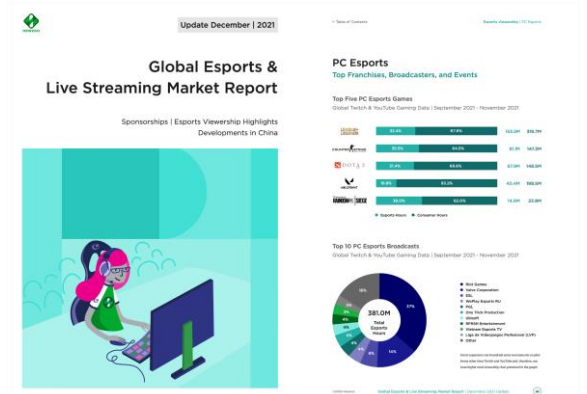


Global Esports & Live Streaming Market Report (Add-On)

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



Key Benefits

Actionable insights into the esports and live streaming market:

- **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.

✔ Platform Access & Insights

Access the report, mid-year update, regular esports and live streaming updates, key metrics, and many more unique insights through our platform.

✔ Annual Report & Mid-Year Update

The PDF report analyzes the latest trends, developments, and market forecasts on a global, regional, and local scale. The mid-year update details the latest developments in the market and any updates to our market estimates.

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

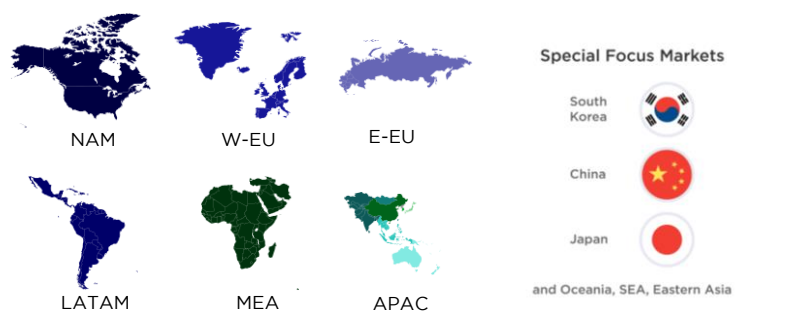
- Merchandise, Tickets
- Media rights
- Sponsorships
- Game Publisher Fees
- Digital
- Streaming

Top 50 Countries/Markets

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

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.



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— Report Content Summary

Key Global Trends

- Revenue diversification: esports organizations are looking beyond sponsorships to diversify revenue streams
- Global vs. Local: brands and organizations that cater to regional preferences often have a higher chance of success
- 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 | 2019-2025
- 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

— Games Report Add-On

These subscriptions are sold only as add-ons to our Global Games Market Report.



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Global Cloud Gaming Market Report

Looking to size, explore, and contextualize all things cloud gaming? Understand cloud gaming's impact and key market developments toward 2024.

— Methodology



1. Primary Research & Data Feeds

Newzoo performs primary consumer research in 36 countries/markets covering over 65,000 consumers and tracks the daily behavior 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.