

Code of Practice on
Disinformation – Crisis &
Elections – Report of Twitch
for the period 1 Jan –30 June
2024

Executive summary

Twitch takes pride in how the service fosters community and brings people together. We believe that individuals who use online services to spread harmful misinformation do not have a place in our community. This is why we launched our Harmful Misinformation Actor policy in March 2022.

Harmful Misinformation Actors (as defined in our policy) account for a disproportionate amount of damaging, widely debunked misinformation online. These actors share three characteristics: their online presence—whether on or off Twitch—is dedicated to (1) persistently sharing (2) widely disproven and broadly shared (3) harmful misinformation topics. The topics addressed by this policy include civic misinformation that undermines the integrity of a civic or political process.

The accounts of users who violate our Harmful Misinformation Actor policy are always indefinitely suspended so are not eligible for monetization. Additionally, Twitch does not permit political or issue-based ads—while this is always the case, it is particularly relevant during an election period.

We also know that bad actors often try to sow divisions around elections through misinformation that targets specific communities. Such content, even if shared by someone who is not a Harmful Misinformation Actor, is prohibited under our Hateful Conduct & Harassment policies. Content that encourages others to engage in physically harmful behaviour, including in the context of an election, is also prohibited under our Violence & Threats policy.

We identify potential violations of our Community Guidelines using a combination of automated detection and user reporting, and our Trust & Safety operations team works 24/7/365 across the globe to quickly review content and accounts flagged by users and by our automated detection tools.

Our Trust & Safety operations team did not observe any misinformation-related—or hateful conduct, harassment, or violence-related—threats around the EU election. In H1 2024, we saw only 2 misinformation enforcements globally (compared to 10 in total for 2023). We believe this is because the mechanics of Twitch are not conducive to spreading misinformation or investing in large-scale disinformation campaigns. Most Twitch content is long form, which means it takes a lot of time to do a live stream, especially relative to creating a post. It is also extremely difficult for a new streamer to garner large numbers of concurrent viewers; it takes time to grow an audience on Twitch. The majority of Twitch content is also ephemeral. Since this means that most content is gone the moment it is created, it is not shared and does not go viral in the same way that it does on other UGC video and social media services, where videos are uploaded and can be viewed and shared by users on demand.

While misinformation is not currently prevalent on Twitch, we recognize the harm that this content can cause, particularly when it is related to an election. At the end of last year, we therefore assembled a cross-functional working group to ensure Twitch was prepared and could stay ahead of potential election-related harms. We also engaged closely with a number of Member States' regulators across the EU in the run-up to the election, and we continue to engage in knowledge-sharing initiatives with industry and civil society in addition to the Code of Practice, including the EU Hate Speech Code, the EU Internet Forum, and the Global Internet Forum to Counter Terrorism (GIFCT).

Through our policies, operational processes, and external engagement, we were prepared to respond to potential threats related to the EU election, but we did not see them manifest on the service. We remain committed to combating misinformation on Twitch in an effective yet targeted manner that balances streamer expression with keeping our communities safe.