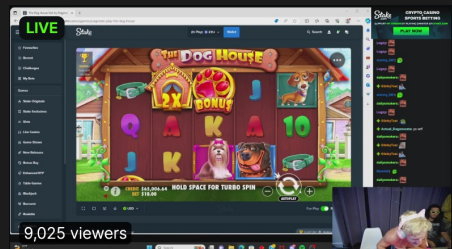


KICK

Kick — Profitable Addictainment The Intersection of Entertainment, Hate Speech, and Radicalization



Tfue
GAMBA BEERS AND STRIPPERS
Slots & Casino
English 18+ Gambling

- Misfit585xx:** LMAO HES MAD THAT I CLIPPED HIM BEING GAY
- Braytin:** Imfao
- TheXpurt:** Seek God
- Beligool:** train did u watch arsenal game ?
- ShnaggysAshTray:** [Profile Picture]
- ShnaggysAshTray:** [Profile Picture]
- Hmu15aG:** why u not stream train?
- dudmanbro:** What that dick do
- IsaacBeast:** [Profile Picture]
- str8money:** Man's hung like a Shetlan pony
- grimz:** [Profile Picture]
- Codie:** [Profile Picture]
- Creighton005:** JUST WHIP IT OUT TFUE
- aussieunit:** This is crack up hahaha

Stake.com interface showing a slot game (Sky Bounty Slot) with a live streamer's video feed. The game displays a win of \$3,000.00. A warning banner reads "DO NOT GAMBLE YOU WILL LOSE".

Stake
\$25 STAKE CASH
250,000 GOLD COINS
USE CODE: ROSH
[CLAIM BONUS](#)

Stake
SIGN UP TO BE ELIGIBLE
FOR CASH DROPS!
[CLICK HERE](#)

STORE
CONVERT YOUR POINTS
INTO CRYPTO & OTHER GIFTS
[CLICK HERE](#)

ROSHEIN.COM
RAFFLES, GIVEAWAYS,
STREAM STATS & MORE!
[CLICK HERE](#)

RAFFLES
HAPPENING DAILY! DON'T
MISS YOUR CHANCE TO WIN!
[CLICK HERE](#)

OFFERS
TOP CASINO DEALS CURATED
JUST FOR YOU!
[CLICK HERE](#)

**GUESS THE
TOTAL WIN**
AND WIN A BONUS BUY!
[CLICK HERE](#)

Alan Röpke (Supervised by Dr. Siyuan Yin)
Honors SFU Communication

Gambling streams are 'part of the contract' for Kick's newest streamer

Gambling, Risky Pranks and Lucrative Contracts: Inside the Streaming Site Kick

The Twitch competitor has doled out generous deals to content creators. It has also faced criticism for its lax moderation and embrace of online gambling.

Kick's \$100 Million xQc Contract Is More Than LeBron James' \$97.1 Million Lakers Deal

Twitch competitor Kick is dividing the internet's top streamers

Kick has quickly become a major threat to Amazon's Twitch streaming platform.

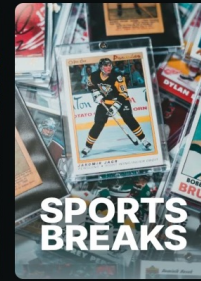
Recommended Gambling



Slots & Casino



Poker



Sports Breaks



Variety TCG Bre...



Sports Betting



Dice

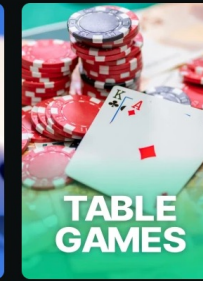


Table Games

Kick has no rules against gambling, and was co-founded by Stake.com co-founder Ed Craven so the cryptocurrency site is likely in the streaming service's good books. In fact, Craven told [Streamscharts](#) that Kick only has two rules: "no pornography" and "no hate speech."

The lenient rules have seen Kick become a haven for streamers banned on other services. Whether that's right-wing Andrew Tate wannabe [Adin Ross](#), who has appeared on stream with Craven, streamers wanting to gamble with reckless abandon like Trainwrecks, or those who feel like their sexist rants are being censored on other platforms, it's as wretched a place as the internet can be.

This Streaming Superstar Met Andrew Tate – And Started Platforming White Supremacists

Adin Ross got his start on Twitch playing *NBA 2K*, but he wound up permanently banned from the platform and waging culture war from a chaotic rival site

Ideological Role of Entertainment

Entertainment

(Adorno, Han, Frith, Sun, Postman...)

Entertainment always occupies an ideological place within media structures (Frith, 1999, p.160), and here, the role of entertainment is investigated to show how **entertainment deprives a 'regular' form of consumption**; all consumption and experience of life takes the form of entertainment (Postman, 1986). As well as its infinite capacity for incorporation (Han, 2019), and indoctrainment (Sun, 2002).

Political Economy

Political Economy

(Mosco, Fuchs, Srnicek, Smythe, Herman & Chomsky, Harvey...)

A political-economic approach in communication, a framework suited for systemic analysis of circuits of production, distribution, and consumption (Mosco, 2009).

Methodology

Research Questions

The Walkthrough Method of Light, Burgess & Duguay (2018)

1. Platform

How do *Stake* and *Kick* coexist and negotiate in their convergence of a gambling-livestreaming platform? What differentiates *Kick* as a unique digital milieu of ideological fervor in the pursuit of profit in the historical development of digital entertainment platforms? How is this embedded into the platform through advertising/platform design?

2. Creators / Live Streamers

To what extent and how do content creators on *Kick* negotiate their own content and profit pursuit with the embedded influences of the gambling infrastructure on the platform? What is their role as producers of content on *Kick*? Are they closer to producers, or just the most hypervisible consumers? To what extent are they instrumentalized by the platform?

3. Audiences / Users

What role do users/audiences play in the circuit of production, consumption, and circulation? To what extent is the consumption of a vicarious or hateful nature? What are the shared communal practices that distinguish *Kick*'s audiences?

Profitable Addictainment

Addictainment is the mediatization of addictive content into a palatable overstimulating consumable form.

- The Ideal User of *Kick*
- The haze of a limbo-like consumptive boredom
- Consumption and Punishment
 - Users consume and interact with content in a modern mediatization of Foucault's *Chain Gang*
- *Kick* as a form of patronage, historical notions of patron & artists
 - A financed *permission* to degenerate into the addictive. Addiction as work.
- Transparency, Irony, and the Self-Awareness of Hopelessness
- Mosco's Pay-per Society
- Alienation, Radicalization, and Hate Speech