

eSports & Your Brand: Engaging a New Audience

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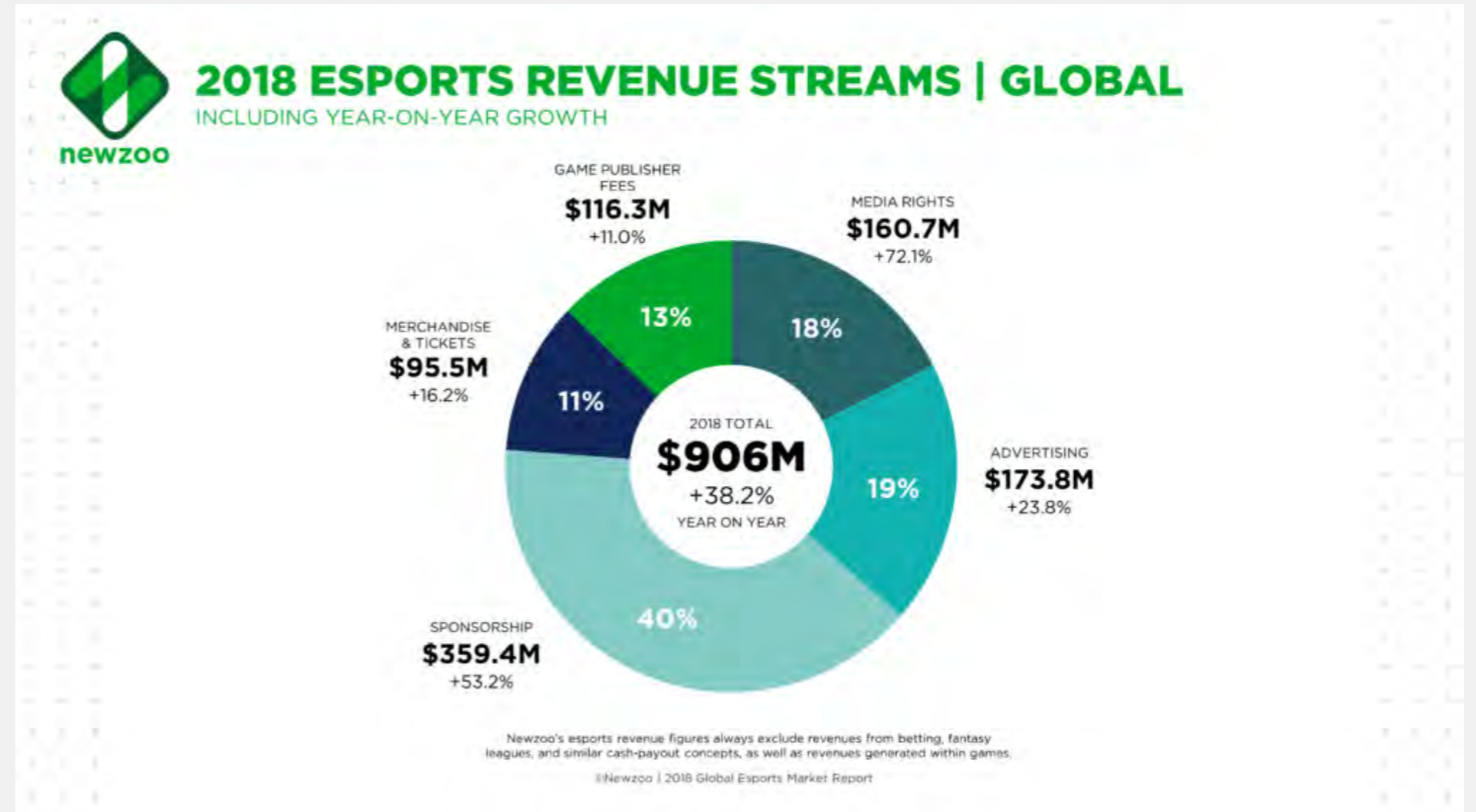
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ABOUT ESPORTS

