

eSports: The Spectacular Rise of a Social Phenomenon

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Abstracts

eSports, the practice of playing video games competitively, attracts an audience of nearly 350 million people worldwide, mainly on the Web.

In addition to considering the audience potential, this report analyses the social phenomenon at an economic level.

It also examines the major industry players: game publishers, Web and TV broadcasters, advertisers, event organisers and betting companies.

Finally, IDATE DigiWorld presents its market forecasts for 2022 by segment: publisher/developer investment in eSports, media rights, ticketing and merchandising, sponsorship and advertising, and eSports gambling revenues.

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