

Organiser

**ESI** ESPORTS  
INSIDER



Moderated by

**Ollie Ring**  
Campaign Manager  
Code Red Esports

#ESILondon

**ESI**  
LONDON  
atESILondon

**ESI** ESPORTS  
INSIDER

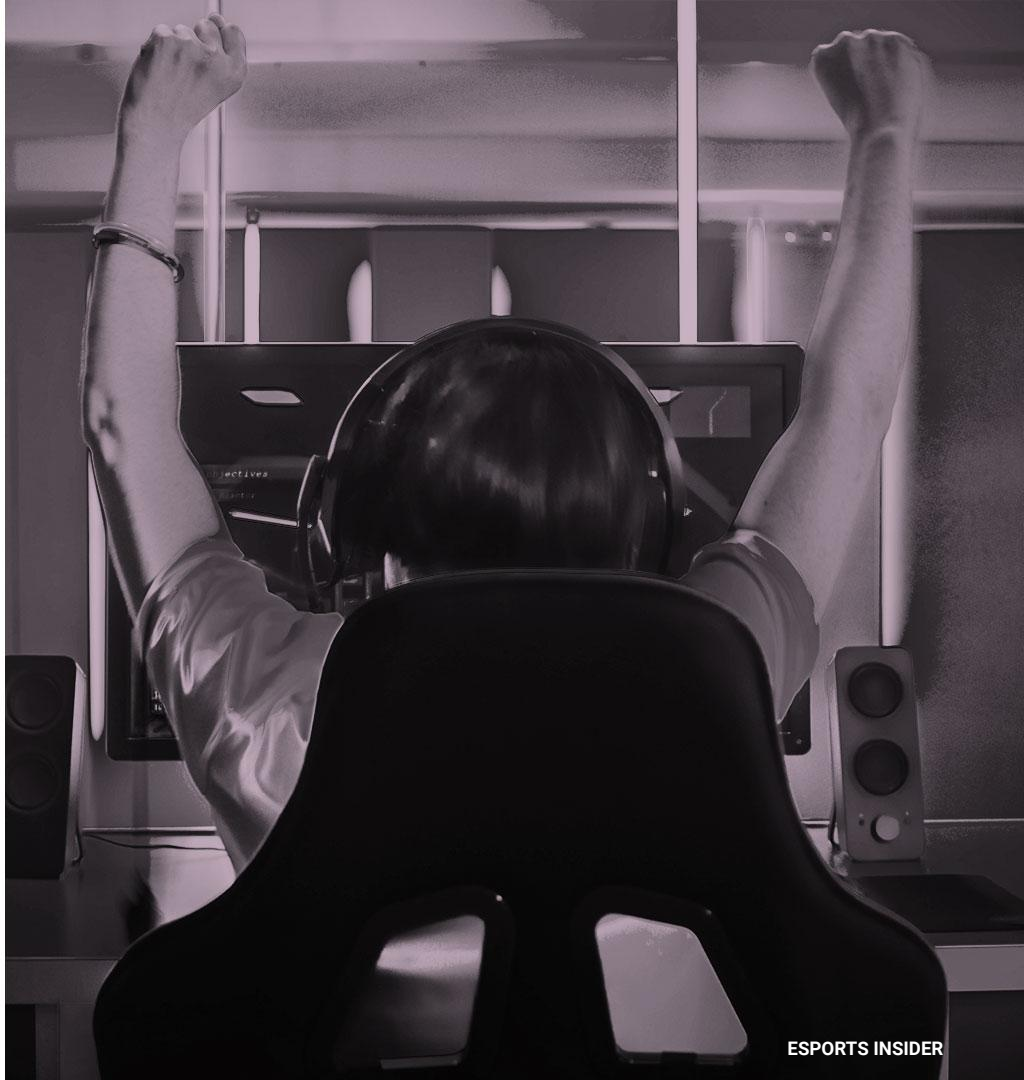
**EVENTS | MEDIA | NEWS | CONNECT**

trad

London

## CONTENTS

- 03 Esports Insider - Who we are
- 04 What is esports and why should you care?
- 05 Viewership
- 06 Revenue growth
- 07 ESI Events
- 09 Who attends ESI events?
- 11 Previous ESI Events
- 12 ESI Events in 2019
- 13 ESI Testimonials
- 15 ESI Connect
- 16 Esports Insider Industry Coverage
- 17 Website Traffic
- 19 Contact



# ESPORTS INSIDER

## WHO WE ARE

Esports Insider is a media and events company, with an esports business news site.

We run a world leading esports industry news site, and have run more industry B2B events than any other company, globally. What we do can be broken down into four key components, as below...

- ESI Events
- ESI Media
- ESI Connect ([Find out more](#))
- [Esportsinsider.com](#)

We're based in London, but we've a growing team based around the world.

We launched in the summer of 2016, and our sister company is events and media company SBC Global.

