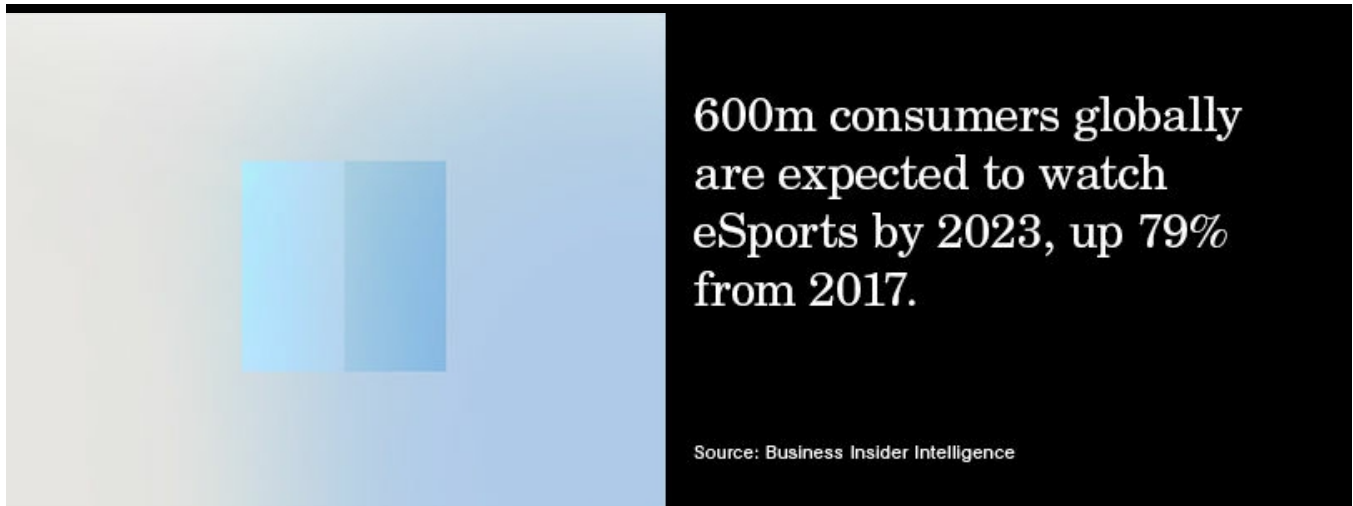


STAT: AUDIENCE FIGURES FOR ESPORTS SET TO SURGE

By Livvy Houghton and Alex Hawkins

06 : 12 : 2018 Leisure : ESports : Media



The number of spectators watching electronic sports and competitive video gaming is predicted to increase significantly, according to recent projections.

While not as mainstream as traditional sports in the US, the number of eSports fans is already sizeable at 335 million worldwide. This is set to increase by a further 265 million – the equivalent of 79% growth – over the next five years, according to a report from **Business Insider Intelligence**. Growth is being driven by multiple factors, including investment in eSports from traditional sports leagues and the expanding mobile-based sports scene.

As the worldwide eSports audience continues to grow – particularly among Millennials and Gen Z – so do opportunities for sponsorship. **Newzoo** anticipates that sponsorship revenue could reach \$359 million (£281m, €316m) by the end of 2018. In our two-part **eSports** market, we explore these topics in more depth, including how gaming is becoming a route for brands to reach male Millennials in particular.