

# 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