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Press Release

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Koko Digital launches Buzzword, a free chat-powered word game for livestreamers

A new chat-powered game for livestreaming communities

UK interactive agency Koko Digital has launched Buzzword, a free cooperative word game designed specifically for livestreaming communities. The game turns chat into the controller, allowing viewers to work together to uncover a hidden five, six or seven-letter word before the available rounds run out.

Every valid word entered through chat contributes to the game, helping reveal letters and build the community score. If the Buzzword is not found in time, the points accumulated during that game are lost, creating shared jeopardy and the kind of spontaneous reactions that make live content memorable and highly clippable.

From major Twitch activations to a free creator game

Founded in 2007, Koko Digital specialises in branded games, gamification and live interactive experiences. The agency has worked extensively across sponsored Twitch broadcasts and developed the IRL claw machine used for Twitch Arcade, allowing entire communities to influence a physical machine through Twitch chat.

A campaign using the claw system became Twitch's highest-performing sponsored stream by engagement at the time, according to campaign reporting supplied to Koko. That experience helped reinforce the value of giving livestream viewers a meaningful role rather than leaving them as passive spectators.

"We have spent years exploring how to turn livestream audiences from passive viewers into active participants. Buzzword takes that experience and puts it into a simple, polished game that any streamer can use for free."

Stuart Howarth, Co-founder, Koko Digital

Designed to fit different stream formats

Buzzword has been designed around the reality that every streamer works differently. It can run as a full-screen experience with a dedicated webcam area, use a creator avatar, leave the camera space blank, or appear as a lower third while the streamer continues with gameplay, Just Chatting or other content.

An indefinite mode also supports longer sessions and periods when a creator is away from the camera. This flexibility allows Buzzword to work as the main focus of a broadcast, a short community segment or a secondary engagement layer running alongside existing content.

“There is no single way that people stream. We wanted Buzzword to fit around the creator rather than forcing every channel into the same format. It can be the main event or a lightweight addition running alongside the content they already make.”

Stuart Howarth, Co-founder, Koko Digital

A gradual, feedback-led rollout

Buzzword is being introduced gradually to streamers so Koko can observe how different communities play, gather early feedback and improve the experience before a wider promotional push. New features are already being developed, with changes informed by real livestream sessions and direct creator feedback.

Twitch is the first supported platform. Koko is also developing support for other livestreaming platforms, including YouTube, alongside additional features and interactive modes.

“You can test internally as much as you like, but the most valuable lessons come from watching real communities use something live. We are deliberately growing Buzzword steadily, listening to streamers and shaping the roadmap around how people actually play it.”

Stuart Howarth, Co-founder, Koko Digital

Supporting future creator partnerships

Buzzword is also helping Koko Digital build a better understanding of how different creators and communities respond to interactive livestream content.

By observing how the game performs across channels of varying sizes and content styles, the agency can identify creators whose audiences are particularly well suited to participation-led formats.

This could support future sponsored livestream campaigns by helping Koko approach creators with greater confidence and recommend channels based not only on audience size, but on how actively their communities engage.

Koko has already worked with some of the largest creators on Twitch through major branded activations. Buzzword gives the agency an opportunity to broaden that understanding across a wider range of channels, from micro-creators with highly engaged communities to larger established streamers.

The game also has potential to support future brand partnerships through custom word packs, campaign visuals and dedicated sponsored streams.

“Audience size only tells part of the story. For an interactive activation, what matters is how a creator encourages participation and how their community responds when they are given something meaningful to do.”

“Buzzword is helping us understand that across a much broader range of channels, while also giving us the opportunity to explore branded versions of the game for future campaigns.”

Stuart Howarth, Co-founder, Koko Digital

Turning viewers into participants

Buzzword joins a growing range of games and tools that make audience participation part of the broadcast itself. Experiences such as Words on Stream, Marbles on Stream and LurkBait have shown that viewers are willing to do much more than watch and comment when the barrier to participation is low.

For newer streamers, interactive content can help start conversations and give viewers an immediate reason to join chat. For established creators, it can give individual viewers a meaningful way to influence the broadcast even when the audience is too large for every message to receive a direct response.

Buzzword is available now at <https://buzzword.tv> and is completely free for streamers to use.

About Koko Digital

Koko Digital is a UK interactive agency founded in 2007. The agency creates branded games, gamification platforms, apps and live audience experiences for global brands and entertainment platforms. Its work focuses on turning passive audiences into active participants through playful, memorable digital experiences.

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