



WHY ESPORTS IS:

THE NEXT AUDIENCE OPPORTUNITY FOR MEDIA

This is an exclusive white paper, brought to you by Esports BAR.

GENERIC OVERVIEW WITH FIGURES

❖ 62% of viewers are aged between 18-34

❖ +500 million esports viewers expected by 2021

❖ “Esports can make media great again ”

Dmitriy Karpenko – Business Development Director, WePlay! Esports

WHAT IS ESPORTS FOR MEDIA?

Esports brings a new momentum to media

62%
of esports
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+500
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With its expansion, esports has provided access to a new audience that was more delicate to reach for media.

Gens Y and Z are now known to be sensitive to brand sponsorship – 58% perceive brand endorsement as positive (Nielsen). With 62% of the esports viewers being aged 18-34, it is safe to say that esports is the next gen's cultural phenomenon.

It is now common knowledge that esports' audience is expected to boom, and by 2021 it will represent +500 million persons. This represents a huge audience to reach for media and a whole new area to work on.

In terms of revenues, expected growth according Newzoo is +26.7% in 2019 exceeding for the first the billion dollars revenues.

Covering esports with new contents, integrating esports as a top topic is both a way to reach digital natives and enlarge the audience that until now tended to turn themselves away from traditional media.

EMERGING MEDIA PLATFORMS

“Esports can make media great again ”

Dmitriy Karpenko – Business Development Director
WePlay! Esports



With the boom of esports, new media platforms are emerging. A sense of community has grown among the audience creating a need to have platforms to share content & esports news. Twitch is a perfect example of a new form of media emerging thanks to esports. Streaming video games parties, competitions and tournaments have now a dedicated platform.

On a more traditional level, media journals specialised in esports have now appeared and share of esports news & announcements: *DOT Esports*, *The Esports Observer*... Added to this we see emerging media platforms like WePlay! Esports a 100% dedicated to competitive gaming...

Media are key to make esports a growing cultural phenomenon

ESPORTS
+
MEDIA

82%
of 2019 esports
revenues will
come from brand
investments

But it's a two-way relationship. While esports brings new audience and content opportunities to media, media offer competitive gaming access to greater visibility, structure and data.

With media platforms involved in esports or even dedicated to competitive gaming, it allows this industry to gain visibility and acknowledgment. With reports on the industry, an attentive focus on emerging tournaments & players, media propelled esports under the spotlight.

And, more visibility means more investments. Esports being increasingly popularised, investments are getting common: brands advertising and sponsoring events, teams or even players like MasterCard with Riot Games, Budweiser launching Bud Light, « The Beer of esports ». Sports players are building teams like Rick Fox with the team Echo Fox or sports organisation like the Premiere League which created the ePremiere League with EA in 2018.

According to Newzoo, 82% of esports revenues in 2019 will be from investments of brands.

ESPORTS & MEDIA: THE NEXT LEVEL

A virtuous partnership

Monetisation is already part of the game for media: Twitch created its Twitch Prime Day in a partnership with Amazon. Every member of Twitch who has an Amazon Prime account can access and benefit from Twitch Prime with free games, exclusivity and dedicated content.

To top up, during Amazon Prime Days in July 2019, *Twitch sells out* was launched, a specific live shopping show, enabling members to access discounts on specific Amazon products selected by Twitch and also in-game content, Twitch merchandising...

One out of many examples of how esports and media are intertwined and profit to each other.

