

## Top Esports Events by hours watched

Tournament	Game	Hours watched	ACU*
2022 PGL Major Antwerp	Counter-Strike: Global Offensive	10.5M	96.7K
2022 ESL One Stockholm	Dota 2	5.1M	51.3K
2022 European Masters Spring	League of Legends	5.0M	66.2K
2022 VALORANT Champions Tour: Japan Stage 2 Challengers	Valorant	2.9M	45.4K
2022 Intel Extreme Masters Season XVII - Dallas	Counter-Strike: Global Offensive	1.9M	12.9K
2021/22 DPC Eastern Europe Tour 2: Division 1	Dota 2	1.5M	31.7K
2022 Dota 2 Champions League S10	Dota 2	.6M	5.5K
2021/22 DPC China Tour 2: Division 1	Dota 2	.5M	5.0K
2022 VALORANT Regional Leagues France Revolution Stage 2	Valorant	.5M	5.8K
2022 Dota 2 Champions League S11	Dota 2	.3M	3.7K

### Note:

ACU: Average Concurrent Unique Viewers  
 Newzoo Platform aggregates official broadcast channels from Twitch, YouTube and Facebook Gaming

## Market News

### a. PUBG Nations Cup returns after a two-year break

Krafton announced the return of the PUBG Nations Cup after a two-year hiatus. The global competition, which will take place in Bangkok from June 16 to 19, features a \$500K prize pool. Sixteen teams from the U.S., Brazil, South Korea, and China will compete in an arena with more than 1,200 seats. According to the Newzoo Platform, PUBG Mobile amassed 48.7M hours watched (across YouTube, Twitch, and Facebook Gaming) in May; 6.01M of those were esports hours. At the events, fans can play special prediction-based games to win special prizes. AB Inbev brands like Budweiser, Corona, Becker, and Poker will also partner with LLA to organize local events in the country.

### b. IEM Rio Major 2022 is (re)announced and tickets sold out

Two years ago, ESL planned to host ESL One at Rio; however, the pandemic forced the organizer to cancel the event. Brazil is one of the most passionate audiences for Counter-Strike: Global Offensive (CS:GO). The country is also home to one of the biggest Twitch streamers in the world, Gaules, known for co-streaming CS:GO tournaments in Portuguese.

Now, the IEM Rio Major will be held in Brazil's Jeunesse Arena, famous for hosting tournaments for League of Legends, Rainbow Six: Siege, and Free Fire.

### **c. Dota 2's The International planned for Singapore**

The International is Dota 2's important yearly esports tournament. Last year, its accumulated prize pool crossed \$40 million. Most of this huge sum was crowdfunded, as Valve contributes a portion of in-game items sales to the prize pool. For the first time, the event will take place in Southeast Asia, where Dota 2 is very popular and boasts several high-profile esports teams. The tournament will take place in October 2022.

### **d. From Europe to Singapore, Wild Rift Icons Global Championship to start on June 14**

The 2022 Wild Rift Icons Global Championship moved from Europe to Singapore due to the global pandemic, which affected visa applications. As an international championship, Wild Rift Icons needed teams from multiple regions—not only for representation reasons but also to build hype among the game's fans across the globe.

The event will feature 24 teams and a \$2 million prize pool. League of Legends: Wild Rift faces fierce competition from other mobile MOBA games, namely Mobile Legends: Bang Bang and Arena of Valor (Honor of Kings). The competition is also part of Riot's global strategy to legitimize the Wild Rift esports scene, which recently announced Coca-Cola as a global sponsor.

### **e. Riot Games announces Valorant esports plans, including franchises, third-party organizers, and a women's tournament.**

In 2017, Riot Games began converting its esports leagues into franchised leagues. At the time, one of the biggest concerns for teams and organizers was that esports requires ever-increasing investments each year. At the same time, there was uncertainty about whether the team would stay in the top division or be relegated. This was a huge blocker for investors.

Now, Riot has announced it will franchise Valorant esports, but the process will be different from how Riot franchised League of Legends. Rather than requiring teams to buy a franchise slot in Valorant, Riot is seeking to feature teams that will lead to long-term partnerships. Riot will even offer financial stipends for some teams.

This comes in stark contrast to the high price of entry for League of Legends. For the first time, Riot will also allow third-party Valorant tournaments during the off-season. Riot seems to want the most entertaining and engagement-generating esports teams to compete in Valorant—not just those with the most money.

It is also giving more grassroots tournaments a chance to flourish by allowing third-party tournaments. Riot is playing the long game. As Valorant remains a young esports scene, the company is looking to grow it before attracting significant investment. The cost to organize esports tournaments is also getting lower for each title Riot operates, also contributing. Riot will now also host Game Changers, a women's tournament aiming to promote diversity in the scene.

These policies signpost a less restrictive scene, providing more opportunities for brands to engage with the industry, but also giving fans more convenience and options to watch and follow their favorite teams and players at multiple tournaments throughout the year.