

# How to create content – PopUp´s that Pop



**Marcus Meyer**  
**eSports Consultant**

- Development of Sport1 to one of esports` key media in the DACH region
- Entrepreneur / MD Force of Disruption
- ProSiebenSAT1, Welt der Wunder, Founder, Sport1, Sport1Media

“

*Of all the fields of innovation in sports, esports will be the one with the biggest development opportunities in the upcoming years – digital, international, young and very dynamic – eSports is here to stay.”*

# Esports on the Rise





# Esports on the Rise

**ESL One  
Cologne  
2019**





# Target Group

Esports is a sports of and for **Millenials** & **Generation Z**



**76 % of the target group are between 10 and 35 years old**



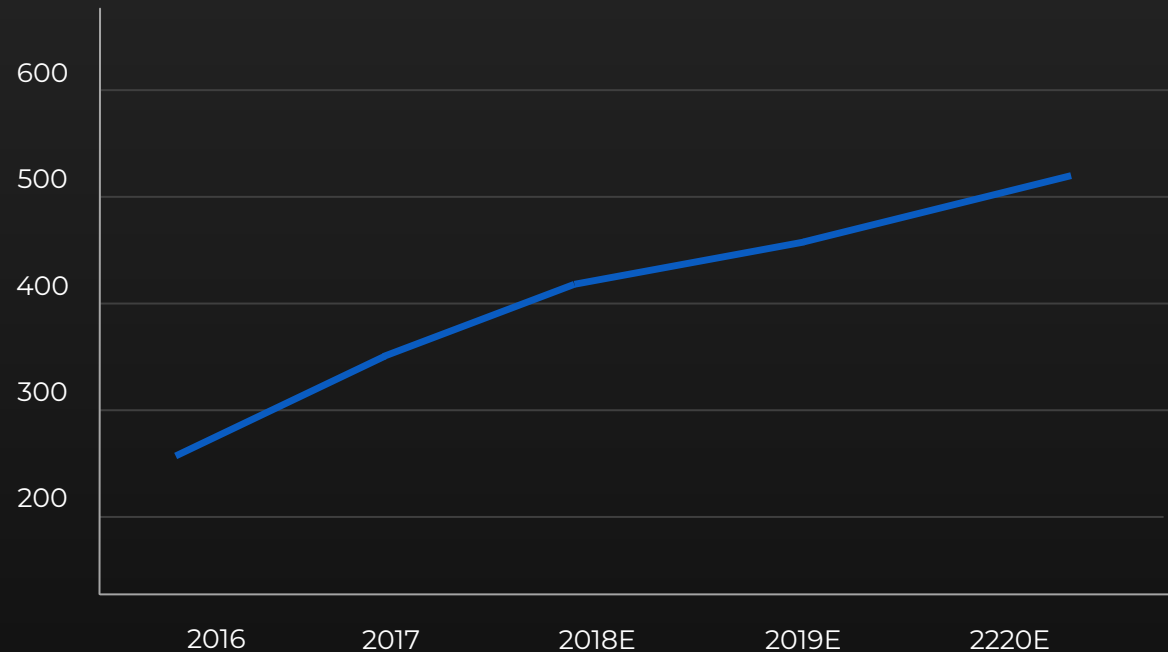
**Above-average brand affinity**



**Approximately 70 % of the target group are male**

# Global Viewership

Viewership /  
worldwide – Mio.  
uniques



270  
Mio.

2016

500  
Mio.

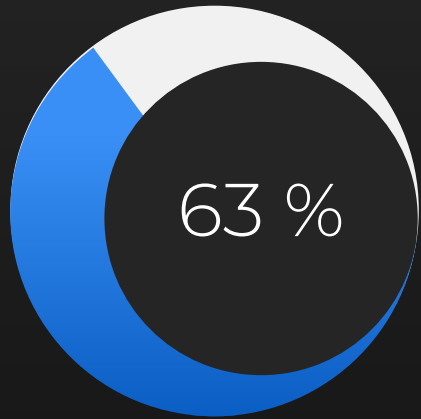
2020E

**Rapid growth** of the global viewership –  
It is expected that the fanbase will have  
doubled by 2020 and will surpass the  
world's popular sports like basketball

