



The Esports market

IS HUGE & SUSTAINABLE

— GET YOUR CUT!



TOP-10 ESPORTS ORGANIZATIONS ESTIMATED VALUE **\$3 530 000 000**



Team Liquid 2002

Estimated Value
\$440 million



Fnatic 2004

Estimated Value
\$260 million



TSM 2009

Estimated Value
\$540 million



FaZe Clan 2010

Estimated Value
\$400 million



Cloud 9 2013

Estimated Value
\$380 million



G2 Esports 2013

Estimated Value
\$340 million

* Estimated Value according to **FORBES**, 2022

THE MOST SUCCESSFUL ESPORTS ORGANIZERS

January 2022



+



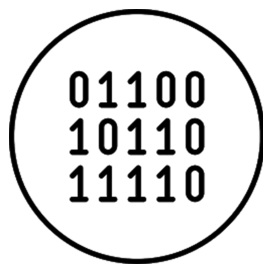
=

\$ 1 500 000 000

JUST A FEW QUESTIONS WE CAN HELP ANSWER:

- How to enter the **esports market**?
- Is this an **attractive sponsorship** opportunity for my brand?
- What is the **most popular** game and team in a target region?





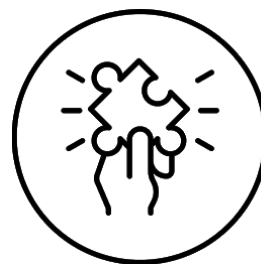
Raw Data

+



Esports Charts

=



Understanding

What gets measured gets managed!

DASHBOARD

A **comprehensive** esports data solution for dynamic analysis and decision-making.

- Games
- Organizers
- Date
- Platforms
- Languages
- Channels
- Regions
- Event Series
- Teams
- Sponsors
- Countries
- Competitors

The screenshot displays the Esports Charts dashboard. On the left, a sidebar menu lists various filters: Games, Organizer, Date, Platform, Channel, Language, Region, Country, Event Series, Sponsors, and Official. The main content area shows a table of esports events with columns for Country, Hours Watched, and Peak Viewers. Below this, a summary table provides aggregate data for Hours Watched, Peak Viewers, and Average Viewers.

Country	Hours Watched	Peak Viewers
Italy	22 623	1 574
Japan	316 286	8 364
Taiwan	347 030	21 053
India	371 069	60 898
Europe	107 689	13 637
Europe	247 443	12 521
Europe	322 610	34 739
Vietnam	16 287 322	293 988
Brazil	7 367 667	260 166

Hours Watched	Peak Viewers	Average Viewers
11 224 061 630	10 123 124	25

HOW WE ASSIST

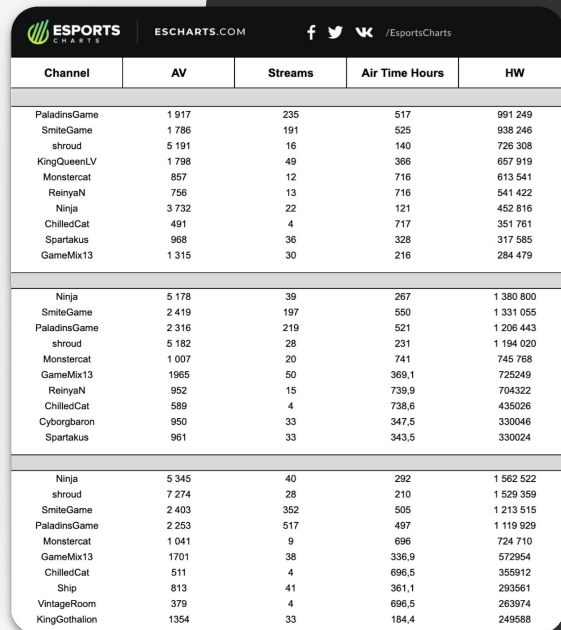
As an established third-party resource, we provide **valuable key metrics** that add a new perspective.

Identifying strategic entry points, market-specific best practices and more, and **turning these insights into an actionable plan** comes easy to us.

REPORTS

Analyzing more 50 metrics for brands, games, events, teams, channels, and more.

- **Average Viewers**
- **Peak Viewers**
- **Unique Viewers**
- **Hours Watched**
- **Airtime**
- **Media Value**
- **Views**
- **Logo Share**
- **Active Chatters**
- **Etc.**



