



# The Futurists Esport Project

Ray Hermann Angossio Liwa  
Founder of Futurists

## Who we are?

In the project, we have the aim to promote all activities in the fields, to increase its level of awareness, improve standards and inspire future talent even careers in the field.

As an organization, our aims are to support and organize esports activities and provide expertise and pieces of advice. We work from the bottom line until the top with teams, organizations, leagues, and all kinds of supporters to be able to drive our mission to the top.

We see Esport as a career pathway with a real value to transform the job marketplace and real people's life. We also believe that Esport is a credible activity with the capacity to have a positive impact on the player's cognitive and imaginative function and even more.



**Ray Hermann Angossio Liwa**  
**Founder of Futurists**

## The reason why?

The Futurists Esports Project wants to educate youth, parents, teachers, children, the media and government that esports is a positive activity with intrinsic benefits. It develops teamwork, communication and leadership skills, improves confidence, decision making and reaction times, and can boost reading comprehension skills, cyber skills and improve dexterity and concentration.

By running esports championships, more peoples will be able to try out esports for themselves and access a pathway to industry, and teachers and parents will be able to learn about esports' benefits and job prospects, including casting, coaching, management and marketing positions.

The project allow us to understand the best, most effective ways of engaging young people with esports through organization, schools, colleges and libraries.



**Ray Hermann Angossio Liwa**  
**Founder of Futurists**

## Mission

We help to educate parents, teachers, media, policy makers and government around what esports is and its benefits for them and much more.

We plan to work with communities, schools, libraries and other institutions to help them embrace esports, understand it and take part in some engaging and beneficial activities. We want to see more esports champions and talent in the future.



**Ray Hermann Angossio Liwa**  
**Founder of Futurists**

## Vision :

All these activities or competitions have been set up with the aim: to Promote, Improve and Inspire people around the world.

**Promote:** organizing and supporting activities for people to get involved and discover what is Esport also well plan how they can start a career within.

**Improve:** Bring new features and innovations as much as possible into the Esport community worldwide.

**Inspire:** empowering establish leaders and a new leader to be part of the Esport eco-system by communicating all information, news, and number to show them how Esport could a good investment for now and the future.



**Ray Hermann Angossio Liwa**  
**Founder of Futurists**

Let's read some financial  
numbers.



Ray Hermann Angossio Liwa  
Founder of Futurists

# eSports in Numbers



## The Audience

**276mn**

The estimated size of the eSports audience in 2022E—up from 167mn viewers today who already outnumber the audiences of the NHL and MLB

**58mn**

Unique viewers of the 2017 League of Legends finals

**125mn**

The number of global players for Fortnite, the highest monetizing video game in the world



## The Demographics

**50%+**

The share of eSports viewership coming from Asia. eSports penetration has reached only 5% in the region, but already comprises the lion's share of viewership

**79%**

The eSports audience under age 35



**Ray Hermann Angossio Liwa**  
**Founder of Futurists**



## The Buy-In

**\$20mn**

The price to buy one of the 12 Overwatch League teams for sale in 2017. We expect Activision (the IP owner) to sell 28 total teams, with future sales on the order of...

**\$40mn+**

The price we expect potential owners to pay for the next 6 Overwatch League teams sold in 2018



## The Incentives

**\$100mn**

PLAYERS

The prize pool promised for the first year of Fortnite competitions, nearly the size of the *entire* eSports prize pool in 2017

**\$500k**

LIVE STREAMERS

The monthly income of Ninja, an online personality who live-streams gameplay on Twitch



**Ray Hermann Angossio Liwa**  
**Founder of Futurists**





## The Engagement

**355bn**

The total number of minutes watched on Twitch in 2017, up 22% year-over-year

**98 minutes**

The amount of time active users on Chinese live-streaming platform Huya spend watching content every day on the mobile app



## The Monetization

**\$3bn**

Our estimate for total eSports revenue in 2022E, up from \$655mn in 2017. We expect media rights will contribute nearly half of this amount

