ViewGrid.tv

STREAMING AUDIENCE INSIGHTS

How people used ViewGrid in October 2026

ViewGrid Streaming Audience Insights — October 2026 · first monthly edition

22,808 grids opened · 11,118 people · 154 countries and regions · 70% engaged sessions

All figures are ViewGrid's own measurements (first-party product telemetry and Google Analytics 4) for October 2026 (product data in UTC days; GA4 in its Europe/Istanbul calendar). They describe ViewGrid's audience, not all viewing on YouTube, Twitch or Kick. Aggregate data only; no individual viewer is identified. Method and limits on the last page.

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Six things October told us

1 Nearly one in two measured event-link requests went to table tennis or badminton

Five table tennis and five badminton tournament pages drew 1,601 of 3,348 requests (47.8%). The busiest single page was WTT China Smash (448 requests). By topic, Mobile Legends ranked third with 587 requests across five MPL pages.

2 One election carried the news category

News was 4% of event requests, and 100 of its 129 requests went to a single page: Brazil's general election, first round. The US midterm election falls in November and will appear in the next edition.

3 67% of grids held three or more streams

22,808 grids were opened in October; 15% reached nine or more. The average peak was 5.6 streams per grid.

4 More streams, longer sessions in our samples

In October's weekly three-day samples, grids with three or more streams had medians of 5–12 minutes and up to 49% stayed open at least 15 minutes; single-stream grids usually sent no further signal after the first minute.

5 Sessions start around the clock

The quietest hour (04:00 UTC, 637 session starts) still had 59.5% of the busiest hour (17:00 UTC, 1,070). Weekend days averaged 716 starts against 577 on weekdays (+24%).

6 1,864 returning users made 7,659 sessions; the hours were not where the visitors were

GA4's new-vs-returning split: 10,686 new users, 1,864 returning. 154 countries and regions; the United States led on visitors and hours, but Indonesia, Brazil, Argentina and Mexico ranked higher on engaged hours than on visitors.

Event figures = requests to event grid links on ViewGrid, not platform view counts. Every figure is repeated with its source on the following pages.

From the founder

ViewGrid started with a simple itch: on a big night, one screen is never enough. A final on one court and a semifinal on the next. The main broadcast and the player's own camera. Three newsrooms calling the same race at different speeds. Since March 2026, people have used ViewGrid to put those streams side by side, in the platforms' own players.

This is the first edition of a report we will publish every month. It is built only from what ViewGrid itself can measure: how many streams people put on one screen, which platforms they mix, when they watch, and where they are. It says nothing about YouTube, Twitch or Kick as a whole, and it never identifies a viewer.

Two things in October stood out to me. Two thirds of grids held three or more streams, and in our weekly samples those grids stayed open far longer than single-stream ones. And the audience is global in a way I did not expect: by hours of engaged time, Indonesia, Brazil, Argentina and Mexico rank far higher than they do by visitor count.

If you publish about live streaming, use these numbers freely with a link to the source. If you see something we measured wrong, tell us.

Berkay Batallı

Founder, ViewGrid · press@viewgrid.tv

Approved by the founder on 3 November 2026.

October in numbers

22,808
grids opened
736 per day · September: 723 per day

11,118
people (GA4 active users)
96% new to ViewGrid

154
countries and regions
named in GA4 · one more row is unlocated

11,954
hours of foreground engagement
GA4 user engagement time; not video playback time

