

Magid

esports
Ad Bureau

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Brand Integrations and the U.S. Esports Audience

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

April 2017

About the Esports Ad Bureau

- Facilitate value proposition messaging common to all members
- Provide esports advertising landscape education and guidance to marketers
- Promote best practices



Esports Ad Bureau – Spring 2017

Premium U.S. Based Esports Ad Opportunities

- Educate - the audience
- Navigate - sports
- Execute - integrated sponsorships
TV, Digital, Arenas, Social, License & Merchandise, Custom Content



ESL imagina | U.S.



This Study's Objectives

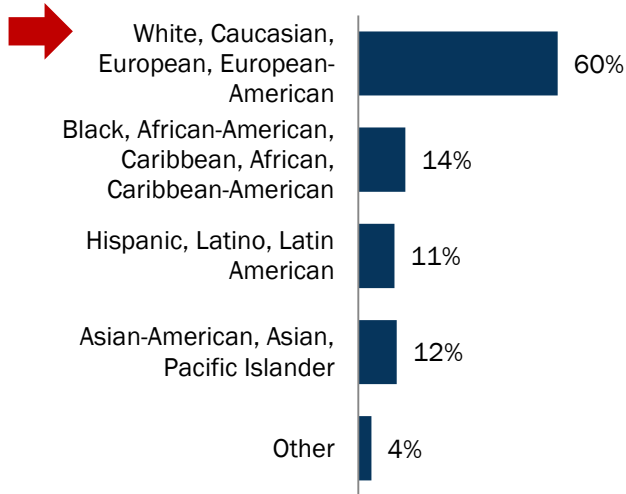
1. Determine the value of the esports audience to brands
2. Understand which brand categories and products could be most effective to promote to the esports audience
3. Explore current and potential brand engagements at live esports events

This Study's Methodology

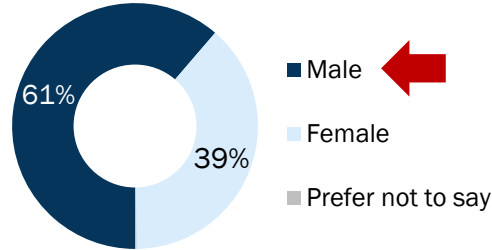
- Conducted March 2017
- Sample of 1,000 16 to 45 year-olds who watch TV, movies, sports, or play video games
 - Have either:
 - Watched esports
 - Be slightly or extremely interested in esports, either now or in the near future

