

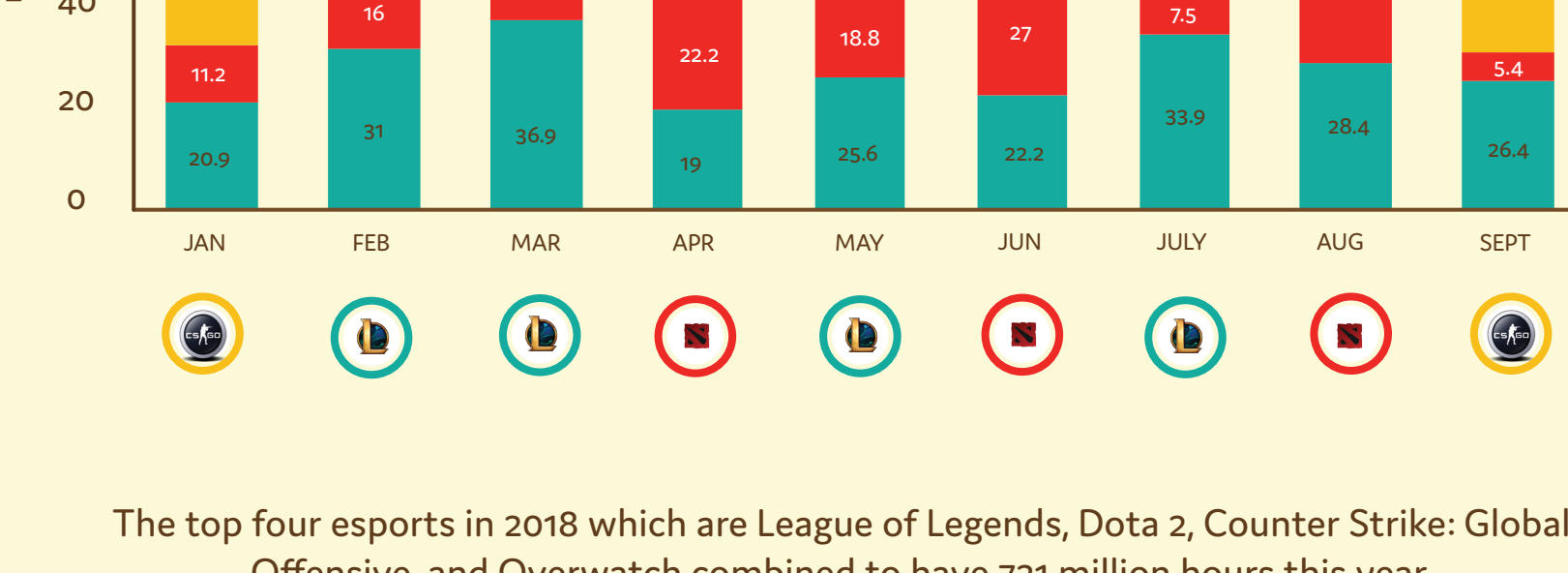
THE GROWING ESPORTS INDUSTRY

HOW CAN MEDIA COMPANIES ALIGN WITH ESPORTS?

