



Esports event data suggest promising opportunities for post-pandemic future.

Esports Industry Stakeholders

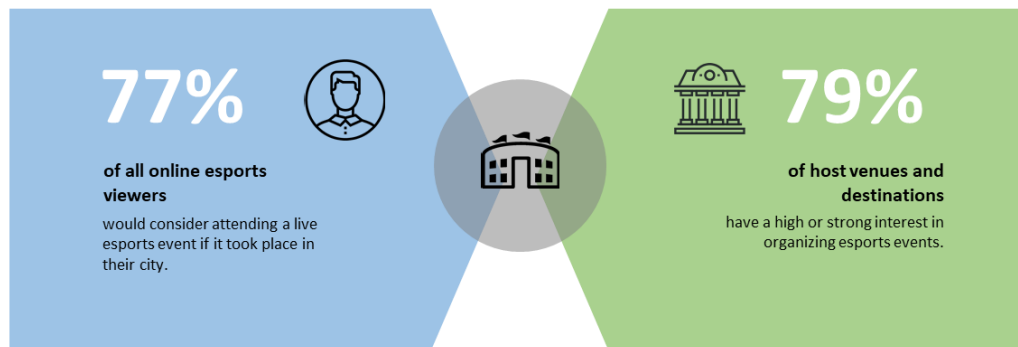
New York, December 8, 2020 - Recent study efforts led by CSL International and the Esports Entry Advisory (EEA) of the esports sector shows significant pent-up demand for more in-person events. Post-pandemic, and with implementation of venue safety protocols, EEA expects the esports sector to perform strongly in terms of new events, in-person attendance, economic impact, and continued growth of on-line viewership. Some key takeaways from [the study](#) include:

- Surveyed esports consumers and host facilities expect more in-person events
- In-person esports events outperform online-only events in terms of online viewership
- Smaller, in-person venues generate more online viewership than larger venues
- Esports can provide a model for other live event and entertainment industries with respect to monetizing digital engagement

EEA research throughout 2020 included outreach to the global gaming community through surveys, focus groups and interviews. The researchers also conducted an in-depth analysis of historical esports event data in collaboration with Newzoo, the world's leading esports and gaming analytics provider. "Our objective was to create the first real supply and demand research effort specific to live esports events for our clients and partners," explains Angela Bernhard Thomas of EEA, "and to explore the potential demand for live esports events in a post-pandemic environment."

Surveys distributed by the group show that 77 percent of gamers throughout North America are interested in attending an in-person esports event as soon as possible, while 79 percent of event venues and destinations are "very interested or significantly interested" in hosting these events in the future. At the same time, only 17 percent of those surveyed have actually been to an event and less than 40 percent of host venues/destinations have hosted esports events. "Many of the survey participants in smaller or mid-sized communities explained that they just don't have events or facilities nearby. This gap between live event interest and access to events is significant, and represents a very real, long-term opportunity to develop more events that generate economic impact and hotel room nights on a more regional basis throughout the country", explains Tyler Other of CSL International.

