

GAM02: Sports Gaming Franchise Study

Executive Summary | January 31, 2026

Franchise Metrics

\$1488M

TOP FRANCHISE REVENUE

~50%

ULTIMATE TEAM SHARE

1445K

DAILY FUT TRANSACTIONS

28M

ESPORTS VIEWERS

Live Services

Top Franchise: FIFA/EA Sports FC

Weekly Players: 32M

Conversion Rate: 5.5%

Esports

Watch Hours: 125M/month | Prize Pools: \$180M total | Avg Spend: \$15