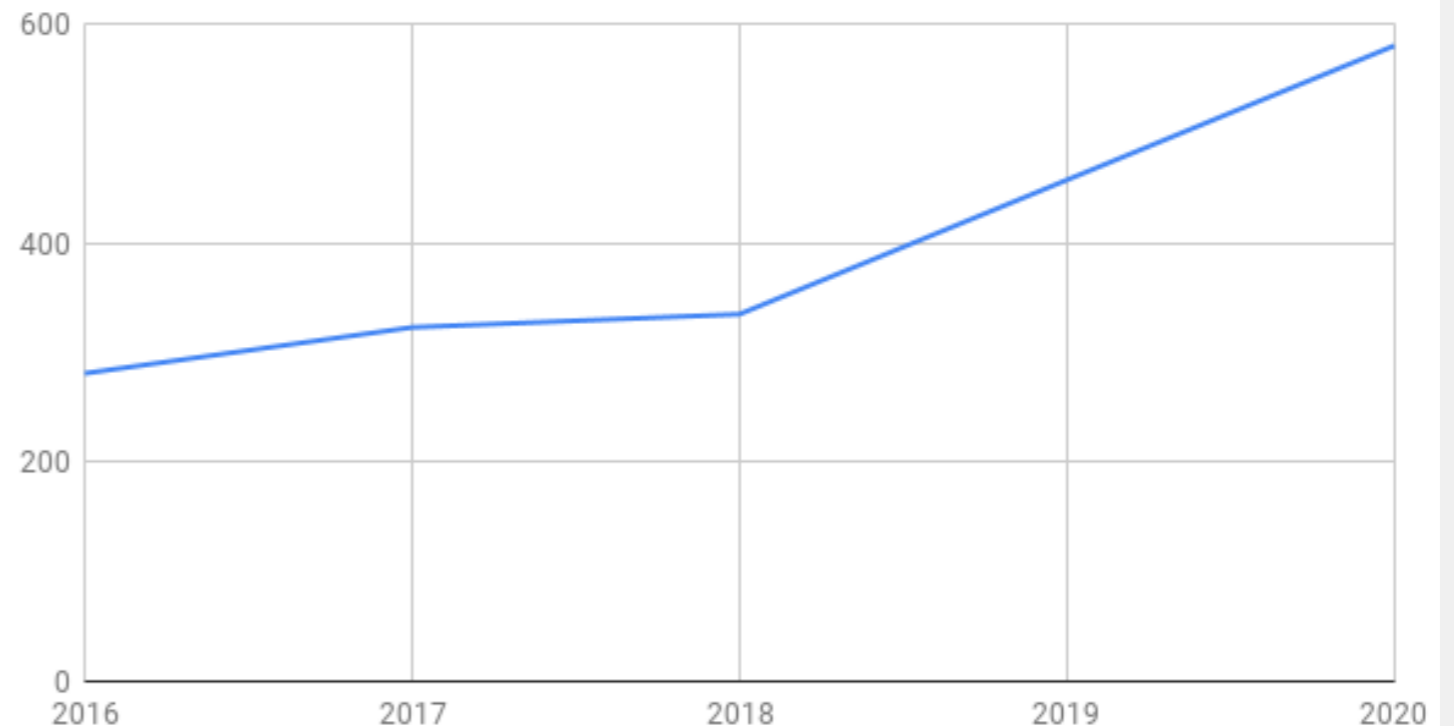
- Definition: Competitive tournaments of video games, especially among professional gamers in five gaming genres: Multi-Player Battle Arena, First Person Shooter, Real-Time Strategy, Battle Royale and Sports Simulation.
- eSports turns online gaming into a spectator sport. It mimics the experience of watching a more traditional sporting event, where rather than focus on displays of physical prowess, spectators watch as professional gamers face off in a series of organized, highly competitive events.

