

How can media companies align with eSports?

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Are there common demographics between eSports and traditional sports viewership?

While baseball is the most popular sport for American traditional sports fans, the percentage is much lower amongst American eSports fans. All 3 of the other top 4 sports have much higher percentages of fans amongst esports fans than baseball. Of note, football, basketball, and soccer have popular, well received video game franchises, while baseball does not.

Madden NFL 18: 1.71 Million US Sales

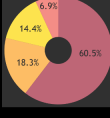
FIFA 18: 1.24 Million US Sales

NBA 2K18: 2.09 Million US Sales

MLB The Show 18: 0.66 Million US Sales

Favorite sport among traditional sports fans

Favorite sport among eSports fans



Football
Basketball

Soccer
Baseball

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Are eSports only marketable to men?

No, as a matter of fact, 55% of all people who like the term 'video games' on Facebook are women. Holding that percentage, eSports marketers are missing up to 51% of their target audience based on the terminology they use to market their event.



Percentage of men and women who like 'Video Games' on Facebook

Percentage of men and women who like 'eSports' on Facebook

Percentage of men and women who like 'electronic sports' on Facebook

Percentage of men and women who like 'Major League Gaming' on Facebook



Men (%)

Women %

Missing Market(%)

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Other Observations



In English Speaking countries (USA/UK), Cloud9 is the most popular eSports team

Cloud9's fanbase is 57% male and 43% female

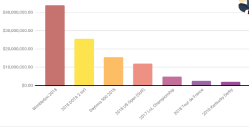


In non-English speaking countries (France and Germany), Fnatic is the most popular eSports team.

Fnatic's fanbase is 97% male and 3% female

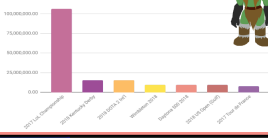
Total Prize Pools at Sporting Events

Traditional Sports V. Esports



The 2018 DOTA 2 International tournament had the second highest cash prize of any sporting event.

Peak Viewership of Sporting Events



The 2017 League of Legends Championship had a peak viewership nearly 100,000,000 higher than any other sporting event.

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Our Recommendations



- Focus on phrasing. Phrases like "Major League Gaming" should be avoided.
- Focus on teams with wide appeal. Cloud9 is wildly popular in English speaking countries.
- Offer exclusive content on streams.
- Hosting or sponsoring a large scale eSports event would solidify NBC as an eSports broadcasting player.
- League of Legends streams have the highest viewership, so broadcasting and sponsoring an event where LoL is played would directly benefit NBC.

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