

How could media companies align with E-sports?

E-sports remind us of professional video gaming as well as live updates online on any sports in today's life. E-sports is the short form of electronic games, and the industry has been booming for a couple of years now. It is not very surprising that more than 250 million people follow competitions, a lot more is involved in video games, and many go to Playstation's to surf in the gaming world. This is only because of the wide acceptance of e-sports which is publicized through media.

Today, e-sports is growing faster than ever. In our infographic, the data shows the demographic trends based on gender and age. The older generation is surprisingly becoming more engaged and involved than the younger population. The average gamer is 36 years of age, as indicated by the Entertainment Software Association 2015 provide details regarding the PC and computer game industry. Fifty-six percent skew male, yet ladies 18 and more seasoned make up a more significant segment of gamers than young men under 18. SuperData detailed the standard eSports fan's family unit wage is \$76,000.

In the next section, the infographic is explaining the demographics of e-sports by viewership by gender and duration. There were a total of 3 durations and for each duration male viewership is significantly higher than female. Males have a total of 85%, and females have 15%.

Most of the social platforms are taken by E-sports fans, as we included in our infographic the number of users of the social platform such as Facebook, Instagram, Twitter and YouTube. Advertisements on the social platform and beer commercials simultaneously can bring more users to e-sports. A possible correlation between beer and e-sports could also happen. Hence we came up with research of 75% of U.S adults prefer to drink alcohol during live sports. We also indicated the future of e-sports consumers would be more likely involved in viewing rather than participating.

Another estimated data shows that by 2020, 250 million people around the world watching live and online, 11 billion hours of e-sports watched globally, 70 million or more will watch an e-sports final which will be more than MLB, NHL and NBA finals, 3 billion of e-sports watched in the U.S (10% of all US sports viewing).

The research helped us to find that three main companies are dominating the gaming world nowadays. They are namely: Electronic Arts, Activision Blizzard, and Tencent Holdings. The change that is much awaited and needed can be adopted from the methods these three top companies' ad buys and advertising strategies. This lead to the conclusion that four main changes should be brought into the scenario: using legacy media, traditional sports franchises, through digital streaming platforms as well as the application of virtual and augmented reality tools.