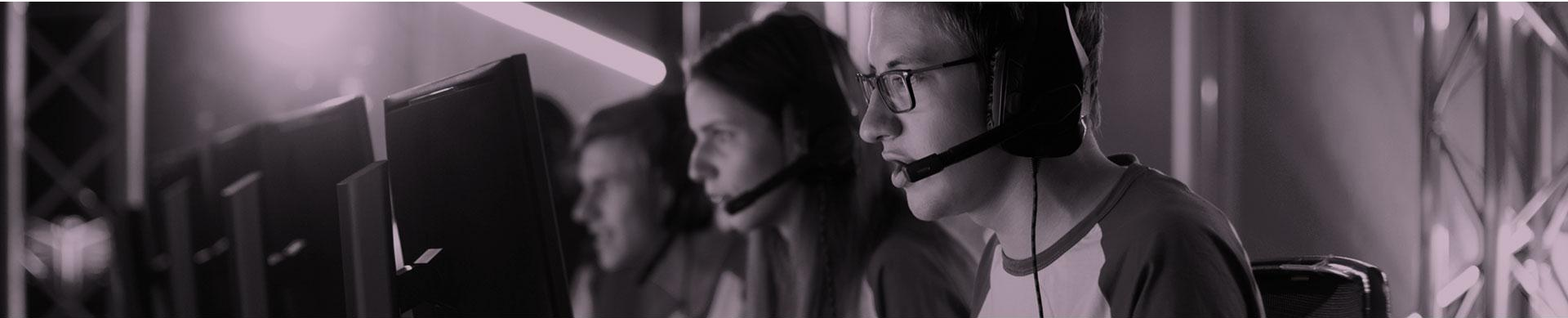


# WHAT EXACTLY IS ESPORTS?

## AND WHY SHOULD YOU CARE

Esports is competitive video gaming.

It has been around in some form for over 25 years but only in the past ten, and more so the past few years, have things 'stepped it up a gear'



There are numerous tournaments, online and offline, with arenas and stadiums selling out. In the past year tournaments in games such as League of Legends and Overwatch have sold out arenas including the Bird's Nest in Beijing, and the Barclays Centre in New York City

Major game titles include League of Legends, Dota 2, CS:GO, Overwatch, Hearthstone, and more

Asia is by far the largest region in terms of audience, but NA and Europe are sizable and growing fast, as is LATAM!

The audiences on Twitch and YouTube are larger than HBO, Netflix and ESPN combined

*Goldman Sachs*

The esports economy will reach \$804.9 million in 2018, a 29.8 percent jump from the year before. It also forecasts a growth of global esports revenues to \$1.6 billion by 2022

*PwC*

### Who's involved?

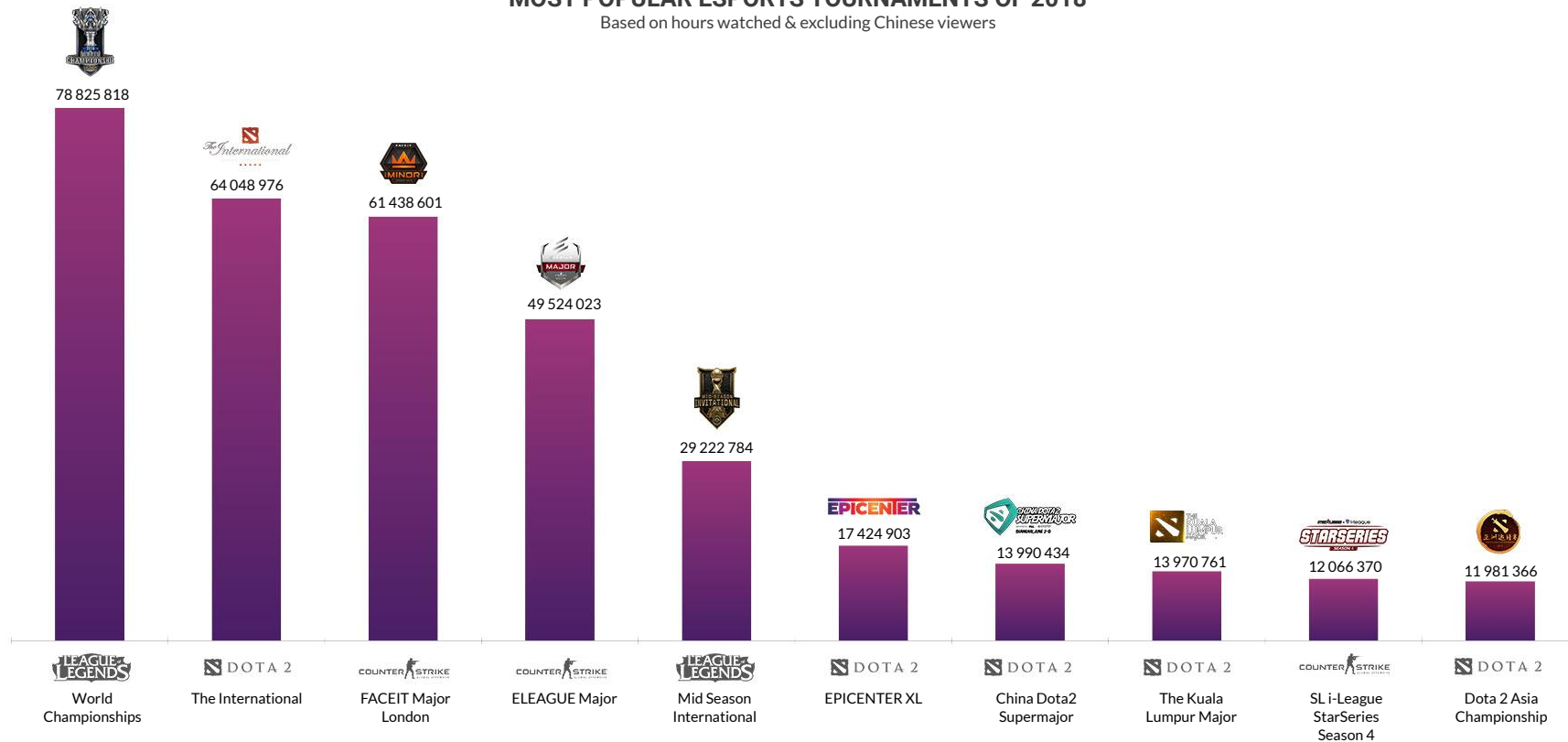
Celebrity investors to date include the likes of Mark Cuban, Michael Jordan, Drake, Steve Aoki, Jennifer Lopez, whilst companies including Amazon, Tencent, Alibaba, Singtel, Samsung, Shell and plenty more are all involved in some capacity.

