**Twitter's Surging Game Interest Points to Opportunities**

Twitter reports tweets relating to gaming surpassed 2 billion for the first time in 2020, a 75% rise from 2019, with "gaming," "gaming news" and "esports" as the most followed gaming topics. "[E]ven if it doesn't seem like an ideal fit for your brand, there are rising opportunities for in-game marketing which could present new avenues for branding to link into this growing segment," writes Social Media Today's Andrew Hutchinson.

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[*https://www.socialmediatoday.com/news/twitter-reports-75-increase-in-gaming-related-tweets-in-2020/593172/*](https://www.socialmediatoday.com/news/twitter-reports-75-increase-in-gaming-related-tweets-in-2020/593172/)