distractions for themselves and their children. This allowed Ubisoft, being one of the most well-known video game creators, to reach historic sales figures in the third quarter of 2020, for more than €1 billion, representing an increase of 119% compared to the year of 2019. And the slowdown in revenues for the industry is not expected to begin until well into 2022, but surely by then many will be quite attached to a game. Likewise, sales in 2021 are expected to be down on last year, but not back to their pre-pandemic numbers: 21% more gamers are still expected than there were before Covid-19, never mind that a large percentage of the population is vaccinated and able to leave the house. Just looking at the figures between "gamers" (who play 5-15 hours a week) and "serious gamers" (who live in the glory of playing 20+ hours a week) the study found a 30% increase in this activity over the past year. In short: not only are people starting to play more, but also more people are playing. That translates into more than \$180 billion in sales by 2020.

Findings

Findings from the desk research

Brief history of Gameplay Streaming

The first patent that used the word Streaming was in the 1920s, when the company Muzak developed a continuous music platform for businesses. But when did streaming really start, before it came to live internet streaming, as it is known, it had to go through a series of stages: internet radio streaming, television streaming, music streaming platforms and live or recorded video streaming platforms.

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The BLOG CWS (2016) page mentions that internet radio stations were undoubtedly the first Streaming boom, as they did not need so much speed to tune in to the audio fluently, it was logical to think that their metamorphosis was towards video, when the first real time transmissions came out, they were only seen by 2 or 3 people, as there was no capacity to make it scalable, and they were events of maximum 4 hours.

De Freitas (2021) agrees with BLOG GLOG CWS (2016), but he says in his article that hardly anyone remembers it, but radio was the first streaming medium created towards the end of the 19th century, mainly for military purposes. The technology evolved into a user-oriented interface, which reigned in homes for many decades. Around 1920, US Major General George Owen Squier patented a system for transmitting and distributing signals over power lines to provide music to listeners without using a radio, allowing control over who would consume the service.

Avila, (2019), mentions that radio stations in the 1990s, which at the time did not require exorbitant speed to transmit audio and make it available to their audience. But part of the story begins on June 24, 1993, when the band Severe Tire Damage is the first band to stream live to the internet via radio, it was so successful worldwide that even the 45-year-old vocalist Steve Rubin himself with a PhD in computer science said "we're better at writing code than songs". The advantage for the internet radio station is that it can reach a large target audience that, for various reasons (such as the limited territorial reach of the radio signal), were unaware of a station elsewhere, but it should be clarified that not only AM and FM radio stations broadcast over the internet, since in recent years the number of radio stations that broadcast exclusively over the internet has grown exponentially, as there are now mobile devices where the radio is embedded, including the radio station on 90.9 FM in Querétaro, which has a pop format known as 91 DAT, the number one in hits, has created an advertisement within its advertising station saying: "We all have radio included from your mobile we are global".

On the other hand, internet television streaming, that is, some digital platforms that allow high resolution video playback, some for free, others for a fee, have been the main source for the creation of different television programmes such as: cartoons, soap operas, series, music events among others, even traditional digital television as such no longer generates as much impact as internet television as new browsing platforms have been generated where by paying a subscription you have access to films, sports and series. The LUMEN website, De Freitas (2021) mentions that television, which was consecrated in the 1950s as one of the most important technological and cultural advances of the 20th century. But its story, undoubtedly, can only be told because Streaming existed. The evolution of streaming has accompanied technological advances in the world, such as the advent of the internet, and has come to depend on a connection to play multimedia titles and live broadcasts. Services grew at a rapid pace around the world and the pandemic added further speed to this trajectory.

So far, traditional television has become obsolete, not to mention that digital television and internet companies such as IZZI, Sky, Más Tv, Netflix, HBO, Telmex, Fibra TV, among others, have acquired the rights to some movies so that traditional television cannot broadcast them and therefore users cannot enjoy new content unless they purchase a monthly or annual subscription to some platform, but there are also websites where you can watch some movies or series for free.

