



# Gaming & Esports Market Summary

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# Gaming & Esports

1. What is the Video Game Industry
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4. What is Esports
5. History of Esports
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# What is the Video Game Industry

Development - Marketing - Monetizing  
of interactive entertainment



**\$30.4 Billion**

U.S. Market 2016 Revenue



**6%**<sub>yoy</sub>

**220,000**



Employed in US

**853**



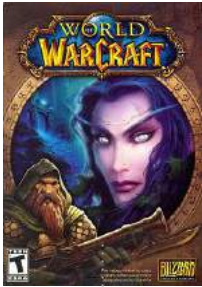
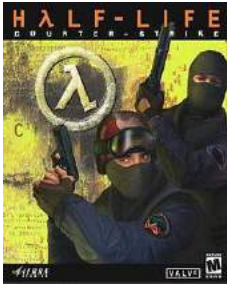
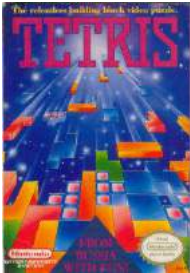
Companies  
in CA

**72**



College Programs  
In CA.

# History of Video Games



1950

1977

1984

1989

1999

2004

2008

1971

1982

1985

1994

2001

2006

2014



# Who are Gamers

184 Million Americans Play

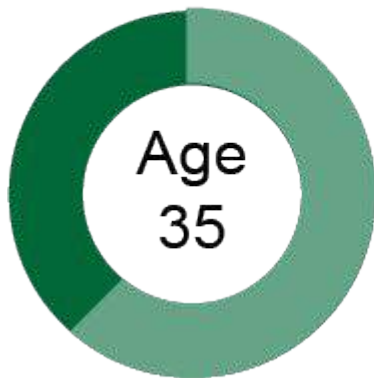


52% of population



4 of 5 homes have  
a video game device

Average player



Male

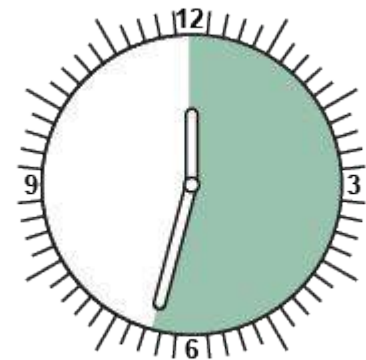
Age  
35

Top Device for Games



56% use a PC

6.5 Hours Per Week



Playing Online With Others

# What is Esports

Amateur and Professional competitive play of video games.



**\$696 Million**

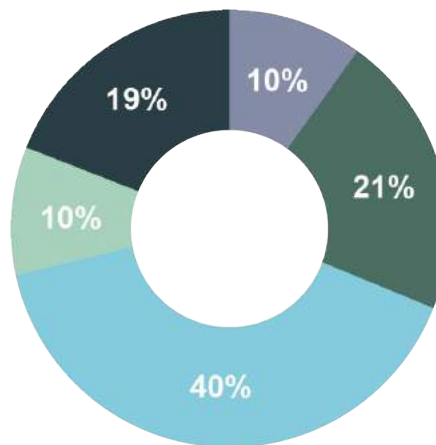
Projected Global 2017 Revenue



**41%**<sub>yoy</sub>

2016 North America  
Revenue Breakdown

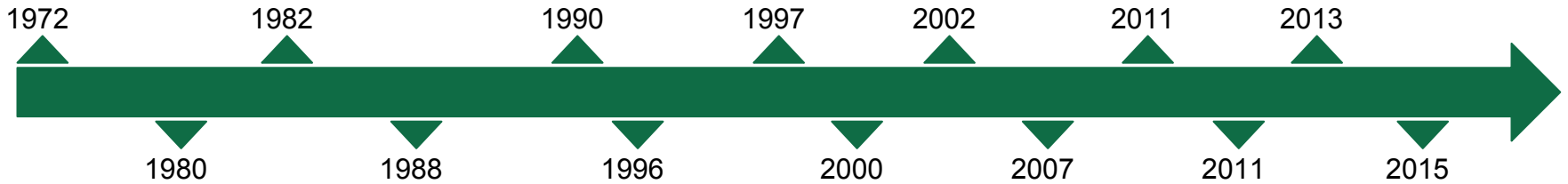
Total \$177 Million



- Media Rights
- Advertising
- Sponsorships
- Merchandise & Tickets
- Publisher Fees



