



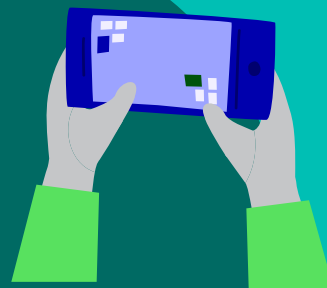
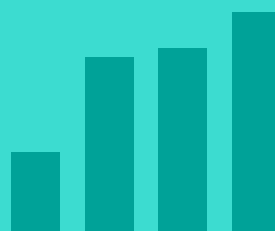
Free Version | 2022

Global Esports & Live Streaming Market Report

Key Trends | Market Sizing and Forecasts

Special Focus: Mobile Esports, Blockchain, and Co-Streaming

2022



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01.

Introduction

Foreword

We proudly present our 2022 Global Esports and Live Streaming Market Report (free version) at an exciting crossroads for both these markets.

Esports operates at the intersection of competitive gaming and game-related live streaming, combining two of gaming's most important aspects: playing and watching. The companies and creators fostering immersive and engaging live experiences are driving engagement across esports and game-related live streaming alike.

Technology is also creating deeper engagement and forming stronger bonds with enthusiasts. Esports organizations and publishers have introduced several technologies to enhance the fan experience—both in person at physical events and online on platforms like Twitch and YouTube. VR spectator modes, virtual reactions to simulate crowd chants, augmented reality, and live chat integration saw impressive innovations during the pandemic period. As physical events resume, online innovations have become permanent fixtures. Lessons learned will allow esports to lean more heavily on two solid pillars: physical events and digital experiences.

Over the past few years, we have also seen esports expand into gaming's biggest and most lucrative segment: mobile. Brands outside the gaming sphere are testing the waters via mobile esports events, esports organizations are jumping in to diversify their revenue streams, and the esports market as a whole is looking to the blockchain to ripple away from relying on sponsorship revenues (while directly monetizing and engaging fans).

Now is time for us to dive into these industry-disrupting topics and what they mean for the market's future. This report includes our latest estimates and forecasts (up to 2025) for the esports and live-streaming audiences as well as esports market revenues. For readability, we have condensed our regional breakdown into five regions: global, North America, Europe, Asia-Pacific, and emerging regions. The data per subregion is available in [the accompanying data set](#) and on the [Newzoo Platform](#).

Providing context to these numbers is also vital to understanding the market. Therefore, the full report covers a selection of trends for esports ([Revenue Diversification](#), [Global vs. Local](#)) and streaming ([Content Diversification](#)). Some topics require even deeper analysis, so the full report also features three special focus topics:

- [How blockchain is unchaining new revenue streams for esports organizations.](#)
- [How mobile esports is opening up opportunities for companies outside mature markets.](#)
- [How co-streaming is boosting viewership for esports and non-gaming brands alike.](#)

In the end, esports and live streaming boil down to one all-important factor: engagement. Luckily, both markets continue to make strides in engaging and monetizing fans. The seeds that publishers, brands, and esports organizations are now planting are essential to consider for the future of both markets.

We think you will enjoy reading our analysis as much as we enjoyed creating this report, and we look forward to watching esports and streaming flourish for years to come.



Hugo Tristão
Esports Market Lead



Free 51-page
version

Full 94-page
version



Includes access to all the granular data in the Newzoo Platform and a mid-year update.

Key Takeaways

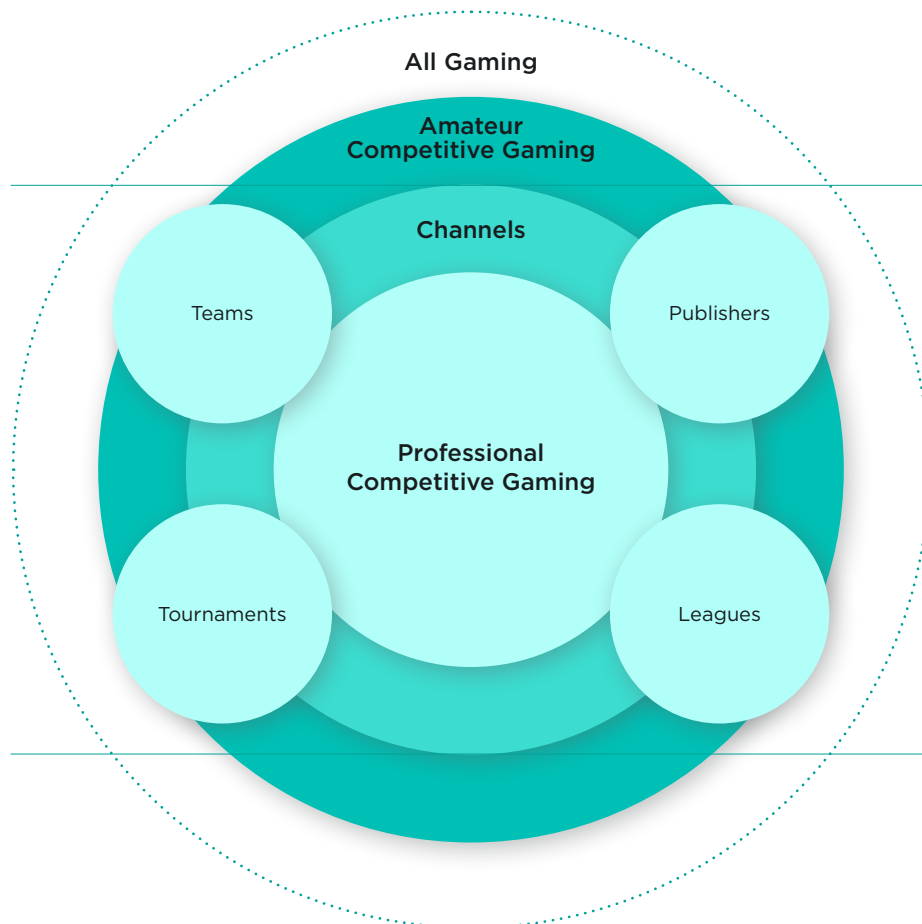
1. Esports organizations still rely on sponsorship as the primary source of revenue for their business. By the end of 2022, we expect sponsorship to account for \$837.3 million—nearly 60% of global esports revenues.
2. PC esports titles dominate developed markets such as North America, Europe, China, South Korea, and Japan. Mobile esports titles dominate emerging markets like Latin America, the Middle East and Africa, Southeast Asia, and India.
3. The games live-streaming audience reached almost 810 million in 2021 and is expected to reach 1.41 billion by 2025, a CAGR of +16.3% from 2020 to 2025. Non-gaming content is one of the drivers of massive growth, accounting for up to 21% of the content watched in 2021.
4. More than 84% of users active in non-gaming categories are also active on gaming channels, which means that non-gaming content does not necessarily cannibalize gaming content on these platforms. This is an opportunity for brands that are more familiar with non-gaming content to engage with live-streaming gaming audiences.
5. Co-streaming is increasingly becoming part of brands' strategy to provide non-gaming content to the gaming community. Recently, Netflix, the NBA, and Formula 1 have partnered with streamers to expand their distribution channels for content among gamers.
6. Esports is set to generate nearly \$1.38 billion in revenues by the end of 2022. China will generate nearly a third of worldwide esports revenues. Southeast Asia, Central Southern Asia, and Latin America are the fastest-growing regions, with 2020-2025 CAGRs of +27.6%, +23.4%, and +19%, respectively. Global esports revenues will exceed \$1.86 billion by 2025, representing a healthy CAGR of +13.4%.

