

The eSports market: A dynamic ecosystem appealing to Big Tech, Telcos and Media

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Abstracts

This report explores the rapid growth of the market for video game tournaments as a spectator sport, known as eSports.

It begins by examining the key dynamics of the sector in terms of usage and volume. It then analyses the state of the eSports market in Asia, the US and Europe.

Disruptive technologies in eSports are also discussed, with a closer look at the advances made by artificial intelligence and immersive technologies.

The role of the various players in the eSports ecosystem is then explored in detail, as well as the very specific business models of the sector.

Finally, the report analyses the strategies of telecoms operators, media companies and large technology firms with regard to market opportunities and positioning possibilities, as well as the keys to success in the eSports market.

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