# History of Esports



226 Million Esports Audience

# Major Competitions

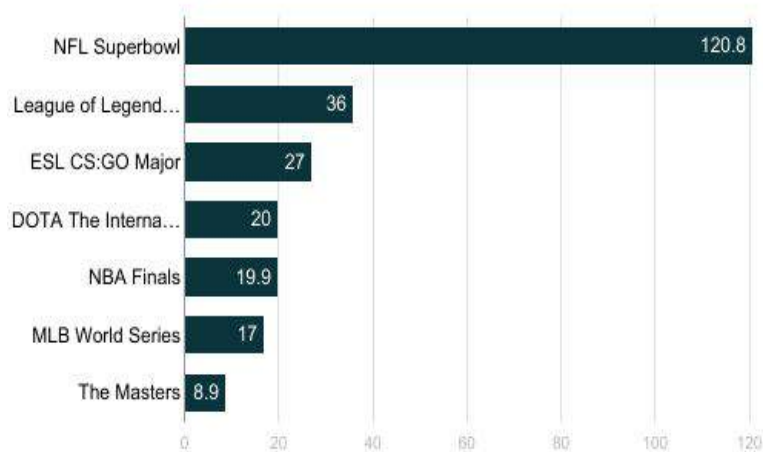




# Viewership

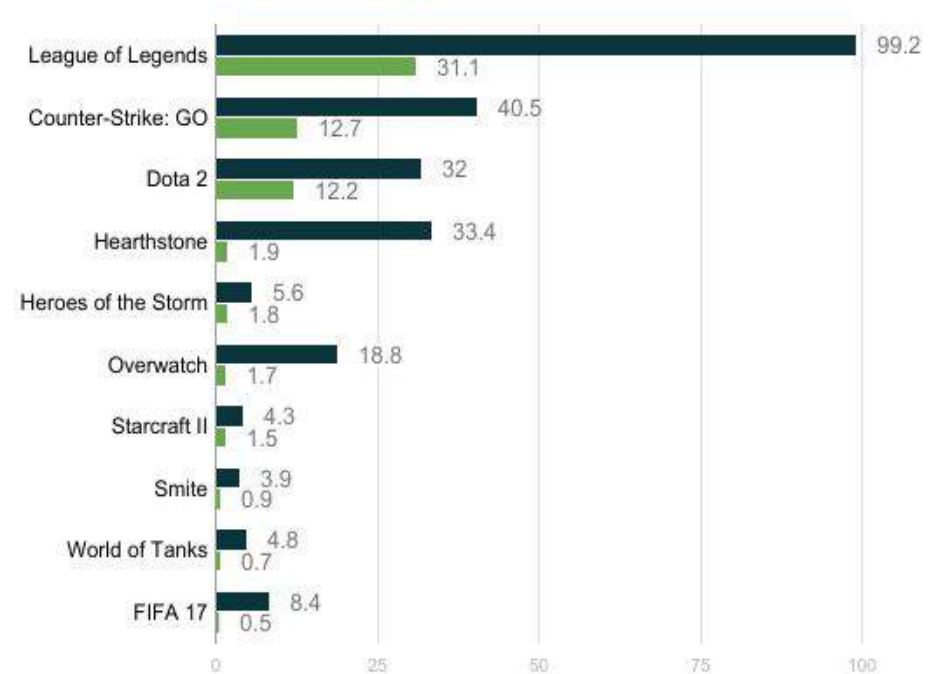
## 2016 Tournament Viewership

■ Unique Viewers (in Millions)



## Viewing Hours (in Millions)

■ Total Hours ■ Esports Hours



**250,900,000** Total Viewing Hours in February 2017 on Twitch.tv  
(Doesn't count TV broadcasts, youtube or other streaming.)

# LFG and Esports

- Rapidly growing fan base = new business market opportunity
- Little to no competing venues
- Being among the first to bring in the new Sports Bar 2.0
- High demand for viewing space and tournament space
- Local, National and International expansion opportunity

**Esports Viewing**

**Tournament Space**

**Online Marketing**