

# How Esports Is Changing During the Coronavirus Pandemic

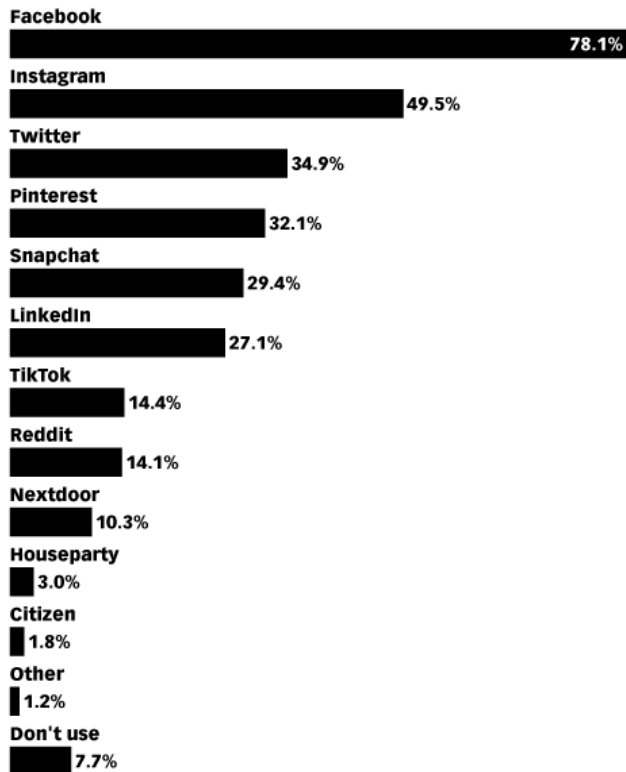
**AUDIO** |

**eMarketer Editors**

eMarketer sales executive Michael Bruckenthal, junior analyst Blake Driesch, forecasting analyst Eric Haggstrom and director of corporate accounts Brandon Galindo discuss how esports is changing since the coronavirus pandemic. How successful have the gaming tournaments been, what's happening with gaming engagement and what do advertisers need to know? Then Blake and Eric talk about Instagram 'Co-Watching' and simultaneous streaming, the buying/discovery ratio and Snapchat Stories on other platforms.

## Social Media Platforms Used by US Adults During the Coronavirus Outbreak, March 31, 2020

March 31, 2020% of respondents



Note: ages 18+; currently use

Source: Business Insider Intelligence, "Coronavirus Consumer Survey," April 6, 2020

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