

Future of Events: Esports as Inspiration

This infographic is the first in a series exploring opportunities for the live event industry using gaming and esports as inspiration. Consumer data and esports industry analysis have been compiled and compared for the first time to develop key industry insights.



The Hybrid Mindset



DECEMBER 2020

1 Consumers and event venues both want more live esports events

77%



of all online esports viewers

would consider attending a live esports event if it took place in their city.

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

79%



of host venues and destinations

have a high or strong interest in organizing esports events.

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



2 In-person esports events draw more viewership than online-only events.

2.4X

More online viewing hours for in-person esports events

on average compared to online-only events.



1.4M

Viewing hours on average for in-person esports events

for the 500+ events that took place in the U.S. during the 26-month period spanning 2018 through February of 2020.

Research performed by CSL and EEA in May of 2020 of 2,000+ in-person esports events internationally in cooperation with Newzoo.

"The data shows that production quality and atmosphere of a live in-person event with factors such as crowd noise, stage productions and on-site hosts make viewers at home more engaged." – Tyler Othen, CSL.



3 Smaller venues generate the most online viewership

88

In-person esports events took place at small venues

in the US, with capacities for 600 people or less during the period spanning 2018 to Feb 2020.

VENUE CAPACITY	# OF ESPORTS EVENTS	ONLINE VIEWING HOURS
>20,000	4	20.7M
10-20,000	17	43.4M
6-10,000	35	46.5M
4-6,000	20	13.7M
3-4,000	16	5.4M
2-3,000	17	13.8M
1-2,000	34	18.1M
600-1,000	15	7.3M
100-600	72	351M
<100	16	13.8M

365M

Live viewing hours of esports events hosted at small venues

with capacities of 600 or less across Twitch and YouTube in 2018 to February 2020. This represents...

68%



Of all live viewing hours of in-person esports events

Research performed by CSL and EEA in May of 2020 of 2,000+ in-person esports events internationally in cooperation with Newzoo.

"Consumers want local events, in-person events score better in digital viewership, and smaller venues attract a relatively large online audience... Put that all together and an opportunity surfaces for venues and organizers. It all begins with a hybrid mindset..." - Angela Bernhard Thomas, Esports Entry Advisory

NEXT INFOGRAPHIC

Future of Events: Paying for digital experiences

The Hybrid Mindset



How can the entertainment industry better monetize in-person as well as online fan engagement? The first step is adopting a hybrid mindset.

Live esports events have always been hybrid. Esports are more than a new business opportunity. They are an inspiration for the future of live entertainment.

supported by newzoo

We are ready to help.