**\$296mn**

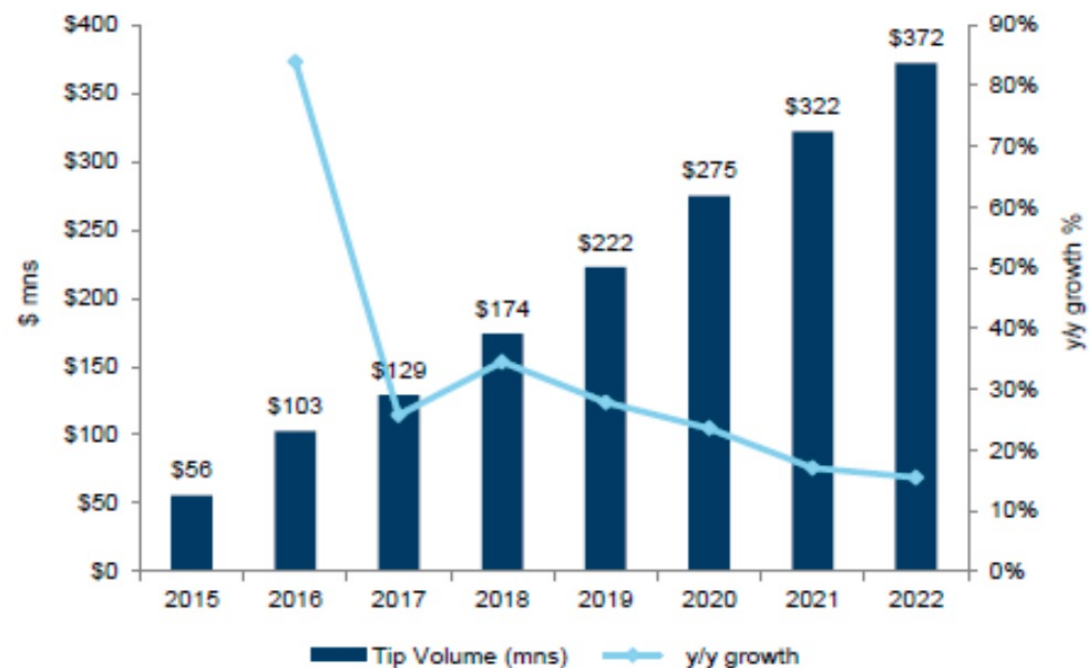
Fortnite's revenue in April. The game is the most watched title on Twitch, with ~1.5x the average viewership of the 2<sup>nd</sup> most-watched title



**Ray Hermann Angossio Liwa**  
**Founder of Futurists**

### Exhibit 34: We expect the tipping market in the U.S. will reach \$372mn in 2022E

U.S. Annual tipping revenue (2015-2017A) and GS forecast (2018 to 2022E)



Source: Streamlabs, Goldman Sachs Global Investment Research

### Exhibit 35: We expect annual revenue per follower to rise due to improving engagement

Annual Average Revenue per Follower and Followers on Twitch (2015 to 2022E)



