Twitch completes its TikTok makeover with new app update

Twitch’s mobile app is getting a major update that puts its TikTok-like feed front and center. The company started testing the update earlier this year, and over the course of this week, the new app will roll out to all users on Android and iOS, Twitch says in a blog post.

The big change is that the new app will open on a feed of content you might like (a “Home” tab) instead of opening on the “Following” tab. The change follows a lot of steps in this direction from Twitch: the company announced an initial “discovery feed” experiment in August, and it rolled the feed out to all users in April as a “Feed” tab in the mobile app. Earlier this year, as part of his 2024 open letter, Twitch CEO Dan Clancy also discussed the company’s plans to make the discovery feed the “new landing experience in the app.”

More than 50 percent of Twitch users “primarily” watch Twitch on their phone, but “we need to make it easier for these viewers to find content when they visit Twitch and make the experience more fun so that they come back more often,” the company says in its blog post. The intention of the redesigned app is to make it “easy to find streamers that you already love while also exploring and discovering new streamers.”

The new app also has a Browse tab, an Activity tab to see notifications, a profile tab, and a plus button you can tap to access features like starting a livestream. If you want to see what’s going on from the streamers you follow, you can tap the Following feed in the upper-left corner.

https://www.theverge.com/2024/7/29/24207119/twitch-tiktok-feed

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