

Drive superior performance with your digital ad campaign

Weakness for organic pizza

MAXPOINT

LEARN MORE

[iMedia Connection Blog](#)

- Articles, video, people, jobs & more
-

- [Articles](#)
- [Blog](#)
- [Videos](#)
- [Events](#)
- [People Connection](#)
- [Resource Connection](#)
- [Jobs](#)
- [iMedia UK](#)

[Home](#) › [iMedia Connection Blog](#) › [Ad Networks](#) [Ad Serving](#) [Creative Best Practices](#) [Emerging Platforms](#) [Entertainment](#) [Humor](#) [Opinions](#) [Social Media](#) [Targeting](#) [Video](#) [Websites](#) [Wireless](#) [Word of Mouth](#)

[Ad Networks](#) [Ad Serving](#) [Creative Best Practices](#) [Emerging Platforms](#) [Entertainment](#) [Humor](#) [Opinions](#) [Social Media](#) [Targeting](#) [Video](#) [Websites](#) [Wireless](#) [Word of Mouth](#)

eSports Racking Up Billions of Viewer Hours – and Dollars

Tweet Like 

Posted by [Neal Leavitt](#) on December 27th, 2014 at 8:16 pm



So your 13-year old son is seemingly spending every waking moment hunched over his Xbox, PS Vita, phone, tablet or (doubtful but some pre-teens and teens still use ‘em) laptop playing one endless video game after another. You’ve morphed into an avatar from his perspective; the video games have become his real world.

What do you do?

Well, if he’s really good, let him play on. eSports has finally reached critical mass and has become a multi-billion dollar business, notes market research firm [SuperData Research](#).

Note the following from a trends brief the company put out last April:

- More than 71 million worldwide watch competitive gaming. In fact, about 14.9 million people tuned in to the 2013 World Series; last year 32 million watched the League of Legends Season 3 World Championship – more than double the audience for our so-called ‘national pastime’!
- The average eSports viewer watches 19 times a month; average session is more than two hours;
- eSports is becoming a revenue driver and marketing vehicle for online game publishers and major brands; former like [Riot Games](#), [Wargaming](#) and [Valve](#); examples of latter include Coca-Cola and Intel;
- The International 2013: Dota 2 prize pool was more than \$2.8 million; total prize money from all prize pools last year was about \$25 million.

As reported by *CBS News*, companies like Amazon also see such potential in eSports that it paid almost \$1 billion for [Twitch](#), a social network that allows users to watch/stream video games live.

“Like sports, you want to watch it live,” said *Twitch* COO Kevin Lin. “You want to be there when something interesting happens. You want to be there for that moment and share it as a communal experience. It’s very much like being in a crowd, only digitally.”

St. Louis-based Clix, a digital marketing agency, added that even the U.S. government and academic institutions are getting onboard:

“Professional gamers from around the world are being granted work visas similar to professional athletes to compete on American soil; even Robert Morris University (Chicago) has fielded a varsity team to compete in competitions for thousands of dollars in scholarship winnings.”

Market research firm [IHS Technology](#) projects consumers will not only spend 6.6 billion hours watching competitive gaming by 2018 (up from 1.3 billion in 2013), but video of eSports will be worth major ka-ching too – about \$300 million by 2018.

Michael O’Dell, eSports manager for [Team Dignitas](#), said that live streaming services have been a major factor in the dramatic growth of eSports.

“*Twitch* especially has made it easy to tune in, with its multi-platform accessibility and low barriers to entry for

users on both sides of the streaming spectrum,” said O’Dell.

And Anthony Cornish, marketing director for The Pokémon Company, told [MCV](#) (a trade news/community site for professionals working within the UK and international video games market), that the social aspects of streaming will accelerate the industry’s growth.

“The fan communities surrounding all games have been galvanized by social media and online play,” said Cornish. “Larger competitive gaming events are also drawing crowds that fill arenas and capturing online views that rival cable show audiences. Competitive gaming has mass appeal and isn’t as niche as many think.”

To wit, at Valve’s Data 2: The International tournament, more than 10,000 gaming aficionados at sold-out Key Arena in Seattle watched team Newbee rout Vici Gaming three games to one (best of five format). The take: just over \$5 million of the more than \$10 million in prize money.

So if Junior’s a whiz at League of Legends, Dota 2 and Starcraft II, and is only pulling a high C in algebra, cut him some slack. Those flyin’ fingers and that dazzling hand/eye coordination just might yield large dividends someday.

