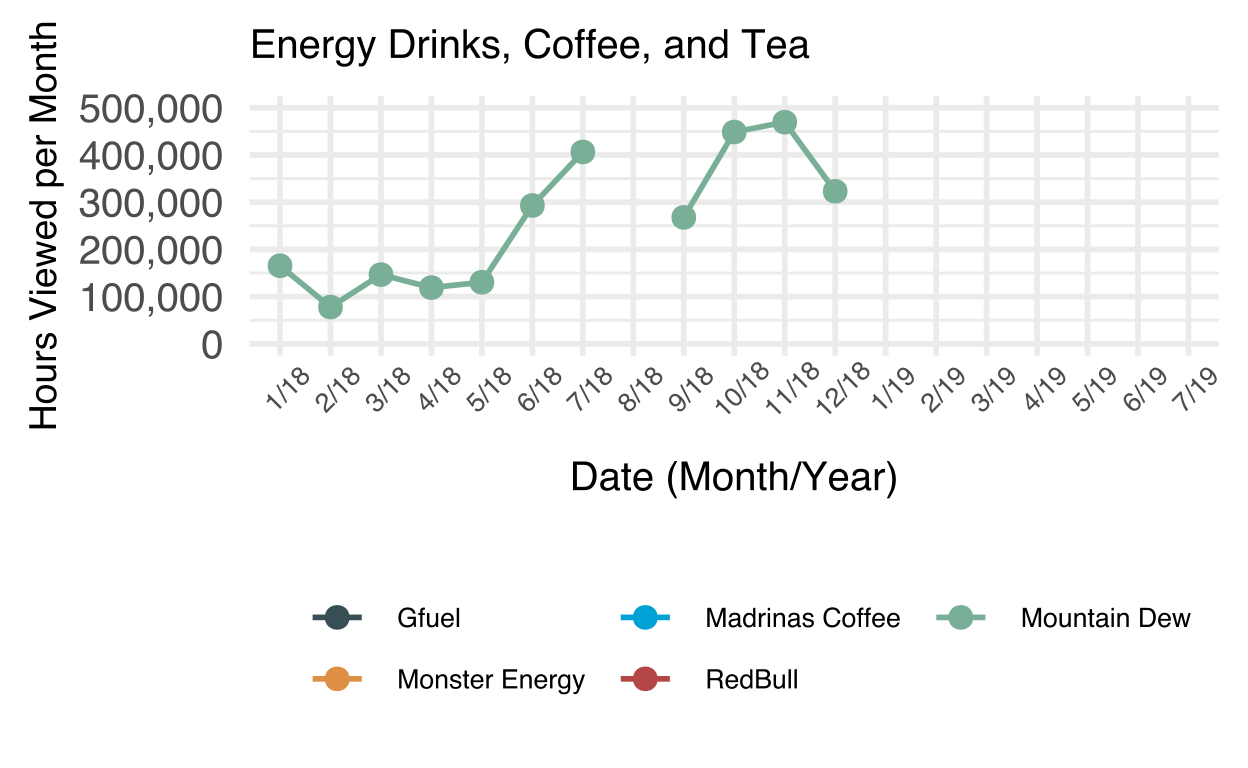
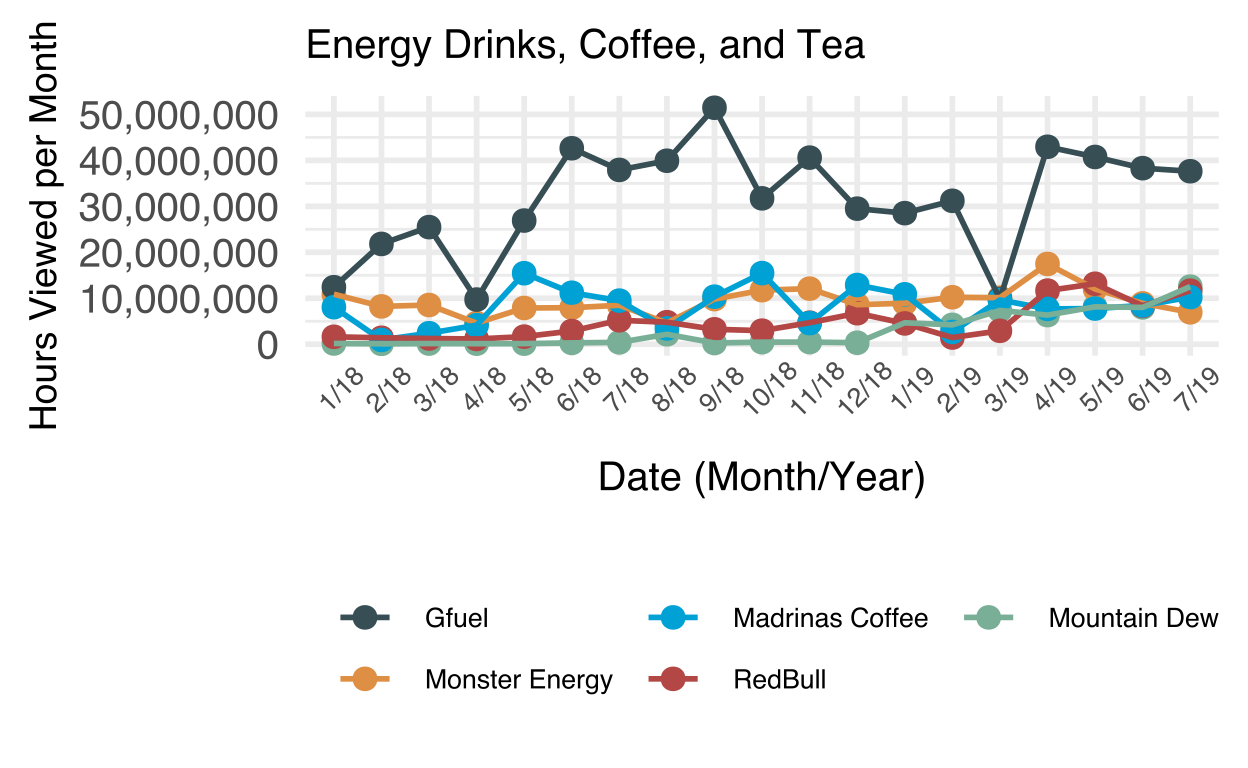
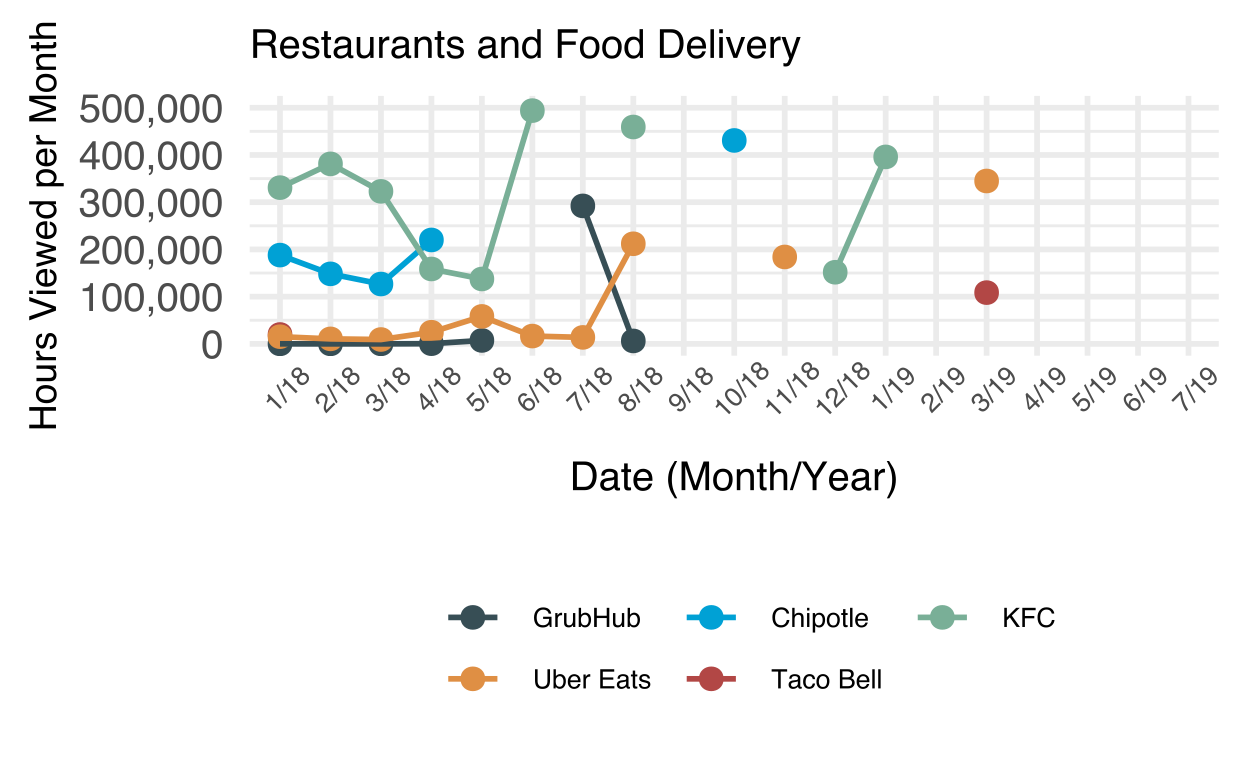
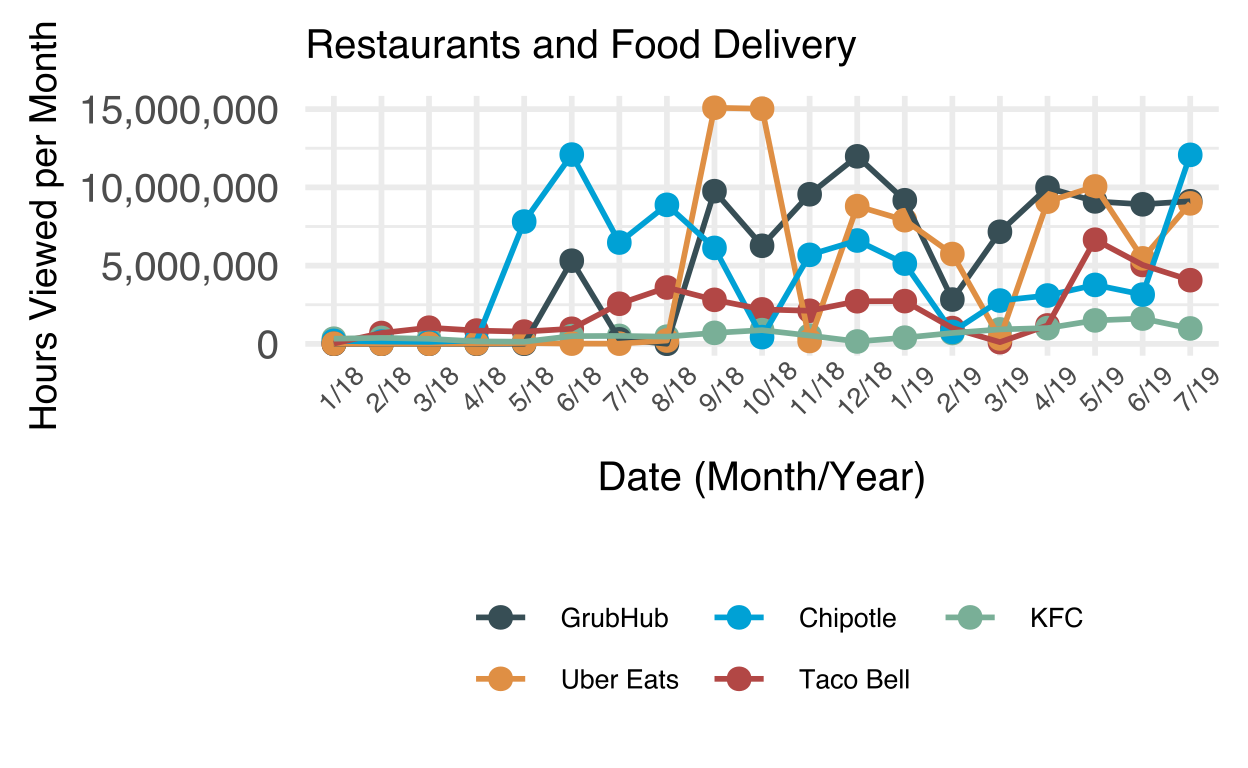
**Appendix A.** List of Brands and Products Searched

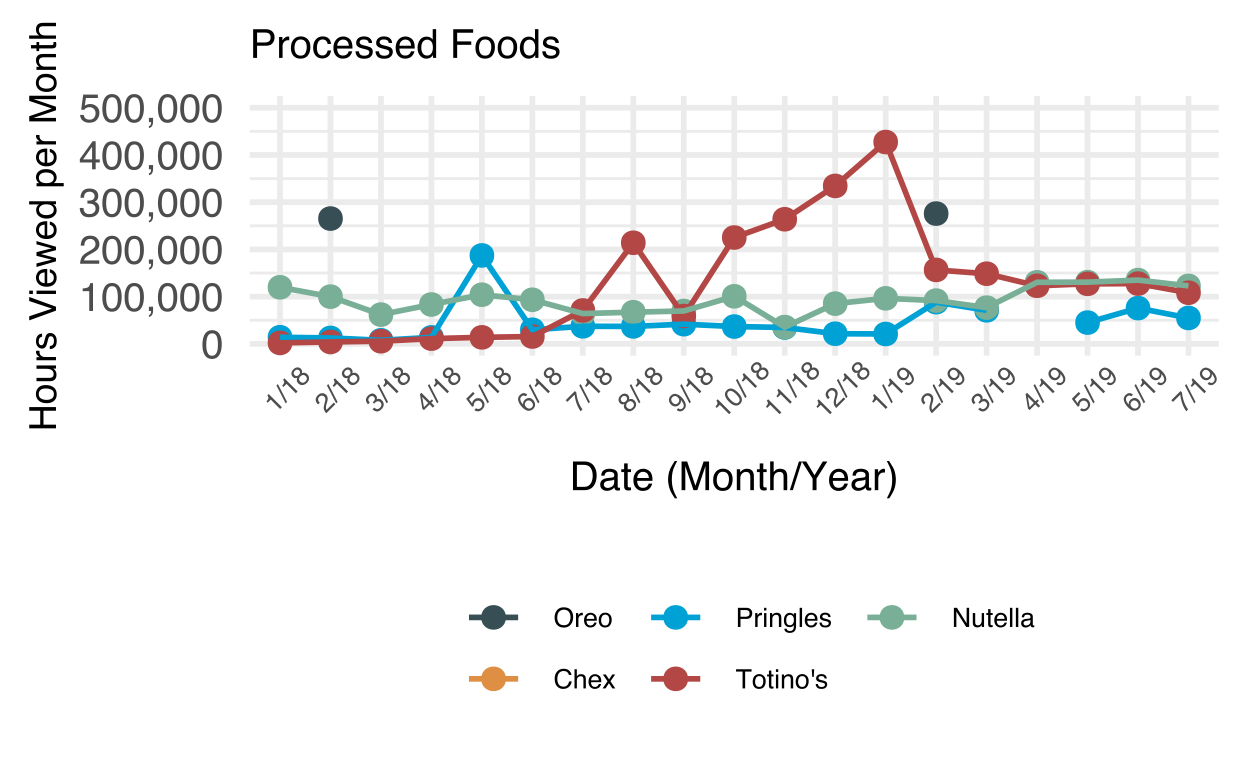
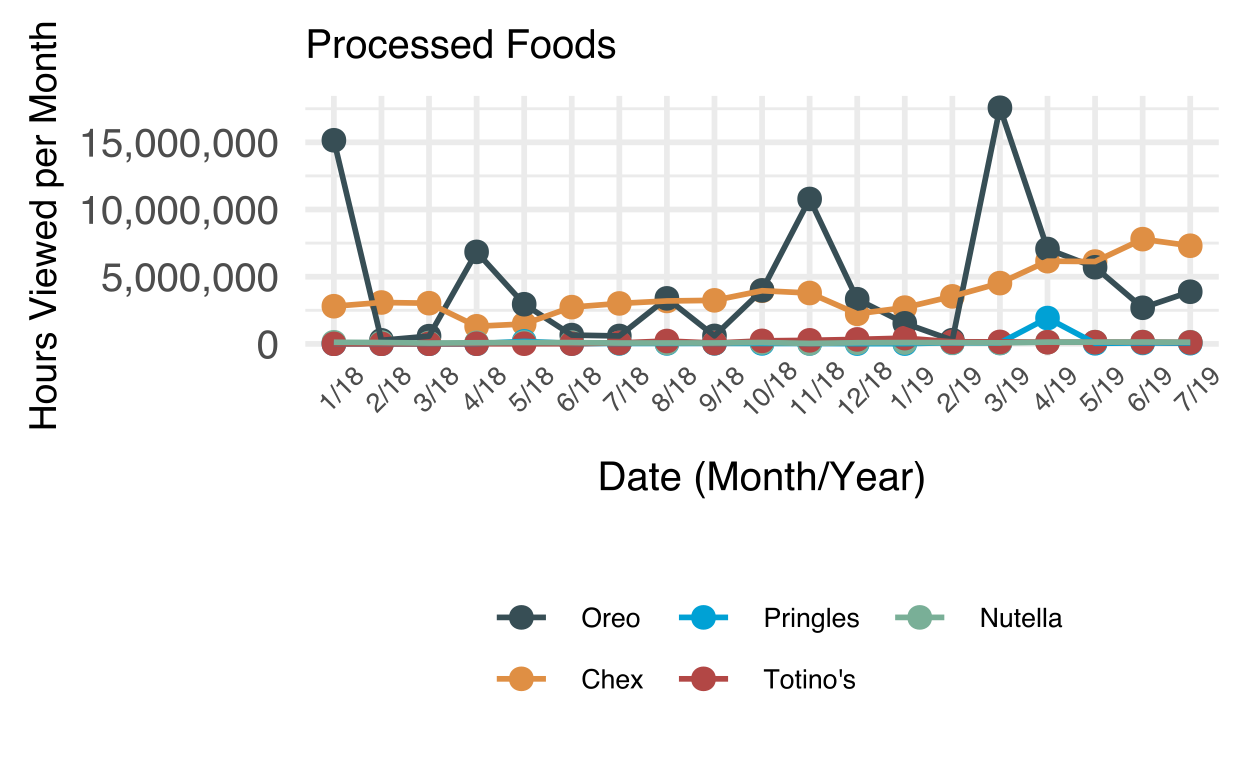
|  |
| --- |
| **Product** |
| 3 Musketeers |
| 3Musketeers |
| 5 hour Energy |
| 5 hourEnergy |
| 5-hour Energy |
| 5-hourEnergy |
| 5hourEnergy |
| 7UP |
| A&W |
| AandW |
| Activia |
| Almond Board of California |
| Almond Joy |
| AlmondBoardofCalifornia |
| AlmondJoy |
| AMP Energy |
| AMPEnergy |
| Apple & Eve |
| Apple and Eve |
| Apple&Eve |
| AppleandEve |
| Arby’s |
| Arisona Iced Tea |
| Arisona Tea |
| ArisonaIcedTea |
| ArisonaTea |
| Arizona Iced Tea |
| Arizona Tea |
| ArizonaIcedTea |
| ArizonaTea |
| B&G Foods |
| B&GFoods |
| Baby Ruth |
| BabyRuth |
| BandG Foods |
| BandGFoods |
| Bard Valley |
| BardValley |
| Barq’s |
| Belvita |
| Betty Crocker |
| BettyCrocker |
| Blue Diamond Almonds |
| BlueDiamondAlmonds |
| Bolthouse Farms |
| BolthouseFarms |
| Boston Market |
| BostonMarket |
| Bug Juice |
| BugJuice |
| Burger King |
| BurgerKing |
| Butterfinger |
| Cactus Cooler |
| CactusCooler |
| California Almonds |
| California Table Grape Commission |
| CaliforniaAlmonds |
| CaliforniaTableGrapeCommission |
| Campbells |
| Canada Dry |
| CanadaDry |
| Capri Sun |
| CapriSun |
| Carl’s Jr. |
| Carl’sJr. |
| Cheerwine |
| Chees It |
| Chees-It |
| CheesIt |
| Cheetos |
| Cheez It |
| Cheez-It |
| CheezIt |
| Chex |
| Chick fil A |
| Chick-fil-A |
| ChickfilA |
| Chipotle |
| Chips Ahoy |
| ChipsAhoy |
| Chobani |
| CiCi’s Pissa |
| CiCi’s Pizza |
| CiCi’sPissa |
| CiCi’sPizza |
| Clif |
| Coca Cola |
| Coca-Cola |
| CocaCola |
| Coke |
| ConAgra Foods |
| ConAgraFoods |
| Dairy Queen |
| DairyQueen |
| Danimals |
| Dannon |
| Del Monte |
| DelMonte |
| Diamond Foods |
| DiamondFoods |
| Dole |
| Domino’s |
| Dominos |
| Doritos |
| Dove Chocolate |
| DoveChocolate |
| Dr Pepper |
| DrPepper |
| Dunkin’ Donuts |