As we have seen, streaming radio and television have generated a great impact at the time of their creation and for several years, but at the same time they have been evolving and creating new platforms to enjoy these entertainment services. Music has undoubtedly served as a distraction, motivation and entertainment since its inception. Radio stations, CDs and DVDs have been responsible for disseminating music at regional, federal, national and international levels. However, digital devices have evolved allowing for new applications and platforms to stream music. Applications such as Spotify, Amazon Music, Apple Music, Deezer and others have influenced the development of online music streaming.

But it is live video streaming that has revolutionised entertainment. Streaming through time (2021) mentions the evolution that has marked video streaming:

- 2001 The IP photo system.
- 2002 Live broadcasts
- 2007 Birth of livestream and ustream.
- 2008 Live broadcasts.
- 2010 Grouping of live broadcasts.
- 2011 Streaming on the Internet.
- 2012 Vortex is born.
- 2013 Live broadcasts.
- 2014 Youtbe open live arrives.
- 2015 Adapt with services (donations, sponsorships, advertising, channel memberships etc).

Gameplay Streaming

Currently when we talk about Streaming it is related to live videos mainly of video games that are made on the platforms of Youtube Gaming, Facebook Gaming and Twitch as they are the most used and internationally known platforms but to understand the definition of Gameplay Streaming is necessary first to know What is Streaming? and What is Gameplay?, for this research is conducted by quoting several authors of some internet pages finding the following definitions:

Garcia, (2013), mentions traditional Streaming: As a process that consists of the delivery of one or more multiplexed media to a client in real time, using a network with a certain bandwidth (which does not necessarily have to be large). In the streaming process there is no file that is downloaded to the client's computer, but the media is played as it is being received, and in turn the media is received at the appropriate speed for playback, for which each streaming has a standard audio and video synchronised process, where the service requests from the clients can be handled using the RTSP protocol (Real Time Streaming Protocol).

This protocol is in charge of controlling the Stream of multimedia content in two directions, so that users can ask the server to do things like rewind the content, skip to the next chapter, rewind the video, pause it, among other options.

However, the features mentioned in the definition being from 2013 to the present day platforms have had to evolve towards better quality video and allowing users to have the opportunity to enjoy these updates for a better audio-visual experience, content that they observe thus giving an improvement in their playback, I mean talking about a video played on the computer or phone, before you had to calculate with your finger or mouse to rewind or forward the video, it was really frustrating as it always went back or forward more than desired, now there is the possibility, by tapping the screen twice, to go back or forward only in seconds. But how does streaming really work? It can be said that it is just the same video playback uploaded to a limited or unlimited global network where it can be watched by different users at the time of their choice, where the owners make the video available for the purpose of transmitting information, entertainment or communication. But on the other hand we have two different definitions:

Aller (2020). He defines Streaming as the online broadcasting of audiovisual content, which can be viewed on many subjects. On the other hand, there are streamers, who are the people who broadcast content. Likewise, references to them as content creators can be seen.

In the same way Garcia (2013) gives the concept of Streaming as any media content, whether live or recorded, that can be enjoyed on computers and mobile devices via the internet and in real time such as podcasts, webcasts, movies, TV shows and music videos, are common types of Streaming content.

But in truth, streaming should not be seen simply as a video or as a way of sharing what content creators do, but rather as any audio or video playback that can be considered as streaming, whether recorded, pre-recorded or live from a device that is connected to a network, however, each of them is categorised into different types.

Poor (2018) mentions 3 types of Streaming on the internet:

- Live Streaming: live streaming is a type of en Streaming in which live audio or video is transmitted over the internet. Media is streamed while being recorded, allowing viewers to watch or listen to it in real time.
- Streaming music: The most popular streaming content is video. Whether it is short video clips or full-length films, the best way to watch them is to use a streaming service.
- Streaming games and applications: You used to be able to buy a game on a physical medium and play it or install it on your game console or PC, nowadays you can buy a title or pay a subscription to access a wide range of games. You can play on PC, tablet or smartphone; as long as you have an internet connection.

