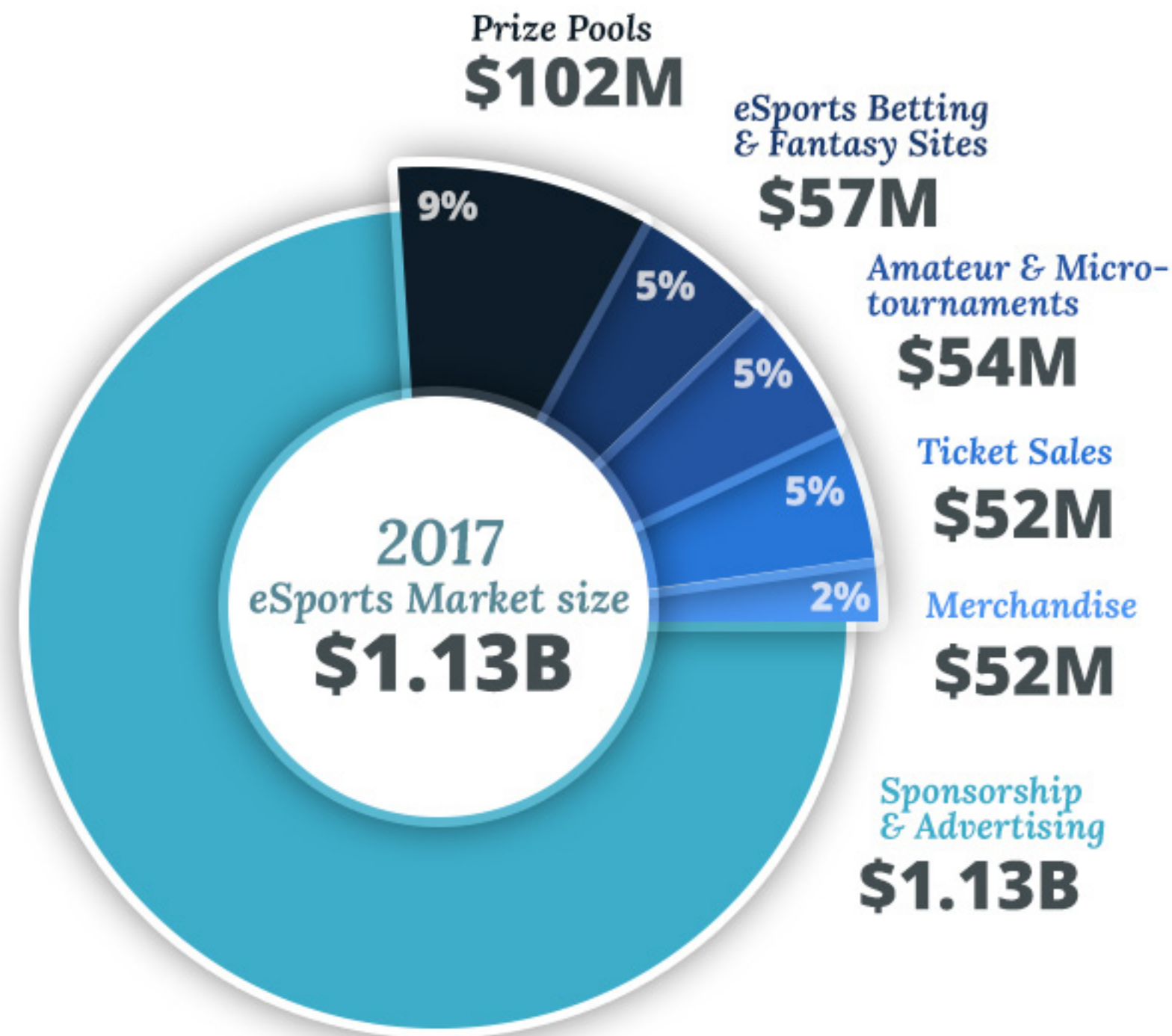


OVER A QUARTER OF 2017 ESPORTS EARNINGS COME FROM DIRECT REVENUE

Direct Revenue like ticket sales and betting hits \$231M IN 2017, up 36% year over year.



INDIRECT: 74%

- Big name brands like Visa and Coca-Cola are already involved in esports sponsorship.
- By the end of 2017 sponsorship across the esports world will hit the \$839m mark.

DIRECT: 26%

- Prize pools in esports will reach \$102m by December 2017.
- Game publishers like EA are regularly injecting more than \$1m in prize money into tournaments.
- Ticket sales are expected to reach \$74m, thanks to more live tournaments and growing attendance.

Source: esportsbettingreport.com