Sports organisations including the LA Lakers, Manchester City, the NFL, the NBA, the Premier League, PSG, the Dallas Cowboys, the Golden State Warriors and more are all heavily involved via team partnerships, investments, running leagues, tournaments and more!

# WHO'S WATCHING WHAT? AND FOR HOW MANY HOURS...

## MOST POPULAR ESPORTS TOURNAMENTS OF 2018

Based on hours watched & excluding Chinese viewers

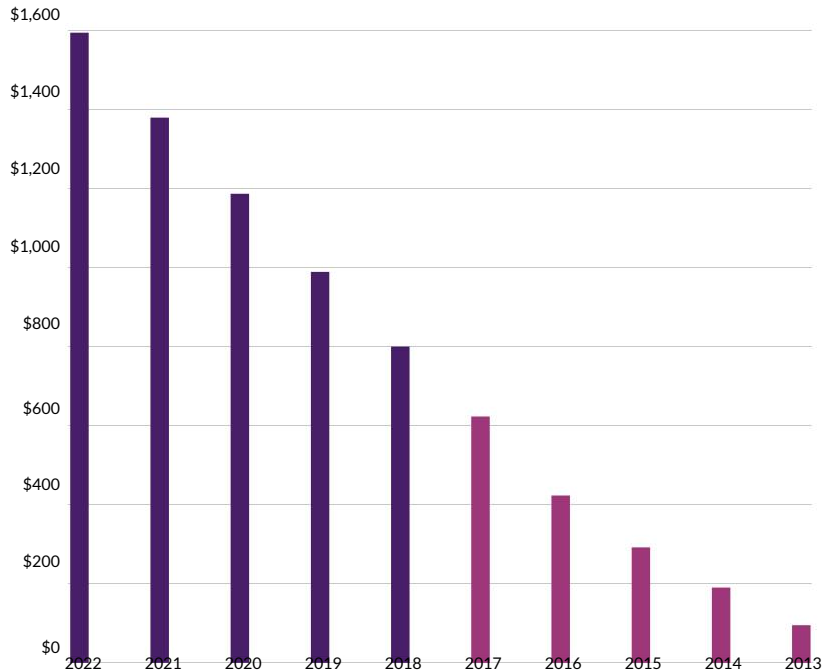


# REVENUES ARE GROWING AND THEY'RE GROWING FAST...

## HYPERGROWTH LEVEL UNLOCKED

Competitive video gaming is now the fastest-growing sector in the global sports business.

Source: PwC, Informa Telecoms & Media, Ovum



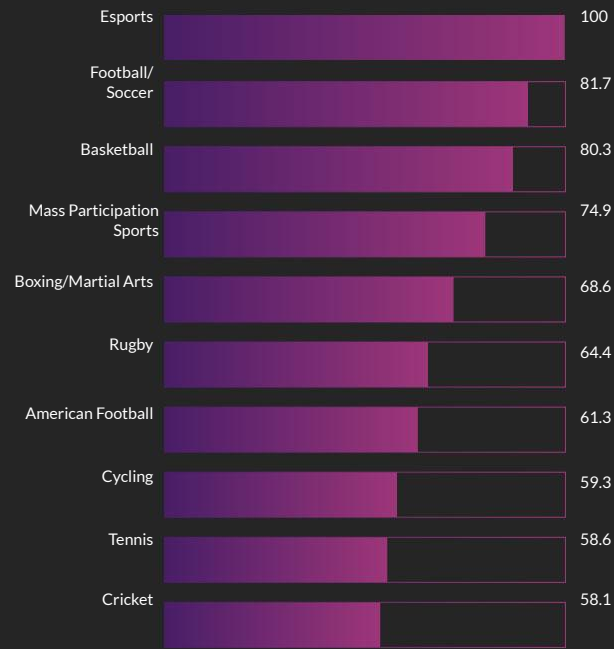
GLOBAL E-SPORTS REVENUE (US\$, MILLIONS)