- [Add a comment](#)
- [Print This Post](#)
- [Share](#)

Relevant Posts

- [How a consumer electronics social media campaign leveraged a celebrity endorser](#) (4 days ago)
- [Why Facebook’s latest News Feed update shouldn’t matter to you](#) (2 weeks ago)
- [E-Commerce Environment Still Facing Supply Chain Challenges](#) (3 weeks ago)
- [2015 in Review: A Social Media Benchmark & Content Summary for the Energy Drink Industry](#) (3 weeks ago)
- [2015 in Review: A Social Media Benchmark & Content Summary for the Luxury Fashion Industry](#) (4 weeks ago)
- [Play Post-CES Buzzword Bingo](#) (1 month ago)
- [Internet of Things Upending Real Estate Industry](#) (1 month ago)
- [Social Media Benchmark & Content Trends for the DMO Industry](#) (2 months ago)
- [Social Media Benchmark and Content Trends for Children’s Hospitals](#) (2 months ago)
- [Social Media Benchmark and Content Trends for the Yogurt Industry](#) (2 months ago)

Leave a comment

Name (required)

Mail (will not be published) (required)

Website

Submit Comment

ABOUT THIS BLOGGER



[Neal Leavitt](#)

President
Leavitt Communications

more posts by Neal

- [E-Commerce Environment Still Facing Supply Chain Challenges](#)
- [Internet of Things Upending Real Estate Industry](#)
- [Not Your Neighborhood Community Bank Anymore](#)

[All Posts](#)



-

• Follow iMediaConnection

Receive our daily newsletter

Subscribe

[iMedia Connection on twitter](#) [iMedia Connection RSS feeds](#) [iMedia Connection on YouTube](#) [iMedia Connection app in Apple iTune store](#) [iMedia Connection app in Google Play store](#)

Like



-

- MOST POPULAR
 - [Articles](#)

- [Blog Posts](#)
- 1. [The most meaningless \(and hilarious\) job titles on LinkedIn](#)
- 2. [11 innovative movie marketing campaigns](#)
- 3. [10 crucial best practices for native advertising](#)
- 4. [When brands strike back on social media](#)
- 5. [6 killer websites to check out](#)
- 6. [4 ways luxury brands are reinventing their appeal](#)
- 7. [3 things marketers are doing wrong in programmatic today](#)
- 8. [The 5 basic types of consumers](#)
- 9. [The best social media campaigns of 2015 \(so far\)](#)
- 10. [11 mistakes to avoid on your digital marketing resume](#)

[Subscribe to most popular articles](#) »

• Categories

- [Ad Networks](#)
- [Ad Serving](#)
- [Creative Best Practices](#)
- [Desktop Apps](#)
- [Email](#)
- [Emerging Platforms](#)
- [Entertainment](#)
- [Humor](#)
- [Jobs](#)
- [Media Planning & Buying](#)
- [Opinions](#)
- [Research](#)
- [Search](#)
- [Social Media](#)
- [Targeting](#)
- [Uncategorized](#)
- [Video](#)
- [Web Analytics](#)
- [Websites](#)
- [Wireless](#)
- [Word of Mouth](#)

• TOP BLOGGERS

- [Rick Mathieson \(4\)](#)
- [Doug Schumacher \(4\)](#)
- [Agata Smieciuszewski \(2\)](#)
- [Tom Edwards \(1\)](#)
- [Greg Kihlström \(1\)](#)
- [Jeff Hasen \(1\)](#)
- [Joseph Vito DeLuca \(1\)](#)
- [Nanette Marcus \(1\)](#)
- [John Bohan \(1\)](#)
- [Drew Neisser \(1\)](#)

• INDUSTRY JOBS

- [Sales Managers- Los Angeles](#)
- [Manager, YouTube Strategy & Optimization- Burbank](#)

[see more jobs »](#)

• LATEST ARTICLES

- [4 ways luxury brands are reinventing their appeal](#)
- [17 creative ways marketers can address the rise of ad blockers](#)
- [What makes a great user experience?](#)
- [2 answers to the ad-blocking conundrum](#)
- [3 ways to earn my marketing budget](#)

• Archives

Select Month ▼

- Home
- [News](#)
- [iMedia Blog](#)
- [ad:tech Blog](#)
- [In Focus](#)
- [Podcasts](#)

- Events
- [Calendar](#)
- [Coverage](#)
- [Request Invitation](#)

- People Connection
- [Find People](#)
- [Become a Member](#)
- [Sign In](#)

- Resource Connection
- [Find Company](#)

- Job Connection
- [Search Jobs](#)
- [Post a Job](#)
- [Purchase Packs](#)
- [Custom Orders](#)
- [Customer Service](#)

- Subscribe
- [iMedia Daily Newsletter](#)
- [iMedia UK Newsletter](#)
- [Twitter](#)
- [RSS](#)

- Company Info
- [About Us](#)

- [Advertise with Us](#)
- [Privacy Policy](#)
- [Terms of Use](#)
- [Contact Us](#)

Copyright © 2016 iMedia Communications, Inc. All Rights Reserved.