38,162
page views
+29% vs September

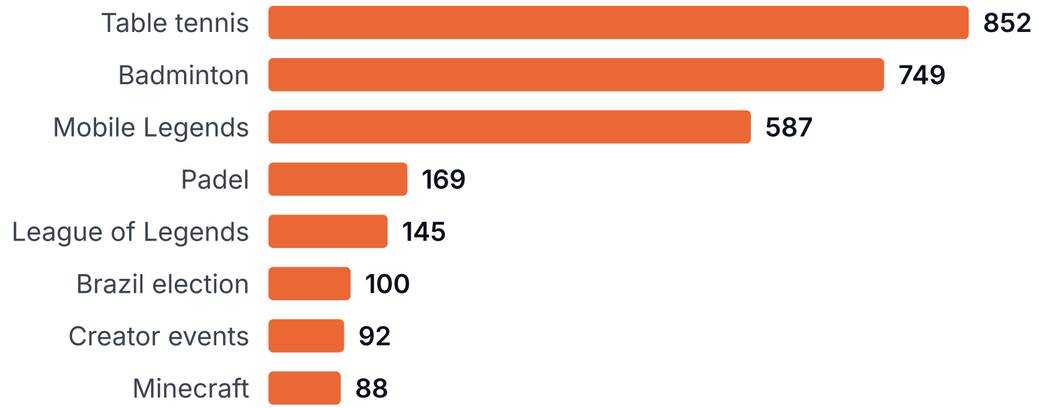
70%
engaged sessions
September: 60%

What this means. Active users fell 4.5% and sessions fell 2.8% against September, while page views rose 29% and the share of engaged sessions moved from 60% to 70%.

Sessions: 19,185 (September 19,738). People: September 11,637.

Which events people opened a grid for

Requests to event grid links, by topic



Counts clicks on an event page's grid link. They do not show whether the video played or how many courts were watched together. Before 25 October some fixed-channel event links were not counted.

48%

table tennis + badminton

1,601 of 3,348 measured requests, 10 tournament pages

100 / 129

news requests went to one election

Brazil general election, first round

63% / 33%

sports / esports

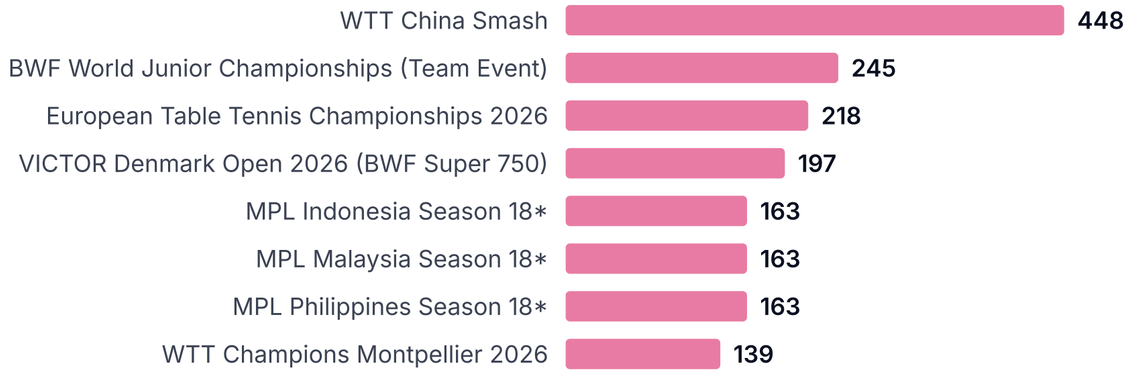
news 4%

What this means. Multi-court racket sports and a three-league esports season are the events people most often opened a grid for in October. The pattern is specific: tournaments that stream many courts or stages at once, where one screen is not enough. Hand-built grids (people pasting their own links) are not classified in this edition.

Topic = ViewGrid's editorial tag on each event page (up to three); admin and test requests removed; not platform view counts. WTT China Smash (448) is one page; Mobile Legends (587) is the sum of five MPL pages.

