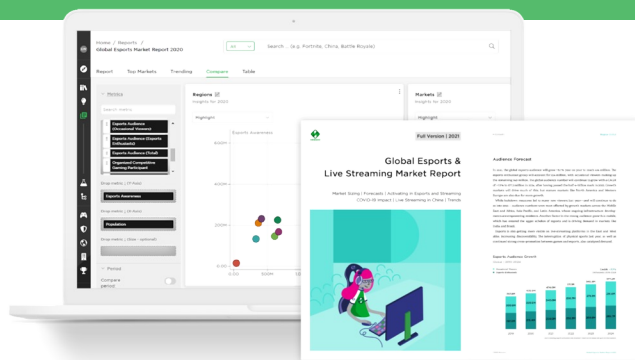


Global Esports & Live Streaming Market Report (Add-on)

Looking to leverage esports and games viewing to reach the right audiences for your business? Let our industry-leading report and data make these decisions easier for your business.

Please note this report is only available as an add on to subscribers of the Global Games Market Report



Use Cases

Get a grasp on the space

Using our ecosystem value flow charts, top game calendars and regional profiles, understand how the industry works and who the key players are.

Trends breakdown

The Key Global Trends and Special focus explains the industry's most significant trends for inspiration to help understand how to succeed in the space.

Forecast what's next

Leverage our granular market estimates and forecasts to understand regional growth and how the market can work for, or against, you.

Data Coverage & Metrics

Revenue & Audience Scope:

Excludes (AD) revenues from and viewership of amateur leagues and championships.

Esports and Live Streaming Audience 2019-2025

- Esports Awareness
- Occasional Viewers
- Esports Enthusiasts
- Live Streaming Audience
- Organized Competitive Gaming Participant

Esports Revenues 2019-2025

- Merchandise, Tickets
- Media rights
- Sponsorships
- Game Publisher Fees
- Digital
- Streaming

Top 50 Countries/Markets

- Online population
- Gamers
- Live Games Streaming Audience
- Esports Enthusiasts
- Occasional Viewers
- Esports Enthusiasts
- Esports Enthusiast Density

1

Access via Newzoo Platform

Access the report, mid-year update, key metrics, and many more unique insights through our platform.

2

Annual Report Released March

The PDF report analyzes the latest trends, developments, and market forecasts on a global, regional, and local scale.

3

Mid-Year Update Released August

Mid-year update detailing the latest developments in the market and any updates to our market estimates.

Geographic Scope

The report provides a global overview as well as insights into individual (sub)regions. Key metrics are presented for the top 50 countries/markets ranked by number of Esports Enthusiasts.



Report Content Summary

Key Global Trends

- Monetization diversification
- Going global vs. Staying local
- Content diversification on live-streaming platforms

Special Focus

- How the blockchain is unchaining new revenue streams for esports organizations
- Mobile esports gives a platform to non-traditional esports markets
- Co-streaming is boosting esports viewership and attracting new and bigger audiences

Rankings

- Top 50 markets by number of Esports Enthusiasts | 2022
- Top 25 games bases on live hours watched and live esports hours watched on Twitch, Facebook Gaming and YouTube Gaming | 2021
- Top 25 gaming live streaming channels bases on live hours watched and live esports hours watched on Twitch, Facebook Gaming and YouTube Gaming | 2021
- Top 15 viewership by language bases on gaming live streaming channels live hours watched and live on Twitch | 2021

Esports by Numbers

- Esports audience per type | 2019-2025
- Demographics of esports audience
- Esports revenues per stream | 2019-2025
- Games Live streaming audience | 2019-2024
- Demographics of games Live streaming audience
- Regional Key players infographics

Live Streaming Market

- Year recap | 2021
- Key live streaming platforms per market
- Games viewing for key stakeholders (consumer brands, traditional sports & organizations, and game developers & publishers)

Global Events

- Current year event calendar of major events | League of Legends, Counterstrike: Global Offensive, Dota 2, Call of Duty, Rainbow Six: Siege, Call of Duty, Mobile, PUBG Mobile, Garena Free Fire, League of Legends: Wild Rift, Mobile Legends: Bang Bang and game shows | 2022

Methodology



1. Primary Research & Data Feeds

Newzoo performs primary consumer research in 33 countries/markets covering over 72,000 consumers and tracks the daily behaviour of gamers through our variety of partners.



2. Modeling & Market Analysis

All data is fed into Newzoo's market models and combined with financial analysis, census data, and actuals. Initial forecasts are validated with clients and partners.



3. Trend Watching & Forecasting

Newzoo's market analysts are always on the lookout for new industry and consumer trends shaping the future of a mobile-first world. These are combined with our forecast figures.

Have a question or wish to subscribe?

CONTACT US:

Please send an email to:

questions@newzoo.com

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