Estimates Real numbers

## RANKING OF TOP 10 SPORTS

By potential to grow revenues globally

Source: PwC analysis, N = 353-419





ND OF ALL THINGS GAMING.

ay: 10:15 - 11:00

app.sli.do  
#4545



Chris Archambault  
Influencer & Esports  
Jeggs

Jorien van der Heijden  
Esports Desk Host,  
Showergaming

Jon Winkle  
MD,  
epicLAN

Presented by

Presented by  
Heather Dower  
Marketing and Communications  
Manager, ESL UK



# ESI EVENTS

Thursday 24 May: 10:15 - 11:00



Jon Winkle  
MD,  
epicLAN



Jonathan Tilbury  
Executive Director,  
NSL



Chris Murphy  
Associate Producer,  
Square Enix Collective



Jorien van der Heijden  
Esports Desk Host,  
Showergaming

Organiser



Moderated by

Heather Dower  
Marketing and Communications  
Manager, ESL UK



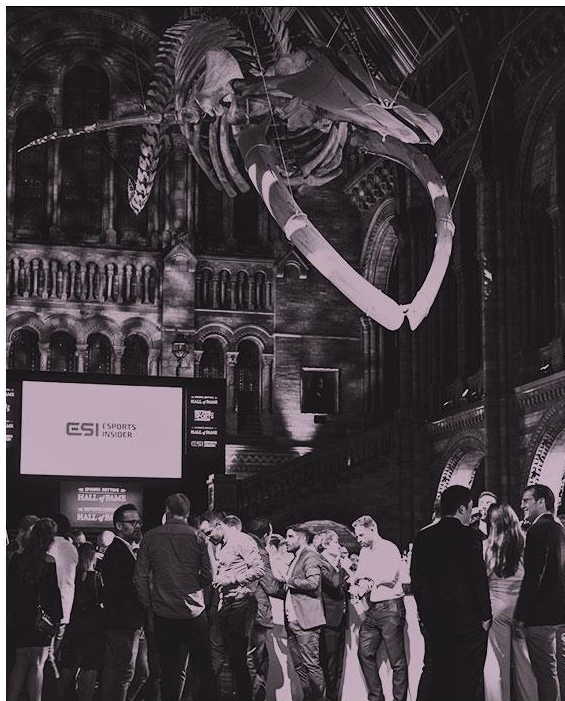
## ESI EVENTS

### FIND OUT MORE

We run esports industry focused events, these are everything from evening networking events and dinners, all the way to international conferences and exhibitions.

Our events are *always* business focused as that is our area of expertise, and therein we ensure we know how best to run such events. We attract the C-Levels and decision makers from across the esports ecosystem (teams, tournament organisers and rights holders), and interested parties from surrounding industries, be they brands, suppliers, investors, media or anything else!

We also have strong partnerships with the best of the best when it comes to tournament operators, meaning if a client wishes for a combined business & tournament event - we can help.



### UPCOMING EVENTS





# WHO ATTENDS ESI EVENTS

## GAME DEVELOPERS AND PUBLISHERS



## MEDIA



## SUPPLIERS AND OTHER



# WHO ATTENDS ESI EVENTS

## TOURNAMENT OPERATORS



## ESPORTS TEAMS



## BRANDS



# ESI EVENTS

## PREVIOUS EVENTS



### 2017

Hosted four packed-out Forums at the Fnatic Bunkr

Had over 300 in attendance, tournaments, networking, and panel discussions on sponsorship, betting, merchandise/apparel and why sports clubs are entering the space.

### 2018

Hosted three international esports conferences

#### ESI Birmingham

The official business conference of the ESL One Dota 2 Major in partnership with ESL UK, Intel and PwC

#### ESI Super Forum

Stamford Bridge, Chelsea  
250+ Attendees

#### ESI London

350+ Attendees, 60+ Speakers, 6 Exhibitors, x3 networking parties  
Included the inaugural ESI Hall of Fame at the Natural History Museum

# UPCOMING EVENTS

## 2019 EVENTS

### THE FORUM SERIES



Evening networking events

**ESI Winter** 6 February (London)

**ESI Spring** 22 March (Manchester)

**ESI Summer** 9th July (Brighton)

**ESI Autumn** TBC

### ESI NEW YORK

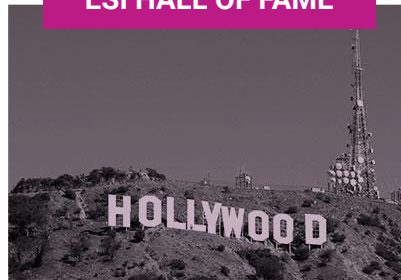


23 April 2019

An international esports  
conference and exhibition

250+ attendees

### ESI HALL OF FAME



10 June 2019

2nd edition of the Hall of Fame  
in Los Angeles

150 attendees

### ESI LONDON



16 - 17 September 2019

Our flagship esports conference

400+ attendees

<https://esportsinsider.com/news/future-esi-events/>

## TESTIMONIALS

“

We are involved in the esports scene so attending and speaking at an event like ESI London makes perfect sense. It is a clued-in audience, familiar with the industry and the key trends emerging. The ESI London event itself is an exciting event with some excellent speakers.