| Dunkin’Donuts |
| Emerald Cocoa Roasted Almonds |
| EmeraldCocoaRoastedAlmonds |
| Fanta |
| Faygo |
| Ferrero Rocher |
| FerreroRocher |
| Fiber One |
| FiberOne |
| Fig Newtons |
| FigNewtons |
| Frito Lay |
| FritoLay |
| Fritos |
| Fruit Fulls |
| Fruit Rush |
| Fruit-Fulls |
| FruitFulls |
| FruitRush |
| FruYo |
| Full Throttle |
| FullThrottle |
| Game Fuel |
| GameFuel |
| Gamer Fuel |
| GamerFuel |
| Gatorade |
| General Mills |
| GeneralMills |
| Gfuel |
| Gfuel |
| Ghiradelli |
| GoGo Squeese |
| GoGo Squeeze |
| GoGoSqueese |
| GoGoSqueeze |
| GoGurt |
| Gold Peak |
| Goldfish Crackers |
| GoldfishCrackers |
| GoldPeak |
| Goya |
| Grapes from California |
| GrapesfromCalifornia |
| Grase Snack Boxes |
| GraseSnackBoxes |
| Graze Snack Boxes |
| GrazeSnackBoxes |
| GrubHub |
| Hardee’s |
| Hawaiian Punch |
| HawaiianPunch |
| Hershey's |
| Hersheys |
| Hi C |
| Hi-C |
| HiC |
| Honest Tea |
| HonestTea |
| Honey Maid |
| HoneyMaid |
| Huberts |
| IBC |
| Jack in the Box |
| Jack Links |
| JackintheBox |
| JackLinks |
| Jarritos |
| Java Monster |
| JavaMonster |
| Jersey Mike's |
| Jersey Mikes |
| JerseyMike's |
| JerseyMikes |
| Jif |
| Johanna Foods |
| JohannaFoods |
| Jones Soda |
| JonesSoda |
| Jumex |
| Kashi |
| Kashi |
| Keebler |
| Kellogg |
| Kellogg's |
| Kelloggs |
| KFC |
| Kit Kat |
| KitKat |
| Kool Aid |
| Kool-Aid |
| KoolAid |
| Kosy Shak |
| KosyShak |
| Kozy Shak |
| KozyShak |
| Kraft |
| Langers |
| Laughing Cow |
| LaughingCow |
| Lay's |
| Lay's |
| Lays |
| Lays |
| Link Snacks |
| LinkSnacks |
| Lipton |
| Little Caesars |
| Little Debbie |
| Little Hug Fruit Barrels |
| LittleCaesars |
| LittleDebbie |
| LittleHugFruitBarrels |
| Long John Silver’s |
| LongJohnSilver’s |
| M&M's |
| M&Ms |
| Madrinas Coffee |
| MadrinasCoffee |
| MandM's |
| MandMs |
| Mansita Sol |
| MansitaSol |
| Manzita Sol |
| ManzitaSol |
| Martinelli’s |
| Materne |
| McD's |
| McDonald’s |
| McDs |
| McKee Foods |
| McKeeFoods |
| Mello Yello |
| MelloYello |
| META Health |
| METAHealth |
| Milky Way |