The busiest event pages

Requests to event grid links



53

events started in October

on the ViewGrid calendar

3,348

requests to event grid links

63 event pages · admin and test requests excluded

63% / 33%

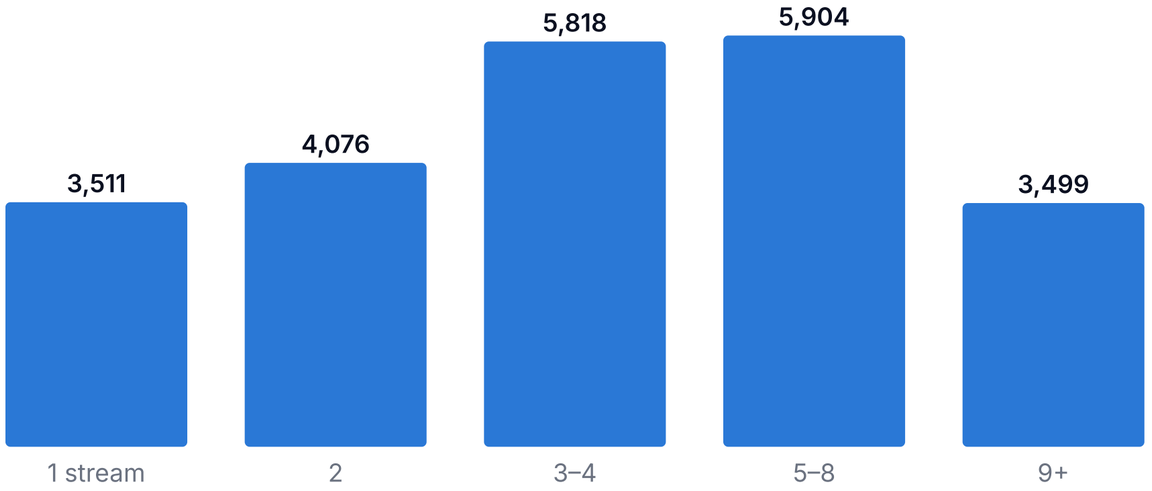
sports / esports

news 4%

What this means. Multi-court and multi-stage events are where side-by-side viewing earns its keep: table tennis and badminton tournaments stream several courts at once, and Mobile Legends runs three regional leagues in parallel.

* MPL Season 18: three regional pages (Indonesia, Malaysia, Philippines), 163 requests each, overlapping in time — listed separately, never summed. A request is not confirmed playback.

Most grids held three or more streams



67%
of grids had 3+ streams

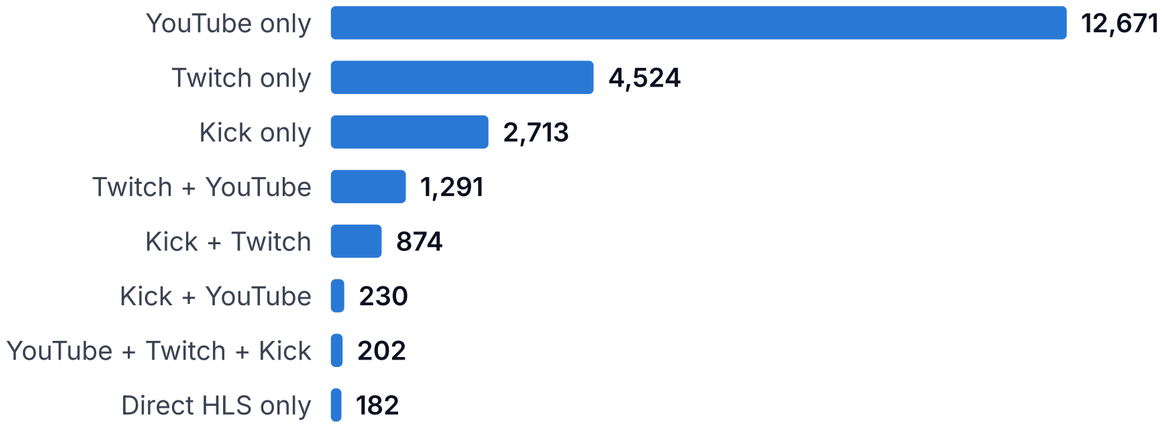
15%
had 9 or more

5.6
streams per grid on average
largest count each grid reached

What this means. A multi-stream viewer is used as one: only 15% of grids stayed at a single stream, and the 5–8 band was the most common size. Nine-plus grids are a real segment, not an edge case.

Size = the largest number of streams a grid reached during its life, not simultaneous playback at one instant.

