ESPORTS IS EMERGING AS MORE OF A GLOBAL FORCE
# COMMERCIAL TRENDS IN SPORTS 2017

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ESPORTS IS EMERGING AS MORE OF A GLOBAL FORCE
ESPORTS: THE STATE OF PLAY IN 2017

- Established sports intrigued by eSports and its audience – and seeking most effective way to get involved.
- eSports market is fragmented and still not clear who holds power – and which revenue streams are sustainable long-term.
- Professional eSports teams and events increasingly trying to adopt structures and practices of traditional sports – with mixed success to date.
ESL ONE COLOGNE 2016

“Es| One Cologne” is an Electronic Sports League counter-strike: global offensive tournament

- Over 14,000 people attended the live show on each of the main event days
- Viewers on online platforms consumed a total of 31 million hours.
- With 40 million impressions on Twitter, 69 million impressions on Facebook, and 10 million video views, these metrics have grown by 135%, 60% and 100% respectively.

THE EVENT HAS REACHED OVER 7.5 MILLION UNIQUE FANS ON SOCIAL MEDIA, DOUBLING LAST YEAR'S REACH.
2016 LEAGUE OF LEGENDS WORLD CHAMPIONSHIP

- The final was held in front of a crowd of nearly 20,000 fans at the Staples Center in Los Angeles.
- The final was followed by 43 Million unique Viewers... ...with a peak concurrent viewership of 14.7 million
**ESPORTS IS EXPECTED TO GROW EXPONENTIALLY**

eSports revenue growth prediction ($ millions) - 2019

Includes: Media rights, merchandise and tickets, online advertising, brand partnerships, additional game publisher investment.
A PROFILE OF THE ASIAN ESPORTS FAN

- Young fan base: 60% under 35
- 74% of eSports fans are male
- Over 40% of eSports fans consume an hour of eSports content a day
- South Korea and China are prime markets
- 88% says they watch eSports events frequently
- Over 96% of eSports fans show interest in participation

A PROFILE OF THE US ESPORTS FAN

- **Fan base**: 14% of those 13+, up from 8% in 2015
- A **Millennial (and Male)** Majority – 77% male
- Engaged for an average of **4 hours a week**
- **Twice as likely** to stream sports events as non eSports fans
- **71%** stream events online, **40%** have viewed on TV and **23%** have attended an event in person

ESPORTS PERSONALITY BREAKDOWN

eSports fans are...

...AVID SPORTS FANS

eSports fans affinity for sports is indicative in every part of their life – from their day-to-day activities, to what they watch, their attire, and where they shop

...FAST-MOVING, INTERNET SAVVY, AND KEEP UP WITH THE LATEST TRENDS

Approximately 2/3rd of the eSports fan-base is comprised of Millennials, utilize the internet to socialize, and want all aspects of their life to meet the standards of their fast moving pace

VALUABLE CONSUMERS

eSports allows brands the opportunity to connect with the hard-to-reach audience of Millennial Men
COMPARED TO TRADITIONAL SPORTS, ESPORTS IS PERCEIVED AS MORE MODERN, HIGH TECH AND INNOVATIVE.

Moreover, both eSports and traditional sports are considered competitive and professional.

Emotional Associations: eSports vs. Traditional Sports – *Total eSports Fans*

"I enjoy watching others compete on a new level. As much as I enjoy football, hockey, baseball, and soccer, I still wanted to see a revolutionary idea for those of us that are more technologically intelligent."

"Love the innovation and advancement of technology it took to create this very sport."
ESPORTS HAS OPENED UP FRESH OPPORTUNITIES AND ASSETS FOR BRANDS

**OPTION 1**
SPONSORSHIP OF EXISTING TEAM/GAMER/EVENT

- Snickers and ELEAGUE

- Coca Cola and League of Legends World Championship

**OPTION 2**
ACQUISITION OF A TEAM OR CREATION OF AN EVENT

- Samsung acquired LoL team in 2013 – renamed Samsung Galaxy

- Bud Light All-Star Program finds & supports gamers
ESTABLISHED SPORTS ARE INCREASINGLY EXPLORING ESPORTS AND GAMING ACTIVITY

TRADITIONAL SPORTS TEAM ACQUIRING ESPORTS TEAM

Philadelphia 76ers became first North American sports franchise to acquire an eSports team.

EXISTING SPORTS ORGANIZATIONS STAGING TOURNAMENTS

‘Race Off’ eSports events held before each Formula E race, via Forza Motorsport 6 game – supported by Visa.

TRADITIONAL SPORT TEAM SIGNING ESPORTS PLAYERS

Creation of new advertising platforms for traditional sports and provides career path for short-life cycle of eSports gamers.
TRADITIONAL FOOTBALL CLUBS ENTERING “TRADITIONAL” ESPORTS

TRADITIONAL SPORTS TEAM ACQUIRING ESPORTS TEAM

Schalke 04 and Besiktas picked up League of Legends teams and will take part in the League of Legends Championship Series.
NBA IS CREATING ITS OWN ESPORTS LEAGUE
TEAMING UP WITH TAKE-TWO INTERACTIVE SOFTWARE

BY CREATING NBA ESPORTS LEAGUE, “ACTUAL” SPORTS REMAIN THE FOCUS OF ESPORTS

- This is the first time a U.S professional sports league has created its own eSports league.
- The Esports League will launch in 2018 and will consist of teams operated by NBA franchises.
- Each team will have five single players, and play in a real league format.
CASE STUDY

TWITTER AIRS ELEAGUE FINAL ADDS ESPORTS TO LIVE STREAMING LINEUP

ESPORTS IS A MEDIUM WITH HIGH POTENTIAL IN LIVE STREAMING CONTENTS.

• With online video platforms like twitch eSports have grown up on the Internet
• Twitter streamed two “ELeague” semifinal matchups, along with the final with a $1.4 million prize pool.
• This move is a part of Twitter’s strategy to become the place for live streaming of sports events
CASE STUDY

AS ROMA ENTERS ESPORTS IN PARTNERSHIP WITH FNATIC

Live: FIFA 17 match between AS Roma's new eSports stars and Wojciech Szczesny and Stephan El Shaarawy

Interactions
➢ 443,027 views
➢ 9,589 likes
➢ 1,600 comments
➢ 684 shares
SO WHAT’S THE OUTLOOK?

The eSports market is starting to settle, with game publishers likely to be the key to future revenues.

For established sports, there is huge value in eSports if the investment is right.

eSports is on course to become established as one of the leading global sports.
GRAZIE!

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