

ESPORTS 2020

 **META** *verhulst mediasport*



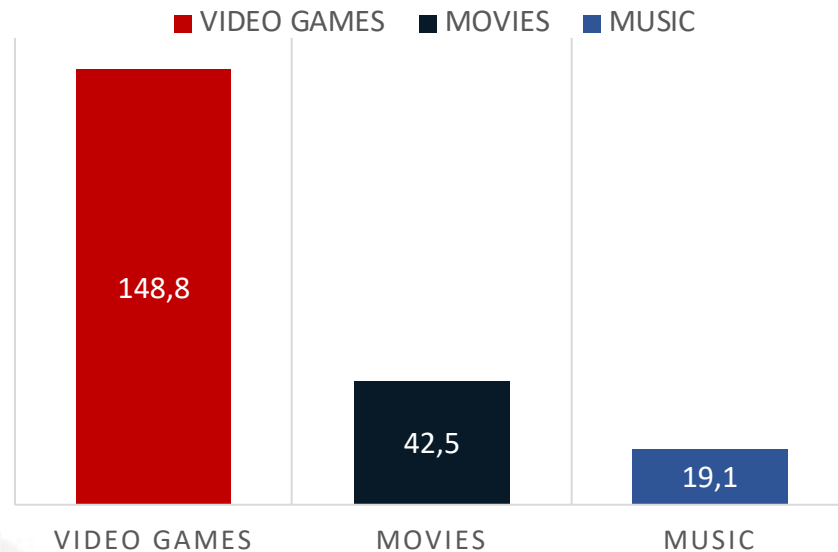
**VIDEOGAMES
GLOBAL**



VIDEOGAMES

KEY STATISTICS

GLOBAL REVENUE ENTERTAINMENT MARKET



VIDEOGAMES

- Videogames are the largest form of entertainment in the world
- In 2019 the global games market generated US\$148.8 billion from 2.5 billion gamers around the world
- By comparison, the global box office industry was worth US\$42.5 billion in 2019 while global music revenues reached US\$19.1 billion in 2018



**VIDEOGAMES
BELGIUM**



VIDEOGAMES

BELGIUM



+6.38 MILLION GAMERS

67.9% OF THE TOTAL POPULATION (16+)

VIDEOGAMES

BELGIUM

TOTAL % BELGIAN POPULATION (16+)



18% PAY FOR GAMES



67.9% PLAY VIDEOGAMES

SOURCE: LIMELIGHT 2019

VIDEOGAMES

BELGIUM

WE SPEND AN AVERAGE OF
€115 ON GAMES PER YEAR



PLAYING TIME HAS
INCREASED
19.3% IN Y-O-Y COMPARISON



WE SPEND AN AVERAGE OF
7 HOURS A WEEK PLAYING
VIDEO GAMES





ESPORTS



WHAT IS ESPORTS?

DEFINITION

ESPORTS – COMPETITIVE GAMING

Esports can be described as games being played on a competitive level, whatever type of game. It's a sport where the "athlete" plays a virtual persona within a virtual environment. Esports can also be called electronic- or digital sports, but still with its own identity when compared to traditional sports.