YouTube leads, but one grid in eight mixes platforms



12%

mixed-platform grids

2,709 grids with 2+ platforms

210

grids recorded three or more platforms

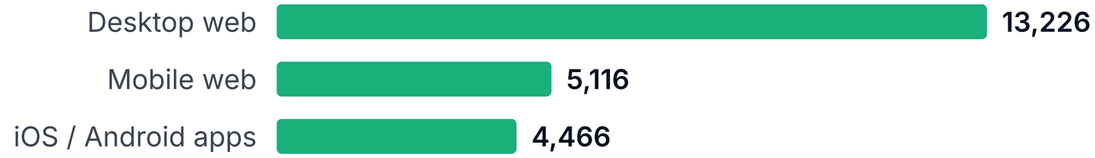
202 were exactly YouTube + Twitch + Kick

What this means. Most grids stay inside one platform, which mirrors how events are broadcast. The 12% that mix platforms are the viewers no single app serves: a Twitch co-stream next to the YouTube broadcast, or Kick and Twitch creators together.

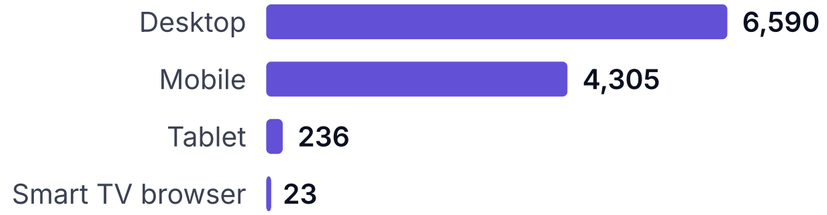
Platform = platforms seen in a grid over its life; they may not all have been on screen at the same moment. Bars are exact combinations; small Rumble and HLS mixes are omitted here (full table in the dataset).

Desktop web is the main screen; apps carry one grid in five

Where grids were opened



People by device (GA4)

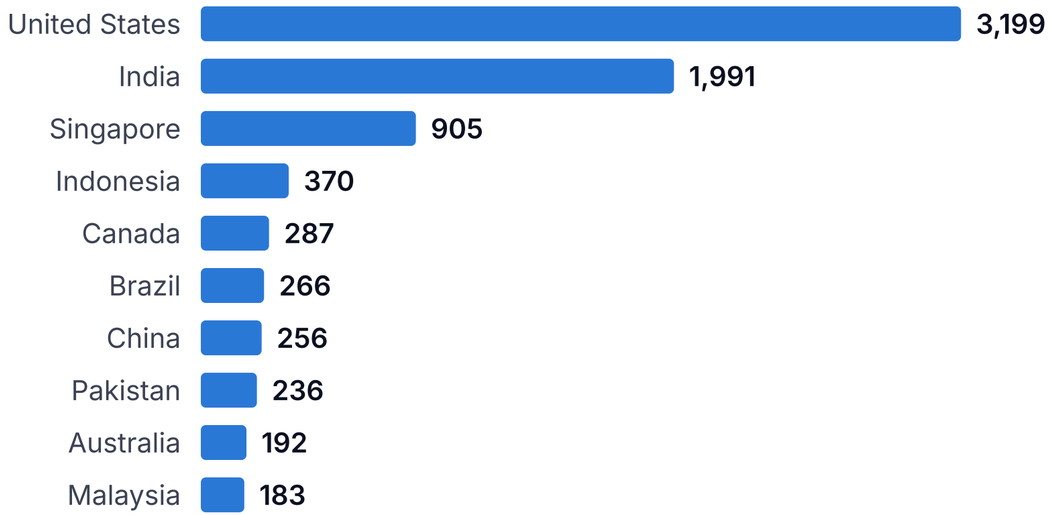


What this means. Side-by-side viewing is still a desktop habit, but two grids in five were opened on a phone or in the apps. Mobile grids are smaller by design (up to six streams).

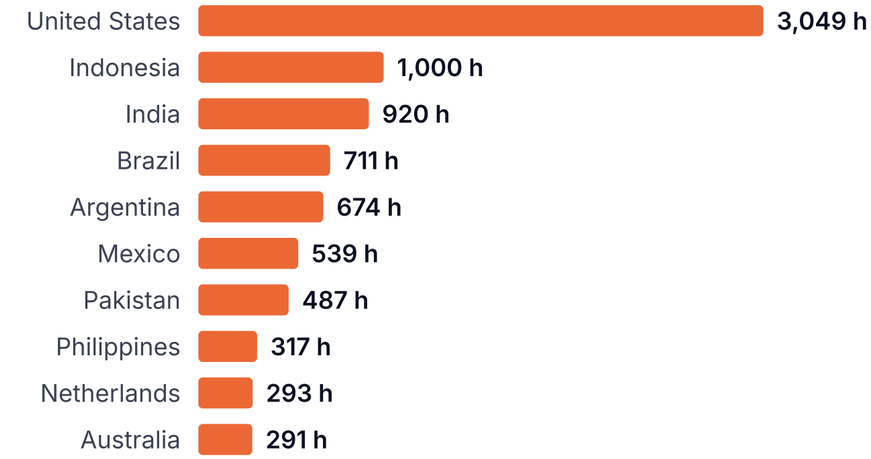
App figures are grids that sent the in-product signal from the iOS/Android apps; TV apps are counted separately (TV page).