This Study's Audience Profile

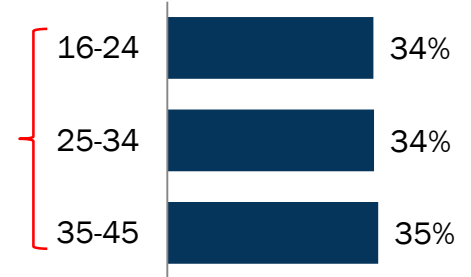
Ethnicity/Background



Gender



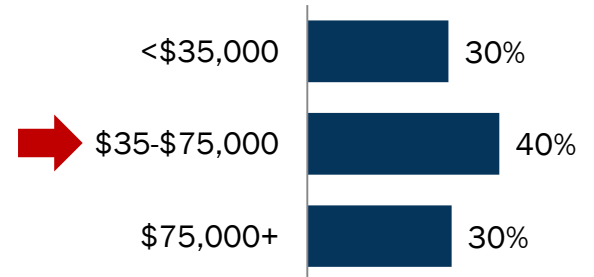
Age



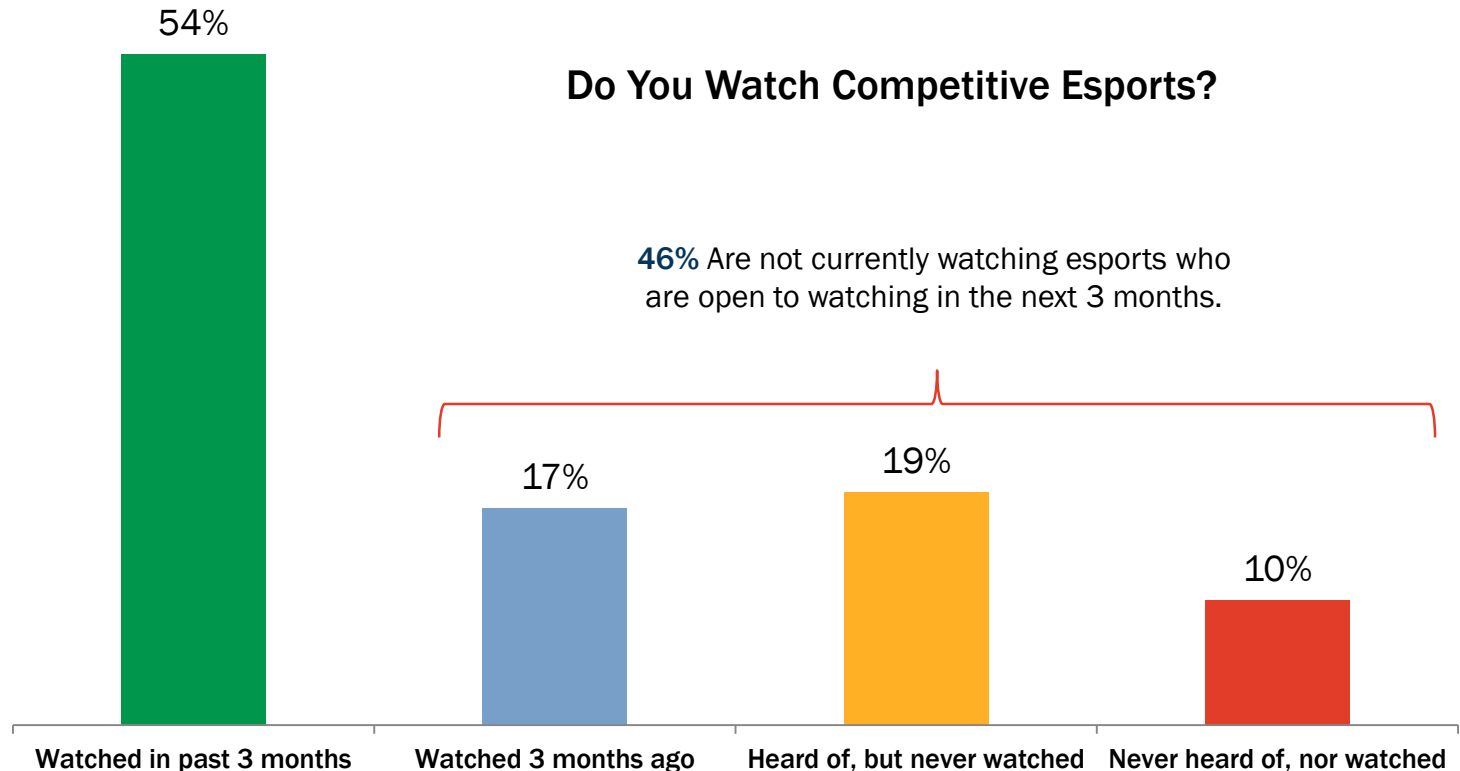
Weekly Activities



Income

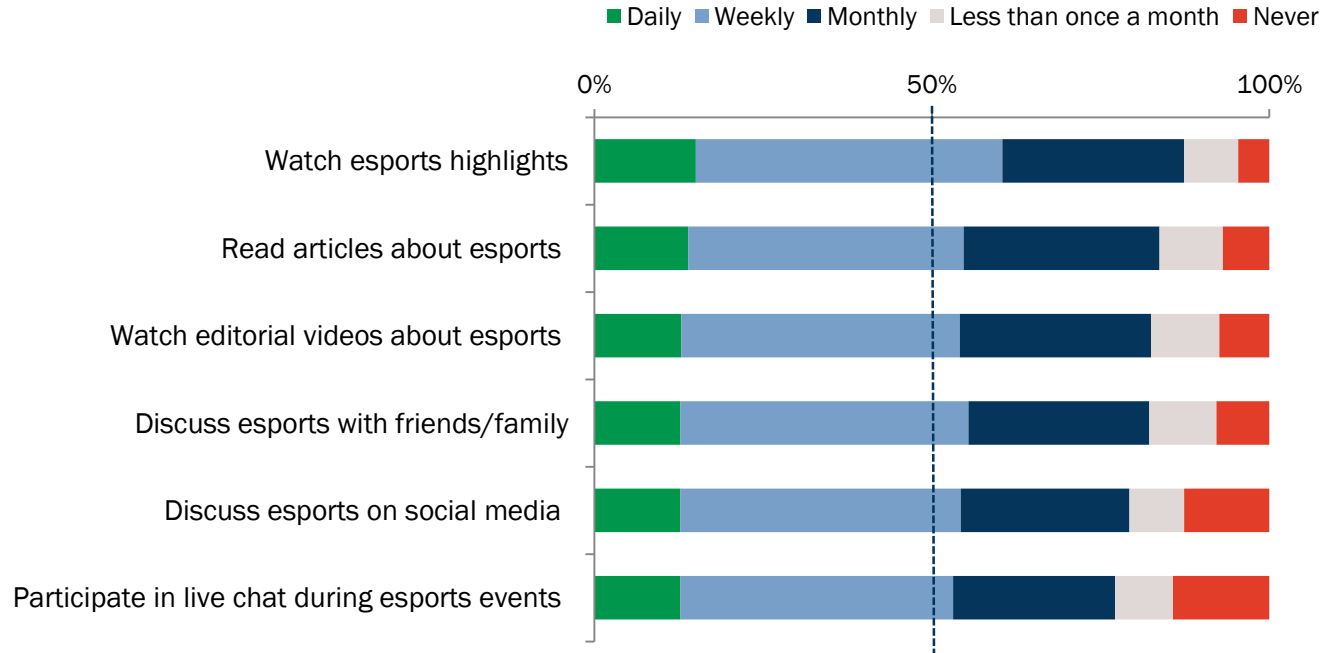


An Active Audience with Potential to Nearly Double in the Next 3-6 Months