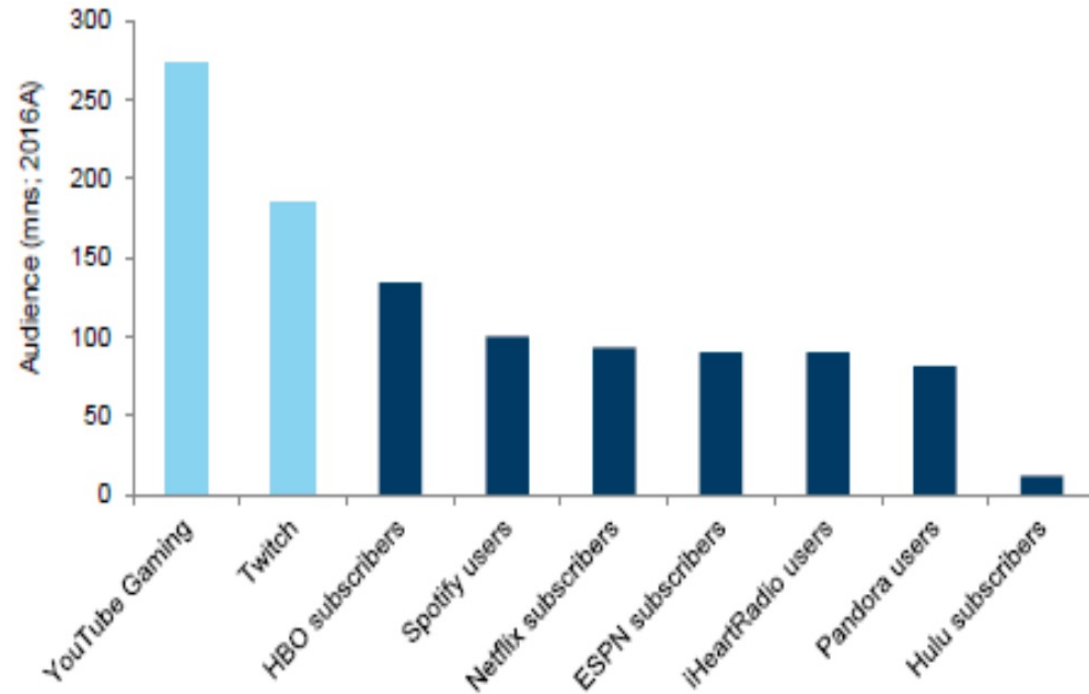
Note: 2015 and 2016 data is from Streamlabs; 2017 data is GSe

Source: Streamlabs, Goldman Sachs Global Investment Research



**Ray Hermann Angossio Liwa**  
**Founder of Futurists**

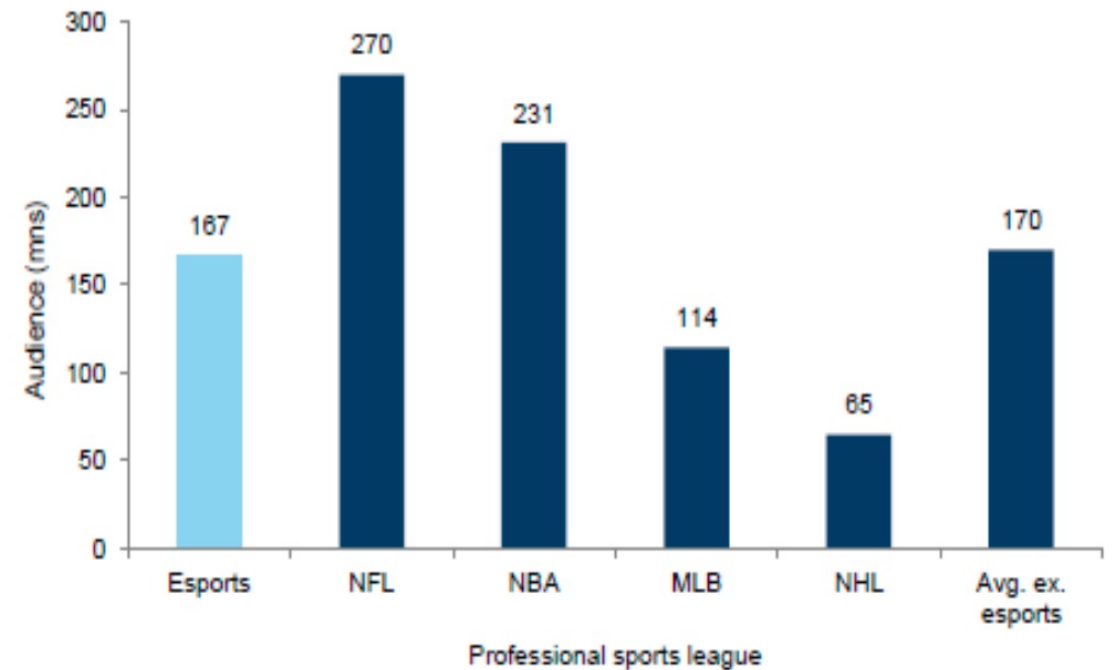
## Exhibit 2: Twitch and YouTube Gaming have a larger audience than many entertainment platforms



Source: SuperData, Goldman Sachs Global Investment Research

## Exhibit 3: The eSports audience is similar to the average of large professional sports leagues

Audience size by sports league (2017A)



