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Buzzword Fact Sheet

KEY PRODUCT, COMPANY & MEDIA INFORMATION

Buzzword | Media Materials

Product

Item	Details
Name	Buzzword
Website	https://buzzword.tv
Price	Free
Developer	Koko Digital
Current platform	Twitch
Planned platform support	YouTube and further livestreaming platforms
Game type	Cooperative chat-powered word game
Input method	Livestream chat
Word lengths	Five, six and seven letters
Layouts	Full screen, webcam, avatar, no webcam and lower third
Long-session support	Indefinite mode
Status	Live and actively developing

How it works

- Viewers enter words directly through livestream chat.
- Every valid guess helps reveal information and contributes to the community score.
- The community works together to find one hidden Buzzword.
- If the rounds run out before the word is found, the points accumulated during that game are lost.
- The game can be the main stream content or run alongside gameplay and Just Chatting.

Positioning

Buzzword is not positioned as a replacement for existing Twitch word games. It offers a different hidden-word deduction loop, closer to a cooperative livestream interpretation of Wordle, alongside flexible layouts designed around different creator formats.

Koko Digital

Item	Details
Founded	2007
Location	Stoke on Trent, United Kingdom
Focus	Branded games, gamification, apps and live interactive experiences
Relevant experience	Sponsored Twitch broadcast systems and the IRL claw machine used for Twitch Arcade
Website	https://kokodigital.co.uk

Early rollout

Buzzword is currently being introduced gradually to a growing group of streamers. Feedback from live sessions is being used to refine the product and inform new features before a wider promotional push.

Roadmap

- Additional game features and modes
- Expanded creator customisation
- YouTube integration
- Broader platform support
- Community challenges and events
- Continued feedback-led development

Media contact

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