INTRO

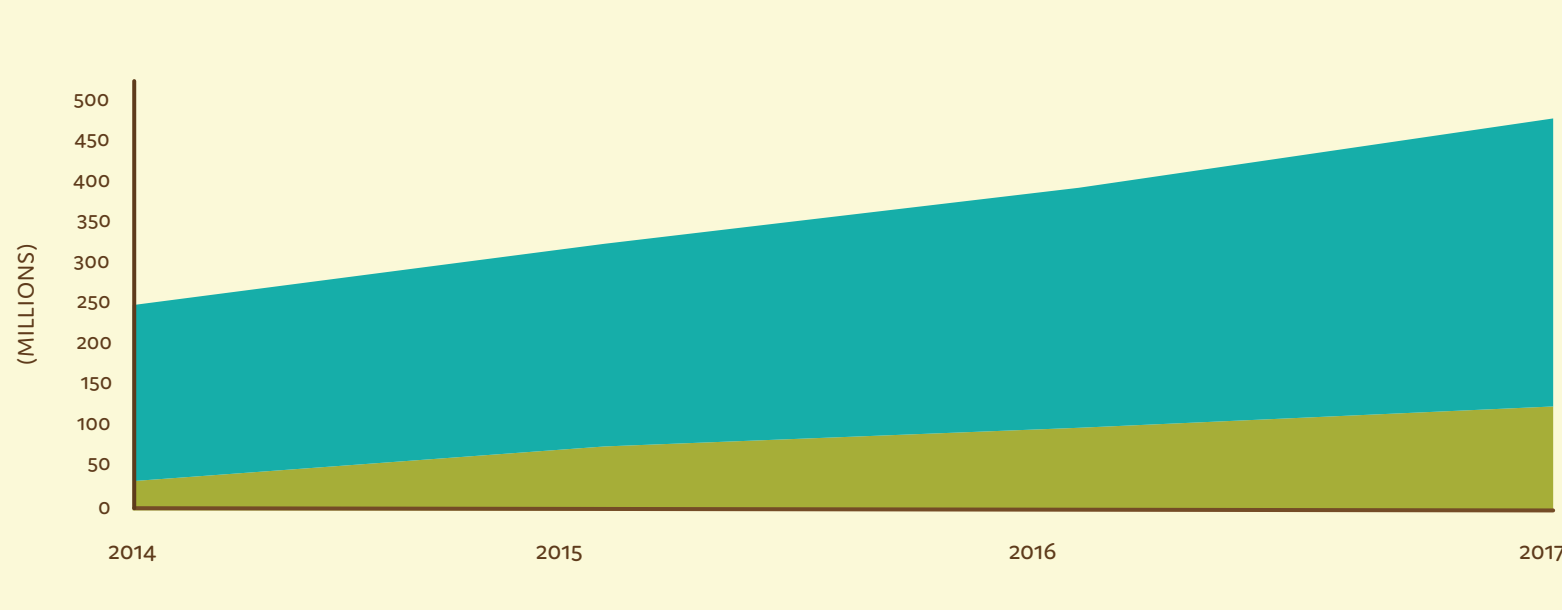
Esports is a rapidly growing industry of competitive video games where people would watch other gamers play their favorite games have the highest level.

Hours Spent Watching the Top 4 Esports (Twitch & Youtube)



The top four esports in 2018 which are League of Legends, Dota 2, Counter Strike: Global Offensive, and Overwatch combined to have 731 million hours this year.