| MilkyWay |
| Minute Maid |
| MinuteMaid |
| Mondeles |
| Mondelez |
| Mondo Fruit Squeesers |
| Mondo Fruit Squeezers |
| MondoFruitSqueesers |
| MondoFruitSqueezers |
| Monster Energy |
| MonsterEnergy |
| Mott’s |
| Mountain Dew |
| MountainDew |
| Mtn Dew |
| MtnDew |
| Natural Delights |
| NaturalAmericanSprit |
| NaturalDelights |
| Nature Delivered |
| Nature Valley |
| NatureDelivered |
| NatureValley |
| Nestea |
| Nestle |
| Newman’s Own |
| Newman’sOwn |
| NoDos |
| NoDoz |
| NOS energy |
| NOSenergy |
| Novamex |
| Nutella |
| Nutri Grain |
| Nutri-Grain |
| NutriGrain |
| Oberto |
| Ocean Spray |
| OceanSpray |
| Oikos |
| Oreo |
| Oreos |
| Oscar Mayer |
| OscarMayer |
| Panera Bread |
| PaneraBread |
| Papa John’s |
| PapaJohn’s |
| Peace Tea |
| PeaceTea |
| Pepperidge Farm |
| PepperidgeFarm |
| Pepsi |
| Pibb |
| Pissa Hut |
| PissaHut |
| Pizza Hut |
| PizzaHut |
| Planters Nuts |
| PlantersNuts |
| Poland Springs |
| PolandSprings |
| Polar Beverages |
| PolarBeverages |
| Popchips |
| Popeyes |
| PopTarts |
| Powerade |
| Pringles |
| Procter & Gamble |
| Procter and Gamble |
| Procter&Gamble |
| ProcterandGamble |
| Quaker Snack |
| QuakerSnack |
| Quisnos |
| Quiznos |
| RC Cola |
| RCCola |
| RedBull |
| Reed's |
| Reed’s |
| Reese's |
| Reese's |
| Reeses |
| Reeses |
| Rits |
| Ritz |
| Robinsons Fruit Shoot |
| RobinsonsFruitShoot |
| Rockstar Energy |
| RockstarEnergy |
| RW Knudsen |
| RWKnudsen |
| Santa Crus Organics |
| Santa Cruz Organics |
| SantaCrusOrganics |
| SantaCruzOrganics |
| Schweppes |
| Seagram’s |
| Shasta |
| Sheila G |
| SheilaG |
| SK Energy |
| SKEnergy |
| Skittles |
| Slim Jim |
| SlimJim |
| Smuckers |
| Snapple |
| Snickers |
| Snyder’s |
| SoBe |
| Sprite |
| Ssips |
| Stacker 2 Xtra |
| Stacker2Xtra |
| Stacy's Pita Chips |
| Stacy'sPitaChips |
| Stacys Pita Chips |
| StacysPitaChips |
| Starbucks |
| Stewart’s Fountain Classics |
| Stewart’sFountainClassics |
| Stremick’s Heritage Foods |
| Stremick’sHeritageFoods |
| Subway |
| Sun Belt Bakery |
| Sun Valley Dairy |