GLOBAL ESPORTS



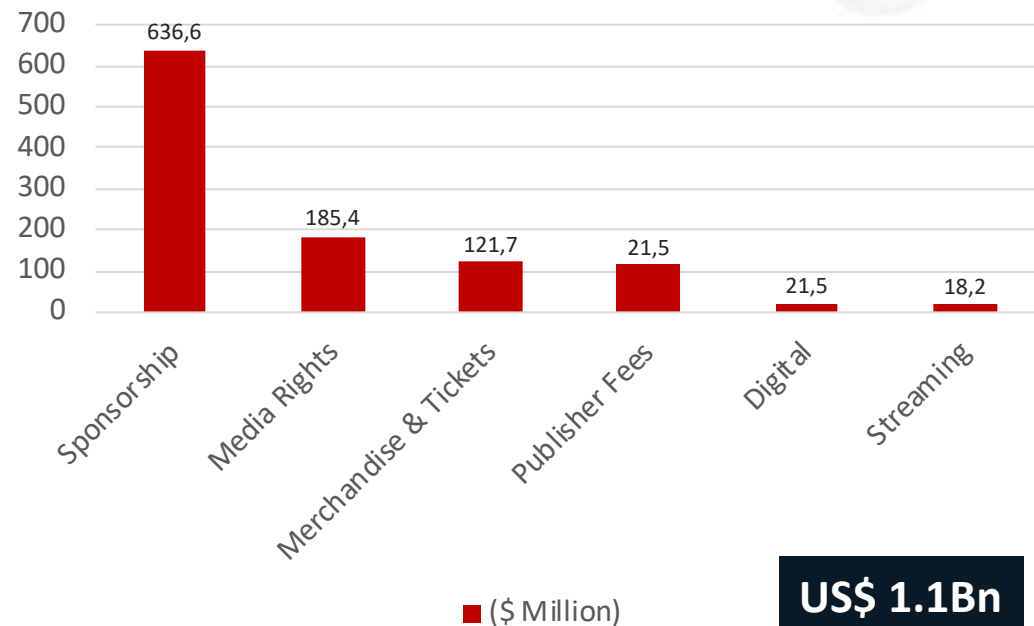
GLOBAL ESPORTS

KEY STATISTICS

ESPORTS – COMPETITIVE GAMING

- In 2019 Esports had a global audience of 443 million fans worldwide
- The Esports industry generated over 950 million in revenue (2019) and is expected to surpass 1.1 billion in 2020
- In 2019, an estimated 1.8 billion people were aware of esports worldwide, an increase from 2018's 1.6 billion.

GLOBAL ESPORTS MARKET



Year-on-Year Global Esports Viewers growth of 15.0%



Year-on-Year Global Esports Economy growth of +26.7% (topping 1\$ billion)

GLOBAL ESPORTS

LEAGUE OF LEGENDS WORLD FINALS 2019

BIGGEST GLOBAL ESPORTS COMPETITION



GRAND FINALS

>40,000
PHYSICAL IN ATTENDANCE
21.8 MILLION
AVERAGE MINUTE AUDIENCE

44 M
PEAK CONCURRENT VIEWERS

GLOBAL SPONSORS



ALIENWARE



For the 2020 season, LEC (European Championships of Riot Games) announced Kia Motors and Alienware as returning partners.

GLOBAL ESPORTS

PARTNERSHIPS



Other field notable brands that have signed deals with esports teams include Rocket Mortgage, Dr. Pepper, PUMA, AT&T, Honda, Monster Energy, AMD...

CLASSIC SPORTSTEAMS ALSO ENTERED THE WORLD OF ESPORTS:





**BELGIAN
ESPORTS**



ESPORTS

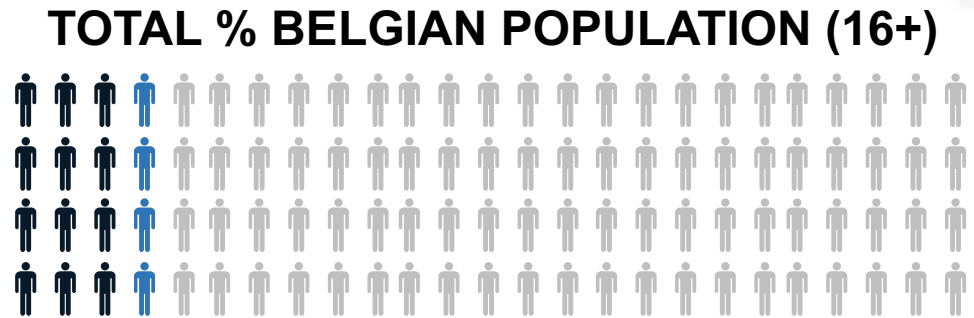
BELGIUM



+1 MILLION ESPORTS FANS

11.1% OF THE TOTAL POPULATION (16+)