Prize-pools vs Total amount of viewers

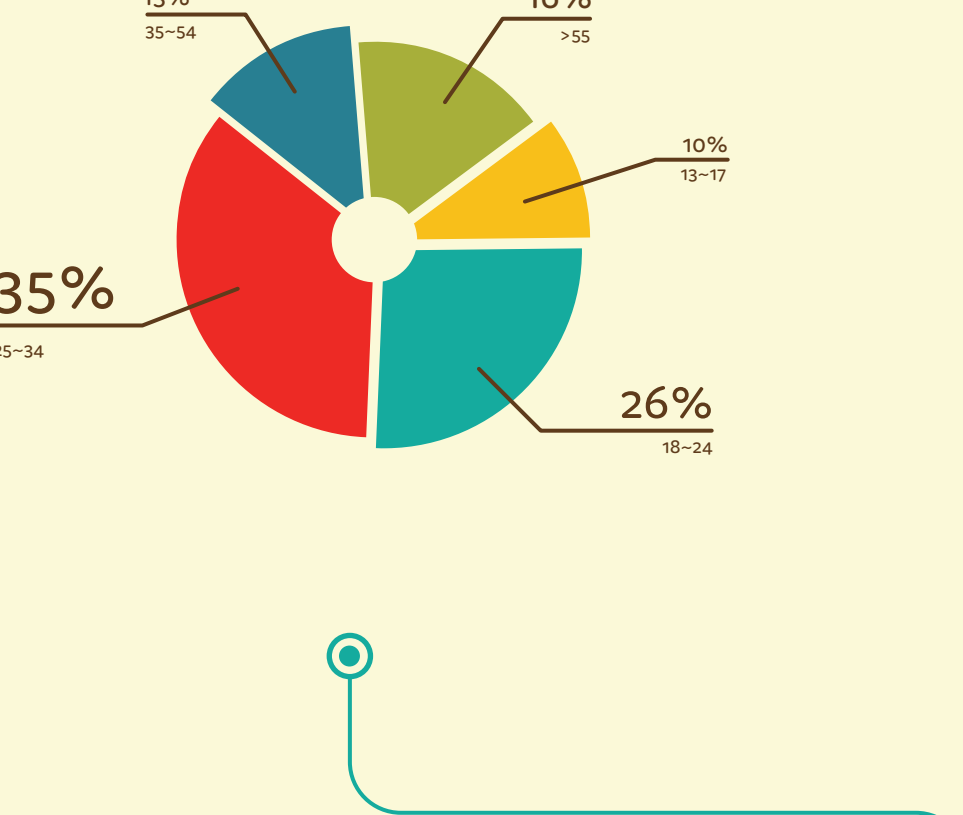


As the industry grows year by year, the amount of viewers and the size of the prizes given out in these competitions have a positive relationship showing the growing investment and legitimacy in esports.