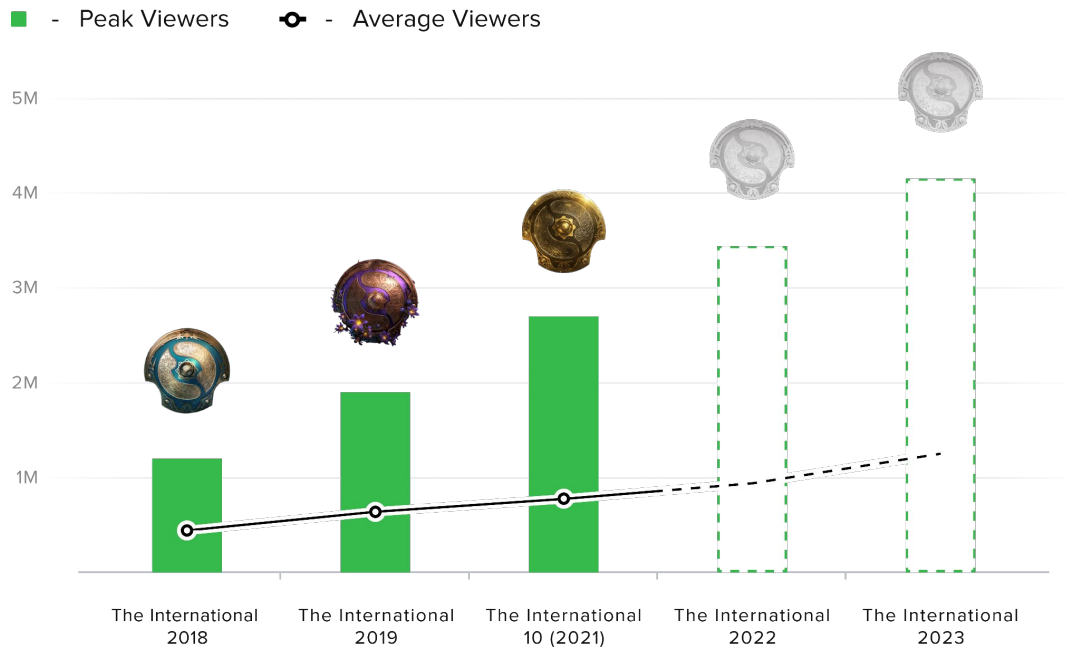
The screenshot shows the Esports Charts website interface. At the top, there's a navigation bar with the Esports Charts logo, the URL 'ESCHARTS.COM', and social media icons for Facebook, Twitter, and YouTube. Below the navigation bar is a table with five columns: Channel, AV, Streams, Air Time Hours, and HW. The table is divided into three sections by horizontal lines. The first section lists channels like PaladinsGame, SmiteGame, shroud, KingQueenLV, Monstercat, ReinyaN, Ninja, ChilledCat, Spartakus, and GameMix13. The second section lists Ninja, SmiteGame, PaladinsGame, shroud, Monstercat, GameMix13, ReinyaN, ChilledCat, Cyborgbaron, and Spartakus. The third section lists Ninja, shroud, SmiteGame, PaladinsGame, Monstercat, GameMix13, ChilledCat, Ship, VintageRoom, and KingGothalon. Each row contains numerical values for the respective metrics.

Channel	AV	Streams	Air Time Hours	HW
PaladinsGame	1 917	235	517	991 249
SmiteGame	1 786	191	525	938 246
shroud	5 191	16	140	726 308
KingQueenLV	1 798	49	366	657 919
Monstercat	857	12	716	613 541
ReinyaN	756	13	716	541 422
Ninja	3 732	22	121	452 816
ChilledCat	491	4	717	351 761
Spartakus	968	36	328	317 585
GameMix13	1 315	30	216	284 479
Ninja	5 178	39	267	1 380 800
SmiteGame	2 419	197	550	1 331 055
PaladinsGame	2 316	219	521	1 206 443
shroud	5 182	28	231	1 194 020
Monstercat	1 007	20	741	745 768
GameMix13	1 965	50	369,1	725 249
ReinyaN	952	15	739,9	704 322
ChilledCat	589	4	738,6	435 026
Cyborgbaron	950	33	347,5	330 046
Spartakus	961	33	343,5	330 024
Ninja	5 345	40	292	1 562 522
shroud	7 274	28	210	1 529 359
SmiteGame	2 403	352	505	1 213 515
PaladinsGame	2 253	517	497	1 119 929
Monstercat	1 041	9	696	724 710
GameMix13	1 701	38	336,9	572 954
ChilledCat	511	4	696,5	355 912
Ship	813	41	361,1	293 561
VintageRoom	379	4	696,5	263 974
KingGothalon	1 354	33	184,4	249 588

FORECASTING

Using exhaustive historical data to predict future viewership.

- **Tailored**
- **Consolidated**
- **Comparative**
- **Analytical**



EVALUATION

Advanced performance tracking
for esports partnerships.

