

Global Esports Market: Size, Trends & Forecasts (2019-2023) Edition

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Abstracts

SCOPE OF THE REPORT

The report entitled “Global Esports Market: Size, Trends & Forecasts (2019-2023) Edition”, provides an in-depth analysis of the global esports market, with market sizing and growth. The analysis includes esports market in terms of value, market by audience/viewers, market share by region, and by segments. The report also includes market segment analysis with their actual and forecasted value. A Brief regional analysis of Europe, China, Japan, and Korea has also provided in the report.

Growth of the overall global esports market has forecasted for the years 2019-2023, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Valve, Activision Blizzard, Nintendo, and Tencent are some of the key players operating in the global esports market, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the respective companies have provided.

Company Coverage

Valve Corporation

Activision Blizzard

Nintendo Co., Ltd.

Tencent Holdings Limited

Regional Coverage

Europe

China

Japan

Korea

EXECUTIVE SUMMARY

Esports is a short form of electronic sports and is a subsection of the sports market. In esports, people play in tournaments, which played on electronic systems, particularly video games. Esports tournament can be of single combat or multiplayer video game, mainly played between professional players.

The esports games generally fall into four types of genre-based games namely; fighting games, first-person shooter, real-time strategy and multiple online battle arena games. Esports video games have designed based on a platform on which the game is to be played: online, spectator mode or local area network.

Esports is a big platform for players on an international level. And as the level of tournament rises, the number of media covering the event increases like television, internet live streaming, news reporting, and print media coverage. Esports are of different formats with various subtypes. For e.g. match types (best of 1, best of 2, best of 3); Group stages (Round robin, Double round robin, Swiss seeding) and Knockout stages (Single/Double elimination bracket).

The global esports market is anticipated to grow at a significant growth rate over the forecasted period i.e. 2019-2023. Growth in the market is primarily driven by increasing esports popularity among youngsters, hypnotic gaming experience: VR market, growing eSports viewership, increasing eSports awareness, etc. Still, the market faces certain hindrances and challenges, such as limited entry of competitive gaming, refusal of intermediaries in the payment of winnings, weakness in smartphone games, etc. Few

trends of the market are the rise of platforms offering live eSports coverage, increasing time spending on watching eSports, and rising contribution of brands in revenue growth.

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