| SunBeltBakery |
| Sundrop |
| Sunkist |
| Sunny D |
| Sunny Delight |
| SunnyD |
| SunnyDelight |
| SunValleyDairy |
| Swedish Fish |
| SwedishFish |
| Sweet Leaf |
| SweetLeaf |
| Taco Bell |
| TacoBell |
| Tahitian Treat |
| TahitianTreat |
| Tampico |
| Taso |
| Tazo |
| Teddy Grahams |
| TeddyGrahams |
| The Wonderful Company |
| TheWonderfulCompany |
| ThinkThin |
| Tootsie Rolls |
| TootsieRolls |
| Tornado Energy |
| TornadoEnergy |
| Tostitos |
| Totino's |
| Totinos |
| Triscuit |
| Tropicana |
| Tum E Yummies |
| TumEYummies |
| Turkey Hill |
| TurkeyHill |
| Tuscan Dairy Farms |
| TuscanDairyFarms |
| Twisslers |
| Twix |
| Twizzlers |
| Two If By Tea |
| TwoIfByTea |
| Ubereats |
| Ubr |
| Unilever |
| USA Pears |
| USAPears |
| V8 Fusion |
| V8 Splash |
| V8Fusion |
| V8Splash |
| Vernors |
| Virgil’s |
| Vita Coco |
| VitaCoco |
| Vitamin Water |
| VitaminWater |
| Voskos |
| Weight Watchers |
| WeightWatchers |
| Welch Foods |
| Welch’s |
| WelchFoods |
| Wendy’s |
| West Coast Chill |
| WestCoastChill |
| Wheat Thins |
| WheatThins |
| Wonderful Halos |
| Wonderful Pistachios |
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| XINGtea |
| Yoplait |
| York Peppermint Patties |
| YorkPeppermintPatties |

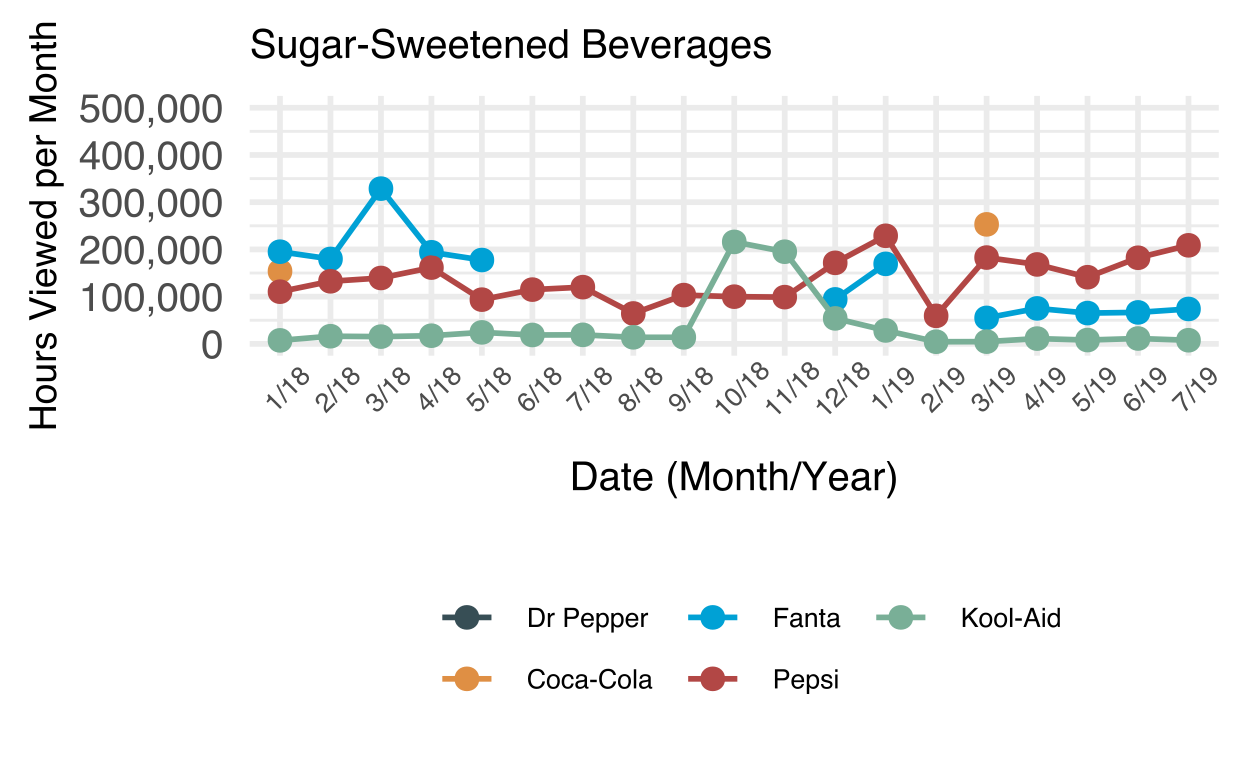
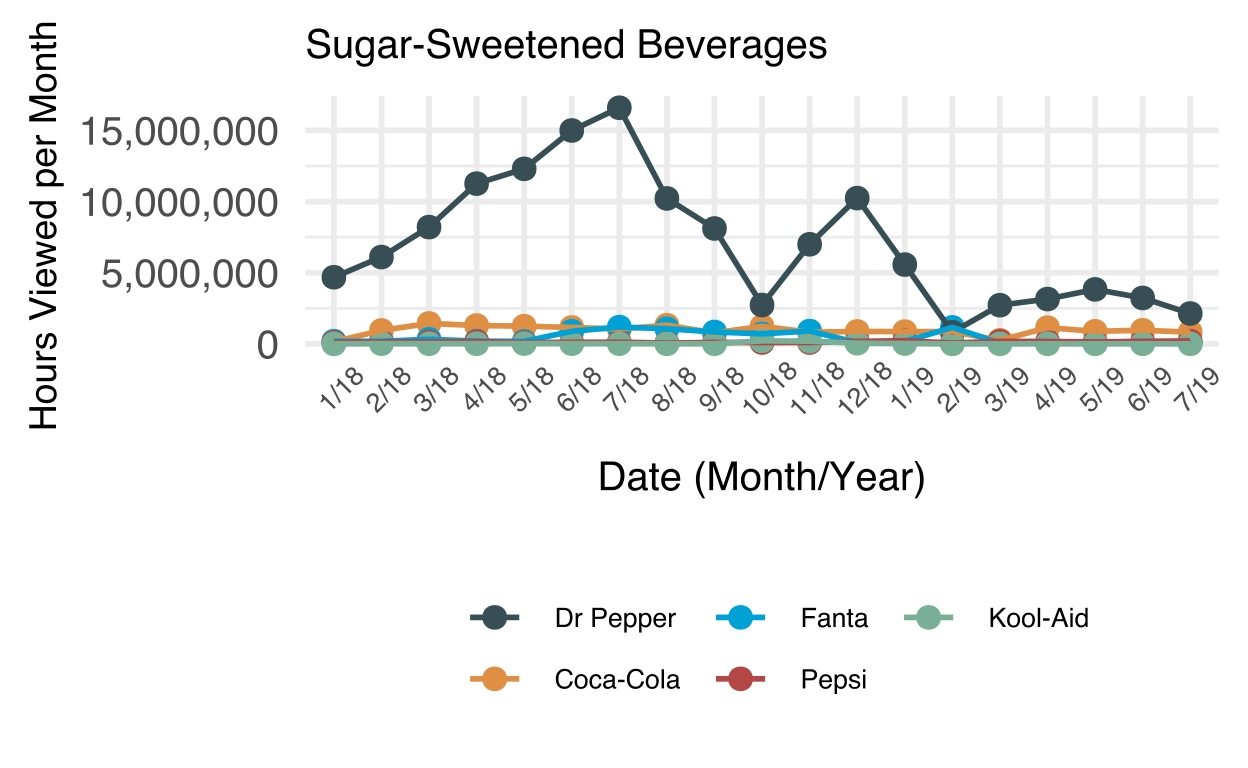
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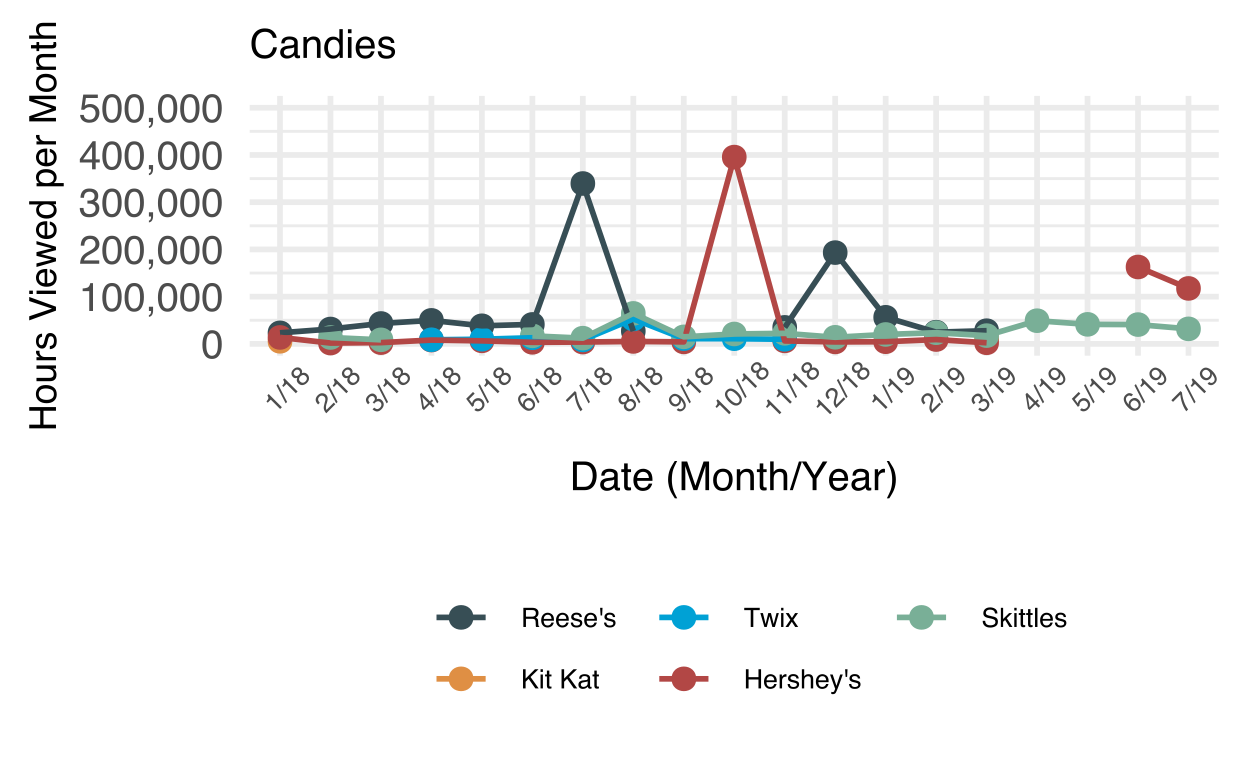
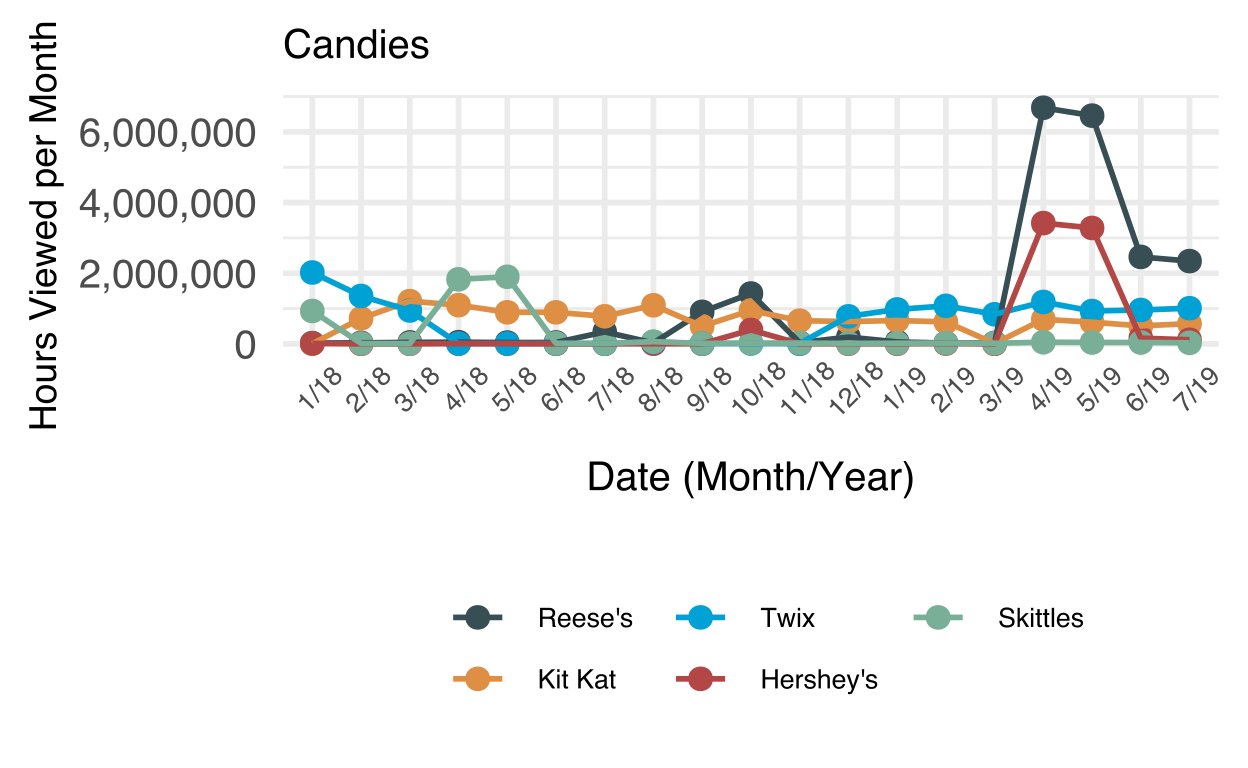
Top five brands in terms of hours of viewership within each category for streamer profiles. Note that scales are different between categories in order to better demonstrate trends. For categories with two figures, the left figure shows the entire hours of viewership while the right figure is limited to 500,000 hours of viewership per month. This is intended to better show the nuanced trends that occur in categories where one brand may dominate the rest. For “Energy Drinks, Coffee, and Tea,” note that “Mountain Dew” refers to the series of energy drinks made by the product (e.g., Game Fuel).





