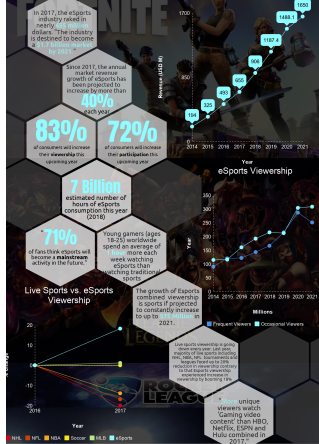


eSports
Electronic Sports. A form of organized, competitive gaming between professional gamers for spectators entertainment. Competitions and tournaments are organized by local and international organizations around the world.



eSports Growth



Our Solution

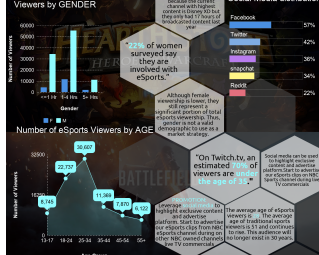
NBC eSports Broadcast + Stream

The best strategy for eSports is to broadcast on TV and stream on YouTube. This allows eSports to reach a wider audience and generate more revenue.

NBC can enter the market by offering viewers a service with channel subscriptions and ad revenue from cable TV.



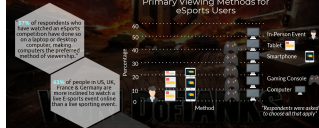
Demographics



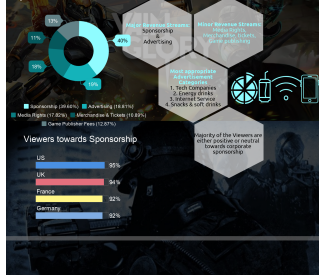
Geographics



Behavior



Revenue Streams



NBCU Challenge - Fall 2018
Catherine Doyle (2099825), Fox School of Business
Madara Hillman (262125), Fox School of Business
Erin Buckley (263877), Fox School of Business
Prince Patel (263623), Fox School of Business

COMCAST NBCUNIVERSAL

PIKTOCHART