A Highly Engaged Audience with Over 50% Engaging at Least Once A Week

How Often Do You Do the Following?



An Avid Video Viewing Audience Subscribing to Both Pay TV and Over-the-Top Services

Pay TV
(Cable, Satellite, Telco)

Esports viewers **87%**

Vs. all 16-45 year olds* **81%**

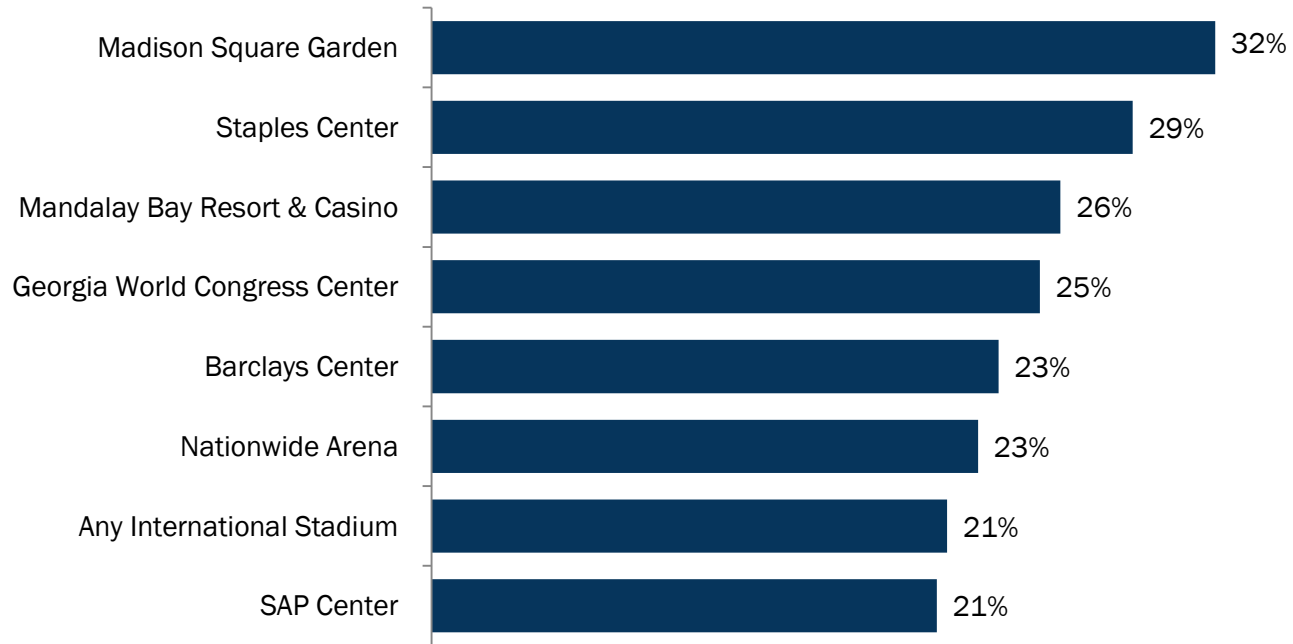
Over-the-Top
(Netflix, HBOGo, Hulu Plus etc.)