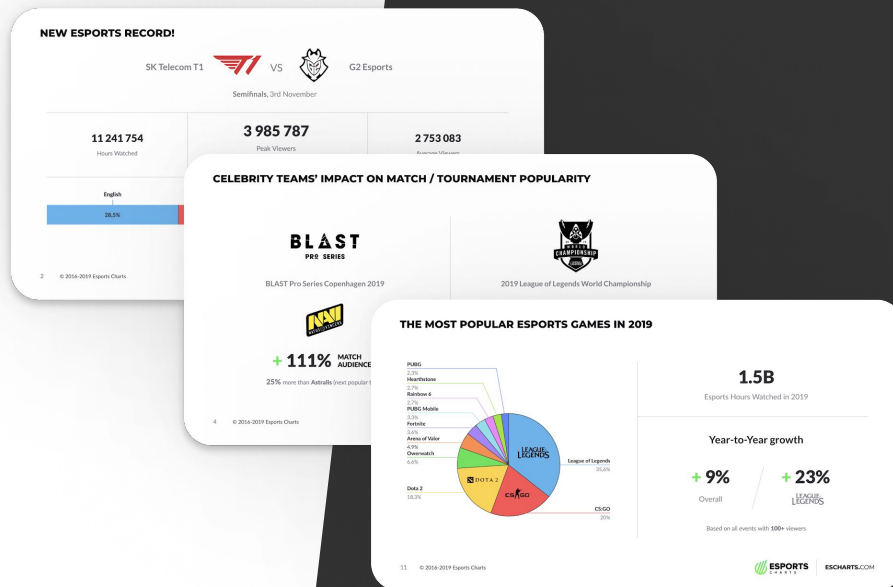
- Logo Recognition
- Audience Insights
- Benchmarking
- Predictive Analysis
- ASR (Automatic Speech Recognition)
- Media Value



CONSULTING

We know nearly everything about the esports market.

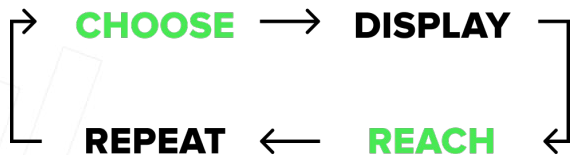
- Sales
- Marketing
- Games
- Advertising



LIVE DATA

How to attract viewers

- **Reach your goal and award your prizes.**
- **Determine your viewership goal.**
- **Display your live viewership.**
- **Promote your broadcast.**
- **Choose your prizes.**



LIVE DATA BOOSTS VIEWERSHIP!



DAY2 January 22		
RANK	TEAM	PTS
#9	AWA	40
#10	Ales	37
#11	kp	34
#12	ASL	33
#13	AERO	32
#14	zeus	31
#15	FUT	22
#16	BTR	15

LIVE DATA IS PROVIDED BY: ESPORTS CHARTS

DAY 2 REWARDS
OnePlus 8T x5
OnePlus Buds x5

TODAY'S GIVEAWAY EVENT
EVENT TARGET: 1,500,000 LIVE VIEWERS

COMING SOON

MEDIA MENTIONS

Viewership statistics in esports have always been **a topic for heated debate**. We recognize our responsibility and strive to unite all participants to **standardize metrics** across the industry.

We hold our data to the highest standards and provide full **transparency** about our **methodology**.

WSJ

ESI ESPORTS
INSIDER

BBC

CNBC

businesswire
A BERKSHIRE HATHAWAY COMPANY

DEXERTO.COM

The
New York
Times

The Washington Post
Democracy Dies in Darkness

1.73 million followers on Twitch. Hoffman, 34, who favors Fortnite, has 4.3 million followers on Twitch. Lazar, 33, a multigame streamer, has 5 million followers on Twitch. Over the last three months, Lazar has been the most viewed streamer, for hours watched, with 53.95 million, according to **Esports Charts Pro**. In 2018, Hoffman's stream was in the top 10 most watched on Twitch. A recent tournament, which Beaver's team won, saw a peak of 175,000 concurrent viewers.

Michael Aragon, SVP of Content at Twitch, said in a press release that, "At a time when community is paramount, these Creators are a core part of Twitch's mission to bring people together, and we're excited to continue our partnership as we build the future of gaming and live entertainment."

ESPN

esports' largest annual events. Photos of Katowice are often shown on esports pitch decks or advertisements as the 11,000-plus attendees pile into the Spodek Arena.

In a final that pitted Commonwealth of Independent States powerhouse Natus Vincere against French squad G2 Esports, the event peaked at over 1.02 million concurrent viewers on all platforms, according to **Esports Charts**. At one point, the Russian language stream eclipsed the English stream, affirming just how global Counter-Strike really is. And the series itself did not disappoint, with Na'Vi star Oleksandr "s1mple" Kostylev, considered one of the game's best players in the world, performing at the highest level. Na'Vi demolished G2 Esports 3-0, though the darkhorse G2 did take away some positives from their surprising final appearance.

THEY TRUST US



“

Viewership is fundamental in understanding esports, and Esports Charts enables Team Liquid to analyze its audience with greater degree of depth and flexibility. It's a website we visit every single day.

M Ang

Team Liquid, Head of Business Intelligence



and many others



Get in touch and explain what kind of information you're looking for:
We are happy to accommodate **a large variety of individual requests.**

Our team will openly explain to you what is feasible and what isn't,
guiding you towards the offering that is best tailored to your needs.

✉ team@escharts.com