

# Digital Natives: The Rise of Esports

<https://marketpublishers.com/r/D9E8F66BDE2EN.html>

Date: March 2018

Pages: 42

Price: US\$ 3,500.00 (Single User License)

ID: D9E8F66BDE2EN

## Abstracts

The esports industry has experienced increased attention as new non-endemic brands have become involved in the market beyond companies like game developers and video streaming platforms. Major players from multiple market sectors have invested in esports teams and brands including traditional sports entities like professional basketball, soccer, and hockey team owners and media outlets like ESPN and TBS. This report analyzes the economics of esports, identifies the current market players and their market strategies, sizes the esports audience, and ascertains potential market opportunities for companies interested in monetizing the esports market.

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