Esports viewers **90%**

* Source: 2016 Magid Media Futures, a study fielded in June of 2016 with a sample N=2400 US consumers

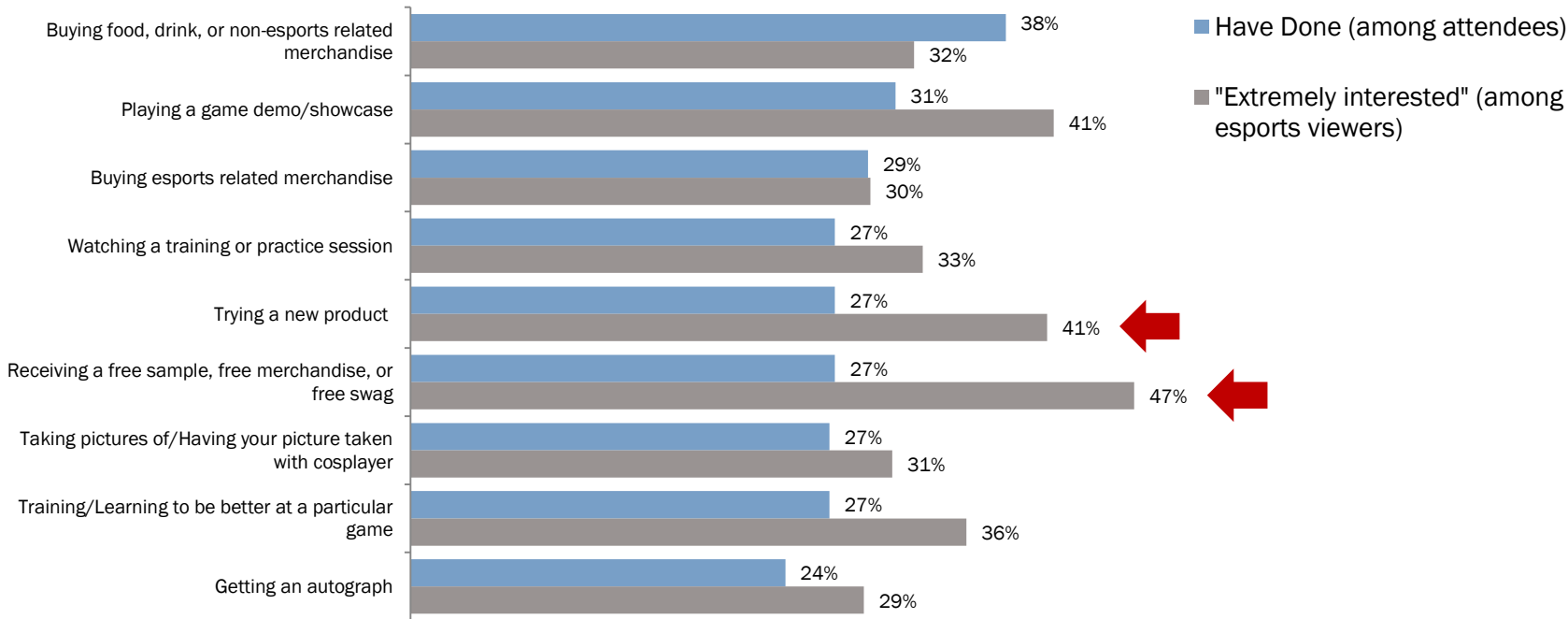
An Active Community with Almost Half Having Attended a Live Esports Event