7. The global esports audience will reach 532 million by the end of 2022. The number of esports enthusiasts is set to reach 261.2 million, while occasional viewers will make up 270.9 million. The esports audience will reach 640.8 million by the end of 2025, with a 2020-2025 CAGR of +8%.
8. Twitch was the most popular games live-streaming platform in the West in 2021, seeing a +26% year-on-year increase with nearly 20 billion live gaming hours watched. YouTube Gaming was the second largest, with 4.7 billion live gaming hours watched.

Scope of Report

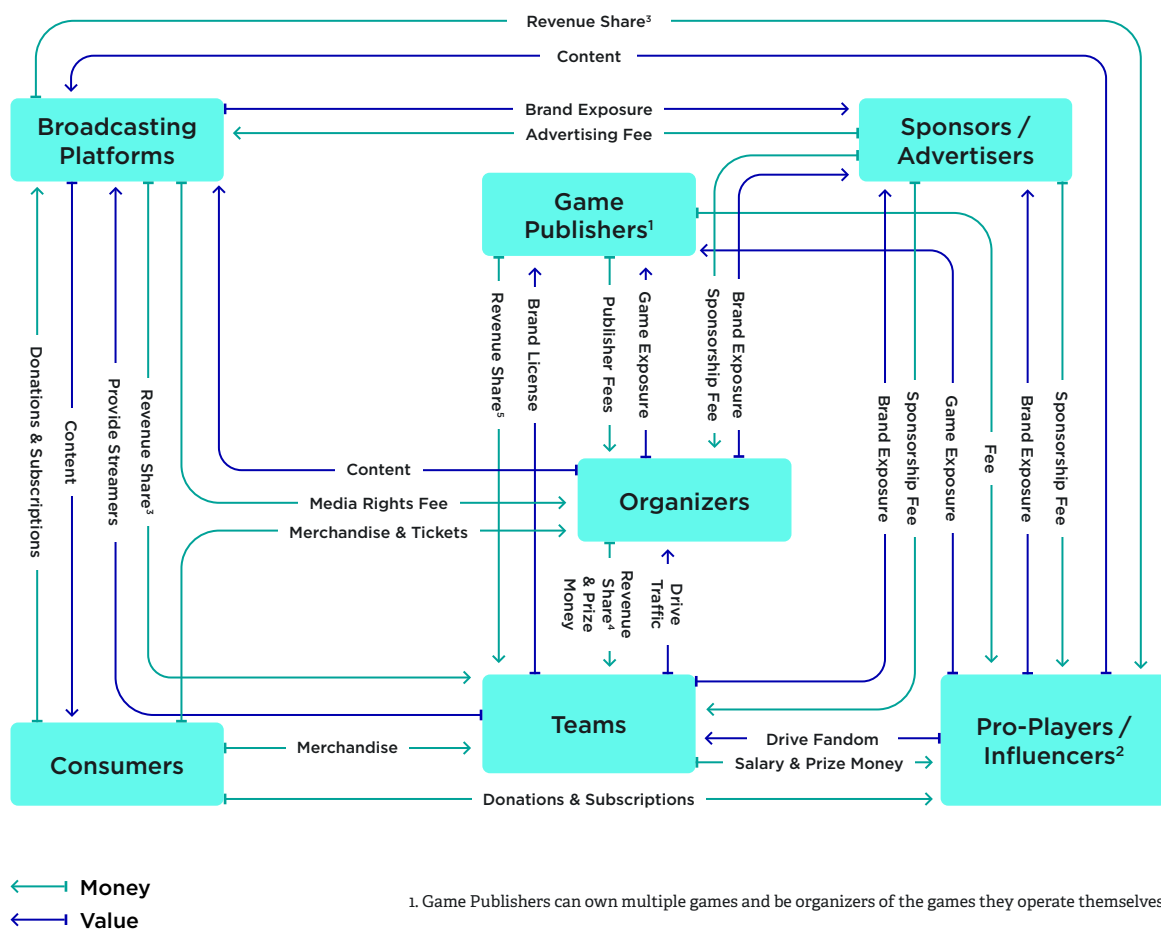
Audience & Revenue Scope

This report aims to give a reliable and realistic overview of the current status and future of the live-streaming audience and esports market. Multiple data sources were used in shaping the Global Games Live Streaming Audience, Global Esports Audience, and Revenue Model, which is continually updated. Market sizing figures for esports in this report reflect the professional competitive gaming scene and exclude viewership or revenues generated through amateur competitive gaming.



Boundaries of Esports

There are various interpretations of what the esports industry encompasses. In addition to differing opinions about the market's boundaries, there are many definitions of the term esports. We define esports as follows: professional or semi-professional competitive gaming in an organized format (tournament or league) with a specific goal/prize, such as winning a championship title or prize money. Our esports market sizing includes revenues and viewership from professional competitive gaming content only. We do not include amateur competitions or live streaming around non-organized competitive gaming.



1. Game Publishers can own multiple games and be organizers of the games they operate themselves.
2. Influencers and Pro-Players can be independent of a team.
3. Revenue share includes a share of subscription, donation, and advertisement revenues.
4. Revenue share include a share of sponsorship and media rights revenue.
5. Revenue Share includes a share on in-game digital goods.



02.

Methodology
& Terminology

Methodology

Sizing the Market With a Variety of Data

Newzoo aims to provide its community with the best possible assessment of the esports market, in terms of sizing and its future potential. We synthesize many data points to provide estimates on a regional and individual country/market level. Below, we describe our approach in detail, explaining what underpins our forecasts while facilitating comparisons with other data sources.

At the highest level, **Newzoo focuses on three key metrics for every market: esports enthusiasts, occasional viewers, and revenues.** We define a market as a country, region, or other geographic territory.

The data on esports enthusiasts and occasional viewers is largely based on our proprietary primary consumer research (Consumer Insights), which continues to form the basis of our detailed analysis of consumers, esports, and games. In 2021, we carried out research in more than 33 countries/markets, covering more than 72,000 consumers. Starting in 2009 with six countries/markets, this is now the largest games-related consumer research program in the world.

Newzoo's games live-streaming audience is based on similar metrics and inputs as our esports audience numbers. In addition, we review these numbers based on our own viewership data and data collected from different streaming platforms to validate our estimates.

