

E-sports - China - October 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and the esports market
- eSports' licensing and business model extensions going forward
- How brands can work with different platforms to reach different consumer demographics

The barriers to esports viewing continue to fall away as the global influence of esports continues to grow. Awareness and interest have been increasing for years, and the shutdown of traditional sports and reliance on gaming during the early months of the COVID-19 outbreak accelerated this trend.

The Report covers consumer evolution with esports within the past 12 months, the trend of top driven streaming platforms, spending on esports related products and game-playing consumers' perception of esports tournaments. Additionally, the Report also addresses the trend of esports going forward as a professional competitive sport through different consumer demographics.



"COVID-19 has slowed fan-based revenue growth, but boosts gaming number which will be a good asset for esports industry going forward. Compared to traditional sports tournaments, esports had an easier transition online. The perception of esports is similar to traditional sports in terms of the competitiveness between teams."

– Xinyuan Xu, Associate Research Analyst

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