Of Events Attended, What Venues Have You Been To?



Open to Sampling Products & Services at Live Events

Which Have You Participated In and/or Interested in Trying?



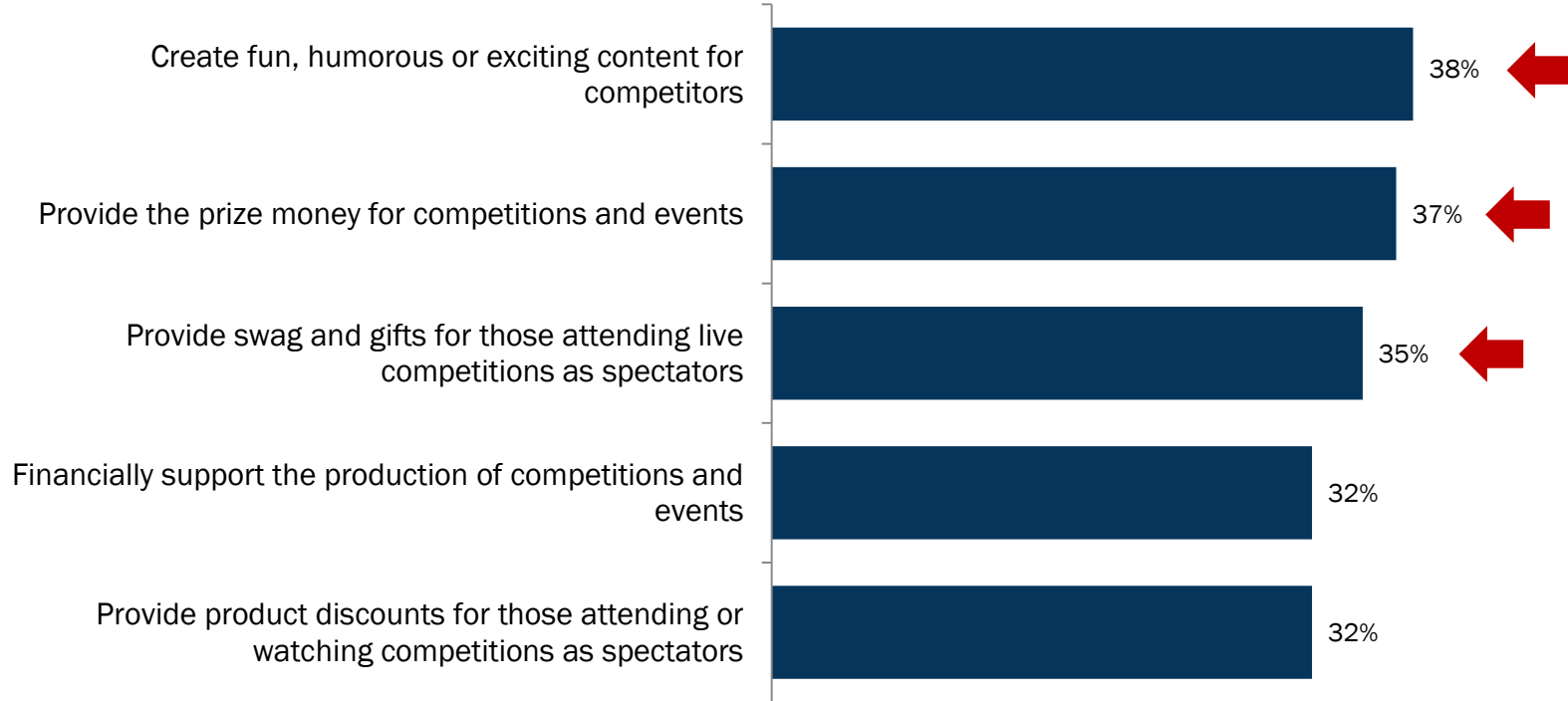
But Brand Integrations Need to be “Authentic”