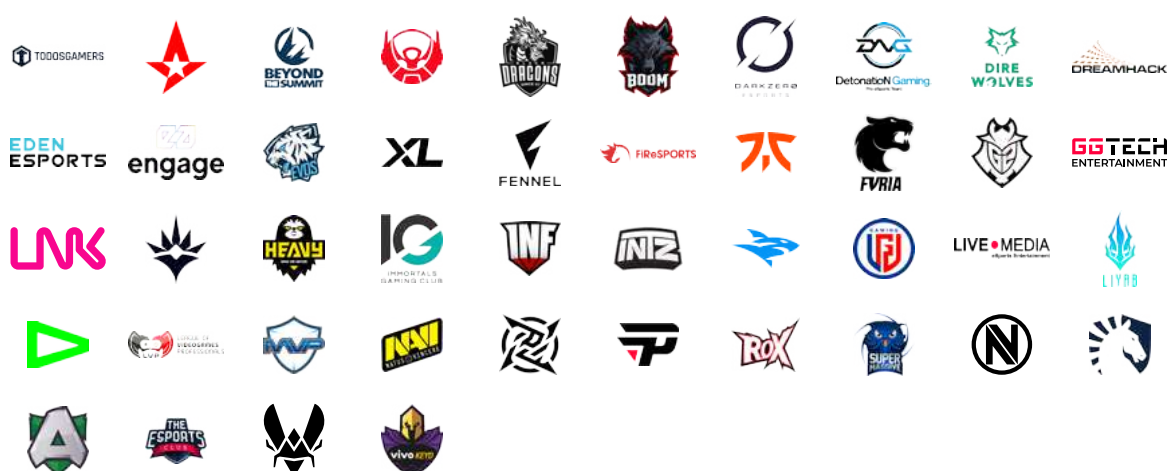
The esports enthusiast and occasional viewer ratios resulting from this consumer research are projected against the online population, using population, internet penetration, and economic growth metrics. Internet wealth development is an important driver for the number of esports viewers and is an indicator of how much structural growth a country or market can expect in the population of potential esports viewers.

The revenue forecasts are based on our predictive esports market model, which incorporates data from multiple sources: macroeconomic and census data, primary consumer research, data provided by our official industry data partners, public event data in terms of viewership and attendees, media reports, and third-party research. These include revenue actuals from leading teams and companies in the industry, and our partner list can be found at the end of this section. We also receive valuable input from clients, including leaders in the esports industry.

Market size estimates and growth forecasts for individual countries/markets and in aggregate for the total industry are validated against our analysis of various contextual

metrics. For instance, our market model calculates the average revenue generated per esports enthusiast, which is then compared with historical numbers, other regions, GDP per capita, and traditional sports spending. Overall, our forecasts are always the outcome of an iterative process, reviewing the implications of our assumptions on a very granular level.

Newzoo's Partners: Leading Esports Teams and Organizations



We define industry revenues as the amount the industry generates through the sale of sponsorship, media rights, digital, streaming, tickets and merchandising, and publisher fees. Currently, only teams account for digital revenues. We are committed to ongoing research so that we can continue to accurately model and project digital esports revenues from publishers.

Our revenue numbers exclude prize pools and player salaries, which we consider to be cost items at an industry level. The revenue numbers also exclude fan contributions to prize pools, as they would be pass-throughs to a cost center.

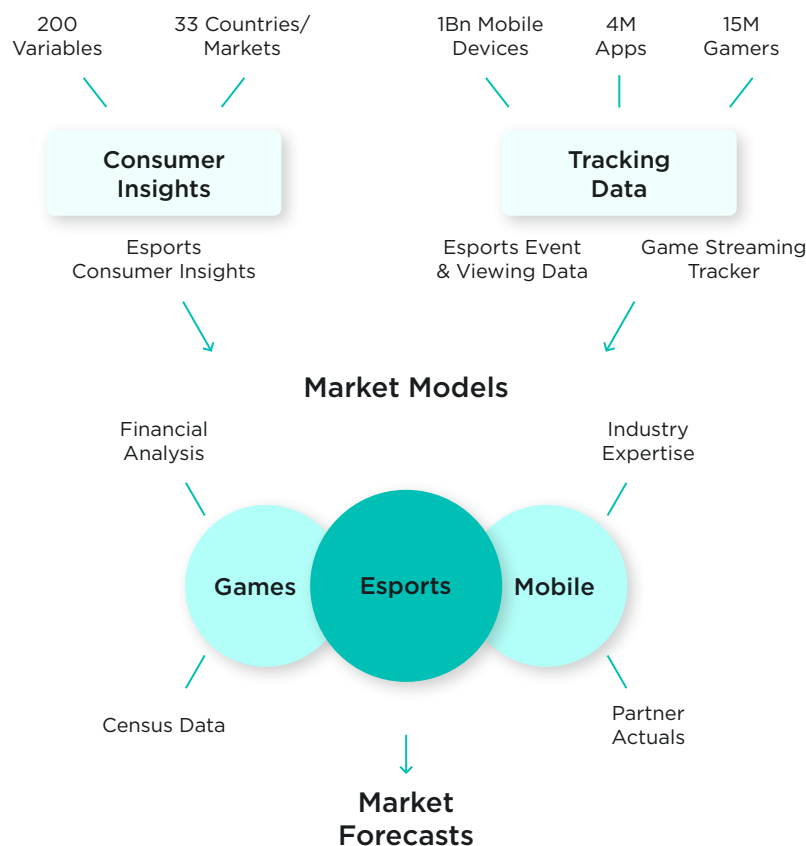
We also exclude revenues from online gambling and betting related to esports (e.g., via BWIN, Unikrn). Finally, **we do not include capital investments in esports organizations,** as we think it is important to distinguish between revenues and investments. To clarify, capital investment is the activity of investing funds in a firm or enterprise to further its business objectives. The term brand investment, used throughout this report, refers to deals made by companies around brand sponsorships, marketing activations, and content licensing deals.

It's important to note **we do not include core game revenues**, excluding revenue shares for team intellectual property-based digital goods, nor do we include revenues from digital tools associated with esports. Instead, core game revenues can be found in our Global Games Market Report.

Our historical revenues and growth rates reflect the year-end US\$ exchange rate. Our projected growth rates assume steady exchange rates going forward, but we take into consideration historical growth rates in local currency rather than US\$, as this gives a better picture of underlying growth.

In terms of countries, markets, and regions, we define the market size as the amount generated by consumers in that specific territory.

The methodology and various inputs are visualized by the illustration below.



Terminology

Definitions of Often-Used Terms

Esports: Competitive gaming at a professional level and in an organized format (a tournament or league) with a specific goal (i.e., winning a champion title or prize money) and a clear distinction between players and teams that are competing against each other.

Esports Enthusiasts: People who watch professional esports content more than once a month.

Occasional Viewers: People who watch professional esports content less than once a month.

Esports Audience: All people who watch professional esports independent of frequency: esports enthusiasts and occasional viewers combined.

Esports Awareness: People who have heard of esports, including the group of people who are aware of esports but are not participants or viewers.

Games Live Streaming Audience: People who have watched live-streamed gaming content at least once in the last six months.

Esports Density: The share of esports enthusiasts in the online population.

Media Rights Revenues: Revenues generated through media property, including all revenues paid to industry stakeholders to secure the rights to show esports content on a channel. This includes payments from online streaming platforms to organizers to broadcast their content, foreign broadcasters securing rights to show content in their country, or copyright costs to show video content or photos of an esports competition.

Merchandise and Ticket Revenues: Revenues generated by the sale of tickets for live esports events and of merchandise. Merchandise sold by esports teams and event organizers is included, as well as merchandise sold by publishers.

Digital Revenues: Revenues generated from digital sales of in-game items that utilize Team IP or signed player likeness. These are currently limited to the revenues that teams earn. Publisher cuts of these revenues will arrive in a future update.

Sponsorship Revenues: Revenues generated by teams and organizers through sponsorship deals. This includes all deals relating to sponsoring an event, including product placement, sponsoring teams, and payments by brands for the use of team, event, or game-specific IP rights in their marketing communications. Any advertisements sold as part of a sponsorship package are also included in sponsorship revenues.