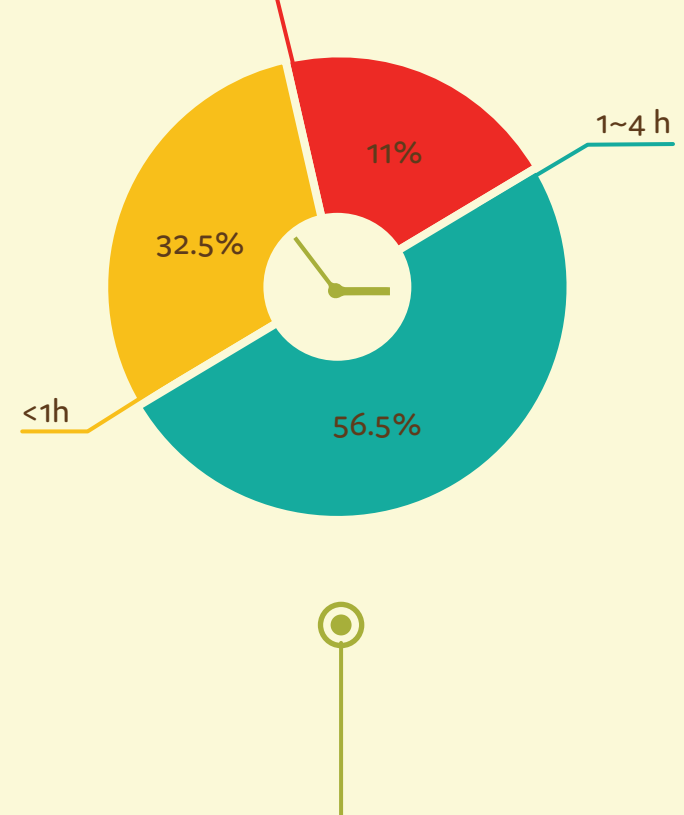
VIEWERS

EARN 43% OR MORE

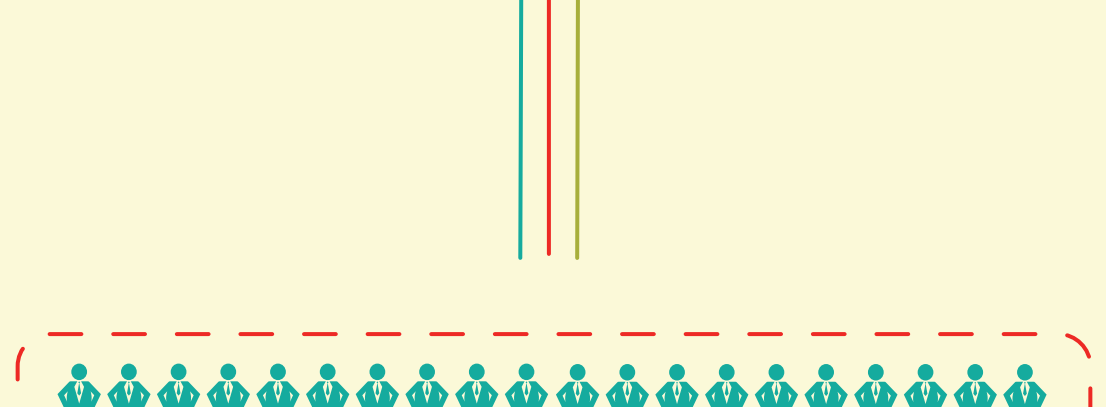
Age of Esports Viewers



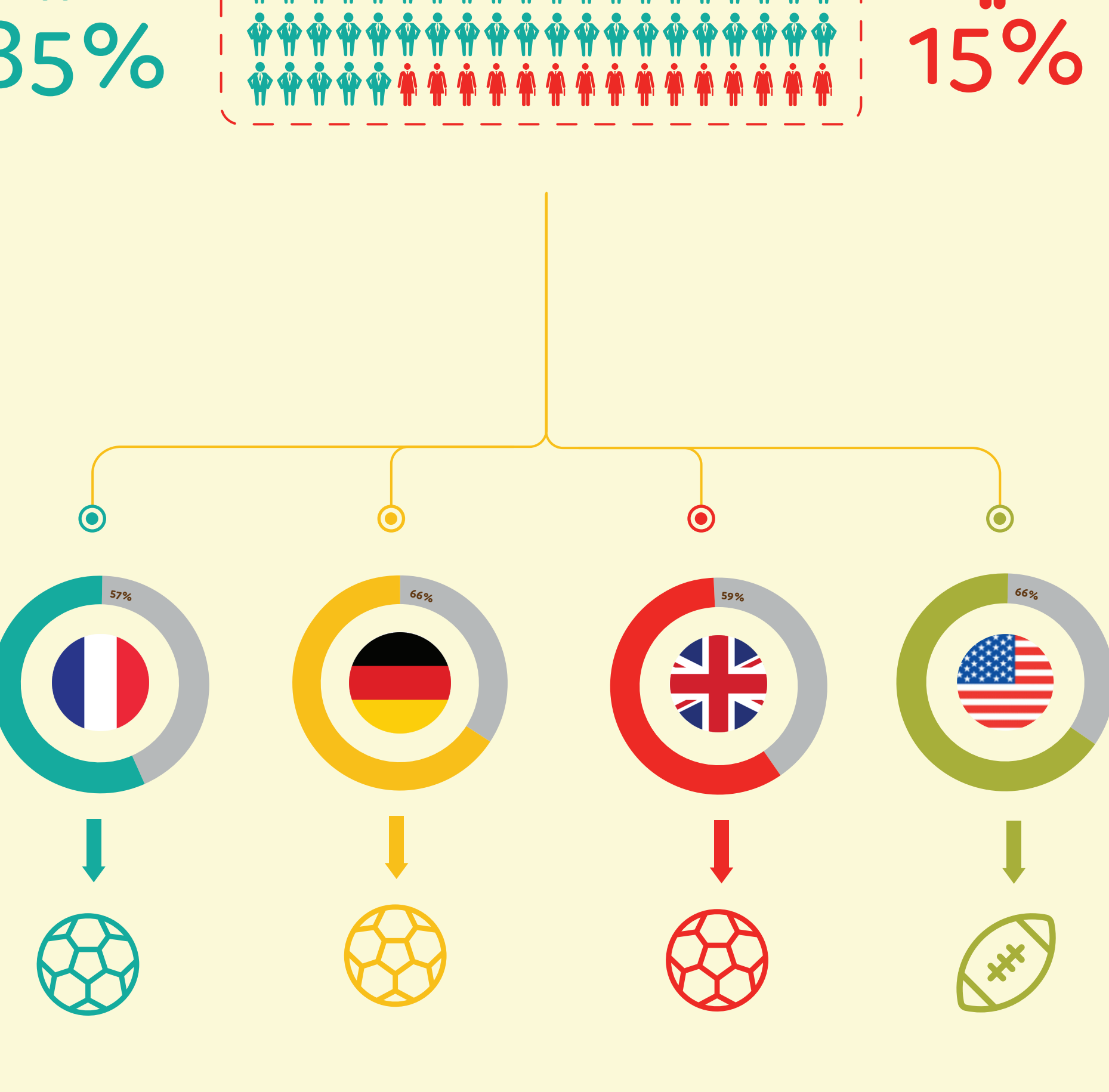