1 Consumers and event venues both want more live esports events

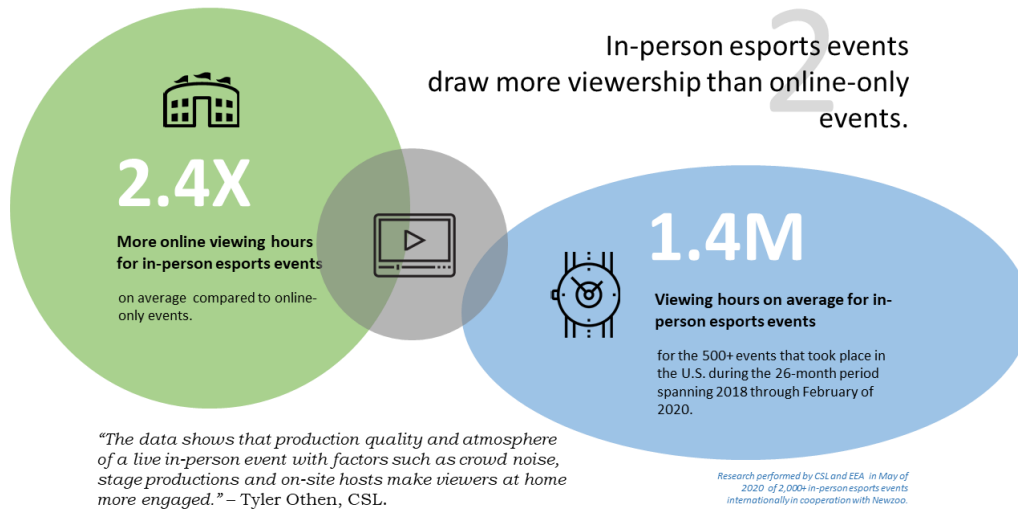


Research performed by CSL and EEA in May 2020 among 2,200 gamers in the U.S.

Research performed by CSL and EEA in June 2020 among 60 event facility and DMO decision makers in the U.S.

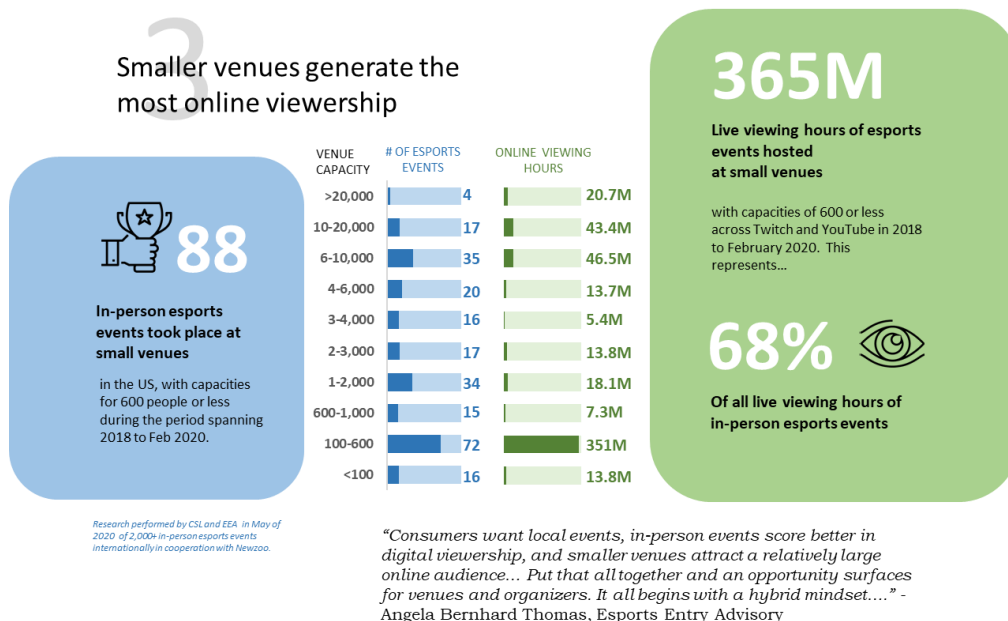
At the same time, the study shows that the online participation is much higher with live events versus digital only productions. Analysis of viewership data of 2,000+ esports events globally shows that in-person events generate 2.4 times more viewership hours than online-only events. The live audience, production quality, and overall excitement of in-person events keeps viewers engaged. According to Angela, "Organizers of events that converted to an online-

only event format during the pandemic have echoed what we've found, fans are eager for the return of live events and value both the social and experiential elements of live esports, whether they participate digitally or in person."



Interestingly, the EEA research shows that while live crowds are important to increasing online participation, it is often the smaller venues that generate the higher online engagement. According to the data analysis, events at venues with capacities of 600 or less generated 68 percent of all event viewership hours between 2018 and the beginning of 2020. "This highlights the unique opportunity for smaller, local venues, destinations and event organizers to tap into this massive digital marketplace," notes Peter Warman, Co-Founder and CEO of Newzoo. "I'm fascinated with what CSL and EEA have done with our data. The results surprised me to some extent and made me realize that the 'hybrid' event business model could well benefit the smaller and mid-sized events or venues the most."

The study provides evidence that a significant portion of revenues could come from online viewers. This is not a new model, especially not to the games and esports industries, who have pioneered many ways to monetize the digital space, including prize pool contributions, paid attendance or premium viewership options, virtual items and more. "Local esports events could pave the way, but other live entertainment formats, especially those with a younger fanbase should start adopting a 'hybrid mindset' right now," stated Peter.