Game Publisher Fees: Revenues paid by game publishers to independent esports organizers for hosting events. This excludes investments or spending by game publishers on their own events, as we consider that to be part of their regular marketing efforts.

Streaming Revenues: Revenues generated through professional players or signed streamers streaming—either on their own channels or on team channels.

Revenue per Enthusiast: Average annual revenue generated per esports enthusiast (esports revenues/esports enthusiasts).



Read all definitions of the **Newzoo esports terminology**.

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03.

Key Global
Trends

Trend 1

Revenue Diversification: Esports Organizations Are Looking Beyond Sponsorships to Diversify Revenue Streams

Esports organizations have heavily relied on brand partnerships for growth, with sponsorship revenues accounting for 63% of global esports revenues in 2021. While such sponsorships have expanded esports' reach, relying on one revenue stream is risky. If that revenue stream becomes scarce, the market as it stands today would suffer. However, it is highly unlikely that brands will stop sponsoring esports. After all, the market will reach 532 million people across the globe in 2022 and is helping brands target hard-to-reach young consumers. Last year, two esports organizations signed massive sponsorship deals in the cryptocurrency sector. TSM announced a 10-year naming rights deal with crypto exchange FTX for \$210 million. Meanwhile, Guild announced a three-year agreement with crypto exchange Bitstamp for nearly \$6.1 million.

Nevertheless, successful esports organizations are diversifying their revenue streams. This diversification ensures that esports revenues will continue to increase and **makes the industry more resilient** to changes in the sponsorship landscape. Despite esports' popularity and engaged fanbase, the market has historically faced challenges in directly monetizing its enthusiastic fans. The pandemic resulted in fewer physical events, heavily limiting revenue growth from tickets and merchandise. While this further accentuates the market's reliance on sponsorships, tickets and merchandise account for just a fraction of yearly esports revenues (8% in 2022). More direct forms of monetization fans are helping esports diversify its revenue streams away from revenues.

Direct-to-Fan Monetization: Digital Merchandise, Loyalty Programs, and Education

Direct-to-fan business models such as **merchandising** (physical or digital), **loyalty programs**, and **educational programs** are helping organizations diversify. Merchandise was always a core part of the fandom, but it has the potential to become even more critical

as esports brands continue to launch apparel that is fashionable and sporty. Simply put, esports brands are becoming lifestyle brands. For example, Brazilian esports team LOUD invested in unique products in collaboration with a Brazilian streetwear brand, focusing on everyday clothing beyond jerseys. Popular North American esports organization 100 Thieves has built its image around streetwear apparel. PUMA has partnered with Gen.G Esports, Natus Vincere (Navi), EVOS Esports, and Cloud9 to sell PUMA branded apparel. Those are just a few real-world fashion examples, but esports organizations are also taking this direct-to-fan monetization to digital goods.

Loyalty programs, allowing fans to receive unique content for a subscription fee, are also becoming more popular with esports organizations. These programs incentivize members to engage with the organization's content, bringing more revenue opportunities and diversification. These programs directly boost revenues, but they also indirectly bolster other revenue streams. They increase fan engagement with organizations, making companies more likely to appeal to potential sponsors and investors. Popular teams like Natus Vincere (Navi) have embraced blockchain technology for such programs, rewarding fans with NFTs for watching Navi players and partnered creators.

For many fans, the appeal of watching esports is to witness high-stakes professional play in their favorite titles. Many esports fans are competitive gamers themselves. In fact, we forecast 64 million people to participate in organized gaming competitions in 2022. Some esports organizations are tapping into fans' competitive sides by offering **educational programs**. These programs range from simple to extensive. TSM's parent company acquired online training platform Blitz.gg. The platform is popular with League of Legends players looking to improve their in-game performance. More extensive programs include the Gen.G Global Academy initiative, which offers a range of different programs, including:

1. A training course to improve in-game performance across a range of games.
2. An esports master track for those pursuing a career in esports and learn about how the market works via classes with industry experts.
3. An elite academy teaching high-level gameplay techniques and preparing students for educational exams, preparing students to apply for scholarships in top U.S. colleges.

Revenue via Traditional Investment and the Financial Market

Some esports organizations have turned to the financial market for alternative revenue streams beyond sponsorship. Esports organizations OverActive Media (the operator of Mad Lions, Toronto Defiant, and Toronto Ultra), the aforementioned Guild Esports, and

Danish powerhouse Astralis are all listed companies. VSPN, a Chinese tournament organizer backed by Tencent, filed for an IPO on the Hong Kong Stock Exchange in February 2022. ESL and FaceIT announced in February 2022 that both had been acquired and merged by Savvy Gaming Group for a combined investment of \$1.5 billion. Due to the sheer size of this group, ESL FACEIT Group's new company is likely to become one of the most prominent esports conglomerates in the world. Whether through **public listings or raising private investments**, the financial market can give esports an influx of cash. However, raising capital through adds more pressure. Investors expect their company to operate at good margins, typically expecting a return on investment.

The ongoing revenue diversification in esports is a promising sign for the market's future growth. We believe esports is at a turning point and is increasingly moving away from established business models set forth by traditional sports. Digital merchandise, NFTs, and loyalty programs have shown promising early results, while educational programs legitimize esports and bolster the market's talent. We are excited to see how these trends continue to develop, but the future is bright.

Trend 2

Global vs. Local: Brands and Organizations that Cater to Regional Preferences Often Have a Higher Chance of Success



Trend 3

Content Diversification on Live-Streaming Platforms



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04.

Special Focus

Special Focus 1

How the Blockchain Is Unchaining New Revenue Streams for Esports Organizations



Special Focus 2

Mobile Esports Gives a Platform to Non-Traditional Esports Markets



Special Focus 3

Co-Streaming Is Boosting Esports Viewership and Attracting New and Bigger Audiences



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05.

Esports Market by Numbers

Global

High Level Data 2022

Population	7,911.5M
Online Population	5,115.9M
Esports Awareness	2,469.5M
Games Live Streaming Audience	921.2M
Esports Enthusiasts	261.2M
Esports Revenues	\$ 1,384.0M
Annual Revenue/Enthusiast	\$ 5.30

Esports Industry Revenue Growth Scenarios

Esports Industry Revenue Growth Scenarios

Optimistic, Base, and Pessimistic Growth Scenarios | 2021-2025



Though the esports industry is positioned for healthy growth in the coming years, several factors may limit that trajectory. Esports is still a young market where the actions and decisions of a select group of actors may influence its growth significantly. Different revenue initiatives and business models may affect the overall esports market, leading to uncertainty. In recent years, the COVID-19 pandemic has shaken the entire entertainment industry, including esports. Several other factors can lead to lower or accelerated revenue growth.