People in 154 countries and regions — and where the hours went

Top 10 countries by people



Top 10 by foreground engagement hours

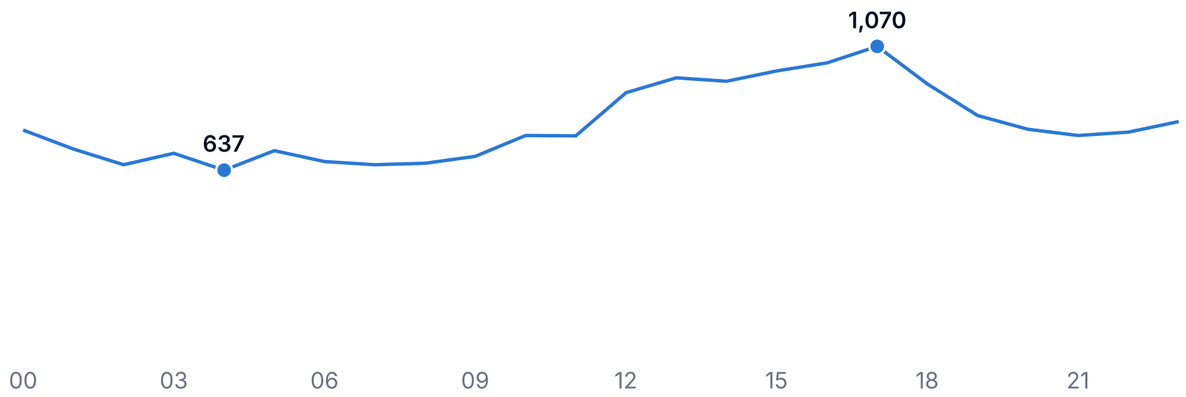


What this means. Headcount and time tell different stories: Indonesia, Brazil, Argentina, Mexico, Pakistan and the Philippines rank higher on foreground engagement hours than on visitors, while Singapore and China have many visitors and very little engagement. The data does not say why; we have no country-by-event breakdown.

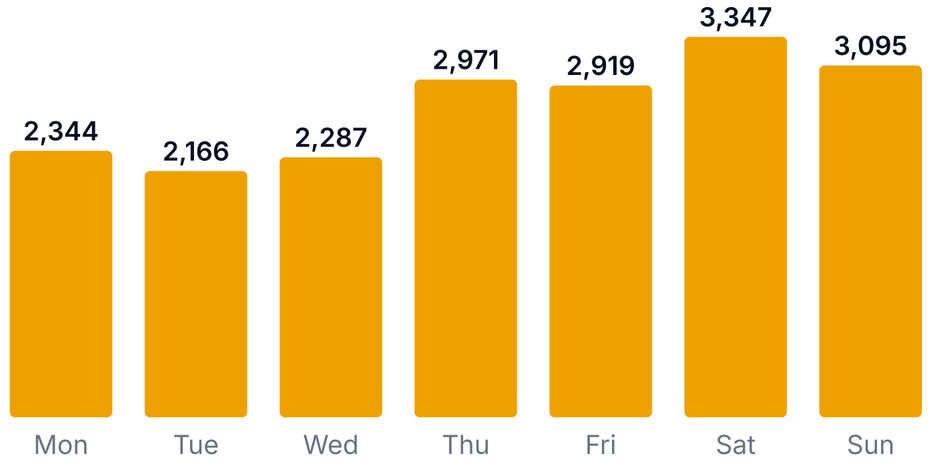
Universe: 32 countries/regions with at least 50 active users; each chart sorted by its own metric. GA4 lists 154 named countries/regions plus one unlocated row (28 users).