There are indeed multiple sub-types of Streamings that are born out of each of the types mentioned, i.e., some are educational, entertainment, information, tutorials, fun facts, learning, video games, concerts, challenges, music, etc. That can only be recorded and uploaded or live where content creators can not only focus on one type of Streaming, this will depend on each of them, but some or most of them are made more than one in one, combining different types of Streaming in a single transmission.

Similarly, Garcia (2013) mentions that live streaming is the transmission of an event over the Internet as it happens. Award shows, sports, boxing matches, video games and one-off special events are the most popular types of live streaming, with the variety of topics constantly increasing. Social media platforms and others stream everything from celebrity events, promotions and life streaming to user-to-user streaming. You can do live streaming on any compatible smartphone, tablet, computer or gaming console with a relatively fast internet connection.

So, Streaming can be defined as a real-time transmission where video, audio and text of a live or pre-recorded video is transmitted and uploaded to a platform that allows the playback of the Stream with audio and video synchronised of some programs such as video games, events, promotions, educational videos, etc., which can be viewed or Streamings from any electronic device that has access to an internet network, being manipulated in the way that the user likes using a protocol of RTSP (Real Time Streaming Protocol).

On the other hand, regarding the definition of Gameplay, although all video game designers and players have this concept deeply rooted in their vocabulary, in reality there is no clear or formal definition that says what this concept means, it can be said that, a player normally when talking about "Gameplay" is synonymous with experience or the fact of seeing a player pass the game, so for the player the Gameplay is what gives life and meaning to the game, which allows you to have an experience within it and the most important thing about it is the sound and graphics of the game.

Definitive (2020) defines it from an etymological point of view, and states that this concept comes from the English words Game (game) and Play (play) and that at first it referred only to the gameplay or game mechanics, however, it has become popular to use this term to refer to videos in which you see how people play video games.

As you can see, Gameplay is an internationally known word associated with a content creator playing their favourite or trending game, making sense of the game, commenting on some curious fact about the game, such as their experience within the game in general, like its graphics, the audio, the quality of the game itself and even the interaction between the console and the action that is taking place within the game. On the other hand, it is not only based on their experience or their opinions expressed through a video but also on the way they narrate or comment on the actions that are carried out talking about their life, an anecdote or with those people who see it (better known as a community of users), but this will also depend on the game as there are linear games, free world and history, as each of them can limit them and may not be entirely fun.

On the other hand, Affiliate Researcher (2017), Crea the concept of Let's Play is a term used to refer to a content generated by users, who record a video of the game (Game Playthrough) generally adding comments, criticisms or reactions about the best and worst features, but this is not essential.

Gameplay can be defined as a live or video created by a Streamer transmitting the story or gameplay of a video game to a group of people, giving a general experience of it, making opinions of the game itself as it is:

Audio: The voices of the characters, the environmental sound effects (such as footsteps, opening doors, breaking things...), the ambient music (it must be taken into account that there are videogames with complete soundtracks, etc.).

- Graphic elements: Essentially the designs of the characters and the world in which the story takes place. But you can also include in this part the images of loading screens, the video game covers, and the cinematics (which sometimes look like you are watching a movie in the middle of the game.
- Literary elements: The game's plot and script, which rival those of the best Hollywood movies.
- Computer programs: Although most videogame development nowadays is done using third-party software, it is still a very important element, as without it the characters would not be able to move.

Now that the definitions of Streaming and Gameplay are known, it can be said that Gameplays form a massive source of entertainment where millions of people are pending on different platforms waiting for their favourite players to share their games live or publish them in the form of video, calling the name of Gameplay Streaming, however, there are some definitions by some authors:

Victorio (2021) defines Gaming Live Streaming (GLS) as a live broadcast where people stream content related to live video game play. These individuals, called Streamers, can spend hours broadcasting content that is watched by thousands of netizens, who interact with each other and form communities.