Source: Nielsen, CBS, ESPN, Goldman Sachs Global Investment Research



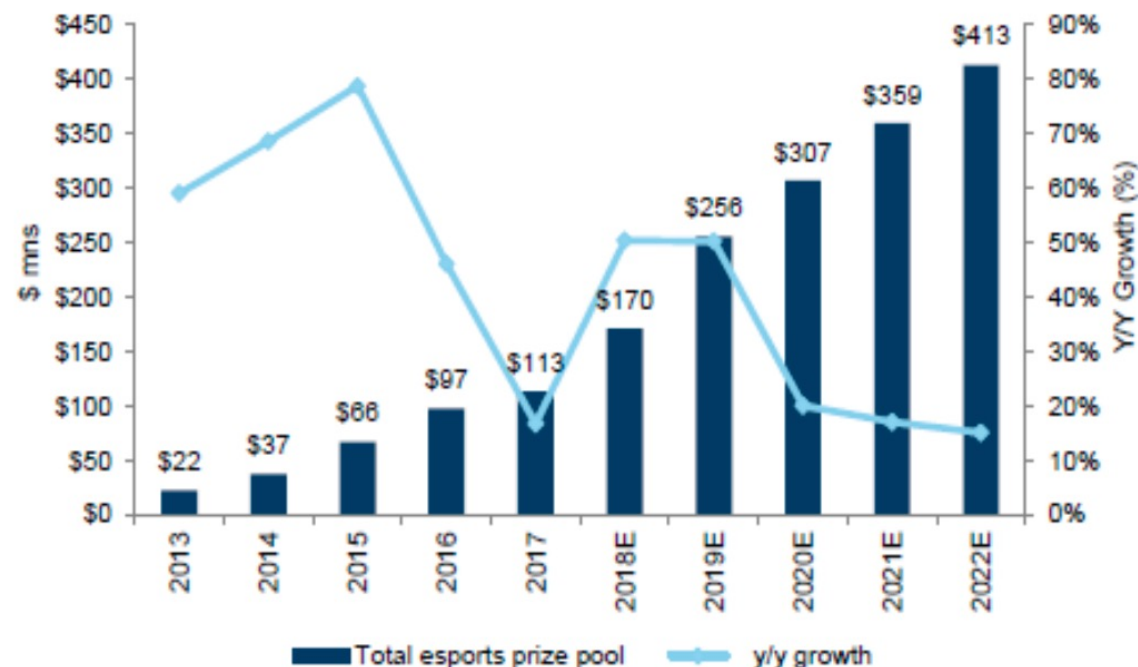
**Ray Hermann Angossio Liwa**  
**Founder of Futurists**

**Exhibit 8: Dota 2 has the largest prize pool of all eSports titles**  
eSports prize pool by title

Title	Prize Money (2017)	Tournaments
<b>Dota 2</b>	<b>\$38,053,795</b>	<b>159</b>
Counter-Strike: Global Offensive	\$19,252,556	894
League of Legends	\$12,060,789	153
Heroes of the Storm	\$4,783,333	31
Call of Duty: Infinite Warfare	\$4,027,895	72
Hearthstone	\$3,452,684	112
Overwatch	\$3,408,254	259
StarCraft II	\$3,386,454	612
Halo 5: Guardians	\$1,748,000	14
SMITE	\$1,567,900	8
Other Games	\$21,511,703	1,619
<b>Total</b>	<b>\$113,253,364</b>	<b>3,933</b>

Source: Goldman Sachs Global Investment Research

**Exhibit 9: We estimate the eSports prize pool will grow at a 30% 5-year CAGR between 2017 and 2022E**  
Total eSports prize pool



Source: Goldman Sachs Global Investment Research



**Ray Hermann Angossio Liwa**  
**Founder of Futurists**



**Exhibit 12: Japanese games such as Street Fighter ranked in the top 10 games on Twitch as measured by eSports hours watched in December 2017**

