

The Potentially Wide World of Esports

AUDIO |

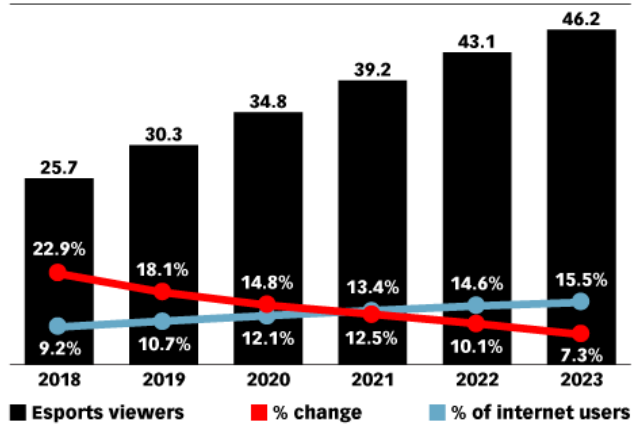
eMarketer Editors

eMarketer sales executive Michael Bruckenthal, account manager Brandon Galindo and vice president of content studio—and author of our recent report, [“Esports 2019: eMarketer’s Forecast for US Audience, US Ad Revenue Growth”](#)—Paul Verna discuss the burgeoning world of esports. They chat about how different stakeholders are investing in this space, who’s watching, how large are the prize pools and audiences compared with traditional sports and marketing opportunities for advertisers.

"Behind the Numbers" is sponsored by Advertising Week. Listen in.

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

245685

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Spotify](#) or [Stitcher](#).