

The E-Sports Economy: A Reshuffling of Cards

<https://marketpublishers.com/r/E4EFF1F4A19EN.html>

Date: October 2017

Pages: 52

Price: US\$ 3,300.00 (Single User License)

ID: E4EFF1F4A19EN

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.

Contents

1. EXECUTIVE SUMMARY

2. EMERGENCE OF A NEW MARKET

2.1. Market segmentation and survey of major stakeholders

2.1.1. The video games sphere: the power of rights holders

2.1.2. The tournaments sphere: a new era of professionalisation

2.1.3. The distribution sphere: attracting massive audiences

2.1.4. The betting and gambling sphere: from opportunity to opportunism

2.2. Current market and outlook

2.2.1. Key metrics for e-sports competitions

2.2.2. Practices and profile of e-sports players

2.2.3. The market potential for e-sports

2.2.4. World market forecasts from 2017 to 2021

3. KEY ISSUES, INDUSTRY CHALLENGES AND MARKET PROSPECTS

3.1. Key issues for e-sports ecosystem stakeholders

3.1.1. Key issues for game developers: creating a stable and sustainable revenue model

3.1.2. Key issues for publishers: capturing value all along the value chain

3.1.3. Key issues for broadcasters: capturing an audience, particularly millennials

3.1.4. Key issues for tournament organisers: will we see a Live Nation for e-sports?

3.1.5. Key issues for franchises and gamers: the pursuit of professionalism

3.1.6. Key issues for gambling sites: from opportunism to inevitable regulation

3.2. The 10 challenges the e-sports sector must rise to in the short/medium term to facilitate its growth

3.2.1. Expanding the e-sports audience base to the general public

3.2.2. Understanding digital natives

3.2.3. Turning teams and gamers into stars

3.2.4. Developing technologies along the value chain

3.2.5. Developing and protecting national, international and independent federations

3.2.6. Structuring and professionalising the gamer segment

3.2.7. Building a structure for amateur e-sports

3.2.8. Developing an e-sports industry strategy

3.2.9. Establishing laws for “e-sports gambling”

3.2.10. Making e-sports an Olympic sport

Tables

TABLES

Table 1: Top 10 franchises by winnings in 2016

Table 2: E-sports tournament organisers

Table 3: Online tournament platforms

Table 4: E-sports service providers

Table 5: Major streaming players

Table 6: Top e-sports games

Table 7: Key metrics for online and offline e-sports tournaments, February 2017

Table 8: Top 20 countries by earnings value, 2016

Table 9: E-sports audience

Table 10: Global e-sports revenues by segment, 2017-2021

Table 11: Global e-sports sponsorship and online advertising revenues, 2017-2021

Table 12: Global e-sports sponsorship revenues, 2017-2021

Table 13: Global e-sports revenues by continent, 2017-2021

Table 14: Global e-sports audience by continent (millions)

Figures

FIGURES

Figure 1: The e-sports ecosystem

Figure 2: The major video game industry stakeholders

Figure 3: The major stakeholders in the tournament sphere

Figure 4: Features of the Toornament platform

Figure 5: The major stakeholders in the distribution sphere

Figure 6: E-sports broadcaster audience share

Figure 7: E-sports hours and total hours watched on Twitch

Figure 8: Top e-sports games in total hours watched and e-sports hours watched

Figure 9: Global consumption of e-sports video content by type of platform, 2011-2017

Figure 10: E-sports audiences by platform, 2016

Figure 11: Global audiences for the major e-sports events in 2017

Figure 12: Major e-sports sponsors

Figure 13: Gaming habits of e-sport fans

Figure 14: The major stakeholders in the betting and gambling sphere

Figure 15: Number of fantasy league users

Figure 16: Real money gambling habits of e-sports viewers/enthusiasts/gamers

Figure 17: Estimates for the e-sports gambling market

Figure 18: E-sports games market share by bets placed

Figure 19: Top e-sports games by hours watched, May 2017

Figure 20: Top e-sports games by millions of gamers per day, June 2015

Figure 21: Growth in the prize pool for the Dota 2 tournament The International

Figure 22: Prize money comparison between traditional sports tournaments and e-sports tournaments

Figure 23: Number of e-sports tournaments, 1998-2016

Figure 24: Number of e-sports tournaments per month throughout the year, 2010-2016

Figure 25: Number of players registered for e-sports tournaments, 1998-2016

Figure 26: Prize money pledged and awarded in e-sports tournaments, 1998-2016

Figure 27: Average prize money awarded (in cash) per tournament in e-sports competitions, 1998-2016

Figure 28: Average earnings per player (1998-2016)

Figure 29: Comparison of gamers and e-sports fans

Figure 30: E-sports revenues by segment, 2016

Figure 31: E-sports revenues by geographic region, 2016

Figure 32: E-sports revenue growth worldwide, 2017-2021

Figure 33: Breakdown of e-sports revenues in 2017

Figure 34: Breakdown of e-sports revenues in 2021

Figure 35: Global e-sports sponsorship and advertising revenues, 2017-2021

Figure 36: Global e-sports sponsorship revenues, 2017-2021

Figure 37: Breakdown of global e-sports revenues by continent in 2017

Figure 38: Breakdown of global e-sports revenues by continent in 2021

Figure 39: Breakdown of the global e-sports audience by continent, 2017 & 2021

I would like to order

Product name: The E-Sports Economy: A Reshuffling of Cards

Product link: <https://marketpublishers.com/r/E4EFF1F4A19EN.html>

Price: US\$ 3,300.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E4EFF1F4A19EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970