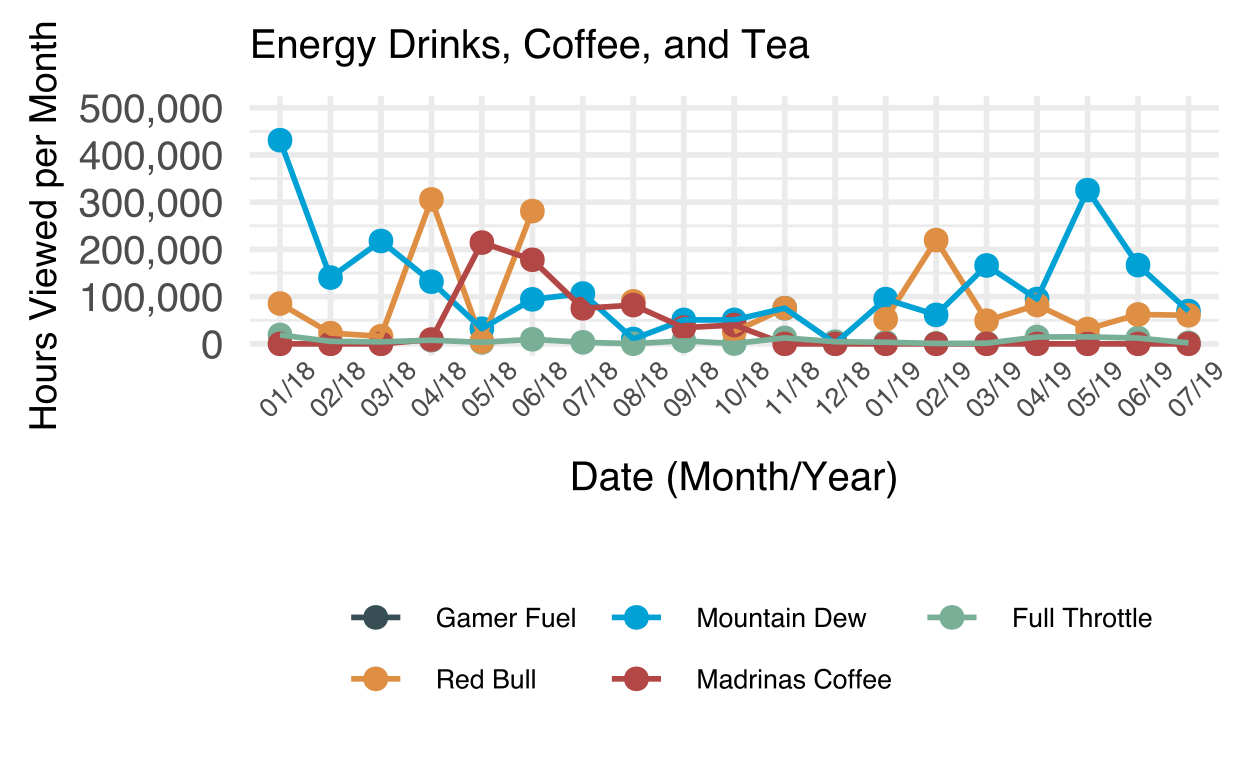
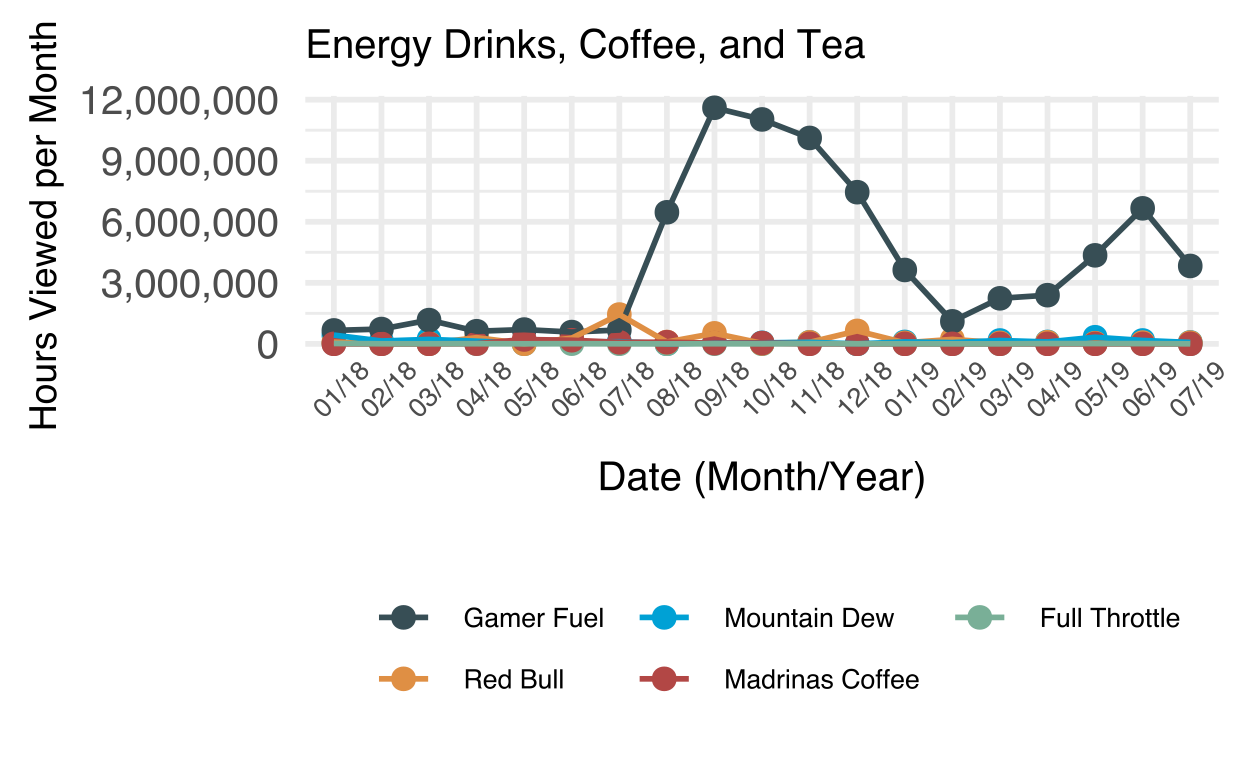


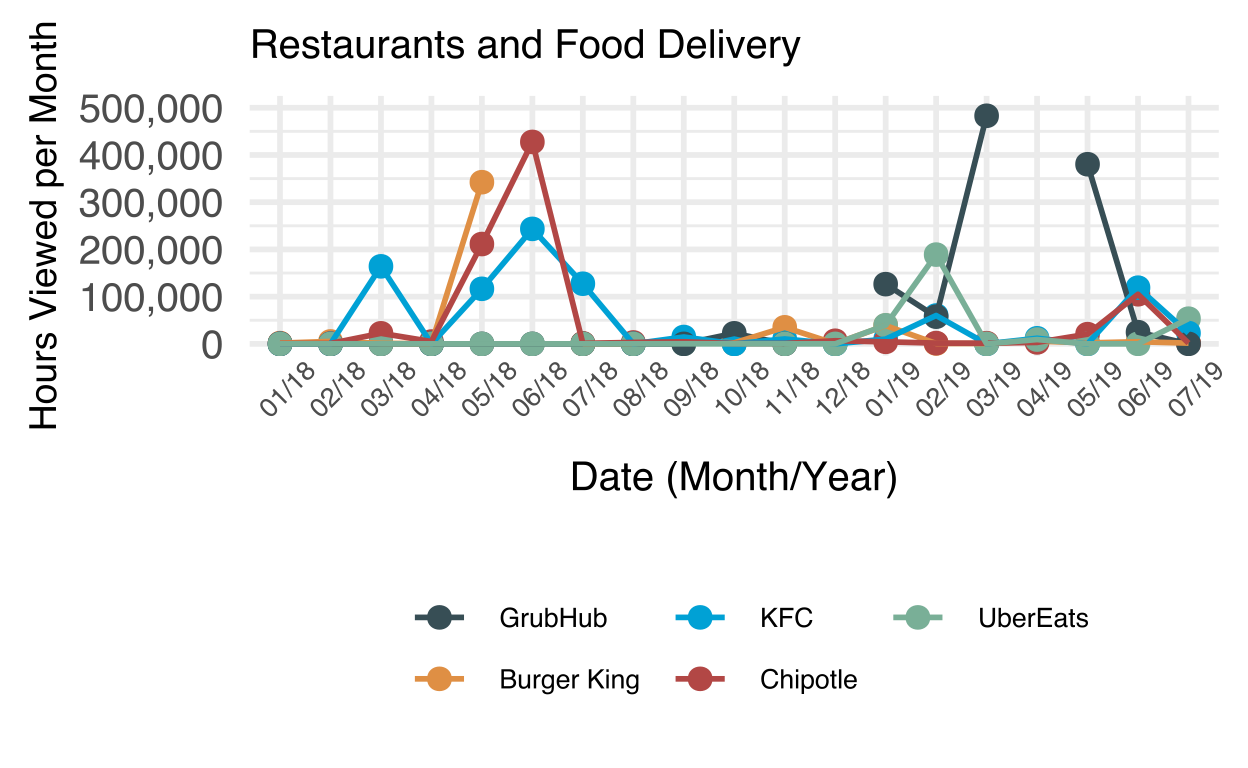
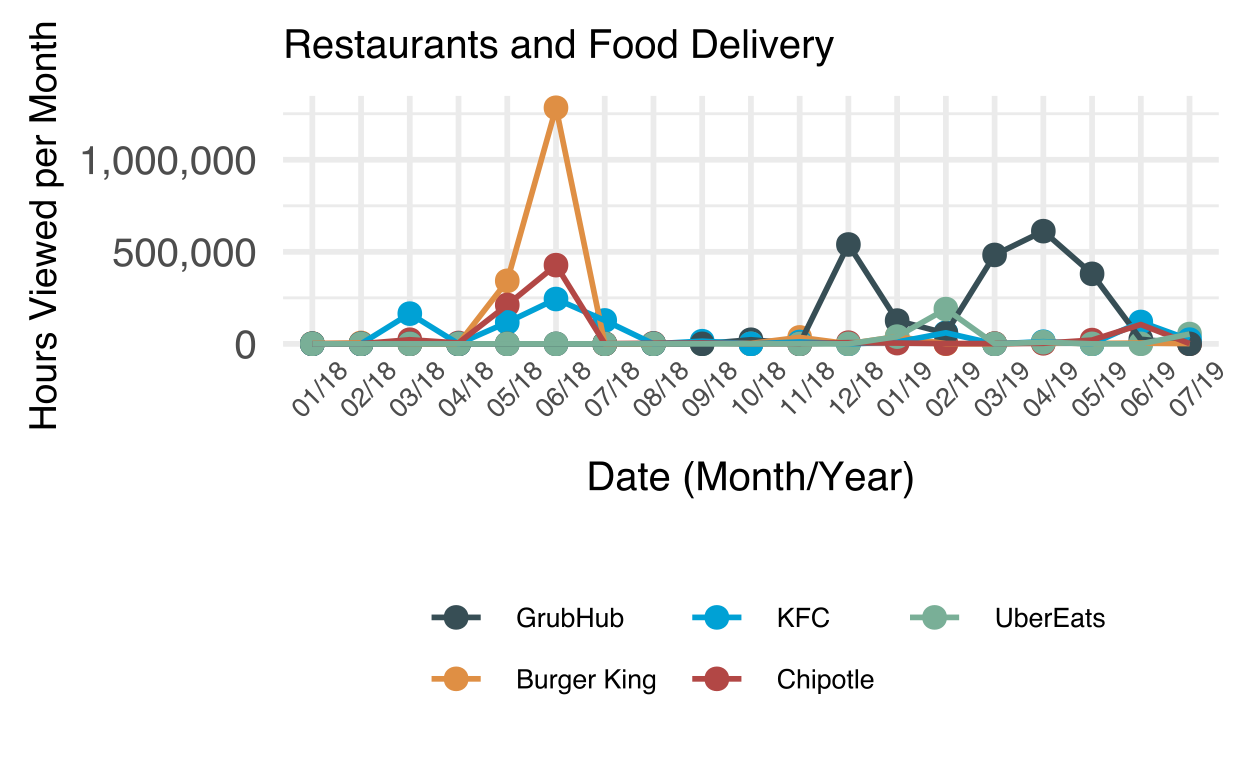
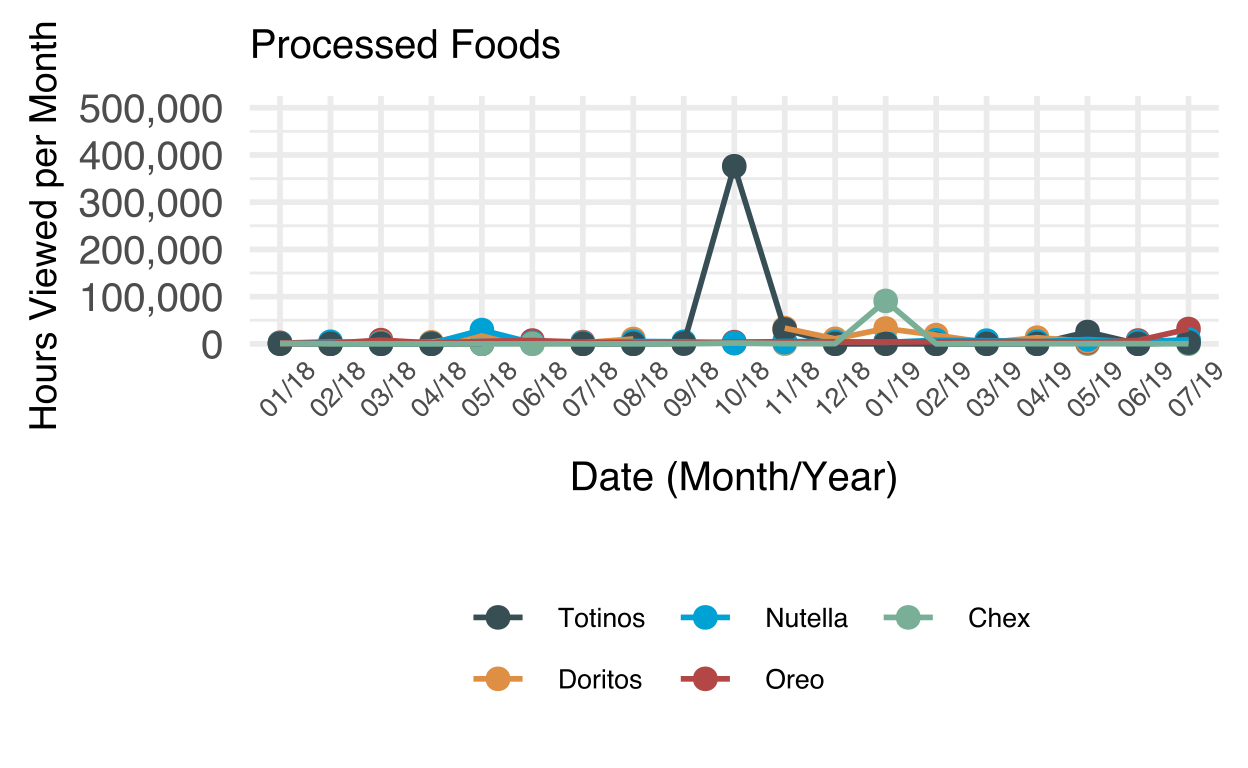
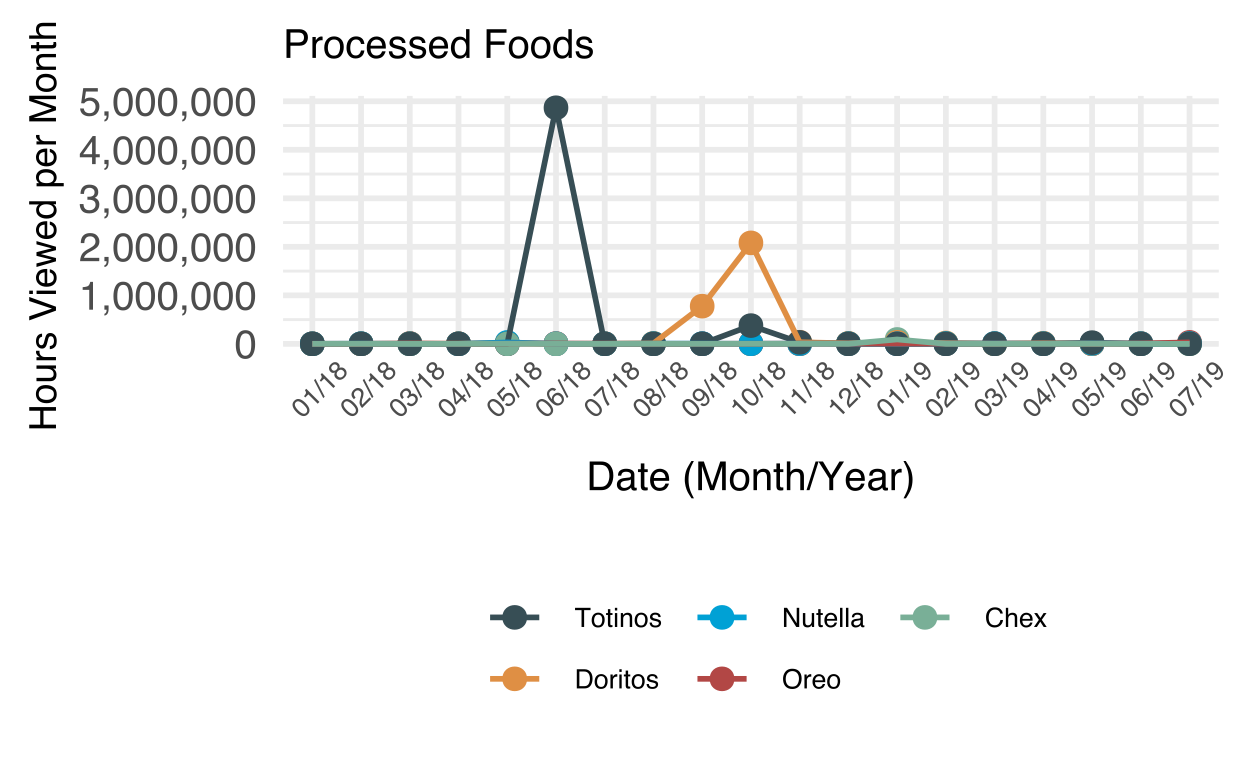


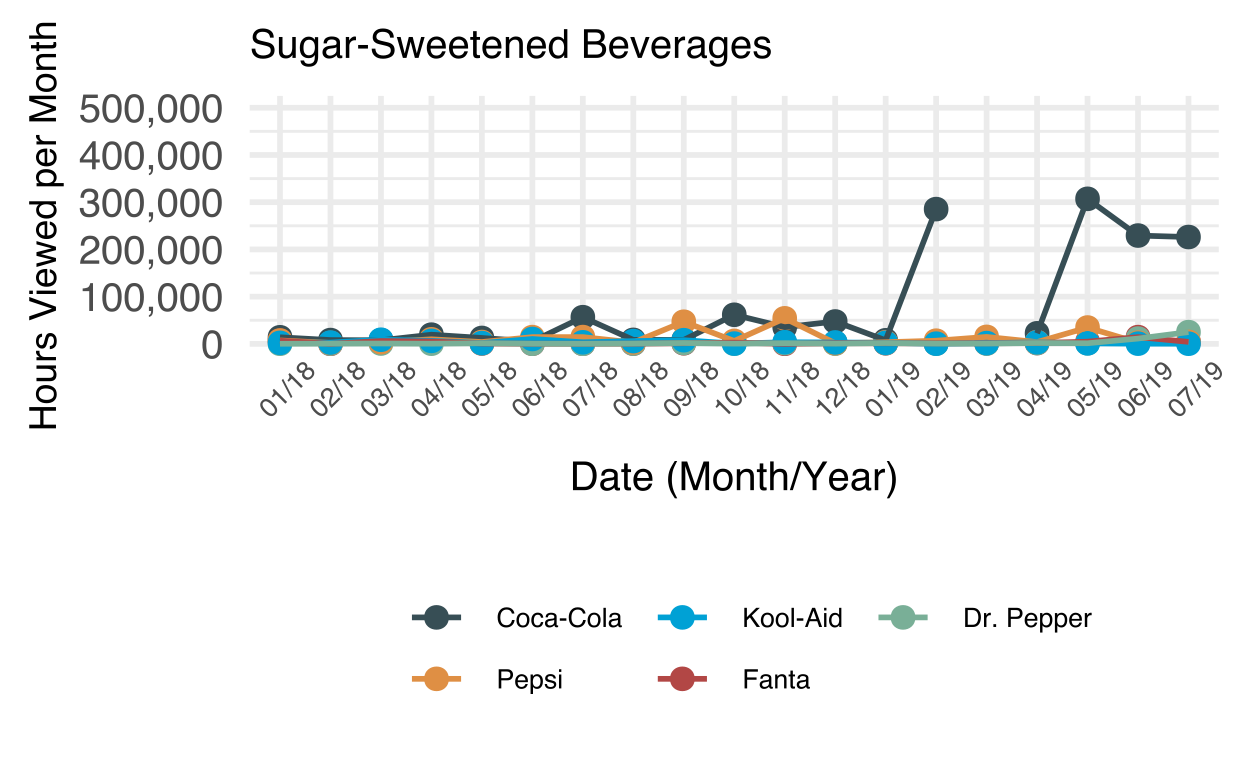
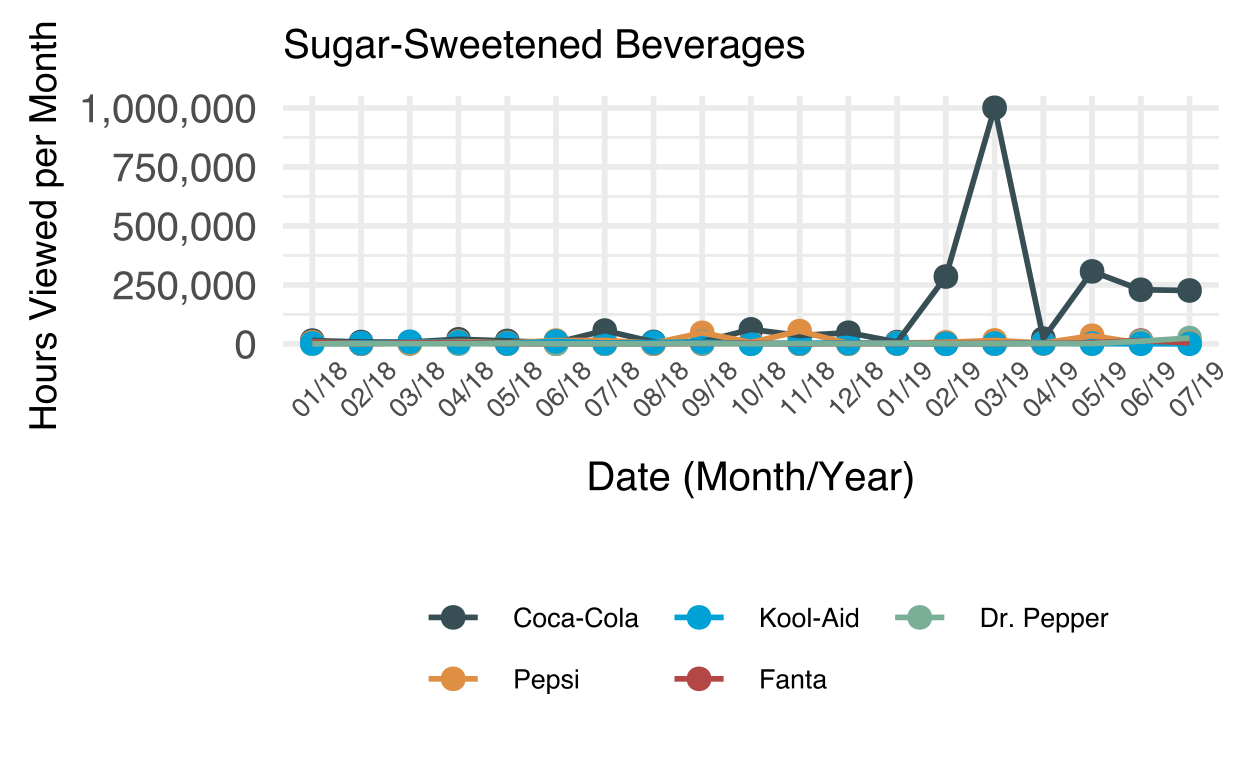


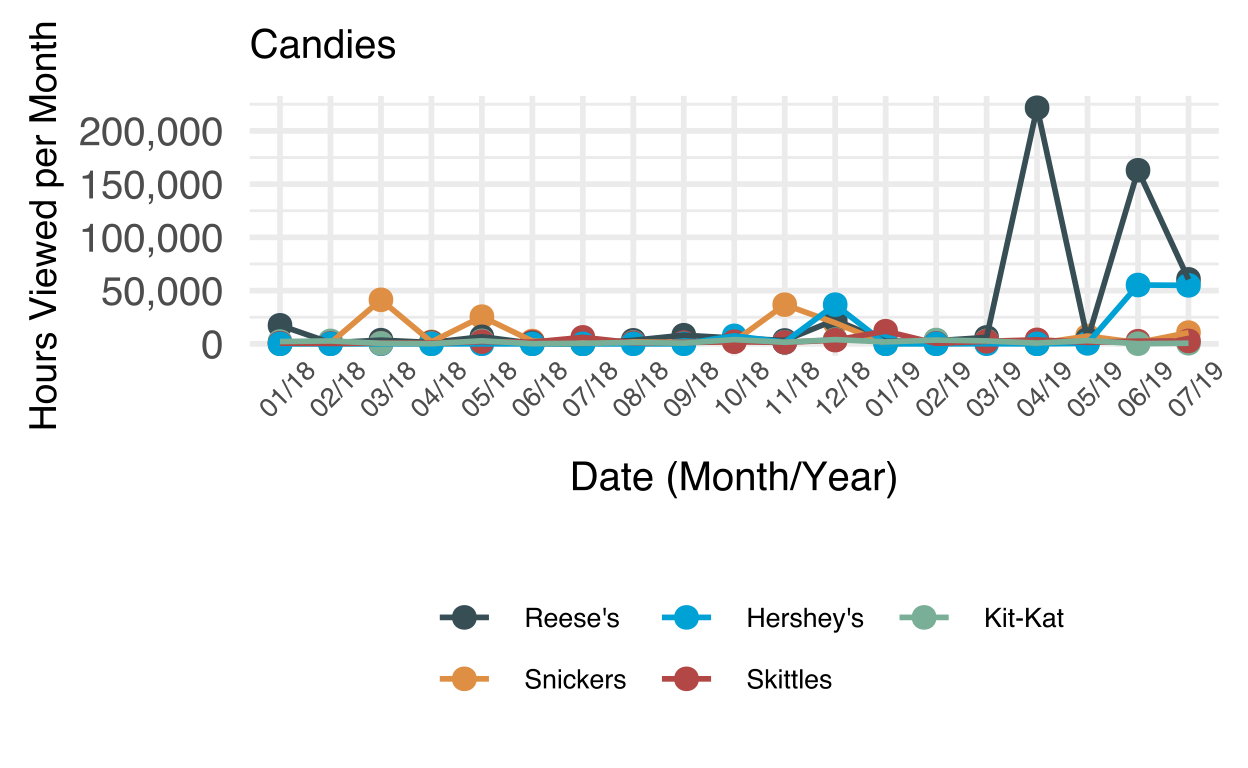
**Appendix C.**

Top five brands in terms of hours of viewership within each category for stream