Factors that can lead to lower revenues for esports:

- Interest shifts to new kinds of media, like metaverse events. Prices for esports content drop due to lack of demand, decreasing the potential for **media rights** revenues.
- Sponsors may shift to other trends to reach digital-native youth. Also, new sponsorship deals could be jeopardized as the sponsoring companies operate in a volatile market and could face liquidity issues much sooner than traditional brand **sponsorships**.
- Even with a pessimistic outlook, we find it very unlikely that publishers will not partner with esports organizations to have the organizations' brand purchasable in-game as digital items. It's more likely that people will not want to buy **digital** items that are not NFTs, which may have more impact in later forecast years (from 2024 onward).
- There is a risk that the audience for esports will diminish as people lose interest, leading to a smaller addressable market and thus lower **ticket** sales. Many publishers either own or are heavily invested in broadcast studios and arenas that rely on ticket sales to break even, so abandoning events is not an option. The loss of interest in esports may also lead to a decline in sales of esports-based **merchandise**.
- **Publisher fees** are directly related to publishers' willingness to invest in esports. Publishers may find their audience and/or better retention methods elsewhere and may no longer be interested in supporting an esports scene to market their games.
- Esports organizations now rely on multiple influencers signed up with their network to generate **streaming** revenues. Some influencers may realize they do not need the infrastructure of these organizations to be successful and may choose to discontinue these partnerships.
- Even though COVID-19 is under control in some markets as vaccination rates increase, some markets will still suffer from the lingering effects of the pandemic in 2022 and 2023. While we don't expect these effects to linger after that, recent events may have lowered interest in attending live events for a group of people in the long run.

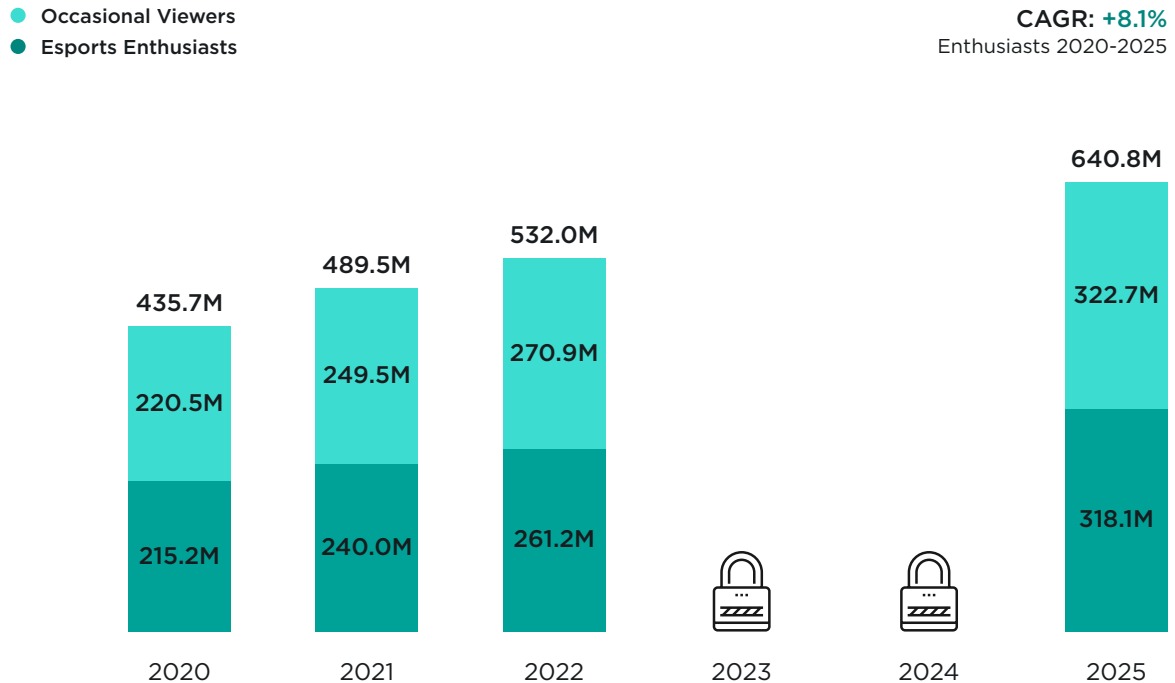
Factors that can accelerate esports market growth:

- Esports continues to attract young digital natives, which sparks interest from platforms and other media companies. Prices for the rights to esports content rise, and new competition for **media rights** becomes another price driver for content.
- More channels to watch esports means growing attractiveness for sponsors. Esports becomes a core part of a non-endemic brand marketing strategy. Blockchain sponsors are gaining success, and these deals carry lower risk. As a result, esports organizers and teams get higher-value **sponsorship** deals.
- Fans are interested in **digital** goods as NFT hype helps normalize purchasing them. Some publishers start to offer digital goods as NFTs, further increasing interest in digital items.
- New esports franchises add in-person events, growing **ticket sales** revenues. Esports events attract more fans, and they spend more on **merchandise** at these events. The increasing shift to lifestyle brands also helps esports teams boost their merchandise sales.
- As new publishers enter the esports market, they must compete with existing esports titles and attract teams. **Publisher fees** increase as more publishers become involved in esports and try to attract the best-known organizers and teams.
- Esports organizations attract a diverse portfolio of **streamers** as they transition to lifestyle brands. Streamers' rosters are dramatically expanded. Organizations can now negotiate better terms between streamers and platforms.

Esports Audience

Esports Audience Growth

Global | 2020-2025



Due to rounding, Esports Enthusiasts and Occasional Viewers do not always add up to the total audience.

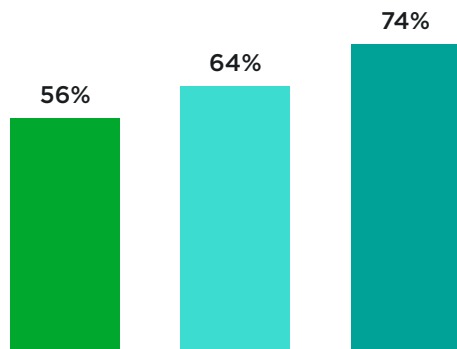
In 2022, the global esports audience will grow +8.7% year on year to reach 532 million. The esports enthusiast group will account for just above 261 million, while occasional viewers will account for the remaining 271 million. The number of esports enthusiasts will grow to 318 million with a CAGR of +8.1% between 2020 and 2025, when the total audience will surpass 640 million.

The lingering effects of the COVID-19 pandemic continued to attract new viewers in 2021, and the explosion in popularity of new esports franchises, such as Valorant and Mobile Legends: Bang Bang, contributed to growth. However, a larger part of the growth will be driven by growth markets across Southeast Asia, Latin America, and the Middle East and Africa. Publishers like Moonton are investing heavily in the competitive side of mobile games, and they are finding great success. Moreover, as performing hardware becomes more available and the internet infrastructure evolves, esports will be more accessible than ever.