To convey their findings, the group has prepared the [accompanying infographic](#) that summarizes these findings, with several similar analyses being prepared over the coming weeks/months. This initial graphic shows the potential esports has to not only inspire the development of more in-person/hybrid esports events, but also the opportunity for small venues to garner online viewership for other live entertainment events.

"We're excited to keep the ball moving with our research. I think this is just a glimpse of what's to come, and we're excited to incorporate these findings in our individual project work," added Tyler, "I think these findings will help guide some of our clients in designing purpose built or multipurpose esports spaces, hybrid events, or broadcast and streaming technologies in the future for utilization across all event categories."

The group's next infographic will highlight the analysis of consumer digital spending in hybrid events, followed by a comprehensive state of the industry report that will provide a snapshot of the past, present, and future of in-person esports events. For more information regarding their efforts, please visit <https://www.eea.gg>

About EEA

The EEA is a strategic partnership formed by three highly experienced consulting firms in the esports space: CSL International, A-Game Esports, and Simply New. Together, these firms assist venue developers, destination marketing organizations, sports commissions, facility managers, and other sports/ entertainment industry stakeholders by providing tailored market analyses, return on investment, facility development guidance, and technology consulting, among other advisory services.

www.eea.gg

About CSL

Convention Sports and Leisure International (CSL), the consulting and advisory division of Legends, has provided esports futures analyses and entry strategy plans for markets such as Washington, DC, San Antonio, Los Angeles, South Bend (IN), Atlantic City, Boston, Bloomington (MN), and other destinations throughout the country. In total CSL, has conducted over 1,000 planning projects focused on the tourism assets, facilities, policies, resources, and other features needed to attract visitors and events to a market. CSL's reputation is built on meeting client needs by delivering quality services that have credibility in the marketplace. Led by industry veteran John Kaatz and Esports Lead Tyler Othen, the firm provides these services by drawing on the years of experience of a large professional staff—one of the largest and most experienced in the convention and sports consulting industry.

www.cslintl.com

About A-Game Esports

A-Game Esports, founded by Angela Bernhard Thomas, has deep industry relationships, knowledge, and experience in the highly specialized verticals related to esports and gaming. Projects include work with clients and legendary collaborators such as Activision Blizzard, Xbox, Pepsi, Twitch, Coca Cola, ESL, and Microsoft. Angela co-pioneered the first agency fully dedicated to esports, executive managed studio operations and content production for Microsoft MIXER Studio and co-developed the esports initiative in Atlantic City through a Public/Private Partnership with the Casino Reinvestment Development Authority, the first and only one of its kind in the nation. As a boutique consultancy agency, A-Game Esports guides clients to successfully navigate the complex crossroads of gaming, esports, and entertainment through events, marketing, partnerships, and business strategies. www.agame.gg

About SimplyNew

SimplyNew is an award-winning pioneer of live participatory events, studios, and experiences since 1992. Founder Marc Scarpa combines 20 years in the digital space and live broadcasting with an understanding of consumer interests and popular culture. Most recent notable works include the Esports Stadium Arlington. At 100,000 square feet, it is the largest dedicated esports facility in North America. The facility serves as a turnkey solution for esports events and productions, built to meet the unique needs and demands of the esports community. Before Arlington, the company led the development, tech design/build, and programming for the Microsoft MIXER Studio in their Flagship Manhattan store. SimplyNew combines technology and broadcast media to create innovative, engaging, successful participatory media experiences and technology design throughout the world. www.simplynew.com

About Newzoo

Newzoo is the world's leading provider of games and esports analytics. With over a decade of market expertise, Newzoo is proud to help some of the most successful entertainment, technology, and media companies around the world, such as EA, Bloomberg, PepsiCo, Vodafone, target their audience, track competitors, increase brand awareness, spot opportunities, and make strategic and financial decisions. Newzoo's product portfolio includes the Global Games and Global Esports Market Reports, proprietary Consumer Insights profiling consumer behavior and preferences in 33 key markets across the globe, Newzoo Pro, Expert and Consulting. For further information, please visit newzoo.com and get in touch at press@newzoo.com.

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