Affiliate Researcher, (2017), mentions that it is a term used to refer to a content generated by users, who record a video of the game (Gameplay) generally adding comments, criticisms or reactions about the best and worst features.

Thus the concept of Gameplay Streaming can be created: It is a live or audio - video synchronised entertainment performed by a content creator (Streamer or Youtuber) using an electronic device connected to an internet network such as a CPU - monitor (computer), smartphones, tablets, consoles etc., transmitting on different existing platforms video game games individually or a group of friends expressing comments, opinions and establishing conversations that may or may not see with the game, being able to perform games, contests, competitive within a global network interacting with different users in real time.

Types of Gameplay Streamings

The styles of Gameplay Streamings can vary depending on the Streamer, as some are explanatory, others try to explain the Gamesense that are the strategies and some tricks that can be used within the same game, i.e. for those users that take the game to another level, some others show matches in competitive games called e-sports, some are divided according to the chapters that the game itself has, thus giving each episode in a video or a Streaming, others are extensive videos whose proposal involves a continuous recording from start to finish of the game with the aim of "winning" or "passing it", and others try to pass the game in the shortest time possible. It all depends on the Streamer or content creator as there are several possibilities within the same Streaming and the variety that can combine the different games or stories of this giving different possibilities and not focus on a single routine.

On the other hand, the Streamings that originate the live videos once the transmission is finished, the video is available on their channels in the form of video (on demand) which is practically uploading the same Streaming so that the same or other users can enjoy the same Gameplay.

However, they can also be directly editions or compilations of the game, subjected to an editing process giving it a personal touch to make it more dynamic, to make it look at a high quality and even insert some images to make it look better and turn it into a more attractive and related content with the particular style of each Streamer or content creator.

The platforms Youtube Gaming, Twitch Gaming and Facebook Gaming which are the main international platforms where you can make these Streamings you can see a huge amount of Gameplays that exist and the different things that can happen in each of them as the essence of the Gameplay is that each of the Streamer gives his touch of personality to narrate or how to play and this makes it different even though they are the same game as they look from different perspectives.

Definitive (2020) extracts the following classification depending on the use given to the game when recording it and uploading it to a platform:

- Guide/tutorial: Very common in role-playing games (RPGs) and in games where the story is very important. These Gameplays are those in which you can see how the player goes through the game and shows his strategies.
- Randomised" gameplay: Very common in open world or sandbox games. The player simply records himself playing, without any specific objective, just facing whatever appears at that moment and doing whatever he wants.
- Competitive: Mostly in fighting games, shooters or strategy games. They are those in which the player is seen facing rivals.
- Casteo or commentary: Within the competitive Gameplays, videos in which the development of the game is commented on stand out. People who know the mechanics of the game well comment on how others compete.

- Creative: These are those in which the player takes advantage of the environment offered by the game to create their own story, thus trying to create their own audiovisual work. It is also common in sandbox games due to the freedom provided by the game.

Gameplay impact during the pandemic in Mexico

The news on the eSports Orange (2020) website mentions that as containment policies begin to relax around the world, streaming platforms continue to take stock of a historic few weeks. The quarantine has boosted the consumption of many online activities, including online gaming and live streaming. Portals such as Twitch have experienced months of media explosion. Not only have video gamers flocked to the platform, but the number of new streamers in different categories has grown unprecedentedly. Millions of anonymous users have been joined by major organisations and celebrities such as musicians and athletes, making platforms such as Twitch a major player in entertainment.

