

My comments were based on the final draft

Summary of the paper: The paper seems to analyse the factors that affected the amount of time that people use to watch game live streaming.

1. Introduction: Should have more game live streaming insights from the consulting firms. There is an 2020 updated information on game live streaming which you can use. You could use the word 'Key live streaming platforms' instead of 'key players' to denote the live stream platform to avoid confusion. There is a need for more clarifications on the year of information you've used in key players in Thailand. The paper lacks in-detailed industry overview like numerical market share, no. of streamers and audience and many more, not just stating only 3 platforms. Apparently, the paper lacks information on Thai live streaming industry.

Should check for source listing for some information like

- the speculation in the market situation
- the percentage of subscription in key players in Thailand

2. Literature review: The use of various sources from different papers makes the literature review pretty interesting with good analysis. However, There are so many more updated academic journals which study the same topic as yours and you can refer to that as well.

3. Methodology: There are some concerns about the assumption of the multiple regression model. I wonder if you have checked that the equation does not contain any problems that violate the basic assumption of the regression i.e. homoscedasticity.

4. Results: The result part only contains the overview of the result from STATA such as what is significant and what is not. However, there is a lack of result clarification on the reason and interpretation on why this/these variable(s) is/are statistically significant or insignificant. For example, the paper suggest that “demogrademographic and behavior factors played no role in watching other people play video games online” but if we look up the sources from consulting firms, we can see a pattern that those who consume game live streaming are those who are from a young generation which seems to contradict with what you have found. As a result, I suggest that you should look up more details into these problems. Moreover, you should use and apply the u&g framework and other framework from your theoretical framework section to elaborate the reason behind the result as well.

5. Conclusion:

There is a lack of policy implications/recommendations.

You should check if what you have found does really answer your objective 'explore opportunities to develop features or function on live game streaming platforms based on user's preference', as there are no opportunities and suggestions listed. Lastly, there is no specification of how your paper is different from others.

6. Others:

Highly recommended to check grammar use for the whole paper

Should check the use of sentencing(the sentence split, the use of conjunctions as well as the use of commas) and some wordings(live game streaming should be **game live streaming**)

Should check some sentences that create confusion like

- 'As with standard YouTube, you can follow channels to stay on top of their content; unlike standard YouTube.'
- 'more younger players who are broadcasters are, people watch more.'
- 'because of the lack of factors that have not enough data to analyze.'