When sessions started, by UTC hour

Session starts by hour of day (UTC)



Session starts by weekday (Istanbul calendar)



What this means. A global audience flattens the day: when it is night in the Americas it is evening in Asia. The late-afternoon UTC peak is the overlap of European evenings and American afternoons, when most major events air; the quietest hour still runs at about 60% of the peak.

GA4 session_start events, 19,129 in October. Peak 17:00 UTC (1,070), quietest 04:00 UTC (637) = 59.5%. Weekend days averaged 716 starts, weekdays 577 (+24%).

More streams, longer sessions

< 1 min

single-stream grids

usually no further signal after the first minute (weekly samples)

12 min

median for 3+ stream grids

week of Oct 12–18 (sample size in the weekly post); 49% stayed open at least 15 minutes

5 min

median for 3+ stream grids

Oct 30–Nov 1 sample (one day in November), 2,341 grids; 35% of all grids open at least 15 minutes

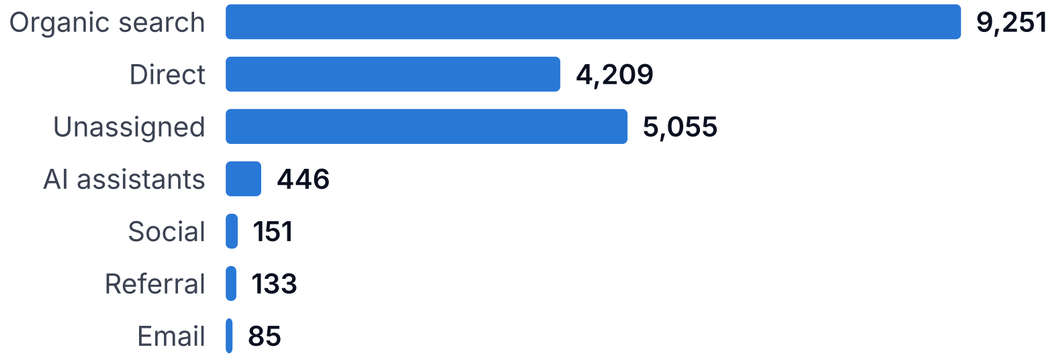
Watch time comes from rolling three-day samples of grids that send ViewGrid's in-product signal, published in the weekly data posts: Oct 5–11 (2,653 grids), Oct 12–18 and Oct 30–Nov 1 (2,341 grids). Medians describe each sample, not the whole month. A grid that sends no signal after its first minute is counted as under one minute; silence is not proof it was closed. This is a correlation, not proof that more streams cause longer viewing.

> **What this means.** In the published samples, grids with at least three streams had a longer median time open than single-stream grids. Why a one-stream grid ends early is not measured.

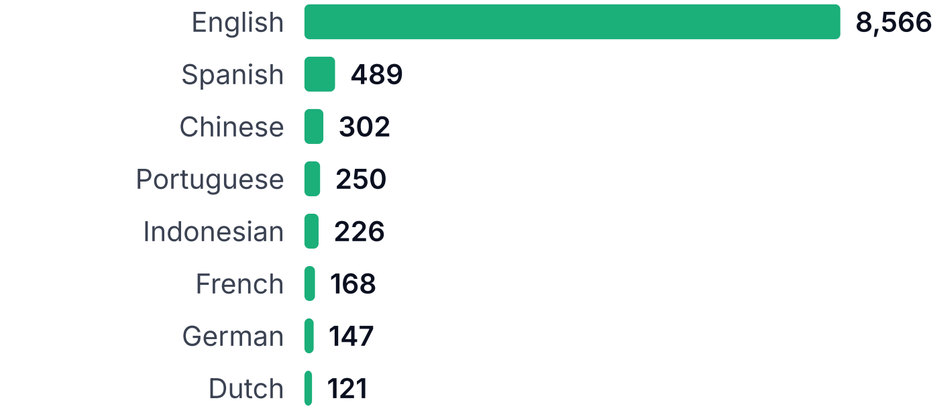
Source: ViewGrid Week posts, viewgrid.tv/blog (tag: viewgrid-week), October 2026 samples.