ESPORTS BY THE NUMBERS

- By 2020, the eSports market is expected to generate \$1.5 billion in revenue from prize pools, tournaments, sponsorship and advertising.
- Last year, the number of eSports enthusiasts and occasional viewers totaled 323 million and is projected to double by 2020.
- Over half of all eSports revenue in 2018 came from sponsorship or advertising.



eSports Viewership (in millions)



THE POPULAR GAMES

- Fortnite: \$3 billion in revenue with 125 million players.
- Dota 2: \$460 million with 10.6 million players.
- League of Legends: \$2.1 billion with 80 million monthly players.
- Overwatch: \$1 billion with 40 million active players.
- FIFA 18: \$3 billion with 24 billion copies sold.
- RocketLeague: \$110 million with 50 million players.



PROFESSIONAL ESPORTS ATHLETES

Gamer	Game of Choice	Income	Social Media Reach	Twitch Stats
Tyler Blevins “Ninja”	Fortnite: Battle Royale	\$500,000 per month in Twitch profits, \$50,000 in the past year from Fortnite tournaments	<ul style="list-style-type: none">• 21 million Youtube subscribers• 12.4 million Instagram followers• 3.8 million Twitter followers	<ul style="list-style-type: none">• 42,439 subscribers• 13.1 million followers• 262k peak viewership (1st all-time)
Edwin Castro “Castro_1021”	EA Sports FIFA	Estimated \$580,000 per year	<ul style="list-style-type: none">• 1.2 million Youtube subscribers• 213k Instagram followers• 1 million Twitter followers	<ul style="list-style-type: none">• 16,967 subscribers• 1.6 million followers• 112k peak viewership (3rd all-time)

PROFESSIONAL ESPORTS ATHLETES

Gamer	Game of Choice	Income	Social Media Reach	Twitch Stats
Jeff Anderson “Emongg”	Overwatch	Estimated \$180,000 per year	<ul style="list-style-type: none">• 24.3k Youtube subscribers• 22.5k Twitter followers• 3.9k Instagram followers	<ul style="list-style-type: none">• 6,200 subscribers• 303.1k followers• Is the #1 most watched Overwatch streamer
Michael Santana “imaqtpie”	League of Legends	Estimated \$165,000 per year	<ul style="list-style-type: none">• 1.7 million Youtube subscribers• 373.2k Twitter followers• 307k Instagram followers	<ul style="list-style-type: none">• 5,239 subscribers• 2.5 million followers• 4th overall in total views (305 million views)



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ESPORTS & TRADITIONAL SPORTS

MAJOR LEAGUE SPORTS & ESPORTS: NBA

- The National Basketball Association has partnered with Take-Two Interactive (creator of basketball video game NBA 2K) to create the NBA2K League with 21 of the 30 NBA teams involved.
- Although the 2k League teams are not directly tied to their NBA counterparts, teams share similar names and go through a regular season and postseason just like the traditional basketball league.

MAJOR LEAGUE SPORTS & ESPORTS: MLS

- The eMLS is the eSports league started by Major League Soccer (MLS) in 2018.
- Each MLS team has a team or singular athlete for eMLS events that represent the club in qualifiers and tournaments.
- Players compete in qualifiers for the eMLS Cup, which can qualify players for the EA Sports FIFA 19 Global Series.

MAJOR LEAGUE SPORTS & ESPORTS: NFL

- The Madden 19 Championship series features the best talents Madden has to offer, with a season of tournaments and events.
- Players will compete in 4 major events in pursuit of their stake in a \$1.225 million dollar prize pool.
- The league is entering its 3rd season in 2019, with all 32 NFL teams returning for the second season in a row.

COLLEGES & ESPORTS

- Governed by the National Association of Collegiate eSports (NACE), there are 110+ member universities and colleges representing 1,500+ student eSports athletes who are receiving \$9 million in scholarships and financial aid.
- Colleges in Ohio are sponsoring eSports teams, tournaments, gaming development and business classes as well as eSports medical care including: Ashland University, Miami University, Mt. St. Joseph University, Ohio University, The Ohio State University, University of Akron, among others.



