

Chart 2a: Esports online viewers versus traditional ball sports on TV

## Esports Audiences Versus Other Sports

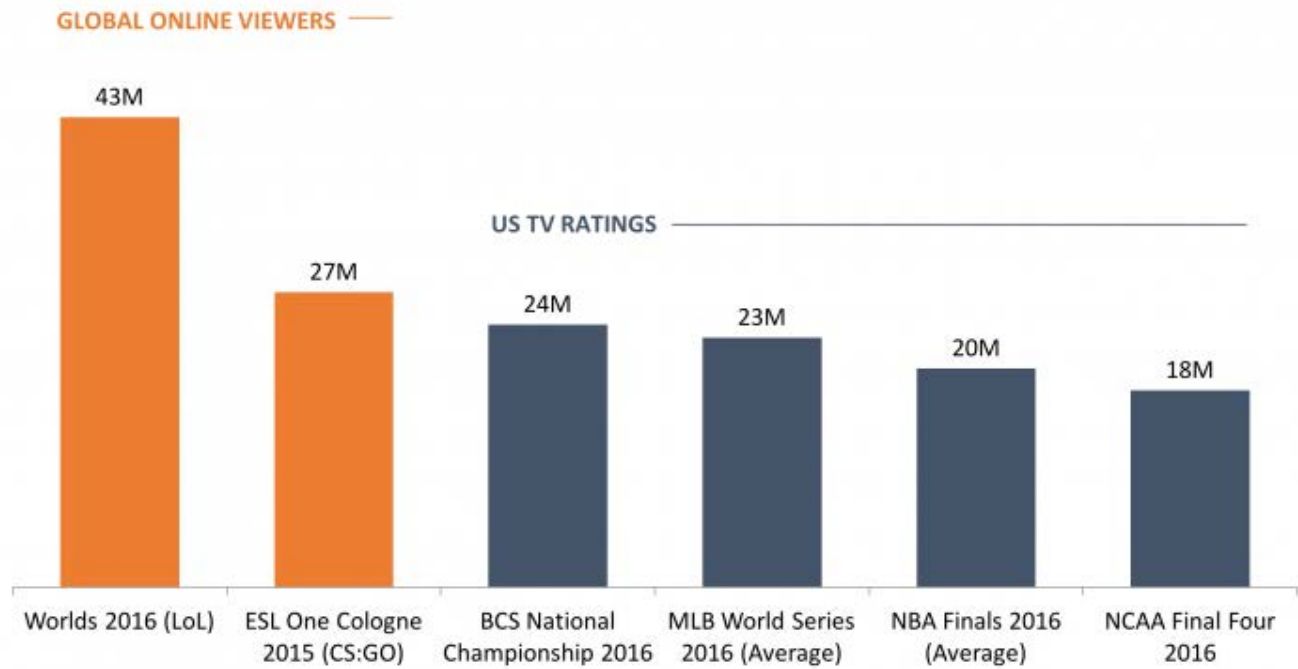


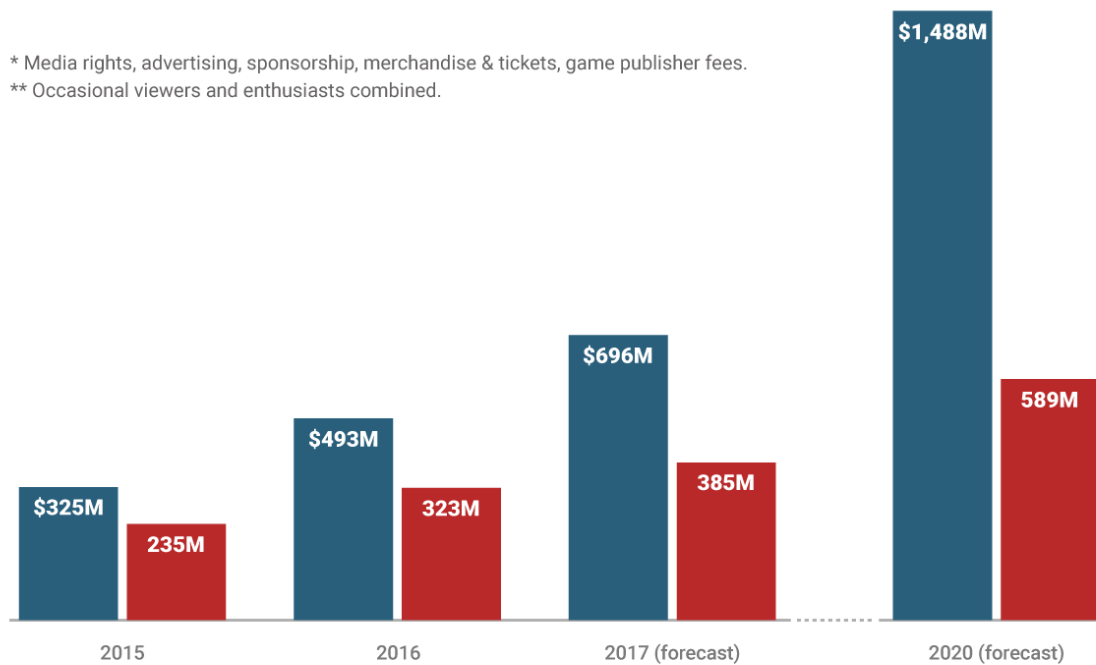
Chart 2a: Esports estimated growth in audience and revenue

## ESPORTS REVENUES AND AUDIENCE GROWTH, 2015-2020

■ Total revenues\*   ■ Total audience\*\*

\* Media rights, advertising, sponsorship, merchandise & tickets, game publisher fees.

\*\* Occasional viewers and enthusiasts combined.



SOURCE: Newzoo