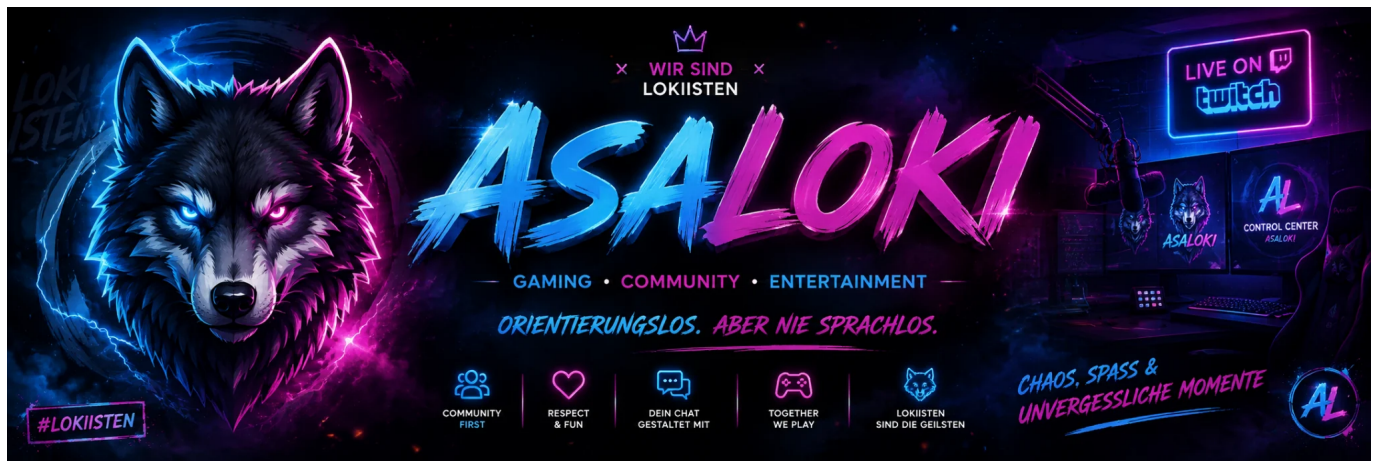




No direction. Never short of words.

AsaLoki brings variety gaming, spontaneous entertainment and an actively engaged community together. Authentic, humorous and delightfully chaotic at times.



The person behind AsaLoki

Real. Spontaneous. Always talking.

Behind AsaLoki is a natural storyteller with dry humor, spontaneous ideas and a healthy dose of self-irony. Even when things go wrong in a game, there is rarely a shortage of words – especially from him.

“I’ll talk my way out of it somehow.”

749	24	100	95 %
Twitch followers	Average concurrent viewers	Peak viewers*	Views from DE / AT / CH**

First stream: September 4, 2025. * Peak recorded September 16–October 15, 2026. ** Share of geographically attributed Twitch views: Germany 88%, Austria 5%, Switzerland 2% (3,044 views). Followers: last reported count. These are snapshots, not guaranteed reach.

My streaming journey

AsaLoki first went live on Twitch on September 4, 2025. What began with a passion for gaming and shared entertainment has grown into an active community in just over a year. The channel continues to develop through varied genres, new ideas and shared moments.

The channel at a glance

AsaLoki is a German-language variety gaming channel featuring changing genres and interactive live formats. Alongside solo streams, the schedule includes community nights and multiplayer sessions. The content appeals to viewers who enjoy conversation and entertainment as much as gameplay.

Streaming genres

Simulation & management · Survival & crafting · Co-op & multiplayer · Community gaming · Adventure & exploration · Horror & spooky games

The Lokiisten - more than viewers

The community helps shape the stream through live chat, shared gaming nights, spontaneous ideas and plenty of humor. It is not about flawless gameplay, but shared experiences and a welcoming atmosphere that keeps people coming back.

What makes AsaLoki different

Spontaneous entertainment, dry humor, self-irony and direct chat interaction define the streams. Genuine reactions and unplanned moments are part of the experience – no direction, never short of words.

Collaborations & partnerships

AsaLoki stands for authentic gaming entertainment, direct communication and a community that does more than watch — it actively takes part in the experience.

I welcome collaborations with companies, brands, developers and publishers in gaming, streaming, hardware, software and digital entertainment.

Whether showcasing new games, testing gaming hardware, presenting streaming accessories or organizing community activities, the focus is on credible and entertaining integration into my streams.

It is especially important to me that collaborations fit my channel and my community. Rather than rigid advertising segments, I prefer natural product presentations, honest impressions and direct conversations with viewers.

Giveaways, special streaming events and joint activities also offer opportunities to introduce products and brands in an engaging way.

My goal: partnerships that benefit brands, the community and the creator alike.

A special community project is the AsaLoki Advent Calendar 2026, featuring 24 daily doors in December. Suitable physical or digital prizes may be included as sponsored giveaways by agreement; AsaLoki can handle shipping of hardware prizes.

Audience & language

Primarily a German-speaking gaming community. Twitch view distribution: Germany 88%, Austria 5%, Switzerland 2%, United States 1%; other countries each below 1%. These figures represent views, not unique people.

Contact & collaborations

For product showcases, community activations and Advent Calendar support: <https://www.twitch.tv/asaloki>

Business inquiries: business.asaloki@gmail.com