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CONNECTING TO THE CROWD

HOW YOUR BRAND CAN ENGAGE THIS GROWING AUDIENCE

- Based on common viewership demographics, soccer is the sport that is currently best aligned with the eSports audience.
- Brands need to engage on the viewers terms; utilizing integrated in-game advertising and social media story-telling, as well as shifting brand presence toward digital platforms.
- A strong focus on connecting brands that offer utility and authentic alignment with the eSports community.

ESPORTS & SOCCER

Identifying common ground

With widespread global popularity, general overlap of interests, and the highest concentration of young fans, soccer's international audience aligns best with the Esports viewership demographics.

	Soccer Audience	Esport Audience
Avg. Age	28	26
Male/Female	59/41	71/29

Interest in Soccer Among Esport Fans*



- US- 39% overlap
- France- 57% overlap
- UK- 59% overlap
- Germany- 66% overlap

EA Sports' FIFA Game Series is the fourth most followed cross-platform videogame in the US.

In 2018, the FIFA E-World Cup had 1,119,000 hours of online viewership. Online Viewership increased six times over when the esports tournament was tied to the actual FIFA World Cup

*13-40 year old Esport Audience

BRAND CONNECTIONS: PHYSICAL MARKETING

- eSport athletes can be an excellent medium for endemic brands to market through. The fans of eSport athletes are much more influenceable than traditional sport fans, making branding on an athlete's uniform, banner ads, etc. much more effective.
- Billboards and signage in the games are a great opportunity for marketing in-game.



Visa sponsoring Team Fallen Gaming (pictured) is just one example of brands getting in on the eSports action

BRAND CONNECTIONS: SPONSORSHIP

- Sponsoring eSports tournaments or eSports athletes is yet another way brands can promote themselves as well as get their foot in the door of the eSports world. In 2017, for example, Gillette sponsored an Intel Extreme Masters (IEM) tournament, in which they offered grooming for the athletes as well as fans a chance to create their own handles using a 3D printer.



DIGITAL CONNECTIONS

- Twitch.tv, the live-streaming service bought by Amazon in 2014, gives streamers a chance to showcase their abilities, as well as companies the opportunity to promote their brand through advertising and partnerships with the athletes themselves.
- On Youtube, gamers can post their Twitch content and use these videos to promote brands with which they have aligned.
- With 9.5 billion hours of viewership in the past year, there is plenty of opportunity for brands to gain exposure and enter the growing world of eSports.

