

WITH TRADITIONAL SPORTS ON HOLD, HOW ESPORTS IS FILLING THE VOID



1

GAME PLAYING HITS A NEW RECORD

On March 15, Steam broke their all-time player count record, reaching 20 million concurrent players. Three days later a new record was hit at 22 million.

Right now the world is seeking escapism, active entertainment, and social engagement at a distance -- online gaming delivers.



2

GAME VIEWERSHIP HITS A NEW RECORD

Viewership on Twitch.tv is up 10%. Viewership on YouTube gaming is up 15%. Livestream platforms are more interactive and social than TV or Netflix. And of course, gamers are the experts at how to form and maintain communities online.

3

TRADITIONAL SPORTS EMBRACING ESPORTS

NASCAR shifted from live events to esports sim iRacing competition with drivers (Dayle Earnhardt Jr and others) competing against gamers. The broadcast to Fox Sports exceeded 900,000 making it the best performing TV esports event to date.

Furthermore, F1 is moving to virtual races, NBA Stars are live-streaming their game playing on Twitch, and the United Soccer League is competing in Rocket League.

4

THE ONLY TEAM PLAYING FOR YOUR CITY, IS YOUR ESPORTS FRANCHISE

Esports was born online and is temporarily returning to online only. We love live events for fandom and community, but it isn't a 'must-have' like traditional sports. If you want to cheer for your city or team, support your esports franchise.

5

THE ONLY TEAM PLAYING FOR YOUR COLLEGE, IS YOUR ESPORTS TEAM

The National Association of Collegiate Sports (NACE) has over 200 member universities with varsity esports teams. These student-athletes are still able to compete in the current environment, from the safety of their homes.

6

SPONSORS ARE DISCOVERING NEW MEDIA

Consumer brands with a marketing budget need to quickly shift to the "Homebound Economy". This means more attention to digital, social, and esports. Once brands see marketing ROI with esports, well beyond traditional marketing channels, that genie will be hard to put back into the bottle.