How Important Is It for Esports Advertisers to...?



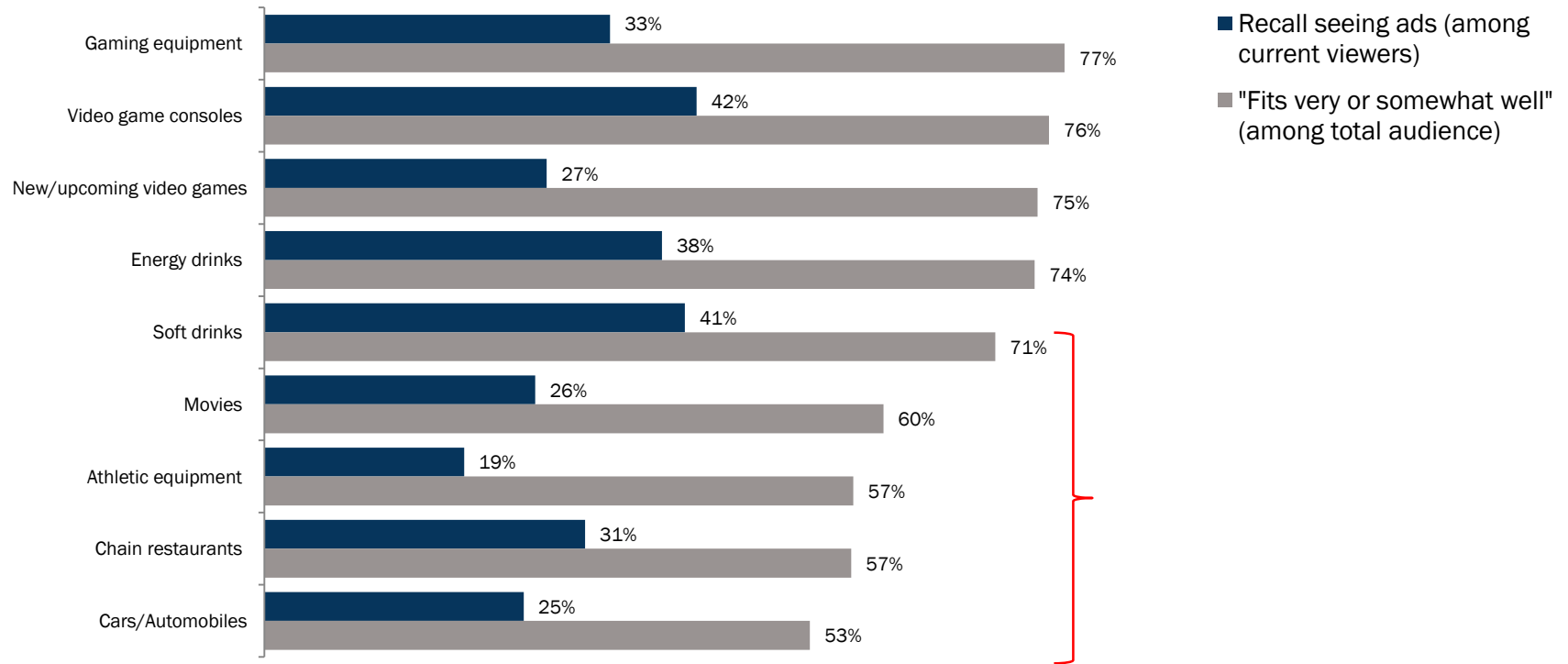
Acceptable Brand Integrations

What Do You Want Esports Advertisers and Sponsors to Do?