Time that esports viewers watch



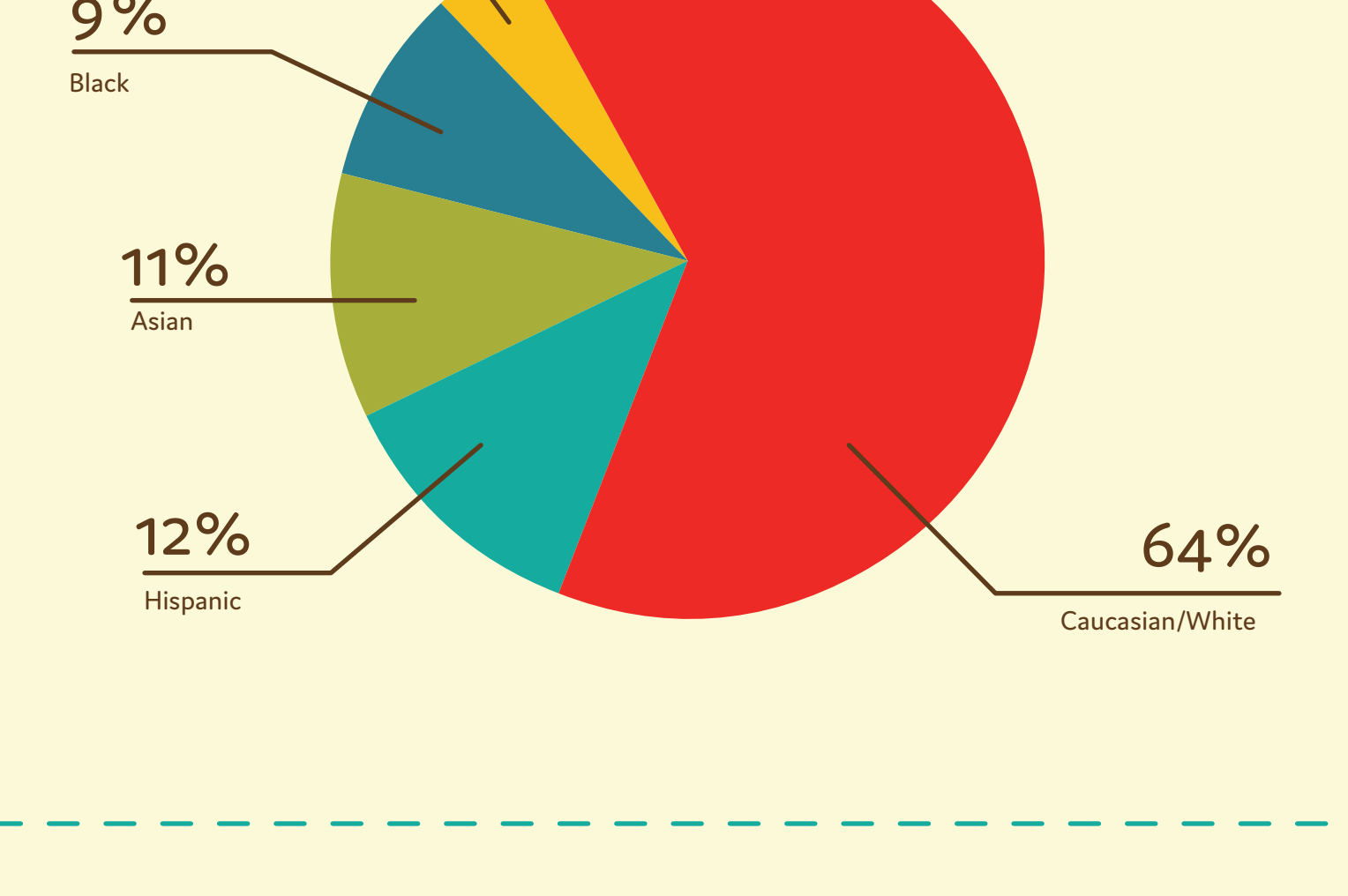
85%



15%



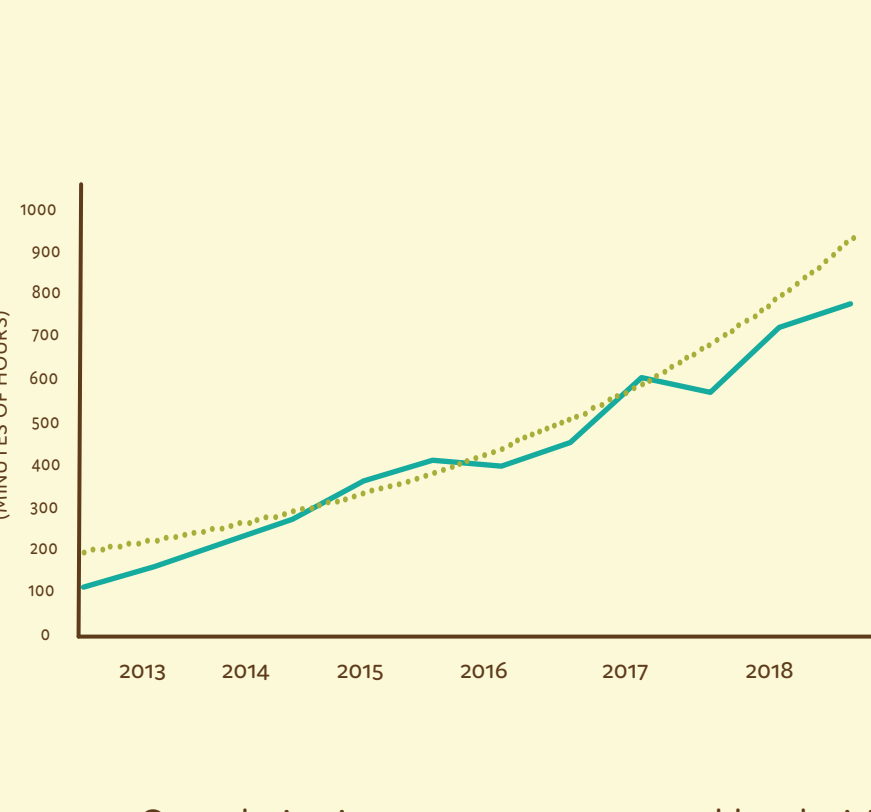
Race of Viewers



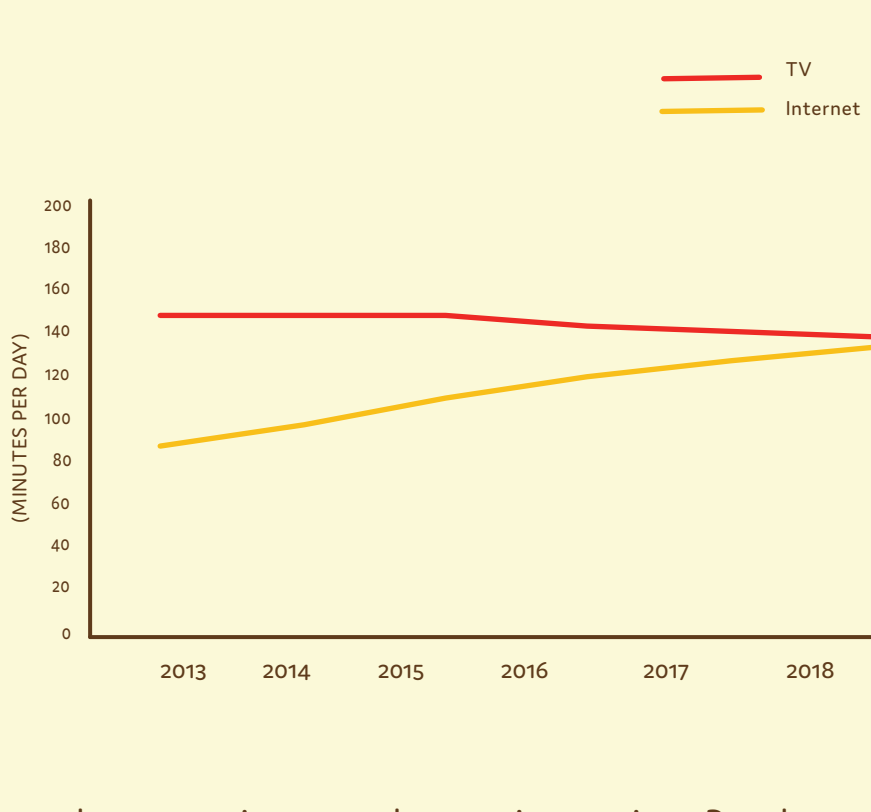
The average esports fan would be a white male between the ages 25-34 who would be earning \$75,000. He would watch esports for 1-4 hours and still enjoy a regular sport such as soccer.

