



Stream Hatchet Powers Esports Fastboards With Real-Time and Time Series Analytics

10x

Improvement in Esports Dashboard Speed

2x

Improvement in Esports Report Generation Time

“ We’re able to exploit much more of our esports data and extract more insights. Before SingleStore, we had to look at it from the surface because our back end didn’t allow us to go deeper. Now we can crunch the data in different ways in real-time that allows our users to extract insights and see things that they couldn’t before. ”

Albert Alemany,
Chief Technology Officer

Business Goals

The video game live streaming and esports market has grown rapidly over the past few years, with 50 million global esports viewers, 2.7 billion gamers worldwide, and tens of billions of hours of streaming content watched.

This market offers many opportunities for savvy game publishers and brands to reach their target audiences with non-traditional approaches such as sponsoring esports competitions. However, a lack of reliable esports and live stream data made it difficult to make the right decisions.

Stream Hatchet was founded to fill this analytic gap in the market. The platform’s goals were to:

- Help companies analyze esports data so they can understand how they’re doing and ways they can optimize their schedules.
- Become an industry-trusted source for audience analytics at the top events in esports.
- Offer real-time and historical live streaming data to analyze trends and performance across all genres, games, events, and channels.

Technology Requirements

Stream Hatchet needed a database solution capable of working with 1,000s of time series data points in complex multi-gigabyte aggregated queries. Analytics speed was the top priority for the platform, as queries were taking more than one minute.

Both real-time and historical data were needed to provide the full context of the live streams and esports events. The data ingestion pipeline included manual metadata input, third-party fact tables, and automated systems. Ideally, all this data could live in the same datastore to reduce infrastructure complexity and improve performance.

The database solution had to support SQL, so Stream Hatchet didn’t need to rewrite the entire backend or APIs. It also needed to support real-time and time series analytics with ultra-fast performance.

Why SingleStore? Fast Queries and Simplified Infrastructure

Stream Hatchet experimented with many database technologies and found that SingleStore Managed Service met and exceeded its technology requirements. This Cloud Database as a Service delivered the real-time query speed required and eliminated the need for multiple purpose-built databases to support this functionality.

Stream Hatchet found that the SingleStore Managed Service database cost was competitive enough that it made sense to opt for this option rather than maintaining infrastructure for SingleStore's self-managed database.

All of Stream Hatchet's esports data migrated to SingleStore Managed Service. With SQL Wire compliance, it only took two months to bring this solution fully into production. With this unified database designed for fast analytics on any data, anywhere, customers can now get real-time insights on esports data to inform their decision-making.

Business Outcomes

Query Response Time Dropped From Minutes to Seconds

Customers were no longer waiting minutes when they wanted to run new queries. Data science teams at the biggest names in the esports industry have increased visibility into this data, leading to greater speed and agility. They're able to optimize their league performance, make better influencer partnerships, explore macro trends in live streaming, and expand their audience reach.

Powering Multiple Business Units for Less than \$400 per Month

Now that Stream Hatchet has the esports use case fully in production and meeting performance requirements, the team wants to expand SingleStore Managed Service usage to other lines of business. This cloud-native database solution is built for seamless scaling and ultra-fast analytics, so it's a powerful foundation to build upon.

Real-time Analytics with Minute-by-Minute Granularity

Stream Hatchet now offers minute-by-minute granularity into its esports data. Customers can drill down into this information to see what specific channels were doing at specific minutes, and look at the trends in context to understand spikes in viewership. This time series data is processed quickly and efficiently, eliminating any delay that stands between brands and critical esports insights.

Simplified Infrastructure with a Unified Database

Stream Hatchet relied on multiple purpose-built databases and related services to power real-time esports analytics before adopting SingleStore Managed Service. The complex infrastructure cost the team significant time and resources in maintaining these systems. With SingleStore, Stream Hatchet can focus on iterating its platform and exploring new ways to serve game publishers, esports organizers, and other brands.