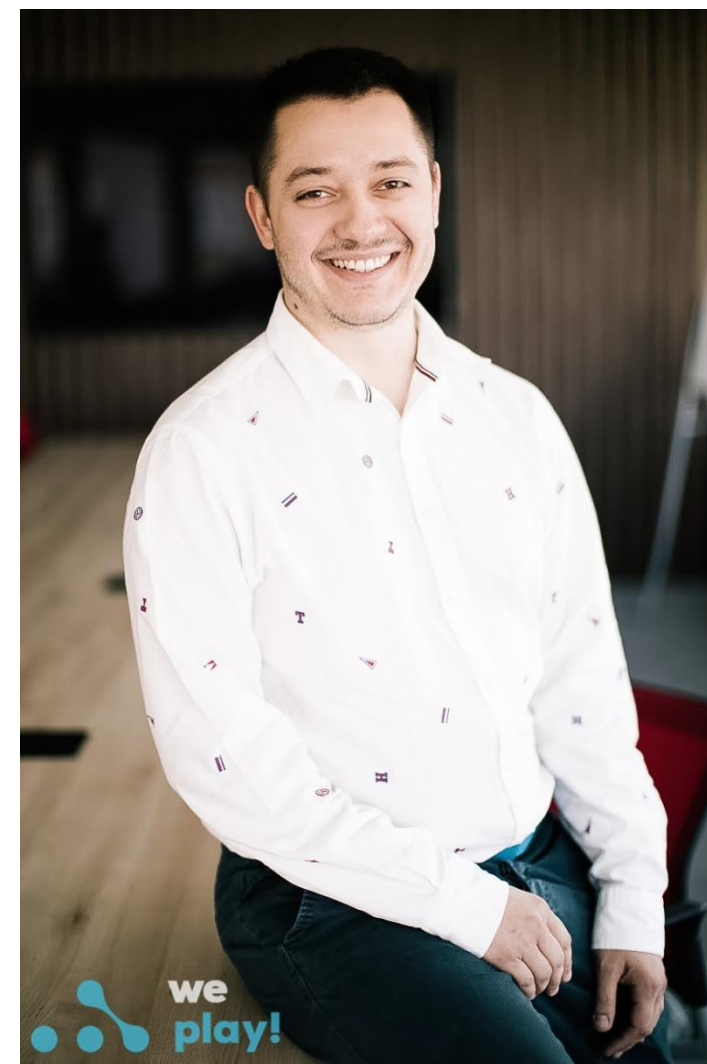


PERSPECTIVES FROM DMITRIY KARPENKO : INTERVIEW

Dmitriy Karpenko
WePlay! Esports
Business Development Director



Former Quake 3 Arena pro-player with 14 years of experience in consumer research, brand positioning, communications, business development and B2B sales, including product placements, sponsorship and brand integrations. Started his career as an account manager in consumer research agency and in 4 years became its CEO, after next 4 years successfully sold the agency and switched to the “client side” to learn from inside how marketing works in big enterprises. Worked in insurance, food retail, banks, beverage and film industries. Studied storytelling, copywriting and screenwriting to infuse them into marketing and now brought this extensive experience to esports.



PERSPECTIVES FROM DMITRIY KARPENKO : INTERVIEW

HOW ESPORTS IS CONTRIBUTING TO THE EVOLUTION OF MEDIA IN GENERAL?

For traditional media esports is an innovative content, that attracts a young audience.

For digital/social media it is a traditional content, that retains the audience.

Esports, as an integral part of gaming video content, is in itself a communication channel for many brands and companies, because modern people born to a world where gamification is used almost everywhere and has become a new social norm. The concept of gamification means entertainment, excitement, amusement and engagement, and if some content does not contain any of these, it becomes irrelevant to now young but soon to be mature consumer. Regular advertising becomes ineffective: to convey thoughts or motivations, more voluminous and relevant content in the form of storytelling is needed, which should form the necessary understanding and attitude to the brand.

“For traditional media esports is an innovative content, that attracts a young audience.

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Dmitriy Karpenko – WePlay! Esports

PERSPECTIVES FROM DMITRIY KARPENKO : INTERVIEW

WHEN YOU STARTED WEPLAY! ESPORTS, WHAT WERE YOUR MAIN OBJECTIVES? HOW DID YOU START THE MEDIA PLATFORM?

The founders started this company as a hobby. They ran a network of computer clubs: they were gamers themselves, they watched gamers play. Then Twitch appeared with live streaming, and it became clear, that there are many people who seek exciting gaming video content. But rather than developing yet another streaming service, they decided to build a company that would produce such content. A few years ago marketers declared that content is the king, but now there is too much content and often it is low-grade. Nowadays context is the king: it takes a few seconds to make a decision before swiping and every brand seeks the right context fit. Analysis of the existing gaming and esports video content made clear, that the future is in a democratic, friendly, entertaining and fun format of such content. This is where native and viral integrations take place.

PERSPECTIVES FROM DMITRIY KARPENKO : INTERVIEW

ACCORDING TO YOU, WHAT CAN ESPORTS BRING TO MEDIA AND ON THE CONTRARY, WHAT MEDIA CAN ADD TO ESPORTS?

Esports can make Media great again in a sense of making Media much more relevant to Gens Y and Z. But esports should definitely learn from Media what it takes to grow up, be mature and how to stay evergreen. Esports was born thanks to gaming enthusiasts and now many young talented people work in it, and all of them must understand that they play a game called “Real Media Business” on “Reality” level of difficulty – and there is no respawns or save-points.

WOULD YOU SAY IT'S THE IDEAL PARTNERSHIP?

Yes, but even more of that - I'm convinced that it is a vital necessity.

PERSPECTIVES FROM DMITRIY KARPENKO : INTERVIEW

AS WE CAN SEE THAT NEW MEDIA FORMATS ARE EMERGING THANKS TO ESPORTS, WHAT FUTURE PERSPECTIVES IS THERE FOR MEDIA WITH ESPORTS GROWING?

An ideal perspective is to help esports to cross the gap between the innovators and the early adopters, and then the gap to the early majority. For that it is necessary to form not only the knowledge about esports, but also an understanding of it. And for this purpose esports must gradually move away from the hardcore content to a more casual format. It will not happen at a time, but it is the only way for esports to get a chance to become the new soccer or NBA, and for media to retain the number of subscribers, readers or viewers. We live and, apparently, will continue to live in an experiential economy, which means that the consumer buys not just a product or service - consumer seeks specific experience. Emotions are our new world's currency, and the more vivid and unique experience we can create, the more valuable it will be for the consumer.

HOW DO YOU SEE WEPLAY! ESPORTS IN THE NEAR FUTURE?

World's most valuable esportainment company.



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About Esports BAR

At Esports BAR, we are committed to transforming the sport of the digital generation into the future of entertainment by providing industry leaders with the most productive and meaningful events where esports tastemakers and non-endemic top-management executives meet to shape esports' future.

For more information, please contact our BARtenders:
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