SOLUTIONS

Growth of Twitch Viewers

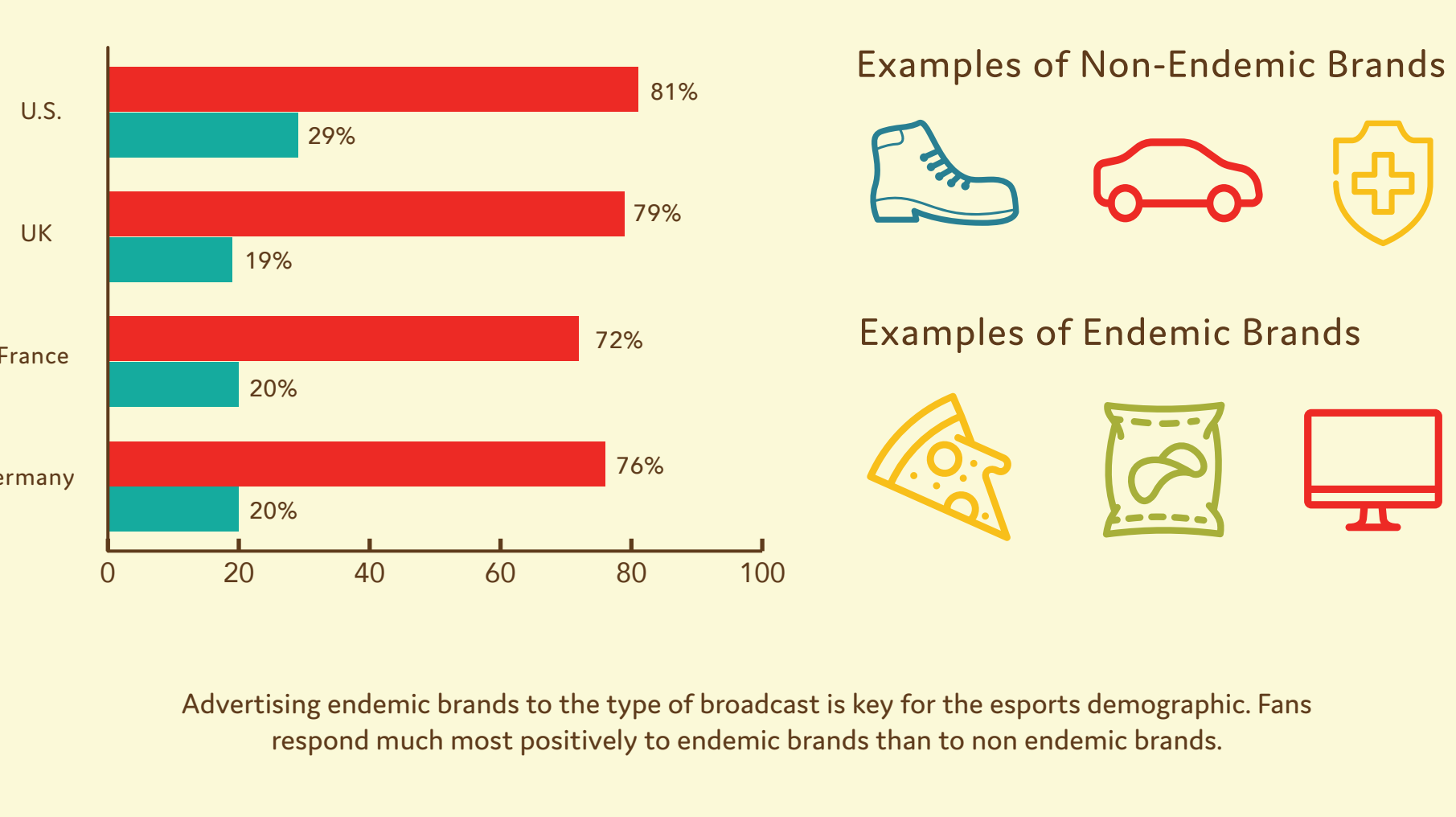


Average daily media consumption per person



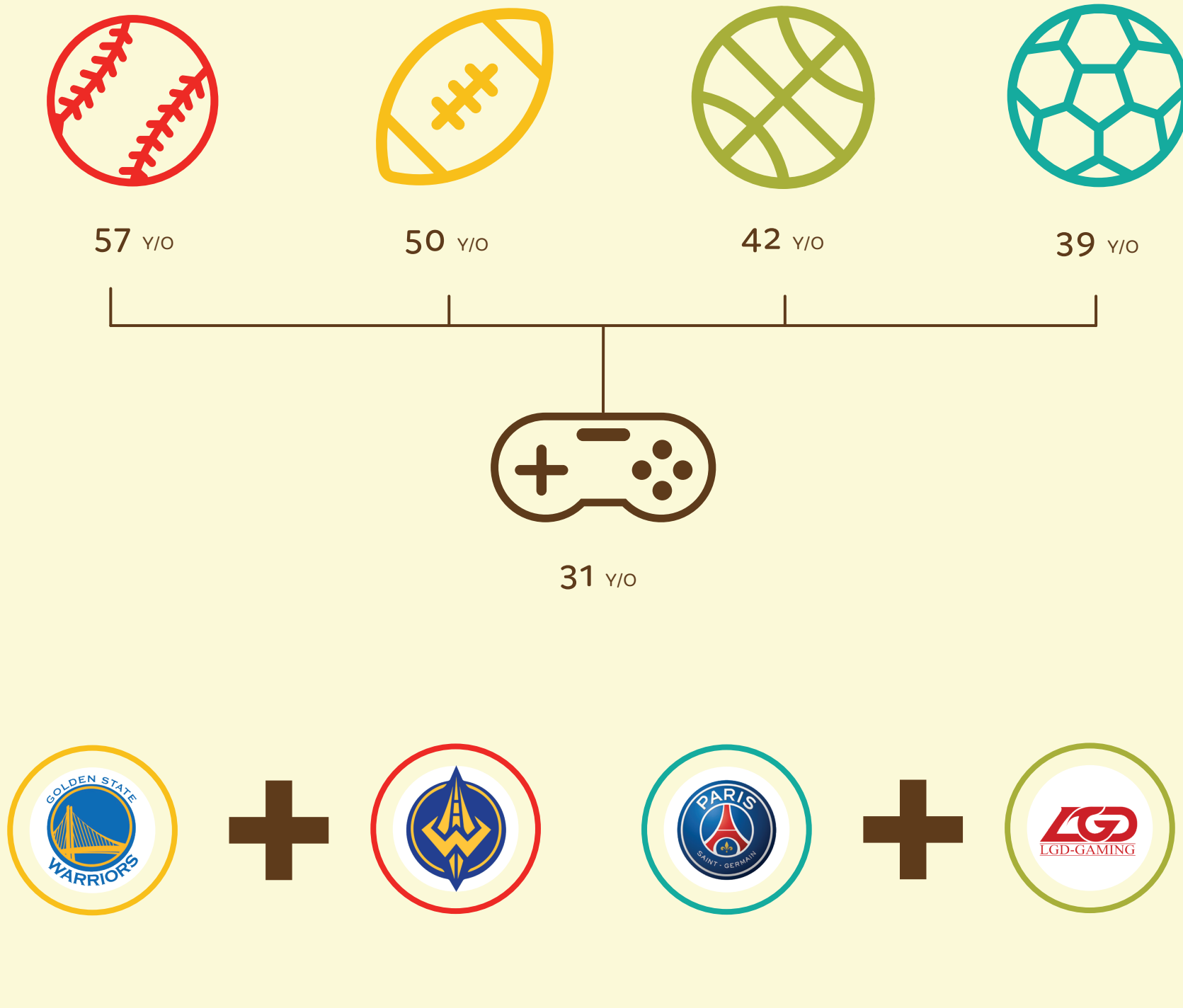
Our solution is to start to wean out cable television and start moving toward streaming services. People are slowly watching less and less tv and using the internet more and more to watch streams.

How Appropriate are Brands for Esports



Advertising endemic brands to the type of broadcast is key for the esports demographic. Fans respond much most positively to endemic brands than to non endemic brands.

Average Age of Viewers



Using existing sports brands from soccer and basketball and form partnerships with esports teams. They all have a shared demographic which is the younger generation of sports viewers and can both share and grow their viewers. Some existing partnerships already exist such as the ones shown above.

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