11.1% ARE FAN OF ESPORTS



**33% INCREASE BY 2022 TO
1.25 MILION FANS**

BELGIAN ESPORTS

BY THE NUMBERS

58% 42%



GENDER

20-34



AVERAGE AGE

25% vs 17%



SOCIO-PROFESSIONAL CATEGORIES

4,6 vs 2,8



AVERAGE DEVICE OWNED

+ vs -



SOCIAL NETWORK SUBSCRIPTIONS

2,5 vs 1



AVERAGE MEDIA SUBSCRIPTIONS

14,6 vs 4,6



AVERAGE VIDEO GAMES PLAYED

89% vs 48%



CONSIDER ESPORTS A REAL SPORT



ECO SYSTEM

BELGIAN ESPORTS

ECO SYSTEM





COMPETITIONS

BELGIAN ESPORTS

COMPETITIONS IN THE REGION



BELGIAN ESPORTS

MOST RECOGNIZED LEAGUE



- Largest professional league in Belgium
- Licensed and produced by META
- Sponsored by Burger King, OMEN, Proximus & Audi
- Media partnerships with Sporza, HLN & La DH

PRIZE POOL

€12.500 per season

GAME

League of Legends

TEAMS

6 teams in 2020-21 season

BELGIAN ESPORTS

RIV4L COLLEGE LEAGUE



- Largest collegiate league in Belgium
- Sponsored by Burger King, Ethias, Audi, Coca-Cola, OMEN & Red Bull
- 2nd consecutive season
- Media partnerships with HLN & Tarmac

QUALIFIER FOR

University Esports Masters

GAMES

LOL, RL, FIFA20

PARTICIPATING UNIVERSITIES

19 teams



TEAMS

BELGIAN ESPORTS

MOST RECOGNIZED TEAMS



SECTOR ONE

ESPORTS TEAM

- CS:GO
- League of Legends
- Battalion1944
- Fortnite
- Hearthstone



RSCA ESPORTS

SOCCER CLUB WITH ESPORTS DIVISION

- League of Legends
- FIFA20



KV MECHELEN ESPORTS

SOCCER CLUB WITH ESPORTS DIVISION

- League of Legends
- FIFA20







PERSONALITIES

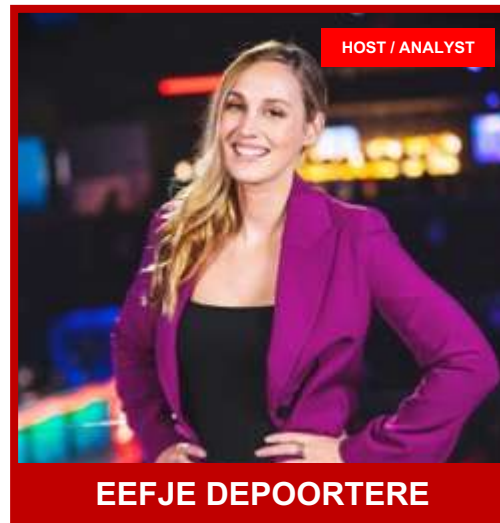
BELGIAN TALENT

INTERNATIONAL STARS







BWIPO

- +150.000 Social Media followers    
- 2018 European Champion with Fnatic
- Second place finish in the 2018 World Championship
- 3rd highest prize pool earnings in Belgium (+\$245.000)

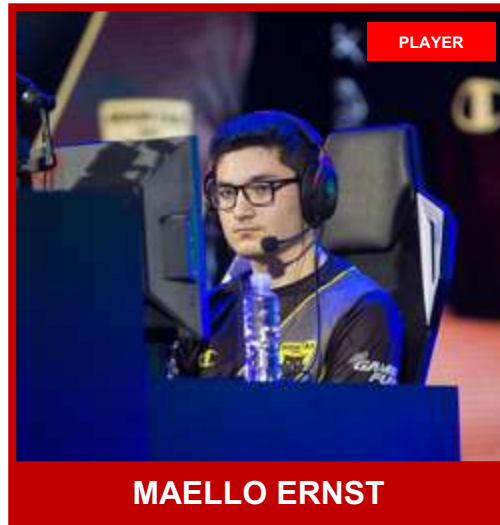


SJOKZ

- +1.000.000 Social Media followers    
- Host and personality for global esports events
- Estimated net worth in 2020 of \$500K - \$1M.
- Freelancer for multiple leagues and competitions