titles. Note that scales are different between categories in order to better demonstrate trends. For categories with two figures, the left figure shows the entire hours of viewership while the right figure is limited to 500,000 hours of viewership per month. This is intended to better show the nuanced trends that occur in categories where one brand may dominate the rest. For “Energy Drinks, Coffee, and Tea,” note that “Mountain Dew” refers to the series of energy drinks made by the product (e.g., Game Fuel).



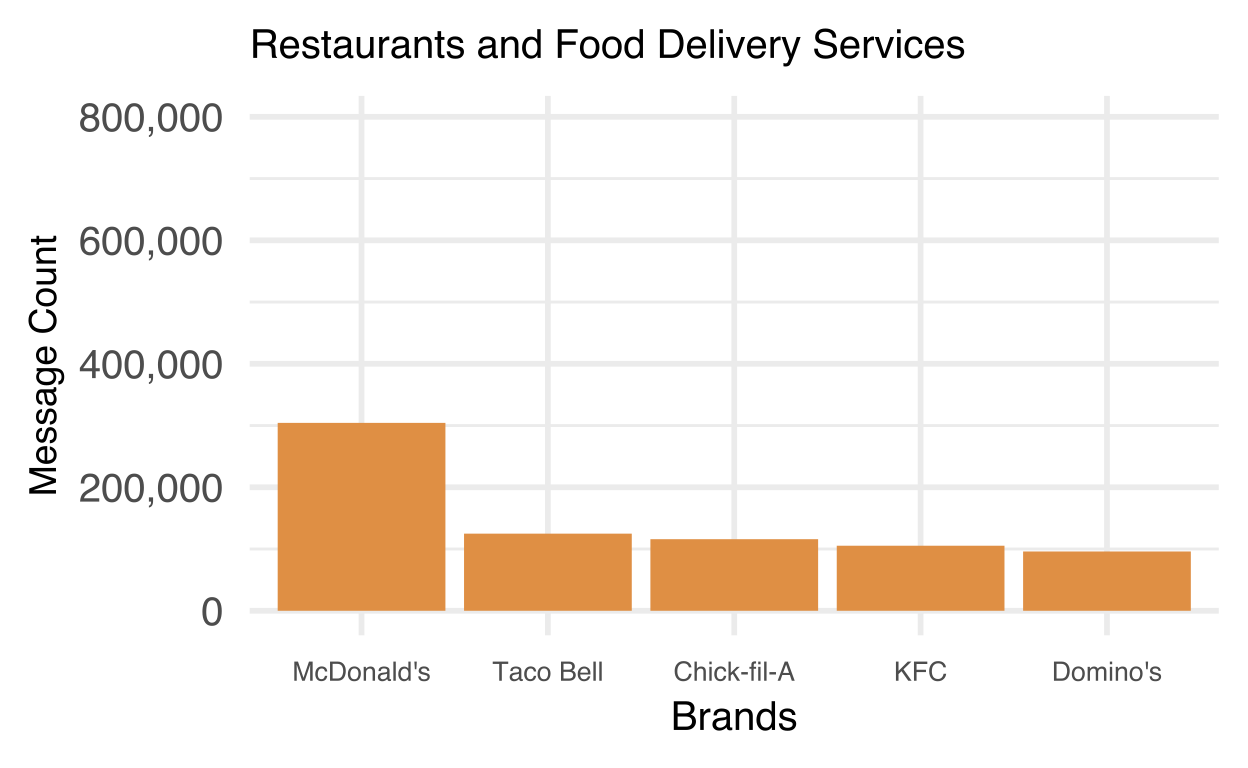
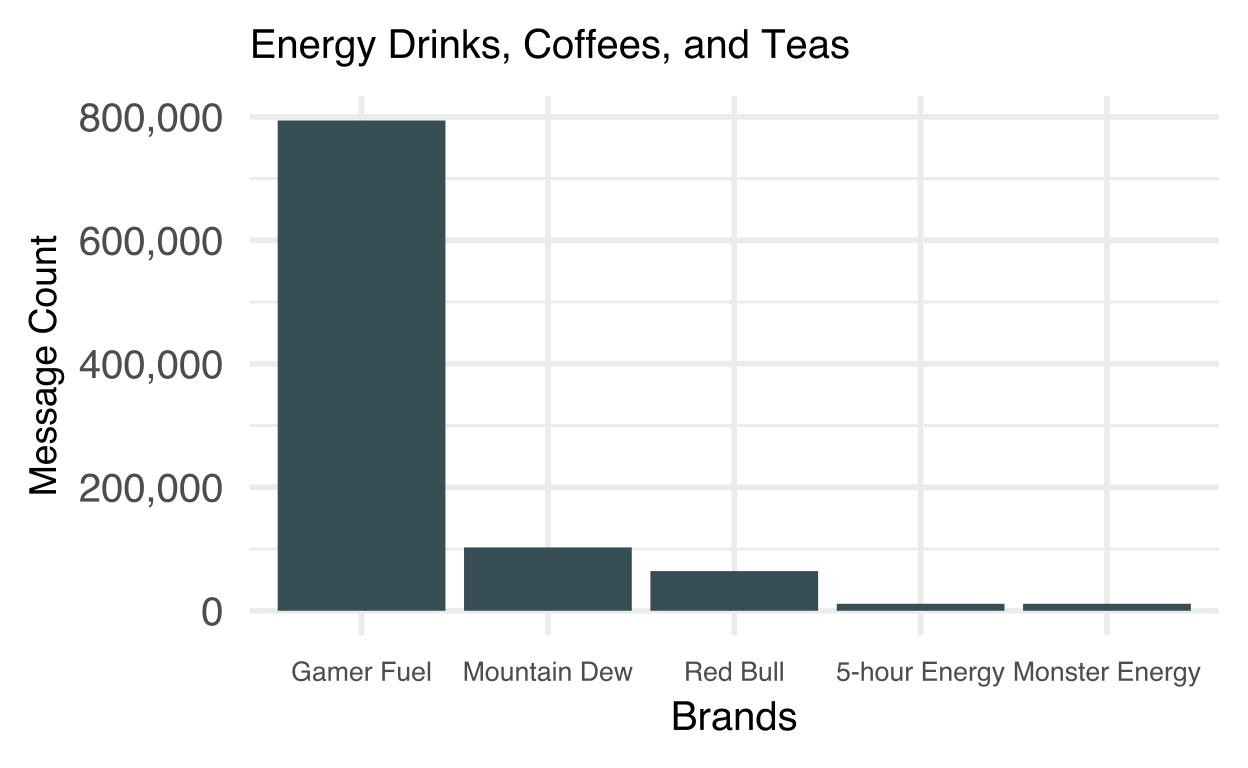
  


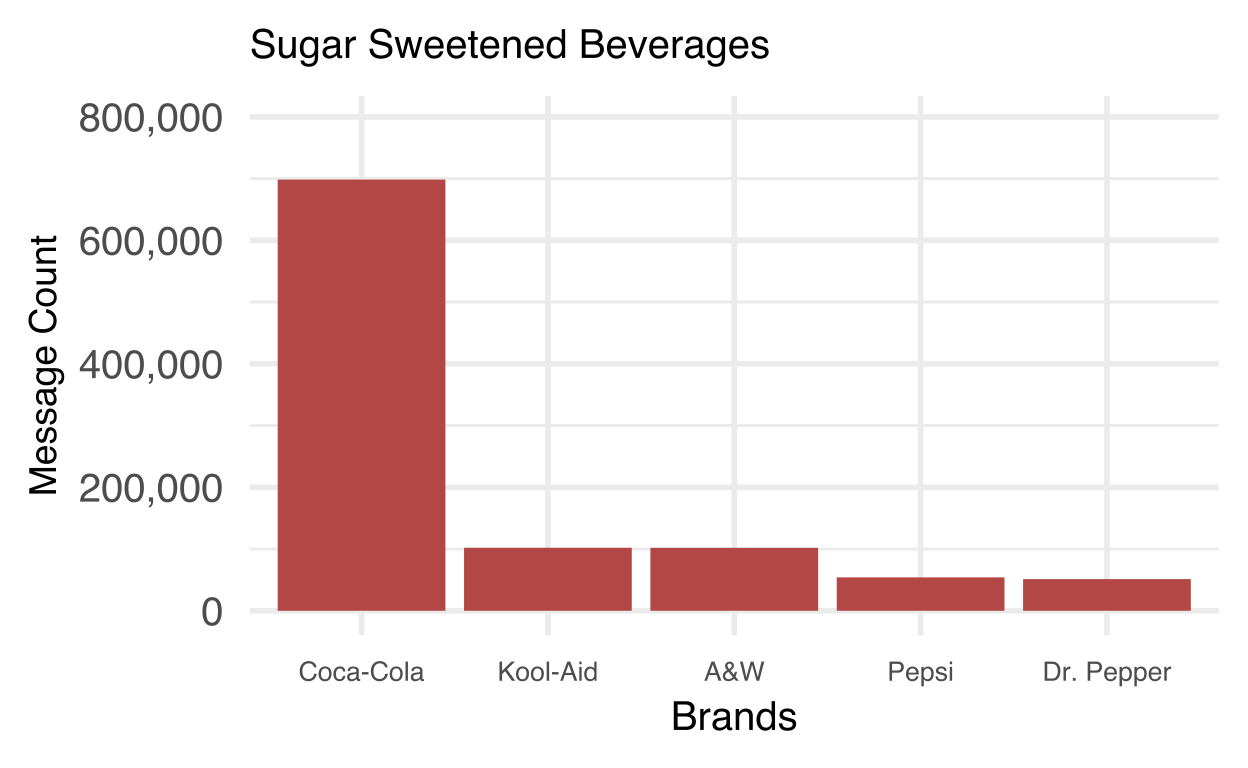
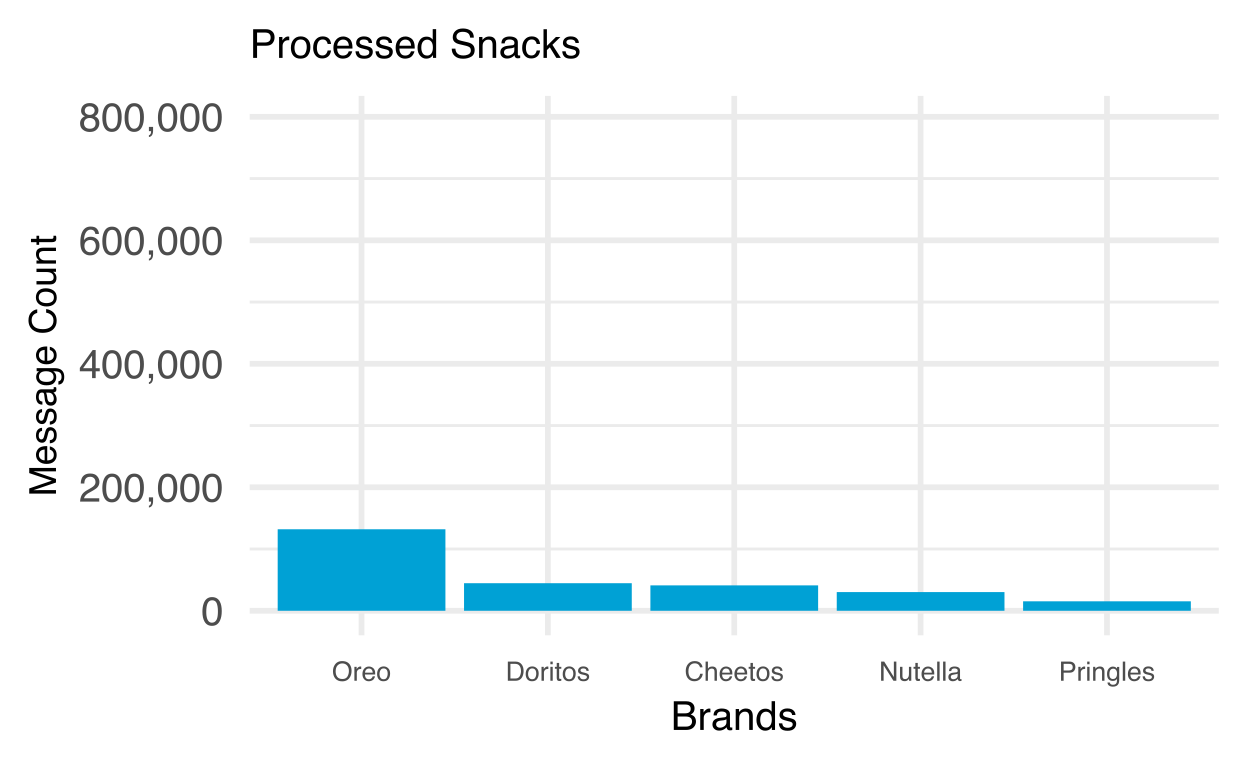


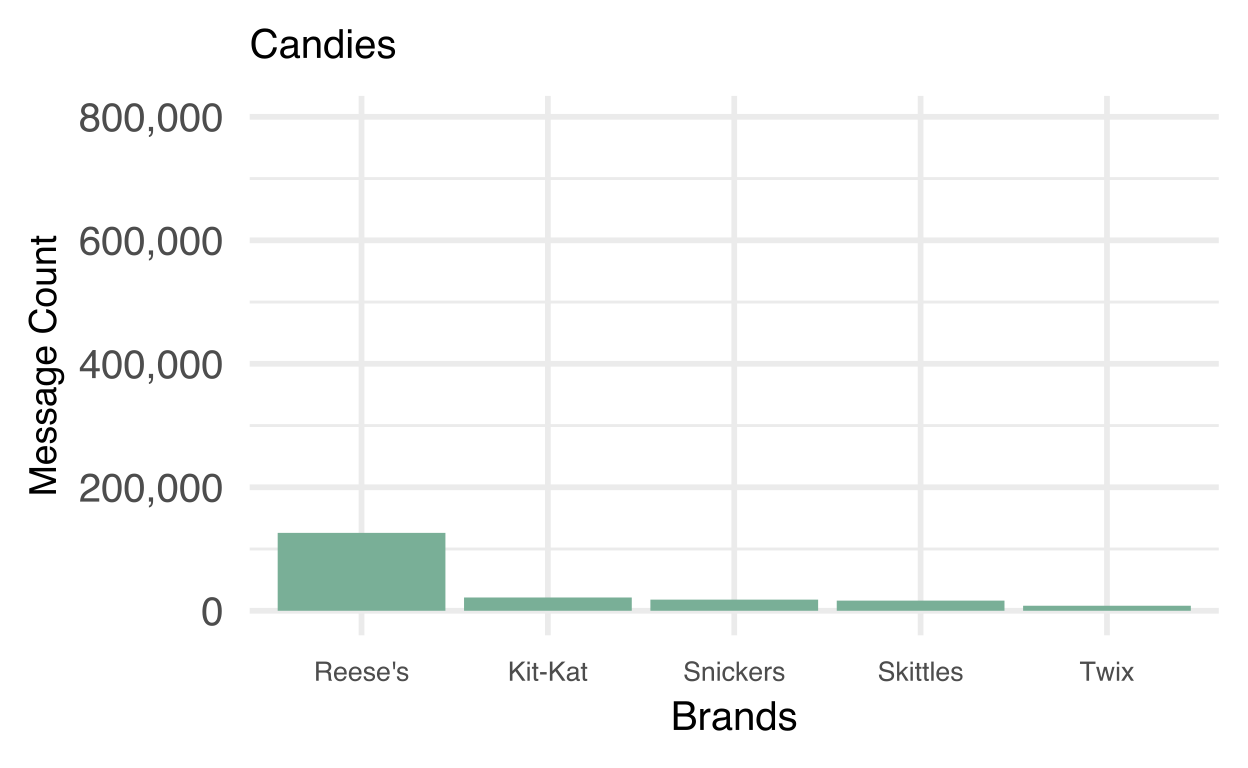


**Appendix D.**

Top five brands in terms of hours of viewership within each category for chat room messages. Note that scales are different between categories in order to better demonstrate trends. For “Energy Drinks, Coffee, and Tea,” note that “Mountain Dew” refers to the series of energy drinks made by the product (e.g., Game Fuel).







**Appendix E.**

Top five brands in terms of hours of viewership within each category for views of chat room messages. Note that scales are different between categories in order to better demonstrate trends. For “Energy Drinks, Coffee, and Tea,” note that “Mountain Dew” refers to the series of energy drinks made by the product (e.g., Game Fuel).