**CHRISTIAN FUCHS**

*Founder and Pro Footballer*

NoFuchsGiven and Leicester City FC

”

“

ESI London was a great opportunity to connect and knowledge share with members of the esports industry. It was great to discuss the challenges and opportunities facing esports as it continues to grow from strength to strength.

As more traditional brands attempt to enter this space and navigate through the complexities of the landscape, being able to discuss these important issues in an open forum is hugely valuable as everyone in this space continues to shape the future of esports.



**JULIAN TAN**

*Head of Digital Growth and F1 Esports*  
Formula 1

”

“

I really enjoyed my time at ESI London. In addition to some informative expert panels, it was a great networking opportunity. I hope to return again next year!



**JASON LAKE**

*CEO*

complexity Gaming

”



## TESTIMONIALS

“

Thank you to the ESI team for giving us the opportunity to speak at ESI Birmingham. It was a fantastic event providing an invaluable amount of insight on esports, which is testament to the strength of ESI's relationships within the esports industry. We are looking forward to the next event already!



PWC

”

“

I recently attended an ESI event in collaboration with ESL, and it was a truly great event. Not only for the wealth of knowledge from the speakers, but also the service while at the event, and the great networking opportunities.

It is great to be in a space with so many industry experts from so many different backgrounds, and viewpoints. There is something that everyone can take away from these events, regardless of experience – with contacts and insight that you may never normally gain.



LEAH SOMERS

UK Marketing Manager  
Cooler Master

”

“

“With ESI's thorough understanding of the industry, it has attracted high calibre panellists out of esports but also related industries, culminating into valuable and interesting insights on a variety of topics for everyone taking an interest into esports. We look forward to continue hosting the ESI Forum sessions into the next year.”



WOUTER SLEIJFFERS

CEO  
Fnatic

”

## ESI CONNECT

Finding the right information, people and opportunities inside and outside the esports space has now become much easier.

Bringing together esports and other industry thought leadership so that you don't have to do it yourself.

The ESI Connect sits in between current esports rights holders and companies seeking to do business the right way, without all the hassle.

Acting as an agency, media house, translator and mentorship group and agency, ESI Connect will evaluate what you seek to do, propose the best fit, initiate the right contacts and support you in the delivery of your plans.

Message [info@esportsinsider.com](mailto:info@esportsinsider.com) to apply to become a part of ESI Connect.

To find out more, [look no further](#).



# THE ESPORTS PROBLEM

1

## INWARD-LOOKING

For years industry leaders of all shapes and sizes have been going after the same targets and brands single handedly with only their own promotion in mind.

2

## RESOURCES

The constant free consulting and time wasting removes time away from delivering the products and services the industry excels at.

3

## FRAGMENTED

Endless options and constant one upping has fragmented the industry into insular parts and slowed down it's overall progression.

4

## DISMISSED

The amateur, instant accessibility and willingness to do anything to bring in fresh revenue, makes the industry less appealing and confusing to high end mainstream brands.

# THE OUTSIDER PROBLEM



1

## RISKY

Navigating the all encompassing esports landscape is a tricky. Endless wannabes and con artists float around in upcoming industries to make a quick buck at the expense of all the legitimate hard workers currently supporting and delivering real benefits.



2

## TEDIOUS

Most esports operators are busy doing what they do best, and finding the right fit or perfect business partner can take a huge amount of time.



3

## CONFUSING

With each one promoting a singular perspective, it's close to impossible to see all the options out there, let alone who can deliver exactly what they need.



4

## UNFITTING

Endless meetings and trial and error toe tipping does not yield the case studies necessary to fully commit.