Returning users: 1,864 people, 7,659 sessions

How sessions arrived



Languages of people



What this means. Search brings the crowd; a core of returning users brings the depth. GA4 attributes 446 sessions to AI assistants (ChatGPT, Copilot, Perplexity and similar) — a small, new channel; this is referral attribution, not how often ViewGrid is recommended. ViewGrid launched 13 more interface languages at the end of October, so the language mix is worth watching next month.

GA4 newVsReturning: new 10,686 users / 10,664 sessions, returning 1,864 / 7,659, unclassified 972 sessions; sets can overlap. Language = device/browser language, not the ViewGrid interface language. English 77% of people.

TV screens, members and follows

807
retained TV session records
Android/Google TV 689 · Fire TV 41 · Samsung 30 · from 12 Oct

230
TV sessions with a phone pairing
28.5% of the 807 records

1,009
new member accounts
created in October (UTC) · 3,268 profiles on 2026-11-03

3,079
channel follows
snapshot on 2026-11-03 · Twitch + YouTube + Kick

32
event reminder emails recorded
including 5 closing notices

162
TV page views (GA4)
TV apps mostly run without analytics

What this means. TV mode is new (Android TV since 22 October, Fire TV since 17 October): 807 retained records, 230 of them with a phone pairing. 1,009 member accounts were created in October; how people arrived at sign-up is not measured here.

TV: ViewGrid TV mode session records created in October (Android TV, Fire TV, Samsung and TV browsers). Records exist from 12 October and are kept 30 days, so this is a partial month. Pairing = a phone connected to the session.

Method and limits

- **Scope:** ViewGrid's own audience. Nothing here measures total viewing on YouTube, Twitch or Kick, and no platform view counts are used.
- **Period:** grids, events and TV: 1–31 October 2026, UTC days. GA4: 1–31 October in the property calendar (Europe/Istanbul), i.e. 30 Sep 21:00 – 31 Oct 21:00 UTC; hour-of-day labels converted to UTC.
- **Grids:** ViewGrid's in-product signal (first-party). "Grids opened" is the sum of daily grid summaries; it is not unique people, unique grids or video plays. September has 27 measured days, so comparisons use per-day averages.
- **People, sessions, countries, hours:** Google Analytics 4. People = active users. Hours = GA4 user engagement time (ViewGrid in the foreground, not video playback); the series jumps on 22 September 2026 after a measurement change, so hours are October-only. Countries: 154 named plus one unlocated row; charts use the 32 with at least 50 active users.
- **Events and topics:** requests to event grid links (2 admin, 1 test removed); not proof of playback. Topic = ViewGrid's editorial tag on the page (up to three), so topic sums can slightly exceed page totals. Before 25 October some fixed-channel links were not counted. MPL Season 18's three regional pages overlap in time and are never summed. "Events started in October" (53) and "pages with requests" (63) are different sets.
- **Watch time:** rolling three-day samples published in ViewGrid's weekly data posts (Oct 5–11, Oct 12–18, Oct 30–Nov 1); medians describe the sample, not all usage. Members, follows and TV counts are dated snapshots or partial-month records, as labelled.
- **Privacy:** aggregate counts only. No individual viewer, channel or video is identified; small countries are shown only in totals.
- **Platforms:** every stream plays in the platform's official embedded player. ViewGrid does not host, proxy or re-stream video, and platform view counts are not reported here.

About this series

ViewGrid Streaming Audience Insights is a monthly report on how people watch live streams side by side on viewgrid.tv — a multi-stream viewer for YouTube, Twitch, Kick and Rumble, on the web, iOS, Android, Android TV, Fire TV and as a Chrome and Firefox extension. Every stream plays inside the platform's official embedded player; ViewGrid does not host, proxy or re-stream video.

Each edition is built from ViewGrid's own measurements and published in the first week of the following month, with the charts as a web page, this PDF and an open dataset (CSV, CC BY 4.0).

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Press and data questions: press@viewgrid.tv · Next edition: November 2026, early December.

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