



The New Game in Town: How e-sports is Poised to Shake up the Sports Industry

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Table of Contents

Scope

Key findings

Attendance figures for finals break records year after year

Ticketing is aimed at making events affordable

Prize pool skyrockets as e-sports experiences unprecedented growth

e-sports has an online head start on traditional sports

Already game on for streaming for big tech players

The hunt for popular streamers makes a gamer a pro

Younger audiences hunger for non-live content

Sponsorship is vital across all e-sports stakeholders

Broadcasting and ticketing are becoming increasingly important

Current and future e-sports sponsorship categories

Turning a profit from a free product

e-sports and traditional sports: who helps who?

Online gaming is key to engage with young fans

Understanding e-sports properties (1)

Understanding e-sports properties (2)

Geography of e-sports events

Trends to monitor

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/the-new-game-in-town-how-e-sports-is-poised-to-shake-up-the-sports-industry/report.