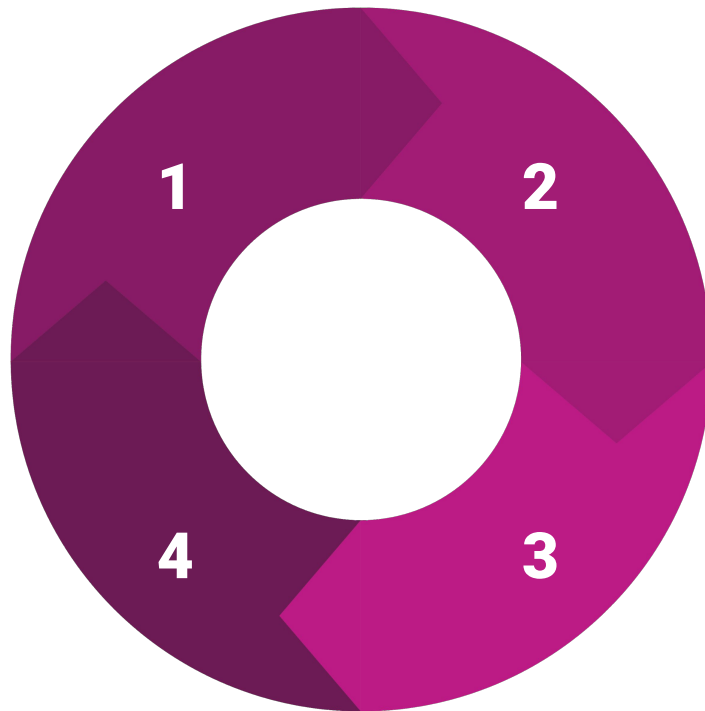
# WHERE WE COME IN

## EXPERIENCED

We've been at the heart of the industry, promoting and educating about esports through our news, media and events for years. We live and breath esports, and know what works and what doesn't

## CONNECTED

We provide the best esports first networking events in the world to connect the right people and bring in new business opportunities for everyone involved.



## UNBIASED

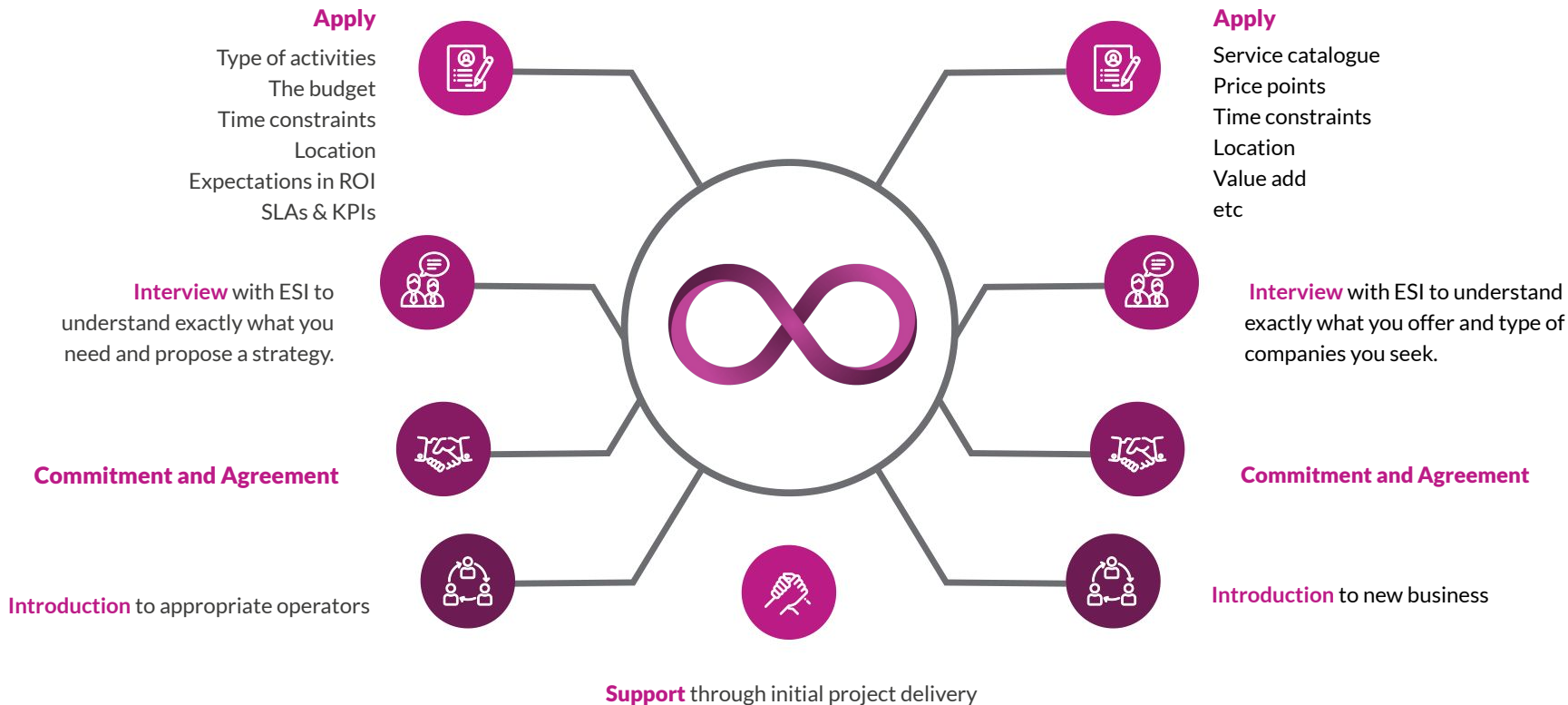
We believe that everyone under the ESI banner has a fair chance and valuable proposition. But this should be restricted to a handful of events per year. Now this follows us, and you, everywhere.