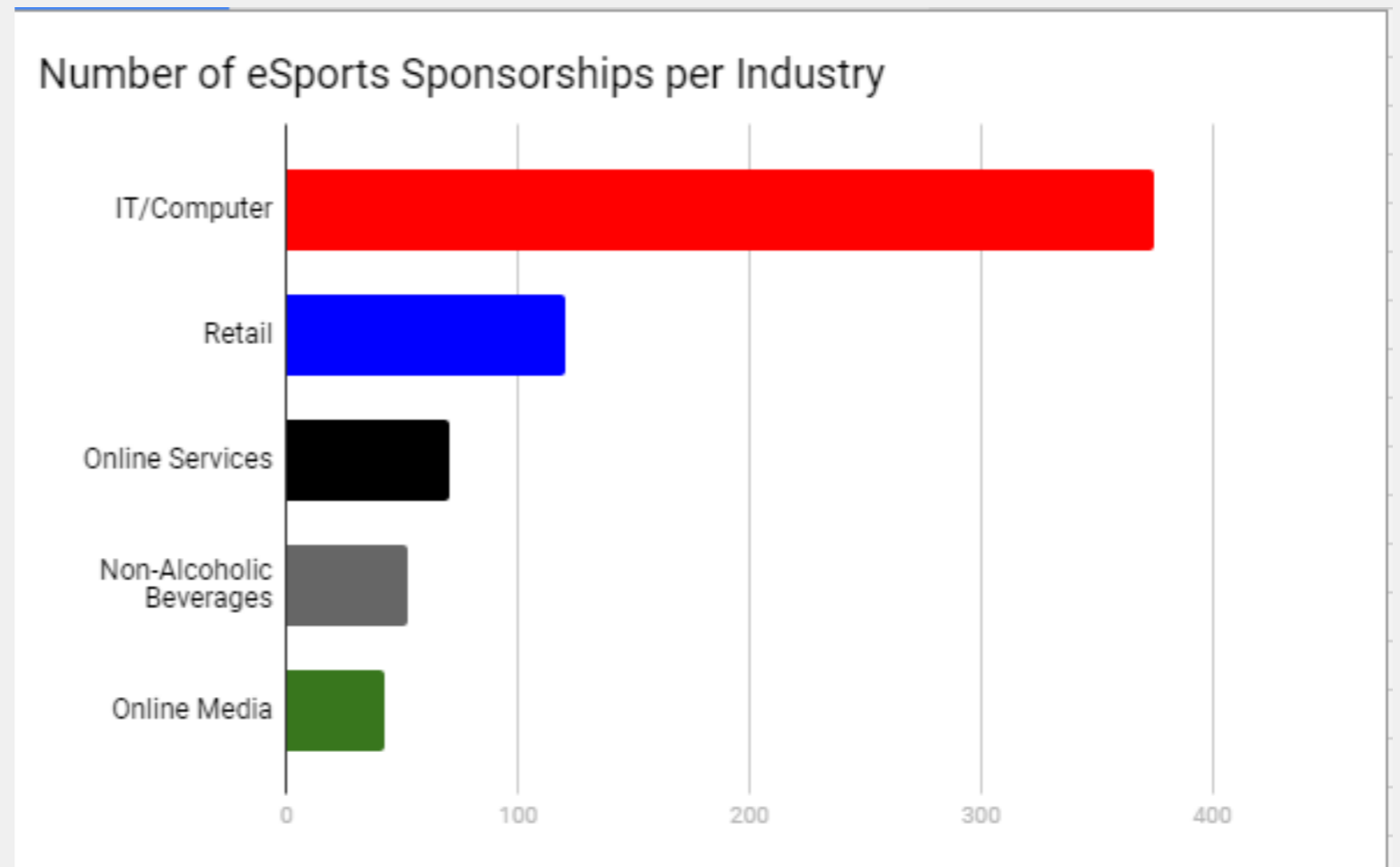


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YOUR BRAND IN THE ESPORTS WORLD

BUSINESS OPPORTUNITIES FOR BRANDS

Upon being surveyed, eSport viewers showed a strong preference toward specific categories that would be best to align with an esports tournament. Surveying also revealed that 82% of Twitch users believed that player sponsorship was beneficial to the community.



How to Budget For Esport Activation

- Tournament Sponsorship
 - The Natural Selection 2 (*by Unknown Worlds, an indie game developer*) World Championship cost a total of \$67,443, and sponsors of the tournament paid \$16,000 (about 24%). In comparison, big game developers, such as Riot Games or EA Sports, would pay millions to fund a tournament.
 - Along with sponsors, game developers usually pay around 50% of the total tournament cost.
- eSport athlete endorsement
 - Each eSport athlete endorsement or sponsorship varies based on how valuable the athlete is in terms of brand exposure, social media presence and participation in tournaments. It's a good idea to study their following and engagement with fans in advance to determine the athlete that best aligns with your brand.

Capabilities of Game Day Communications to Activate Your eSports Plan

- Strategic planning
- eSports athlete outreach and endorsement
- eSports tournament hosting
- Sponsorship and advertising placement
- Event staffing and management
- Video/photography
- Social media content development/distribution



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