The domestic lock-in practised in almost every country has led the internet to break historical traffic records. A few days ago, the director general of AEVI, José María Moreno, confirmed in an interview that digital video game activity had increased by 52% during the first week of the state of alarm in Spain alone. On the other hand, the online services of many video games are part of this increase in data flow. The massive downloading of updates in games such as Fortnite even led to crashes in countries such as Italy, where traffic increased by up to 70%. The same happened in other countries where networks were not prepared for the sudden increase in traffic. In Mexico, the Xbox Live service was suspended for a few hours during the first weekend of the lockdown. These were just the first signs of the many milestones and records that began to be broken in the days that followed.

But the reality is that the platform that generated the most impact was the Amazon-owned purple platform better known as Twitch, which has been one of the biggest beneficiaries of the quarantine against the pandemic. In just a few days, Twitch saw an almost 100% increase with an average of 2.2 million viewers.

The following weeks of March were a milestone not only in hours watched (+37% at the end of the month), but also in live hours (+26.1%) and number of new streamers (29.3%) according to e-sports Charts data. The biggest increase was in English content, although there was an unprecedented increase in the consumption of streams in other languages such as Spanish, French, Portuguese, Russian, Polish and especially Italian, with a 75% increase in hours watched in that language.

Similarly Cabrer (2020) in his article analysis: "The impact of twitch during the pandemic", agrees with eSports Orange (2020) that the capacity with which Twitch has attracted popular characters such as Agüero, Courtois or Neymar during the confinement has dragged in new followers who have taken advantage of this situation to get to know their idols more closely. This platform has been evolving in such a way that the Twitch experience now transcends video games, which has benefited large corporations such as the Premier League, La Liga, NBA or Sony, who have taken advantage of the pull to create events that have benefited to increase the peaks of visualisations.

As can be seen only in the first months of the beginning of the confinement radically changed the transit that was carried out in the different Streaming platforms, however, not only with the emergence of new Streamers if not with the appearance of famous on the platforms as Kun Aguero of Argentina or the Chicharito of Mexico, has had a really important impact, to tell the truth the platforms to be international where there are different content creators can be seen that there is a variety of nationality within the community that exists. But for Mexico this has been no different, it has also generated a great impact on its economy and families.

Garduño (2021). He reports that in the midst of the Covid-19 pandemic, 67% of Mexicans have opted to watch series and films through streaming platforms, followed by 66% who preferred videos in applications such as Youtube and TikTok, while 42% chose video games, according to a study by Deloitte. On the other hand, the Covid-19 pandemic marked a trend among Mexican consumers to purchase smartphones by 17%, with 15% opting for television, 14% for laptops, 12% for video game consoles and 11% for tablets.

On the other hand, Fernández (2021) in the newspaper El Sol de Toluca mentions that the streaming platform is one of the technologies that have positioned themselves favourably in the midst of the Covid-19 pandemic, however, 66% of Mexicans are not willing to pay more than 300 pesos a month, so they accept watching short ads in series and films for free. In December 2020, the streaming service reported a nine-fold growth since its introduction in the Mexican market in June 2020. A survey conducted also revealed that nine out of 10 Mexicans used an entertainment Streaming platform in the last year to watch series or movies, however, due to the quarantine caused by Covid-19, 83% of respondents revealed that they have Streamed 2.8 hours more per day on average than in 2019. Ríos (2021) in his article published in the newspaper El Sol de Toluca mentions that the pandemic brought with it an addiction to video games among children, adolescents and young people. In some cases, it is not just a pastime, but has become a disorder with physical and emotional health effects. Playing through digital platforms via mobile devices, Nintendo and PlayStation consoles have been the recurrent forms of access.

Similarly, the specialist in psychiatry Nelly Capetillo said that addiction to video games has negative consequences in the short and medium term, not only because of the loss of social and even family relationships, it can generate high stress just because of the worry of not being able to play, just as an alcoholic becomes restless when he cannot drink or when a smoker cannot smoke.