Demographics

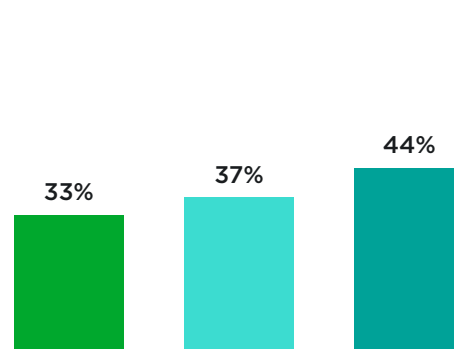
Full-Time Job

Global | 2021



High Household Income

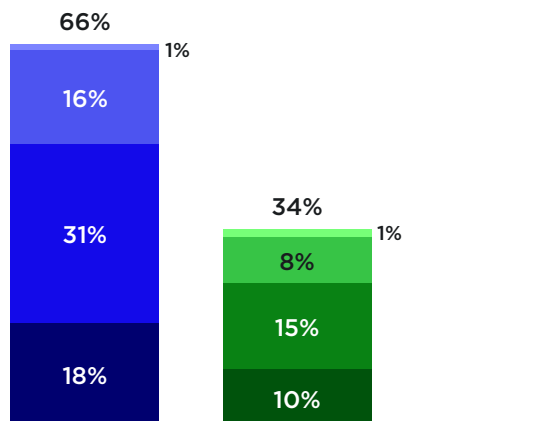
Global | 2021



● Online Population ● Occasional Viewers ● Esports Enthusiasts

Age/Gender Esports Enthusiasts

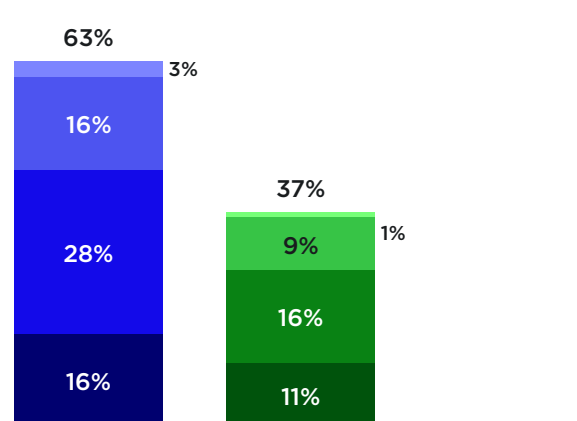
Global | 2021



Male ● 10-20 ● 21-35 ● 36-50 ● 51-65

Age/Gender Occasional Viewers

Global | 2021



Female ● 10-20 ● 21-35 ● 36-50 ● 51-65

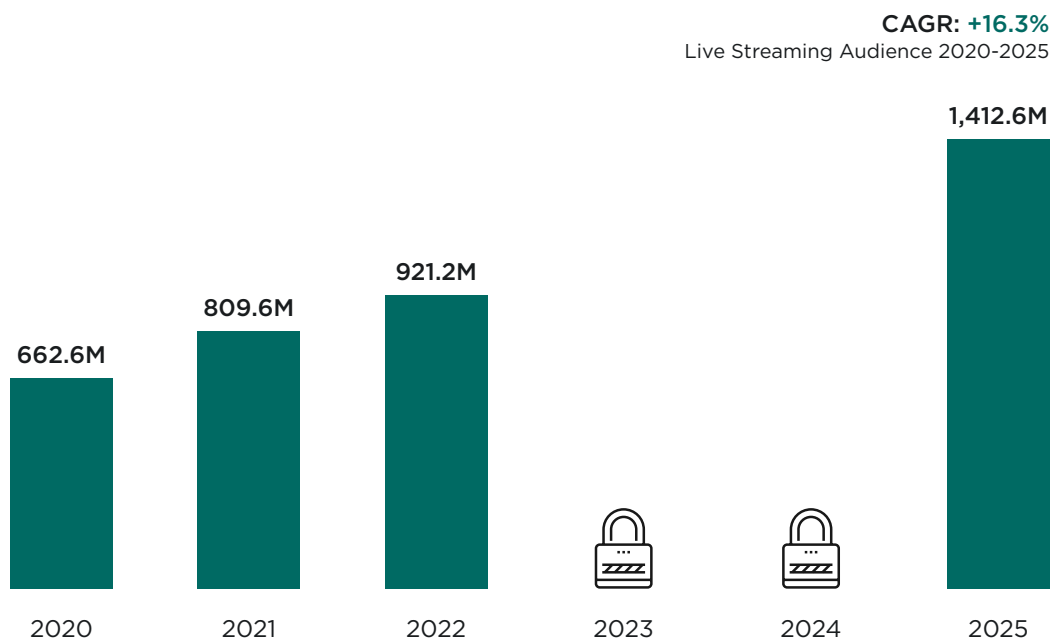
While esports enthusiasts skew young and male, the percentage of women interested in esports has been growing over the years. In 2021, women accounted for 34% of esports enthusiasts. Of female esports enthusiasts, 24% are between the ages of 21 and 65, while the remaining 10% are between 10 and 20.

Esports enthusiasts represent an attractive segment for consumer brands; 74% of esports enthusiasts are full-time employees (compared to just 56% of the general online population), and around 44% fall in the high-income bracket (compared to 33% of the general online population).

Gaming Live Streaming Audience

Games Live Streaming Audience Growth

Global | 2020-2025



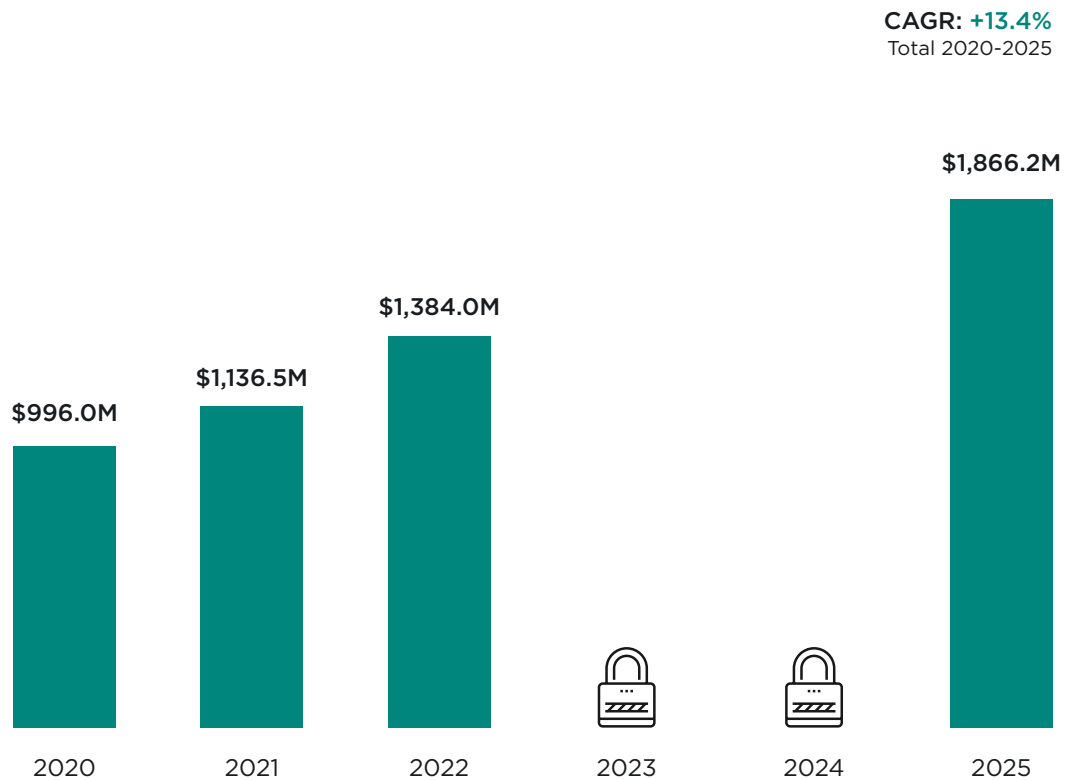
The games live-streaming audience will grow by +13.8% year on year to reach 921.2 million globally in 2022. The audience will cross the billion mark by 2023 and increase with a CAGR of +16.3% from 2020 to reach 1.4 billion in 2025. The lingering effects of the COVID-19 pandemic in 2021 caused the audience to grow beyond our initial expectations. Growth markets in Latin America, the Middle East and Northern Africa, and Southeast Asia will retain high growth rates throughout 2025, boosted by the increasing popularity of mobile titles on live-streaming platforms.