## KNOWLEDGEABLE

Fans and followers of the industry for well over a decade we're on the pulse of esports. We cover every new arrival in this space and follow enterprise progression from inception to world dominance or collapse.



# HOW IT WORKS



## ESPORTSINSIDER.COM

### INDUSTRY COVERAGE

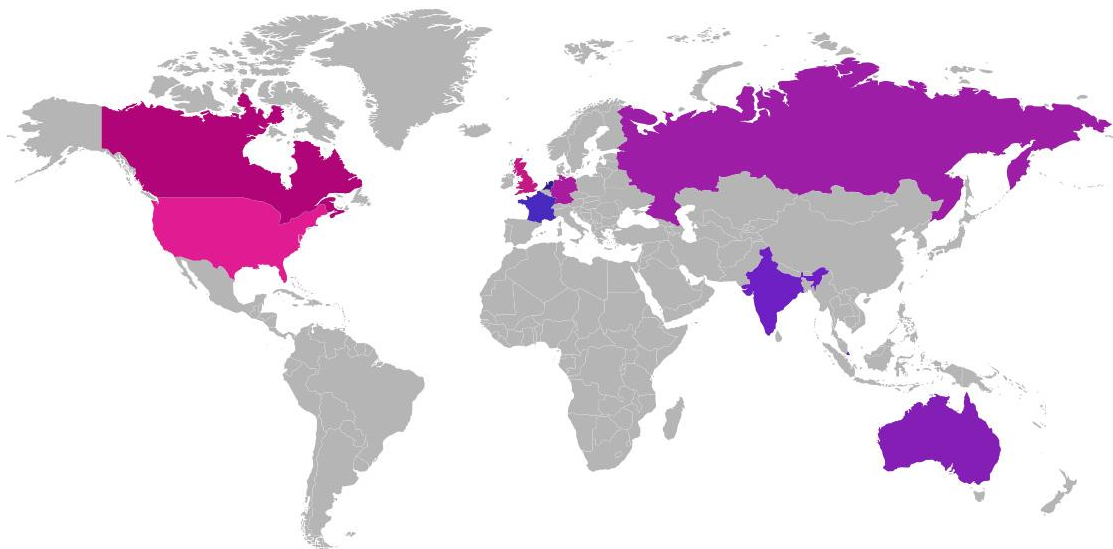
- An esports business industry news platform.
- 4-8 stories posted daily. Including news stories, unique opinionated content, weekly industry roundups, betting reports and interviews.
- Social media reach of 13,000+ and counting
- Bi-weekly newsletter sent out to subscribers (1,300+).



# WEBSITE TRAFFIC

MONTHLY STATS | **APRIL 2019**

● United States	37.84%
● United Kingdom	10.27%
● Canada	4.85%
● Germany	3.38%
● Russia	3.21%
● Australia	2.81%
● India	2.77%
● Singapore	2.06%
● France	1.85%
● Netherlands	1.52%



**101,647**

Unique Users



**169,554**

Page Views



**2.36**

Avg Time On Site



**1.53**

Pages Per Session

## SOCIAL MEDIA STATISTICS



We are also an administrator on the **Esports Business Group** (7,000+ members).

**NB:** All our traffic is generated through organic sources. We use our social media channels to push relevant and targeted content and messages to our member network.



## ESI MEDIA

Our ESI Media arm encompasses editorial, podcast and video opportunities.

We can create content for usage on your own platforms, or there are options to promote your business via ESI's own channels and site. Social media campaigns are another option too.

We have a team of experienced and dedicated industry content creators including Ollie Ring (Head of Media), Graham Corking (Content Manager), Adam Fitch (Journalist), Laura Byrne (Journalist), David Hollingsworth (Journalist), Joe Wong (Journalist), Chenglu Zhang (Journalist), Chelly Toms (Journalist) and more!

This ensures we have a comprehensive offering and expertise across titles, and industry focus.



