

The E-Sports Economy: A Reshuffling of Cards

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Abstracts

Poised to become a real social phenomenon, eSports is an emerging market whose current limited revenue is growing fast, and could reach €3 billion by 2021 – or 4% of the video game market. This figure is forecast to climb to €10.5 billion in 2030, thanks to an average annual growth rate of 37.6%. Meanwhile, eSports audience figures are set to skyrocket from the current 240 million to 410 million by 2021.

This report delivers an analysis of what is both an offshoot of the video game market and a very different animal, targeting an increasingly large and diverse public. So different in fact that the most innovative publishers are embracing changing consumption patterns and user experiences, and seriously exploring a permanent shift in their strategy to accommodate this new phenomenon. This is also true of a number of players along the value chain (internet giants, TV channels...) working to better grasp the current and future direction this new market will take and, for the most forward-looking among them, to being already to stake out their claim.

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