Top 10 games on Twitch by eSports hours watched - global - December 2017

Game Title	Total Hours (mns)	Esports Hours (mns)	Share Esports (%)
Dota 2	32.4	11.8	36%
CS: GO	18.8	6.8	36%
League of Legends	69.6	6.2	9%
Hearthstone	43.2	4.5	10%
CoD: WWII	6.9	1.6	24%
Street Fighter V	2.7	1.4	54%
StarCraft II	3.7	1	26%
Overwatch	17.9	0.7	4%
Rocket League	2.3	0.6	26%
Super Smash Bros.	0.9	0.6	68%

Source: NewZoo



**Ray Hermann Angossio Liwa**  
**Founder of Futurists**

### Exhibit 10: Seven of the top 15 eSports titles...

Top titles by eSports prize money (2017A)

Rank	Title	Prize Money	Year Since Initial Release
1	Dota 2	\$38.0	5
2	Counter-Strike: Global Offensive	\$19.3	6
3	League of Legends	\$12.0	8
4	Heroes of the Storm	\$4.8	3
5	Call of Duty: Infinite Warfare	\$4.0	14
6	Hearthstone: Heroes of Warcraft	\$3.4	4
7	Overwatch	\$3.4	2
8	StarCraft II	\$3.4	8
9	Halo 5: Guardians	\$1.7	2
10	H1Z1	\$1.6	3
11	CrossFire	\$1.5	11
12	Quake Champions	\$1.5	1
13	FIFA 17	\$1.4	9
14	Rocket League	\$1.4	3
15	Smite	\$1.2	4

Source: [esportsearnings.com](http://esportsearnings.com), Goldman Sachs Global Investment Research

### Exhibit 11: ...Are also among the top 15 highest monetizing PC & console titles in-game

Top titles by in-game revenue (2017A); FIFA, GTA, CoD, OW, Tom Clancy, and Assassin's Creed are GS estimates; all others are SuperData

Rank	Title	2017 in-game revenue (\$ mns)	Year Since Initial Release
1	League of Legends	\$2,100	8
2	Dungeon Fighter Online	\$1,600	8
3	Crossfire	\$1,400	11
4	FIFA franchise	\$868	9
5	GTA franchise	\$622	20
6	Call of Duty franchise	\$478	14
7	World of Tanks	\$471	8
8	Dota 2	\$406	5
9	Roblox	\$310	12
10	MapleStory	\$279	15
11	Counter-Strike: Global Offensive	\$221	6
12	Hearthstone (PC Only)	\$217	4
13	Overwatch	\$211	2
14	Tom Clancy franchise	\$197	10
15	Assassin's Creed	\$137	10

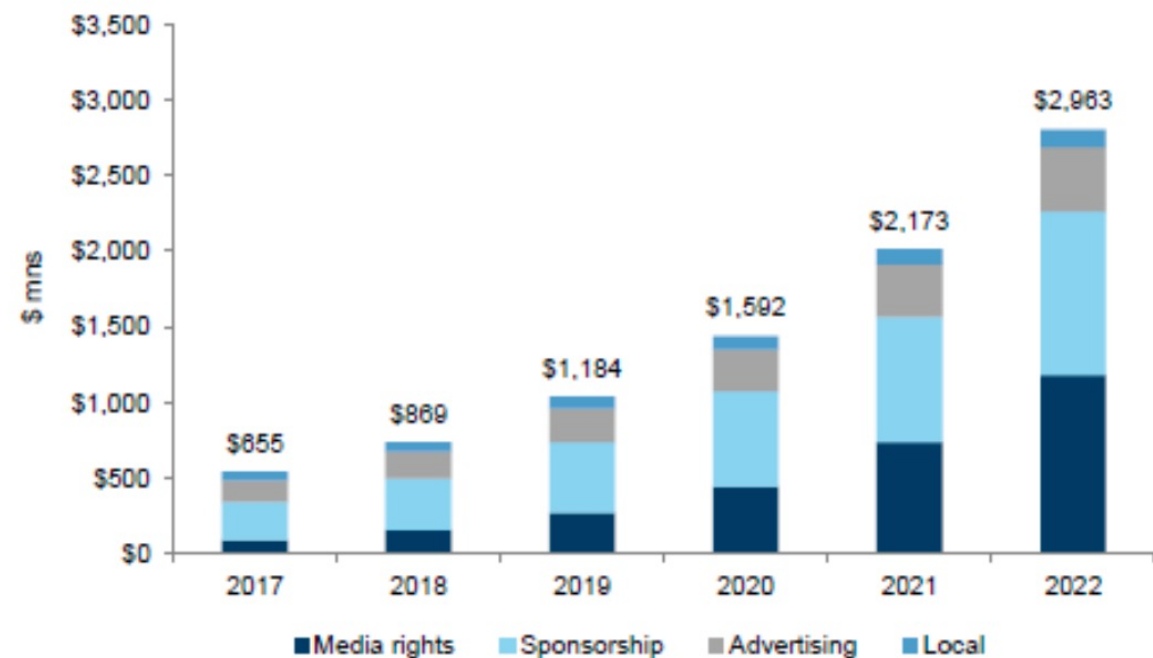
Source: Goldman Sachs Global Investment Research, Company data, SuperData



