

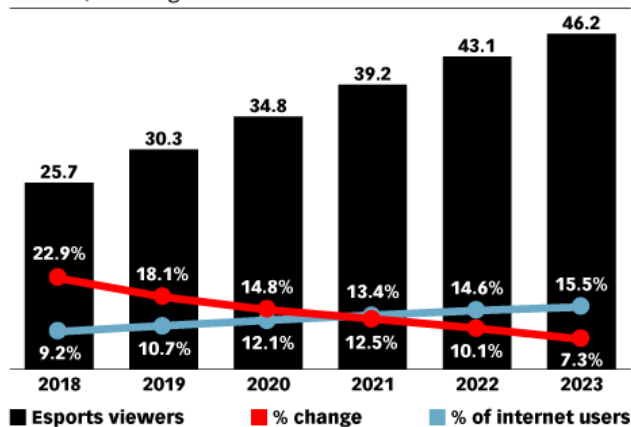
Podcast: Why the Fortnite World Cup Was a Huge Deal

AUDIO |

eMarketer Editors

eMarketer’s very own gamers, corporate account manager Brandon Galindo and sales executive Michael Bruckenthal, explain what happened at the Fortnite World Cup. What did the esports competition look like, how much did competitors win and how do parents feel about their kids participating? Then vice president of content studio Paul Verna, discusses updates to Spotify’s new Ad Studio, Walmart’s latest driverless delivery partnership and why DoorDash bought Caviar.

US Esports Viewers, 2018-2023
 millions, % change and % of internet users



Note: internet users of any age who watch organized gaming competitions among professional players and teams (e.g., Evolution Championship Series, League of Legends Championship Series and Overwatch League) hosted on digital video platforms at least once per month

Source: eMarketer, March 2019

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