China remains the world's largest market in terms of live-streaming audience. It will grow with a CAGR of +7.6% from 2020 to reach 267.5 million in 2025.

Esports Revenues

Esports Revenue Growth

Global | 2020-2025



Esports is on track to generate nearly \$1.38 billion in revenues by the end of 2022, up from 2021's \$1.11 billion (year-on-year growth of +16.4%). China will generate nearly a third of worldwide esports revenues. Southeast Asia, Central Southern Asia, and Latin America are the fastest-growing regions with 2020-2025 CAGRs of +27.6%, +23.4%, and +19%, respectively. Global revenues will exceed \$1.86 billion by 2025, representing a healthy CAGR of +13.4%.

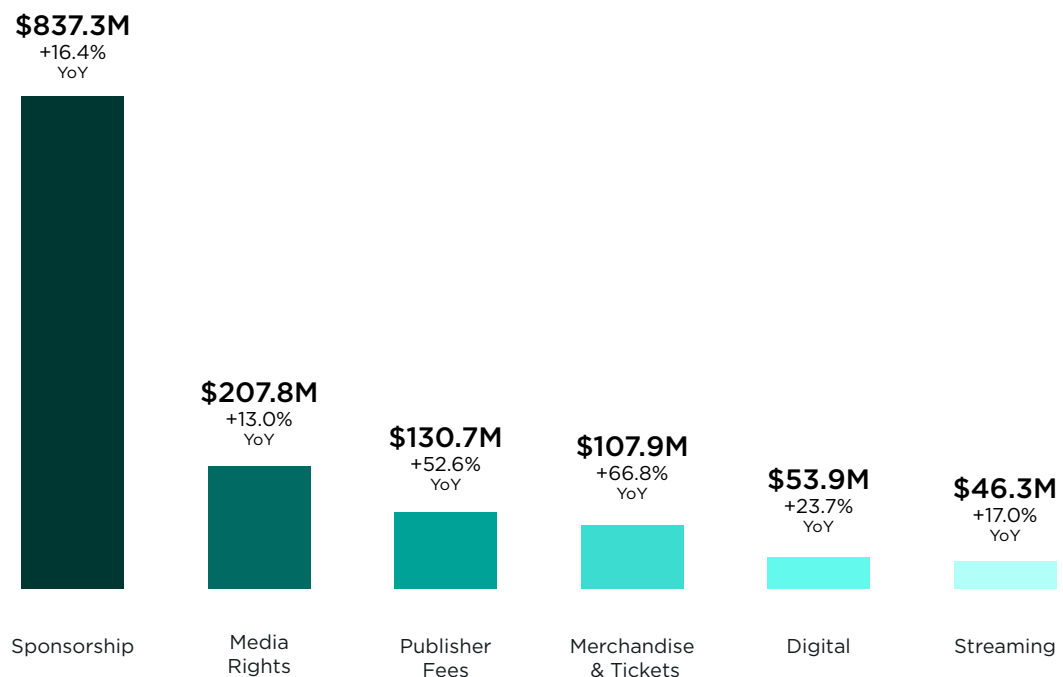
2022 Revenue Streams

Sponsorship revenues have been the foundation on which the esports market was built, so it's no surprise that it continues to be the highest-grossing revenue stream, generating \$837.3 million in 2022, or nearly 60% of the entire market. Blockchain companies are boosting sponsorship growth in esports by investing high figures into teams and tournaments to reach the esports audience.

Digital and streaming are the two fastest-growing revenue streams for esports, with 2020-2025 CAGRs of +27.2% and +24.8%, respectively. The increasing awareness of digital assets that came with NFTs is likely to boost investment and fan interest in acquiring in-game items of esports IP. As we reported in our trend on [Content Diversification on Live-Streaming Platforms](#), streaming is increasingly becoming a greater part of brand strategy.

Esports Revenue Streams

Global | 2022



Asia-Pacific

High Level Data 2022

Population	4,359.6M
Online Population	2,791.6M
Esports Awareness	1,263.3M
Games Live Streaming Audience	442.5M
Esports Enthusiasts	160.0M
Esports Revenues	\$ 590.2M
Annual Revenue/Enthusiast	\$ 3.69

Asia Pacific Esports Ecosystem

Key stakeholders



Europe

High Level Data 2022

Population	747.2M
Online Population	663.5M
Esports Awareness	450.1M
Games Live Streaming Audience	172.8M
Esports Enthusiasts	31.6M
Esports Revenues	\$ 345.3M
Annual Revenue/Enthusiast	\$ 10.93

Europe Esports Ecosystem

Key stakeholders



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North America

High Level Data 2022

Population	373.2M
Online Population	328.8M
Esports Awareness	266.0M
Games Live Streaming Audience	103.7M
Esports Enthusiasts	22.4M
Esports Revenues	\$ 349.7M
Annual Revenue/Enthusiast	\$ 15.59

North America Esports Ecosystem

Key stakeholders



Emerging Regions

High Level Data 2022

Population	2,431.5M
Online Population	1,332.0M
Esports Awareness	490.1M
Games Live Streaming Audience	202.3M
Esports Enthusiasts	47.1M
Esports Revenues	\$ 98.8M
Annual Revenue/Enthusiast	\$ 2.10

Emerging Regions Esports Ecosystem

Key stakeholders





06.