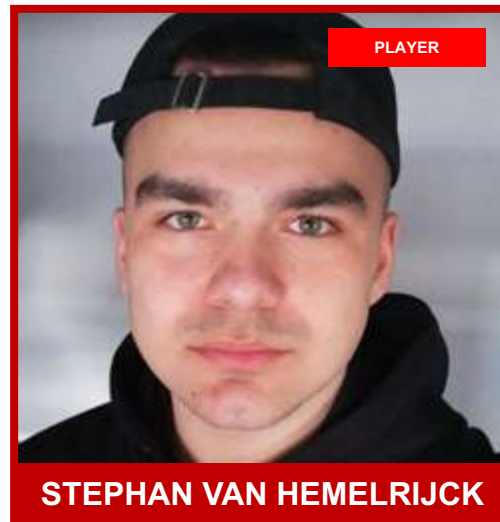
BELGIAN TALENT

INTERNATIONAL STARS



AZTRAL

- +10.000 Social Media followers
- Top Belgian Rocket League player
- \$28.445 prize pool earnings in 2019
- Youngest pro player in Belgium at the age of 17



SUEZHOO

- +200.000 Social Media followers
- +6M. YouTube video views in 2019
- Fortnite Creative World Champion 2019
- Highest prize pool earnings in Belgium (+\$300.000)





**ESPORTS
POTENTIAL
BELGIUM**



ESPORTS POTENTIAL

BELGIUM



+3.5 MILLION INTERESTED IN VIDEOGAME
COMPETITION

30.7% OF THE TOTAL POPULATION (16+)

ESPORTS

BELGIUM

72% ARE INTERESTED IN FOLLOWING



TOTAL % BELGIAN POPULATION (16+)



28% ARE INTERESTED IN PARTICIPATING



BRANDS

BELGIAN ESPORTS

BRANDS INVOLVED IN THE REGION





**HOW TO ENTER
ESPORTS**

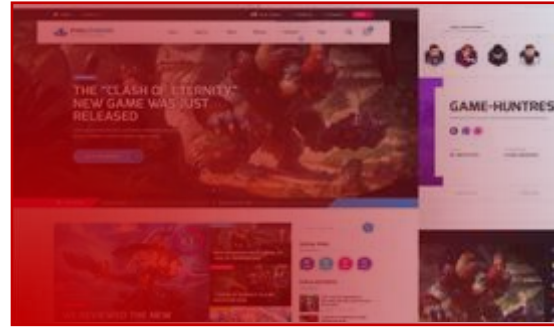


ESPORTS

HOW TO ENTER



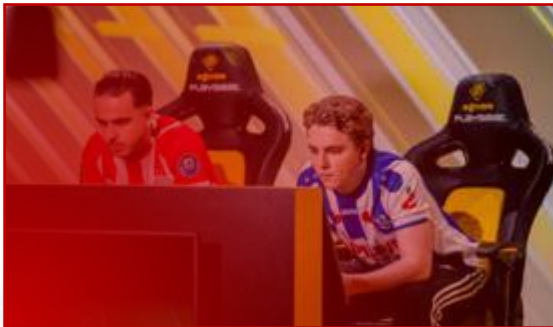
EVENT



MEDIA



PUBLISHER



LEAGUE



ESPORTER/STREAMER



TEAM



**WHY DO
BRANDS
INVEST?**

WHY DO BRANDS INVEST?

- Advertising towards millennials
 - Millennials are skeptical > They don't trust advertising
 - They interact on Social Media
 - 30% of Millennials engage with a brand on social at least once a month
 - Millennials are twice as likely to follow brands on social than the previous generation
 - Millennials have buying power
 - They value authenticity

ESPORTS: Engagement > Storytelling



**HOW TO GET
STARTED**



ESPORTS

HOW TO GET STARTED



Define which experts will be assisting you in the field of esports and videogames



Determine which challenges esports can help overcome for your brand



Choose the right partner and strategy to help achieve your goals



Create a story together and bring it to life.



Give back to the community and reinforce your brand

DEFINE

DETERMINE

CHOOSE

CREATE

GIVE



THANK YOU

Gonzague Lefere
gonzague@verhulst.be
02 / 657 90 70