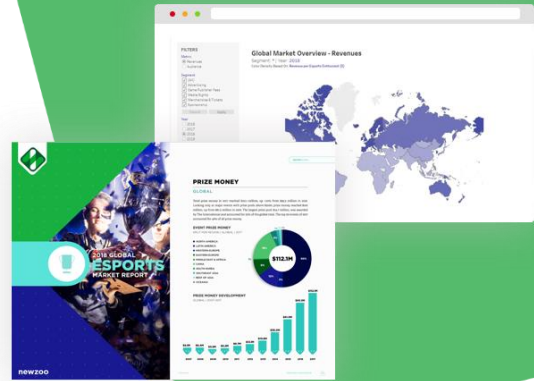




Global Esports Market Report

This must-read report and accompanying data sets provide esports audience forecasts, revenue streams, movers and shakers, investments, top franchises and events, and key trends shaping the future of entertainment.



1

Annual PDF Report

A -100 page report that analyses the latest trends, developments, and market forecasts on a global, regional, and local scale.

2

Quarterly Updates

Quarterly update (PDF) detailing the latest developments in the market and any updates to our market estimates.

3

Dashboard Access

Access to our online dashboard which contains our market estimates on a granular level, allowing you to easily slice and dice the data.

Data Coverage & Dashboard Metrics

REVENUE & AUDIENCE SCOPE:

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

ESPORTS AUDIENCE 2016-2021

- Awareness
- Occasional Viewers
- Esports Enthusiasts
- Amateur Competitive Gaming Participant

ESPORTS REVENUES 2016-2021

- Merchandise, Tickets
- Media rights
- Advertising
- Sponsorships
- Game Publisher Fees

TOP 50 COUNTRIES

- Online population
- Gamers
- Esports Enthusiasts
- Esports Enthusiast Density

Report Content Summary

THE ESPORTS INDUSTRY & DEVELOPMENTS

- Channels
- Brands
- Teams
- Organizers
- Game Publishers

KEY TRENDS

- Ten key global trends shaping the industry

GLOBAL ESPORTS MARKET

- Esports revenues per stream | 2016-2021
- Esports audience per type | 2016-2021
- Demographics of esports audience

REGIONAL MARKET OVERVIEW

- Esports revenues per stream | 2016-2021
- Esports audience per type | 2016-2021
- Key players and developments per region

RANKINGS

- Top 50 countries by number of Esports Enthusiasts | 2018
- Top 50 events ranked on hours watched on Twitch | 2016 & 2017
- Top 25 games based on esports hours watched on Twitch | 2017
- Top 50 games bases on non-esports hours watched on Twitch | 2017

EVENT CALENDARS

- Event calendar of major events | LoL, CS:GO, Dota 2, OW, HS | 2017

Use Cases

1. PRIORITIZE

LOCAL INVESTMENTS

2. DEVELOP

REALISTIC BUSINESS PLANS

3. MATCH

ESPORTS TO YOUR BRAND

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 ranked by number of Esports Enthusiasts.



Definitions

ESPORTS: Competitive gaming at a professional level and in an organized format (a tournament or league) with a specific goal (i.e., winning a champion title or prize money) and a clear distinction between players and teams that are competing against each other.

ESPORTS ENTHUSIASTS: People who watch esports more than once a month.

OCCASIONAL VIEWERS: People who watch esports less than once a month.

ESPORTS EVENT: A competitive gaming tournament or league organized by a third party, where players and/or teams compete against each other with the goal to win.

MEDIA RIGHTS REVENUE: Revenues generated through media property, including all revenues paid to industry stakeholders to secure the rights to show esports content on a channel.

MERCHANDISE & TICKETS REVENUE: Revenues generated by the sales of tickets for live esports events and merchandise.

ADVERTISING REVENUE: Revenues generated by advertisements seen by viewers via esports content, which are paid for per impression.

SPONSORSHIP REVENUES: Revenues generated by teams and organizers through sponsorship deals.

GAME PUBLISHER FEES: Revenues paid by game publishers to independent esports organizers for hosting events. This excludes investments or spending by game publishers on their own events, as we consider that to be part of their regular marketing efforts.

Methodology



1. PRIMARY RESEARCH & DATA FEEDS
Newzoo performs primary consumer research in 28 countries covering over 60,000 consumers and tracks actual revenues, event data, and viewership through its 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.

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