**Ray Hermann Angossio Liwa**  
**Founder of Futurists**

**Exhibit 19: We forecast eSports revenue growing at a 35% 5-year CAGR through 2022E**

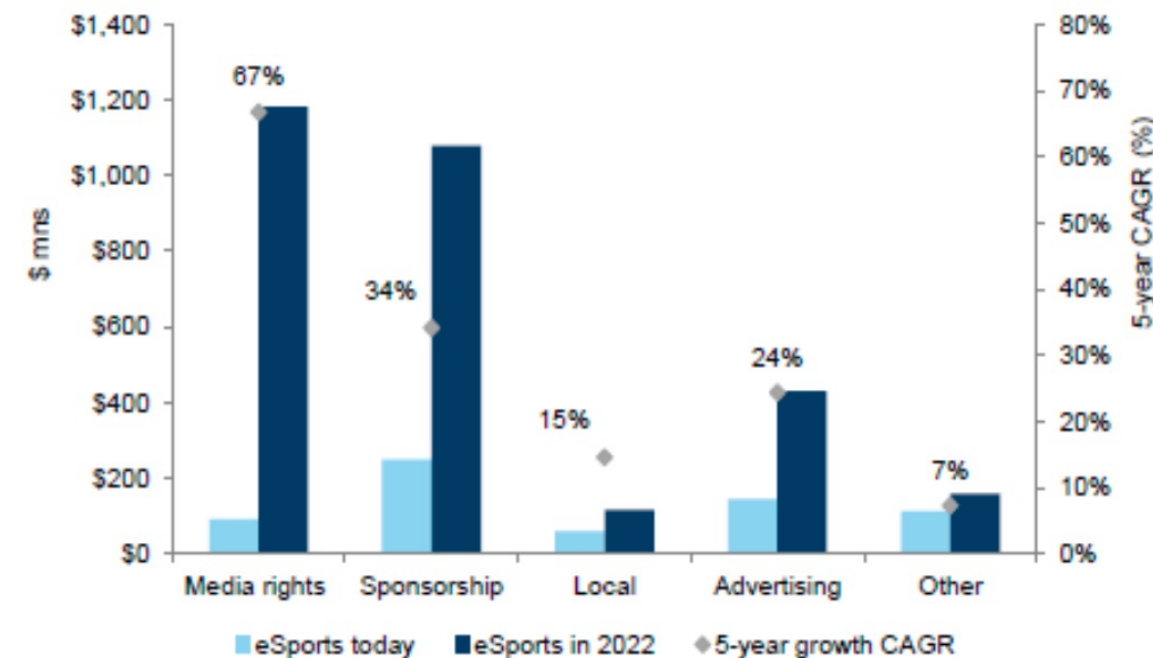
GS eSports revenue growth forecast (2017A to 2022E)