In conclusion, it can be said that Gameplay Streaming has been a very important factor for the world economy, especially for content creators and platform owners. Its impact in Mexico during the pandemic due to covid-19 has not been as demanded as in other countries, but there has been an impact both on the servers of some games and on the platforms as quality is demanded; on the other hand, Mexican streaming is not as popular as Spanish streaming which has a greater demand of users and followers, although the Mexican population has followed the Spanish platforms and has consumed their content, they have also searched for their famous content creators who have made themselves known or have made collaborations with others of great recognition.

On the other hand, it is not only about the consumption of watching Gameplay but also the impact on children and teenagers of wanting to play the game that their favourite streamers play, which has generated an increase in sales of electronics such as smartphones and consoles.

Set up gamer

Although we have already mentioned what is the Gamer and Gameplay Streaming, a content creator can not make these transmissions without having a Set up gamer, but for this it is also necessary to know its concept, so for those people who are immersed in the world of Gaming or are attracted by it, the concept of Set up gamer will not have any complications in identifying its meaning, the concept of Set up gamer will not have any complication in identifying its meaning, which can be said broadly that it is that room decorated with neon lights and bright colours that identify a gamer, however, some definitions of different authors are shown below:

Lumingo (2021) is a virtual page where you can acquire the necessary technological tools to install a Set up gamer. It mentions that a gamer set-up refers to the hardware configuration of a gamer's computer. In other words, it includes the parts that are used to achieve the most immersive and realistic gaming experience possible. So, when talking about a proper gamer set up, one has to consider everything that is needed for a gaming room. The consoles, the PC Gamer, the controllers, the Gamer headset, the keyboard, the table, the Gamer chair, among other accessories needed to improve the image, the sound and the virtual interaction. In that sense, the clearest meaning of Set up gamer is the arrangement of a number of elements specifically for gaming within a room, as well as the furniture necessary for this.

It can be observed that to be able to immerse oneself in a video game 100%, comfort is fundamental, deriving all those accessories and furniture necessary to be able to play, although the fact of having a PC, a console with headphones and even a Smartphone is already enjoyable the fact of being playing with the sound and graphics supported by the device, now imagining that you can go further into the game with additional accessories and a good installation of hardware and software, allowing the sound, graphics, rendering go beyond the limits, for example, today even consoles like Xbox and PlayStation in their controls have taken for shooting games or mobility of damage, and not only has vibration control, but even interacts with the actions that are carried within the same game.

Benlloch (2019) mentions that the word set up comes to mean arrangement and configuration. This meaning, applied to the Gamer world, refers to the configuration of the gamer's computer hardware. This configuration includes all the pieces that the gamer needs to have a good gaming experience: the gaming mats, the keyboard, the mouse, the graphics card, the RAM card or the hard drive, to give some of the most representative examples of gaming peripherals.

In fact, there are gamers who go a step further and even arrange all these pieces in a room strictly designed for playing video games. There are many gamers who add LEDs to their gaming set up, to make the experience much more immersive.

The Set up can be defined as a set of electronic equipment and complementary accessories within a room or space set with a type of neon lighting, and a configuration in the devices suitable for enjoying a Gameplay.

Initial investment in Mexican pesos to install a gamer set-up

To install a gamer set up in Mexico it can be said that it is relatively cheap, and can be installed in periods, for this we made a table of some basic accessories and market prices in October 2021:

Accessories	Price in Mexican pesos
CPU) Xtreme PC Gamer Geforce GTX 1050 Ryzen 5 16GB SSD 480GB 144Hz Monitor	\$ 22,899.00
Monitor Curved, Black (Black High Glossy), 23.5	\$ 3,849.00
Combo Wired Rainbow LED Backlit USB Keyboard and Mouse Combo	\$ 799.00
Wireless RGB Headset with Gaming Microphone	\$ 3,399.00
HyperX QuadCast - USB Condenser Microphone for Gaming and Streaming	\$ 2,899.00
Cgc600 Reclining Gamer Chair	\$ 4,199.00
Logitech - C920s - Full HD 1080p Webcam with Shutter Cover	\$ 2,199.00
Gamer Desk Vertuo 120, Home Office Desk	\$ 2,139.00
L-Shaped Corner Desk	\$ 2,839.00
Wardrobe Cubes	\$ 1,153.00
Accessories, (USB, CABLE, CHARGERS, INTERNET, ETC)	\$ 3,000.00
	\$ 49,374.00

