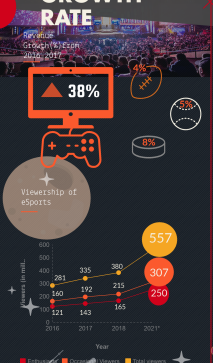
Growth Rate | Target Audience | Online Presence | Solution

NBCUniversal

How NBCUniversal can enter the growing eSports market

GROWTH RATE

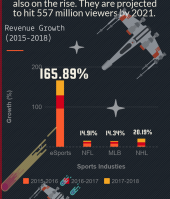


01

Revenue Growth

According to Julia Travers, a tech writer, the total revenue for eSports was $493 million in 2016. The industry grew by 38% in 2017 to $655 million. When compared to traditional sports such as the NFL, MLB, and NHL, the eSports market exhibits great potential for growth.

Viewership trends for eSports are also on the rise. They are projected to hit 557 million viewers by 2021.



02

TARGET AUDIENCE

Who is the target audience?

- Millennials (18-34 years old)
- Community-based
- Similar demographic trend in NBA

71% of eSports fans are millennials

45% percentage of eSports fans who are more likely to use a service for its community-based sites

NBA Demographics

2nd youngest sports demographic

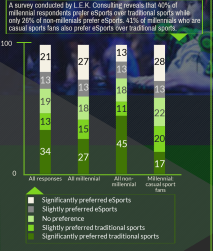
42 median age of NBA sports viewers

22% percent growth by revenue

Median age of viewers

NBC Sports **52** | Esports **28**

A survey conducted by L.E.K. Consulting reveals that 40% of millennial respondents prefer eSports over traditional sports while only 28% of non-millennials prefer eSports. 41% of millennials who are casual sports fans also prefer eSports over traditional sports.



Online Enhancement

Total Action

1. B·R — 197.8M
2. ESPN — 133.3M
3. Whistle Sports — 50.1M
4. [illegible] — 25.9M
5. FOX — 19.3M

ESPN **204.4 M** in total audience

03

Online Engagement

In August 2017, according to Shareablee, the top five sports media companies are Bleacher Report, ESPN, Whistle Sports, CBS Sports, and FOX Sports based on Total Actions. Total Actions are reactions, comments, shares, retweets and dislikes. NBC Sports ranks 8th on the list.

Like NBC Sports, ESPN is a sports media company that primarily focuses on traditional sports. ESPN has shown more eSports coverage in the past few years. As of August 2017, ESPN leads the industry with a total audience of 204.4 million users from Facebook, Twitter, and Instagram.

	ESPN	NBC Sports
Instagram FOLLOWERS	11.2 M	166 K
Instagram POSTS	16.6 K	5.2 K
Facebook FOLLOWERS	18.7 M	2.3 M
Facebook LIKES	19.1 M	2.3 M
Twitter FOLLOWERS	33.9 M	933 K
Twitter TWEETS	97.7 K	128 K
YouTube SUBSCIBERS	4.1 M	548 K
YouTube VIDEOS	17 K	5.2 K

04

NBC ESPORTS
GAME DEVELOPMENT

Solution

NBC eSports

Our solution is to increase online engagement through streaming and social media platforms. This can be achieved by developing a new subsidiary called "NBC eSports", which is a source for streaming games and highlights. This will be kept separate from the traditional NBC Sports subsidiary. This will allow each branch to focus on their respective target audience and preferred platforms. This branch can be advertised through social media platforms and other eSports channels.

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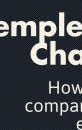
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Temple Analytics Challenge

How can media companies align with eSports?

powered by PIKTOCHART