Source: Goldman Sachs Global Investment Research, NewZoo, SuperData

**Exhibit 20: We forecast media rights revenue will grow at a 67% 5-year CAGR, driving overall eSports revenue growth**

GS eSports revenue growth forecast and 5-year revenue stream growth CAGRs

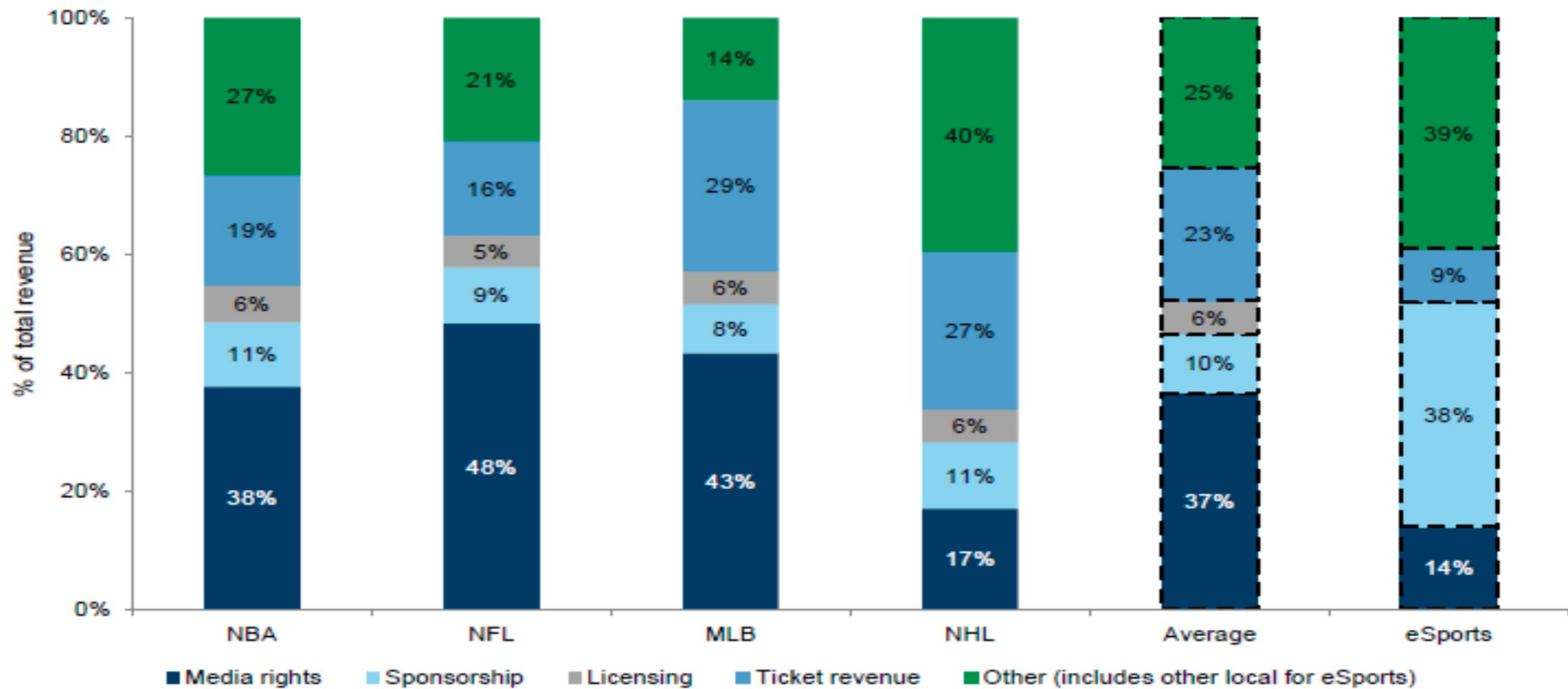


Source: Goldman Sachs Global Investment Research, NewZoo, Superdata



**Ray Hermann Angossio Liwa**  
**Founder of Futurists**



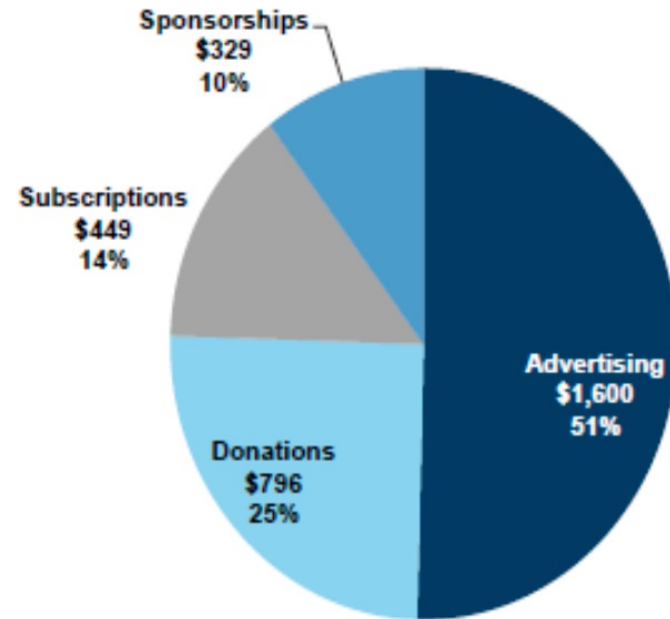


**Ray Hermann Angossio Liwa**  
**Founder of Futurists**



## Exhibit 29: Advertising represented 51% of overall Gaming Video Content gross revenue in 2017A

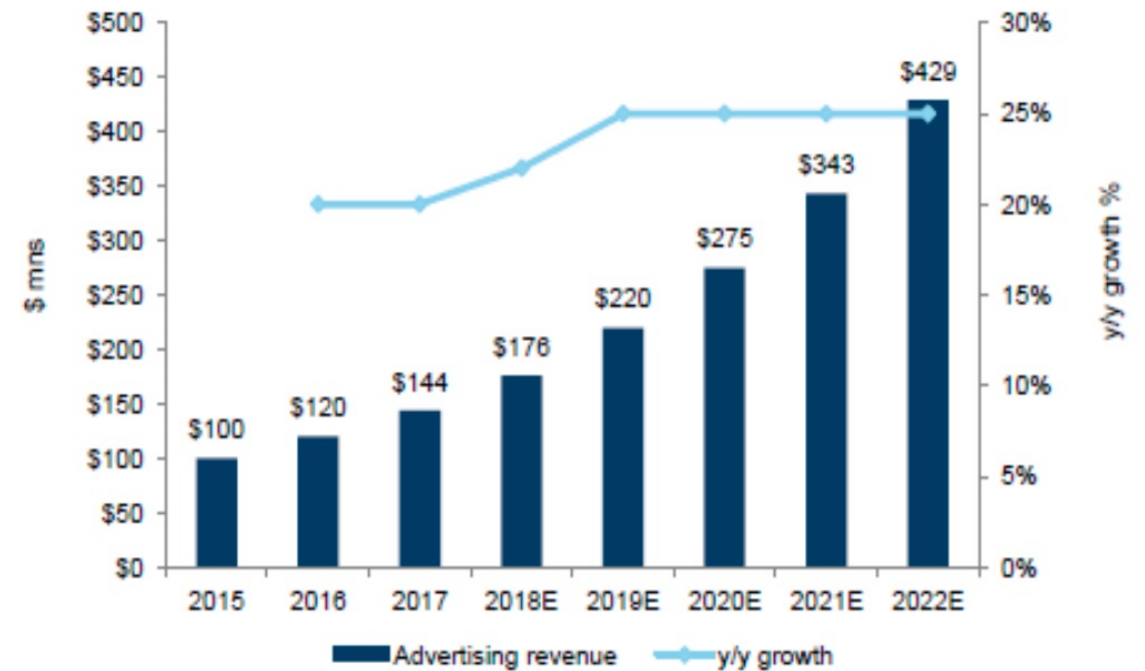
Gaming Video Content gross revenue breakdown by category - 2017A



Source: SuperData, Goldman Sachs Global Investment Research

## Exhibit 30: We expect eSports gross advertising revenue will grow at a 25% CAGR from 2018E to 2022E

eSports gross advertising revenue growth forecast (2015A to 2022E)



Source: Goldman Sachs Global Investment Research, SuperData, NewZoo



**Ray Hermann Angossio Liwa**  
**Founder of Futurists**



# The Futurists Esport Project

Ray Hermann Angossio Liwa  
Founder of Futurists