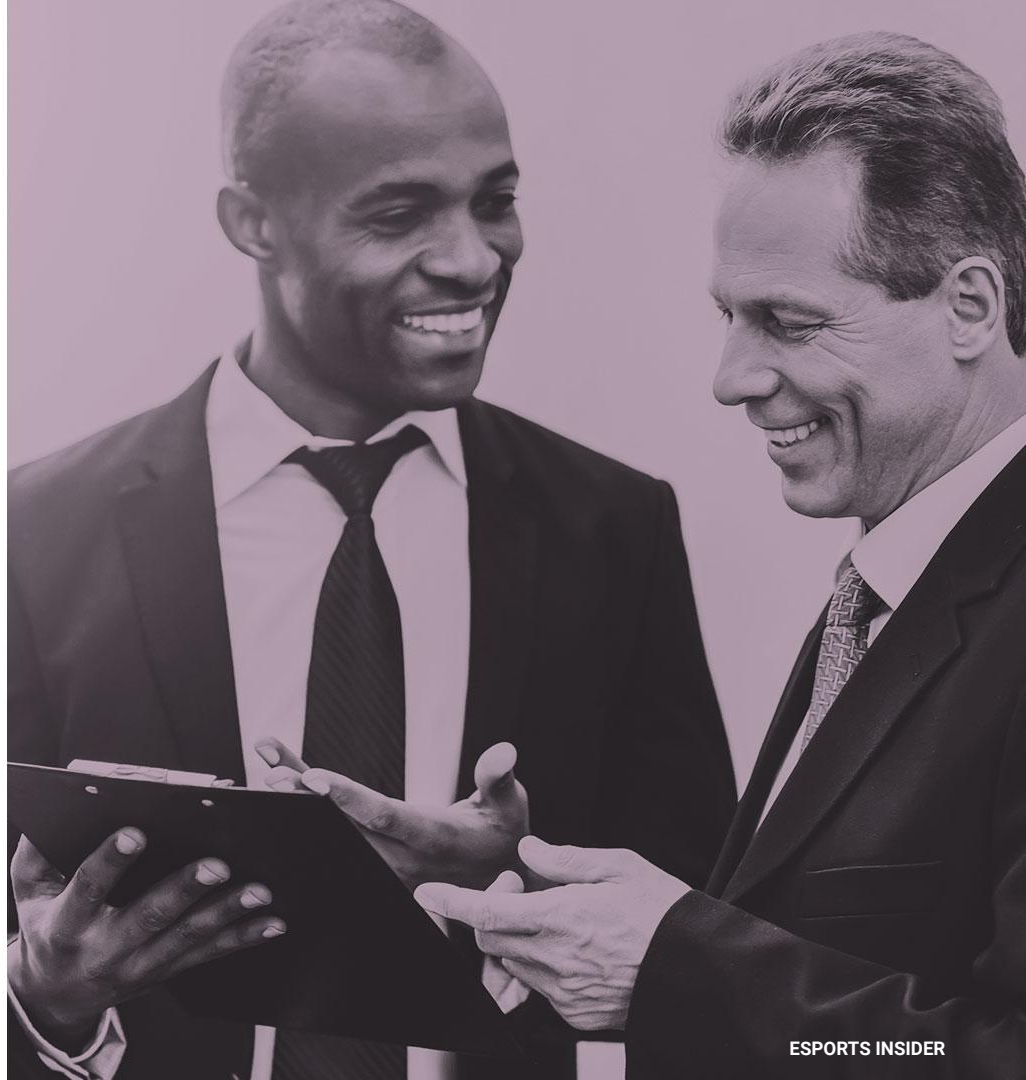


## ESI CONSULTANCY

The ESI team boasts considerable esports industry experience, opinions and know-how across the space.

If you are a new brand or company looking to break into and enter the esports space, if you are aware of the potential but unsure how to go about it, then that's where we come in. We will put you on the right path, and explain esports from the inside out.

You can contact us at [info@esportsinsider.com](mailto:info@esportsinsider.com) to discuss this in more detail.



# THE ESPORTS JOURNAL

The definitive esports industry magazine

Available in both print and digital format

A joint venture between Esports Insider and Latam Media Group (LMG)

The aim with the magazine is that it'll be a home for longer form content, more in-depth interviews and insightful opinion pieces.

Launched in 2019, with three editions distributed at some of the key international esports business events:-

- ESI NYC - 23rd April
- ESI Hall of Fame - Los Angeles, 10th June
- ESI London - 16 - 17th September
- Esports BAR Miami - 2 - 4th October

Link to issue 1 is here – <https://esportsinsider.com/the-esports-journal/>

One Page - \$1,000

Inside Front Cover - \$2,000 per edition

Insider Back Cover - \$2,000 per edition

Sleeve - \$3,000 per edition

Discounts available for multiple editions.



## CONTACT US



**RASMUS SOJMARK**  
CEO / Co-Founder

Email: [ras@esportsinsider.com](mailto:ras@esportsinsider.com)  
Mobile: +44 (0) 789 049 5353  
Skype: rasmus.sojmark



**SAM COOKE**  
Managing Director / Co-Founder

Email: [sam@esportsinsider.com](mailto:sam@esportsinsider.com)  
Mobile: +44 (0) 798 352 8614  
Skype: samcooke1991



**MARK MANTLE**  
Events and Partnerships

Email: [mark@esportsinsider.com](mailto:mark@esportsinsider.com)  
Mobile: +44 (0) 789 923 0618  
Skype: about\_mark\_blank



**SEAN CARR**  
Sales Manager

Email: [sean@esportsinsider.com](mailto:sean@esportsinsider.com)  
Mobile: +44 (0) 755 409 4254  
Skype: Sean.Carr\_2



**OLLIE RING**  
Head of Media and Editor

Email: [ollie@esportsinsider.com](mailto:ollie@esportsinsider.com)  
Mobile: +44 (0) 758 007 6596  
Skype: oliver.ring1108

Alternatively email us at [info@esportsinsider.com](mailto:info@esportsinsider.com)

Get social

