

Study: Houston, Hong Kong, and Seoul best cities for Twitch streamers
Internet speeds, hardware prices, gaming expos and the cost of living make these cities a Twitch streamer's paradise

LONDON - June 29th 2021 - [Broadband Savvy](#), a leading authority in broadband service and performance, today released the results of a months-long study on the best and worst cities in the world for live streamers. The research found that Houston, Texas; Hong Kong, and Seoul, South Korea were the top three best cities for live streamers on websites such as Twitch.tv to live. The study examined cities based on broadband costs and connectivity, 5G coverage, the cost of PC components, the cost of camera gear, the frequency of gaming/streaming expos, and the cost of rent. The complete dataset is available for download [here](#).

Houston achieved first place because it offers an excellent overall package for streamers on platforms such as Twitch and YouTube. The city enjoys fast download and upload speeds, low hardware costs, and a low cost of rent compared to other developed cities.

"If you stream on Twitch, Houston is a fantastic place to live," said Tom Paton, founder of Broadband Savvy. "It's easy to find high-speed internet for a fairly low cost, and the city has great 5G coverage, which is perfect for real-life streamers. There's a good selection of local gaming expos, but Houston is also a short flight to the west coast, where TwitchCon is typically held each year."

Other cities in the United States also featured in the top ten, but were often let down by their cost of living. While Los Angeles and New York performed well due to their gaming culture and frequent expos, other cities such as Houston and Austin ranked higher due to their lower cost of rent. "As a live streamer, you don't want to be spending everything on rent," Tom said. "You need to be able to invest your earnings in a great streaming setup to deliver a better viewer experience. Houston and Austin performed so well because you can get fast, cheap internet in Texas, and don't have to pay a fortune in rent each month. Plus, gaming hardware and camera gear is relatively cheap in the United States compared to other developed countries."

Seoul, the capital of South Korea, also has a low cost of living, and the fastest broadband in the world, helping it to third place in the rankings. However, the standout city in Asia was Hong Kong, which reached second place overall.

"Although the cost of housing is very high in Hong Kong, internet is extremely cheap," Tom said. "You can get gigabit broadband for as little as US\$15 per month,

and there are plenty of local gaming expos, making the city a popular destination for gaming streamers on platforms such as Huya Live and Douyu – China’s equivalents of Twitch.tv.” Camera equipment is also relatively cheap in most Asian cities, helping the region in the rankings. However, Beijing and Shanghai were let down by slow internet speeds – it can be quite difficult to find gigabit broadband in China.

In Europe, Bucharest was the standout, thanks to its very fast, very cheap broadband. However, Milan also performed extremely well. “Italy’s second biggest city did okay in some areas and amazingly in others, making it the second-best city for European streamers to live,” Tom said. “While gaming hardware is expensive in Milan, the city has fast internet available for a good price. 5G coverage is great, which is useful when streaming real life, and the cost of rent is reasonable compared to elsewhere in Europe. The city also hosts the Milan Games Week every year, which was held over Twitch in 2020 and 2021.”

The top ten cities were found to be:

1. Houston
2. Hong Kong
3. Seoul
4. Bucharest
5. Incheon
6. Milan
7. Madrid
8. Austin
9. Osaka
10. Columbus

While the bottom ten cities were:

76. Mumbai
77. Delhi
78. Oslo
79. Vienna
80. Sydney
81. Amsterdam
82. St Petersburg
83. Johannesburg
84. Durban
85. Karachi

Cities that underperformed often had slow, expensive internet, while some cities did not have gigabit broadband available at all. In South Africa and Scandinavia, gigabit internet costs about twice as much as in the United States and Europe, and the cost of streaming hardware is also very high.

“We were quite surprised to find Amsterdam so low in the rankings, as the city has a great gaming culture – it even has a gaming-themed hotel,” Tom said. “We found that the Dutch capital is a very expensive place to be a live streamer, especially when it comes time to buy streaming hardware, such as camera gear or PC parts. Gigabit internet is also expensive in Amsterdam, and high speed broadband isn’t available everywhere.”

The research was conducted in June 2021. 85 different cities were assessed, each with a population of at least 500,000 people.

For more information about the cities analysed and the ranking methodology utilised, visit <https://broadbandsavvy.com/best-cities-for-live-streamers/>

About Broadband Savvy

At Broadband Savvy, our mission is to help British households get the most out of their home broadband. We provide tutorials, explainer videos, and buyer’s guides to cut through the jargon, and help people become Broadband Savvy. Whether you’re looking to improve your internet speed, want to troubleshoot Wi-Fi dropouts, or are shopping for a new broadband deal, we’ve got you covered. For more information, visit <https://broadbandsavvy.com/>

Notes for editors

- If you have any questions about this research, please reach out to Tom Paton – [tom\(at\)broadbandsavvy.com](mailto:tom(at)broadbandsavvy.com).
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