Table 1 Initial investment to install a Set up gamer
Source: Own elaboration based on prices compared in Mercado Libre and Amazon 2021

It can be seen in the table the prices a total of forty-nine thousand three hundred and seventy-four Mexican pesos to be able to install a basic gamer set up, it is worth mentioning that the purchasing power of the real labour income per capita had an increase of 2.9% between the first quarter 2021 and the second quarter 2021, going from \$1,827.39 to \$1,879.53 according to the CONEVAL page (2021) so to be able to acquire the money it is necessary to save around twenty-seven quarters if the statistics of the last update are followed.

Summary of the results

Throughout the research it was possible to observe several issues that lead to meet the objective of the research, including the evolution of Streaming until reaching the Gameplay Streaming, as well as a compendium of definitions to derive the own of the topics Streaming, Gameplay and Set up gamer; It was also found that although this hobby business was already known and popular before the pandemic, during the pandemic it had an exponential growth in audience by 118% on the Twitch Gaming platform, 117% on Youtube Gaming and Facebook Gaming although it had a low audience growth during the year 2020; in turn also grew in new Streamers or content creators in each of the different platforms especially on Twitch. It can be seen that both children and adults enjoy this entertainment in the same way.

Now well, after the investigation of costs for the investment, it is found that it is relatively inexpensive for a young Mexican entrepreneur to be able to install a basic gamer Set up at home to be able to make Streamings, being able to reach up to \$50,000.00 fifty thousand Mexican pesos; although it was also suggested that they can be made from a Smartphone connected to an Internet network which would be much more economical.

Discussion

In Mexico it is difficult to locate research conducted on Set up gamer, but on the internet you can find various blogs and videos about it, as well as research from other countries, however, in 2019 is located the research of Tetlamatzi who provides knowledge about the brand Yeyian which is dedicated to produce and market accessories and peripherals for the installation of PC Gamer.

Penalva (2019) agrees with the authors of this research by stating that it is relatively low investment in the assembly for a basic gamer set up, which can go from 500 euros and can reach up to 4500, likewise provides a specialized buying guide of necessary resources, however, the aforementioned research is for Europe.

Rodríguez de Luis (2021) provides information on how to set up a gaming set up, showing how to install a comfortable and functional space.

Robles (2020) marketing manager of CyberPower Mexico, says that the gaming market in Mexico is diverse and broad and that its market reached 72.3 million users by the end of 2020, so it has generated an important niche to invest. The truth is that it is such a good investment to install a gamer set up and to perform live or recorded streaming, to the extent that development banking companies such as BBVA Bancomer suggest investing in video games and eSports.

Conclusions

Following the documentary research and the analysis of the information obtained, it can be concluded that Gameplay Streaming is currently so popular at an international level that its influence during the incorporation of new users on the different platforms during the COVID-19 pandemic has generated income for the platforms themselves, the international and national video game creators and especially for the Streamers, due to the arrival of users with the aim of finding entertainment; On the other hand, the arrival of the new Gameplay Streamers has added profits to those producers of technology related to the Streamers, which creates a chain and a regional, national, international and global monetary mobilisation, which generates that the Gaming industry takes a major economic force by being exempt from taxation; Therefore, although it is an expense, this is not very high, being one of the findings of this research with which various authors cited agree, coupled with the fact that it is highly profitable, so it is advisable to invest in resources to generate a Gameplay Streamer, which, as a business, will take time to generate audience and get sponsors, but the creator of Gameplay Streamer can get to be favoured in the future by the income generated.

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