

E-SPORTS

HOW CAN MEDIA COMPANIES ALIGN WITH E-SPORTS?

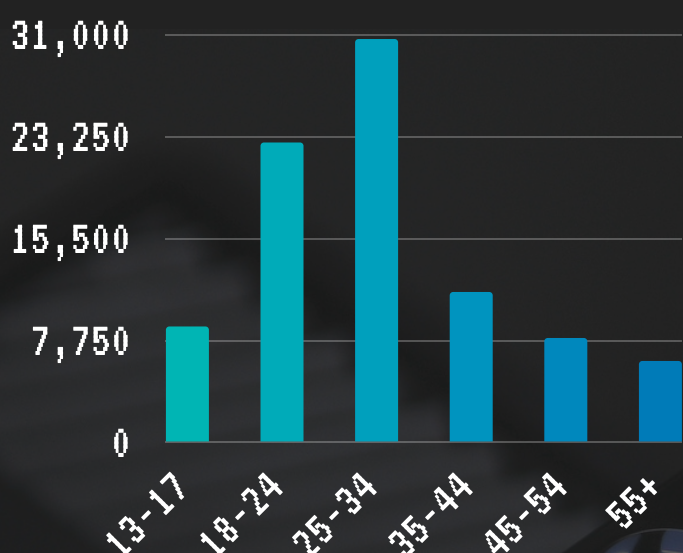


LET'S TALK E-SPORTS



SURVEY SAYS...

E-SPORTS VIEWERSHIP BY AGE



THE E-SPORT'S VIEWERSHIP HAS CHANGED TO INCLUDE OLDER VIEWERS AND GAMERS. E-SPORTS IS BECOMING EVEN MORE POPULAR NOW, THAN EVER BEFORE!

25-34 YEAR OLDS VIEW E-SPORTS THE MOST

E-SPORTS VIEWERSHIP BY GENDER



15% OF E-SPORTS GAMERS ARE FEMALE



85% OF E-SPORTS GAMERS ARE MALE



32% OF VIEWERS WATCH FOR <1 HOUR

56% OF VIEWERS WATCH FOR 1-4 HOURS

11% OF VIEWERS WATCH FOR >5 HOURS

OTHER SPORT'S VIEWERSHIP



ON AVERAGE TV SPORTS VIEWERSHIP AGE HAS RISEN 8+ YEARS

MEDIA COMPANIES MAKE ROOM FOR A NEW SPORT, E-SPORTS!

WHAT HAS CHANGED?

6 in 10 young adults use online streaming to watch TV



4.021 Billion Internet Users

3.196 Billion Social Media Users



SOLUTIONS TO ALIGN WITH E-SPORTS

Media companies stream but how can they expand and promote into the e-sports industry?



24% of 15-64-year-olds have cable/satellite TV

Important to start streaming e-sports on live TV for viewers who watch satellite TV

227.5 Million people stream online

Media companies need to start streaming all sports (e-sports) online and make it easier to access globally.



E-Sports brings in \$345 Million in revenue

Media companies can profit from supporting e-sports tournaments and even hosting their own, then streaming it on their websites and TV channels.

Partner with elite e-sports gamers to promote media

Ninja, a famous e-sports gamer, partnered with Samsung. This increased Samsung sales because a promotion by a well-known influencer



**** ALERT ** ALERT ****

MEDIA COMPANIES HAVE TO ADAPT TO THE CHANGING CULTURE OF THE INTERNET. MEDIA COMPANIES CAN SUCCEED GREATLY BY ENTERING THE E-SPORTS INDUSTRY THROUGH ONLINE STREAMING, HOSTING TOURNAMENTS, AND PARTNERING WITH INFLUENCERS TO PROMOTE THEIR SERVICES.

SHIFTING ADS TO CONNECT TO E-SPORTS AUDIENCES

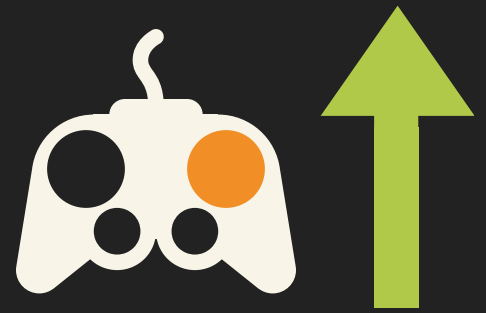
61% OF E-SPORTS VIEWERS ARE 18-34

Therefore, Ads need to align with viewership

CHANGES NEEDED...



Automotive Industry
Currently: Holds 25% of total ad buys
Should: Hold 15% of total ad buys



Consumer Technology
Currently: Holds 9% of total ad buys
Should: Hold 19% of total ad buys

For E-Sports Viewers technology is their gateway into their lifestyle



Pharmaceuticals & Insurance
Currently: Holds 14% of total ad buys
Should: Hold 5% of total ad buys



Alcohol Beverages
Currently: Holds 7% of total ad buys
Should: Hold 16% of total ad buys

E-Sports viewers are in the age group of group gathering, socializing, and drinking alcoholic beverages. Media companies need to find ad buys that will support this interest

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PLAYERS

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NBCU

Sources:

NBCU Data & Info

www.statista.com

www.pewresearch.org

www.washingtonpost.com

GAME OVER.