Live
Streaming
Market

A Year in Review

Live Streaming in 2021



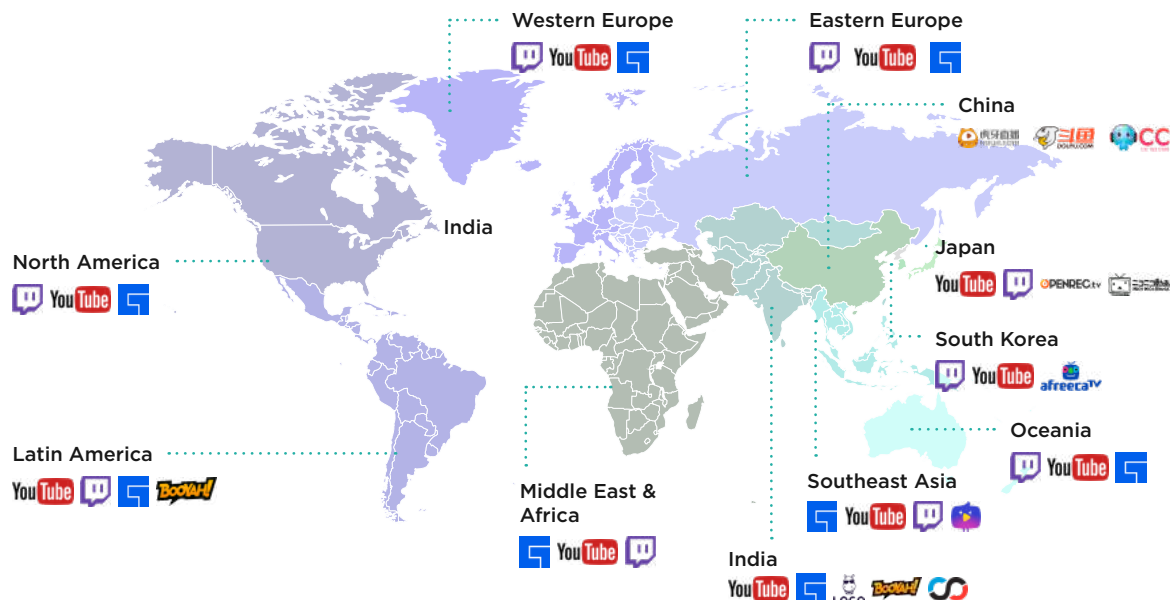
Streaming Audience Demographics



Games Viewing for Key Stakeholders



Key Platforms in Different Markets



Twitch is the leading game live-streaming platform in the Western market. It is available worldwide except in China, where it is banned. The platform focuses primarily on PC and console games, but it has invested significant resources in expanding its non-gaming content portfolio to improve retention and boost engagement. Twitch benefits from being the first mover in the Western market. After being acquired by Amazon in 2014, Twitch made several changes to its interface to improve monetization. For example, it uses a proprietary currency, known as “bits,” which users can buy and support their favorite streamers. As the internet infrastructure improves in growth markets, especially in the Middle East, Africa, and Latin America, Twitch will likely maintain a predominant position in streamed PC and console games.

YouTube Gaming is also available worldwide, except in China. The Google-owned live-streaming platform has grown in popularity in recent years, accelerated by the rise of core and competitive mobile games. However, the market for live-streaming platforms has become highly competitive, and many local services—such as India’s Rooter and Trovo—are drawing users away from the service. The growth of mobile gaming in emerging economies across Southeast Asia and Latin America means these regions account for a huge share of viewership on YouTube Gaming. YouTube benefits from a large global user

base that watches VOD gaming content (more than 100 billion hours consumed in 2021). The challenge for YouTube is converting part of that audience to its live-streaming service. One part of this strategy is penning exclusivity deals with high-profile streamers.

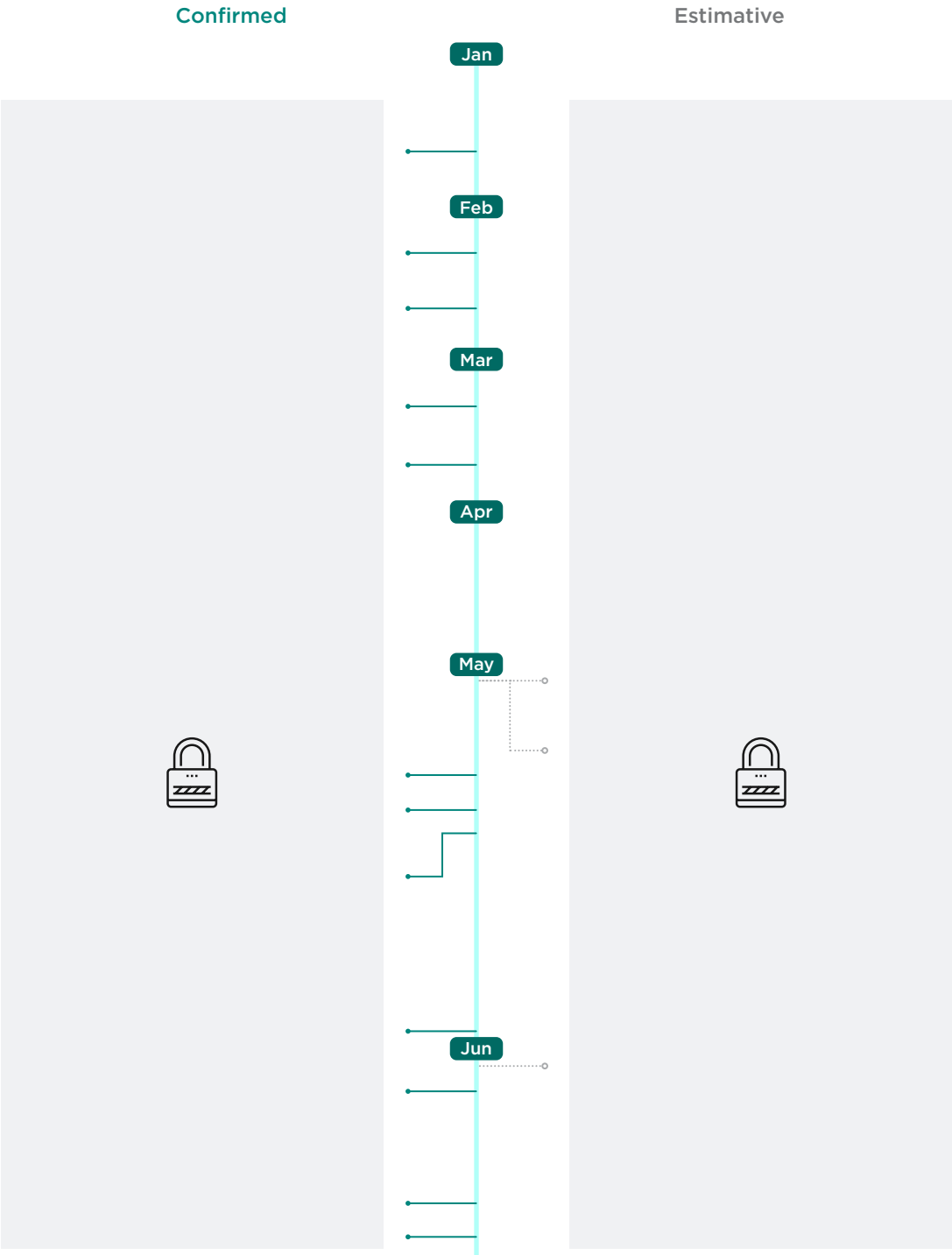
Facebook Gaming is another live-streaming service where mobile games perform best, with staple titles including PUBG Mobile, Free Fire, and Mobile Legends: Bang Bang. To that end, the platform is also prevalent in growth markets across Southeast Asia, the Middle East, and Africa. The service is available in Europe and North America too, but Twitch and YouTube are the market leaders in the West. Facebook, like YouTube, benefits from a massive potential audience. Facebook as a whole reported more than 2.9 billion monthly active users in Q4 2021. Moreover, Facebook is providing more interactive viewing experiences for its users, including functionality for streamers to play directly with their viewers or allowing the audience to influence streamers' games.

The background features a dark teal base color. On the left, there is a vertical light blue stripe. Overlapping this stripe and the base is a large, rounded teal shape. Another rounded teal shape is positioned in the upper center, partially overlapping the light blue stripe and the dark teal background.

07.

Global Events

2022 Global Esports Events





Newzoo: The Destination for Games Market Insights

Our Services



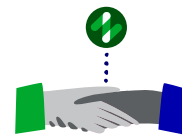
Data Platform

The single destination for anyone with an interest in games. Broad and market-specific solutions, including our landmark reports.



Consumer Insights

The best way to understand consumer engagement and profile your target group, including our gamer segmentation.



Consulting

Custom projects that put our experience and expertise to work on strategic and financial challenges.



Global Games Market Report Global Cloud Gaming Report



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Brand Tracking

Monitor your own brand's performance



Profile Personas

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