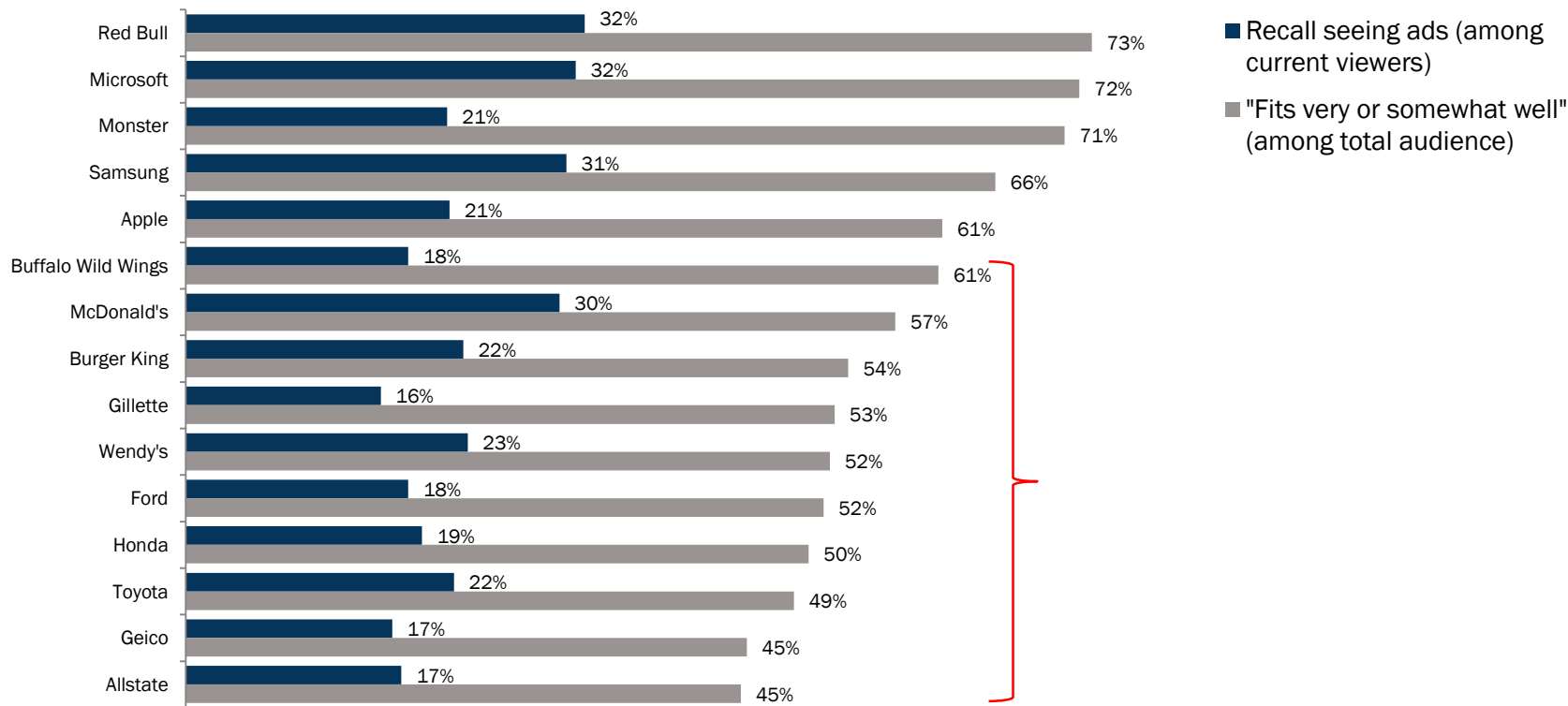
Non-Endemic Categories Viewed as a “Good Fit”

Which Have You Seen Ads For in Esports? How Well Does Each “Fit” in esports?



Non-Endemic Brands Viewed as a “Good Fit”

Which Do You Recall as an Esports Advertiser? How Well Does Each Fit?



Thank You

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