

Magid

esports  
Ad Bureau



## Brand Integrations and the U.S. Esports Audience (Woman Breakout)

A Study Commissioned by the Esports Ad Bureau and Conducted by Magid Advisors

June 2017

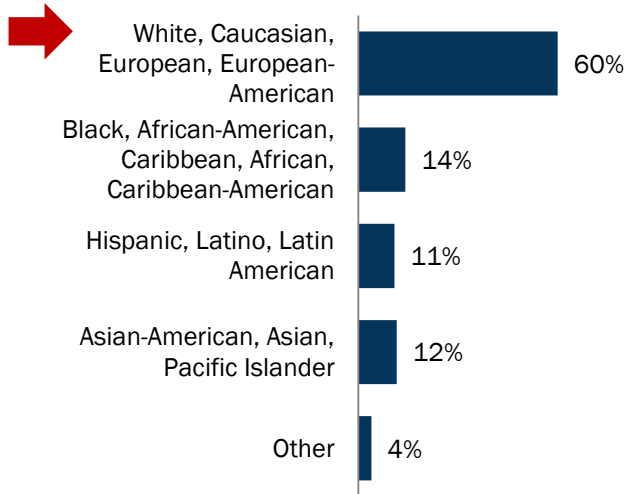
# STUDY BACKGROUND

# This Study's Objectives

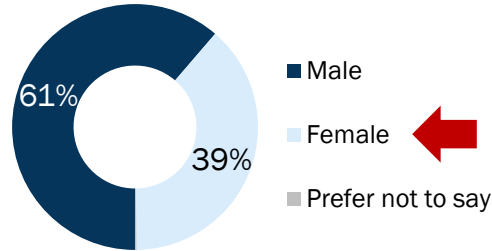
1. Determine the value of the esports audience to brands
2. Understand which brand categories could be most effective to promote to the esports audience
3. Explore current and potential brand engagements at live esports events
4. These slides are a breakout and deeper dive on the woman demographic

# This Study's Audience Profile

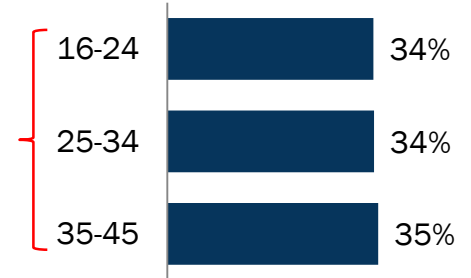
## Ethnicity/Background



## Gender



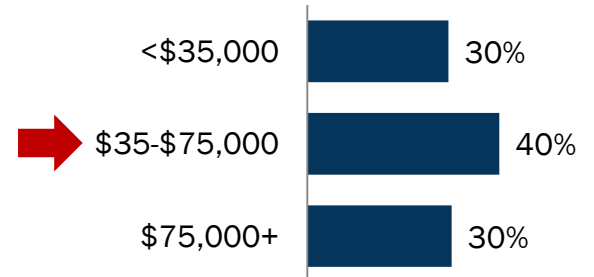
## Age



## Weekly Activities



## Income



# WOMEN VIEWING

# Women are a Key Factor for Future Esports Growth

- Almost half of the people who play electronic games in the US are women
- Therefore, gaming, in general, is not foreign to this cut of the population
- But they are starting to discover specifically esports more and more...

# Women are a Key Factor for Future Esports Growth

- Nearly 1/3 of the US esports audience is **currently** comprised of women, age 16 to 45, with an average age of 31 \*
- 78% of these women began following esports within the past year
- Nearly 50% of the audience most interested in watching esports in the near future are women

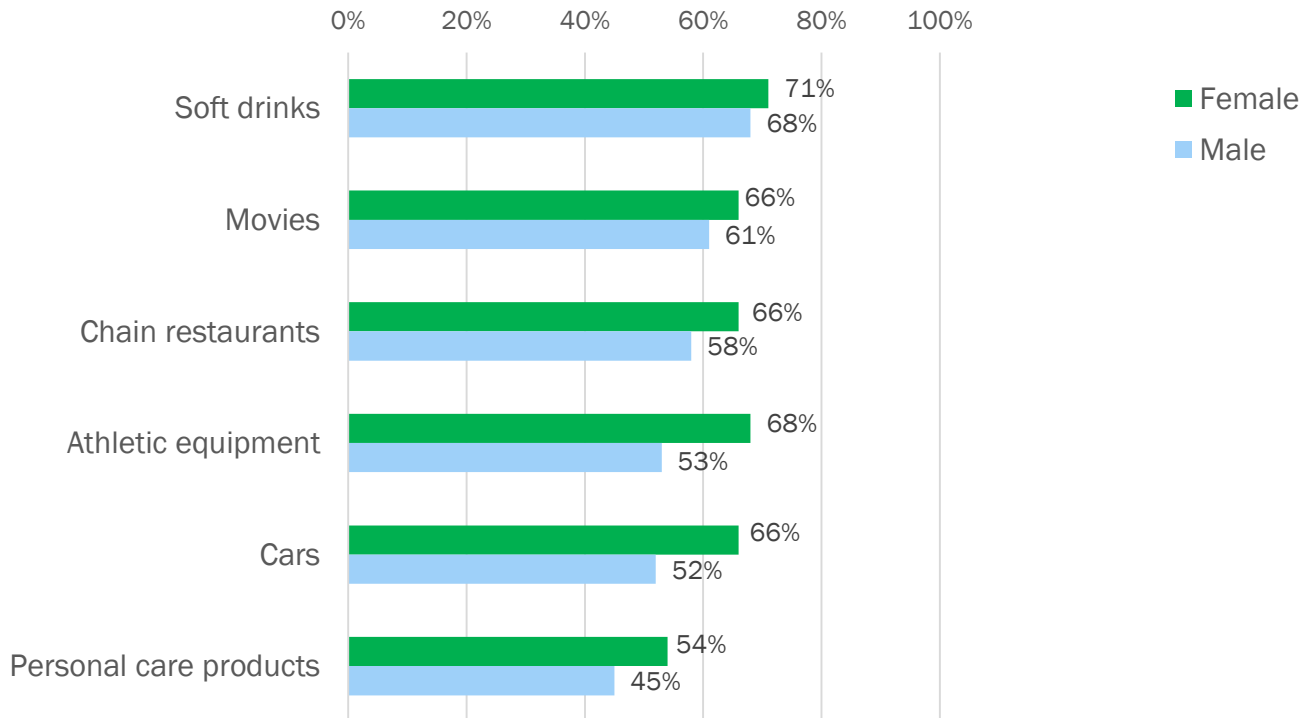
## 72% of Women Discovered Esports Through Passive Means

- Passive includes word of mouth, social media, advertisement, or a general news website
- 28% discovered through Active means, including active game play, video streaming and related platforms, or reading gaming websites
- Contrast this with men who discovered esports through a 50% Passive, 50% Active mix



# Like Other Mediums, Women View Non-Endemic Categories a “Good Fit” in Esports

We asked “How Well Does Each “Fit” in esports?”



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