**The fastest growing sports  
market worldwide**

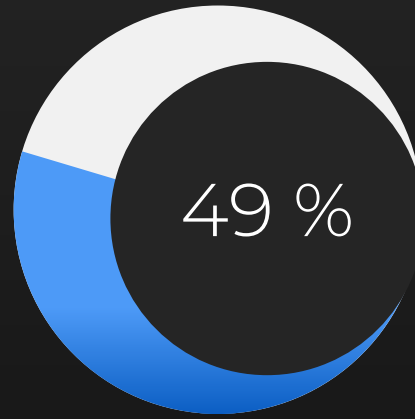
# Well Educated Target Group

Nielsen Studies 2017 **Germany**



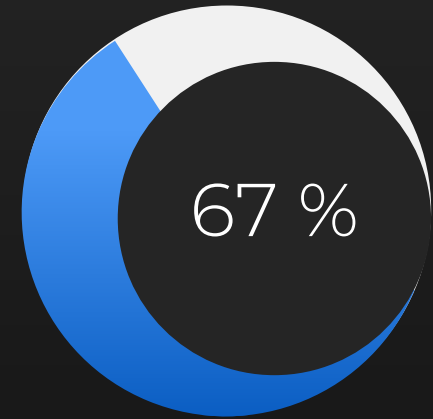
## Education

63 % of the viewership of eSports events / streams have a highschool degree



## Monthly Income

The income of the target group is above the income of the median population



## Job

In this very young and well educated target group 67% hold a high-rated job

# PONG

PLAY

Esports  
on the  
Rise

Pong 1972







# Esports on the Rise

**Space  
Invaders  
1980**





# Esports on the Rise

**WCG  
2004**

# WHY ESPORTS?

## 01

### **Fastest Growing Sports**

By 2020, esports will be a billion Dollar business with about 500 mio. viewers globally

## 02

### **Most Digitalised Sports**

The esports audience and the players are purely digital – they watch and play with computers & mobile phones – they live in the digital world and generate a huge amount of data points

## 03

### **Target Groups**

Esports is a sports of and for Millennials & Generation Z who are well educated and financially secure. This target group is hard to reach with classic campaigns – esports is a key to reach them

# The Esports Ecosystem





# What is Being Played Right Now?



**STRATEGY** (E.G. STARCRAFT)



**BATTLE ROYALE**  
(E.G. FORTNITE)



**FIGHTING** (E.G. TEKKEN)



**CARDS** (E.G. HEARTHSTONE)



**EGO SHOOTER** (E.G. CS:GO)



**MOBA** (E.G. LOL)



**SPORTS GAMES** (E.G. FIFA)



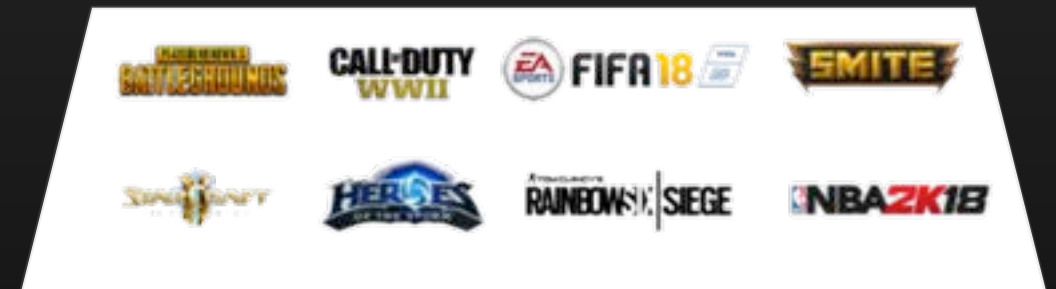
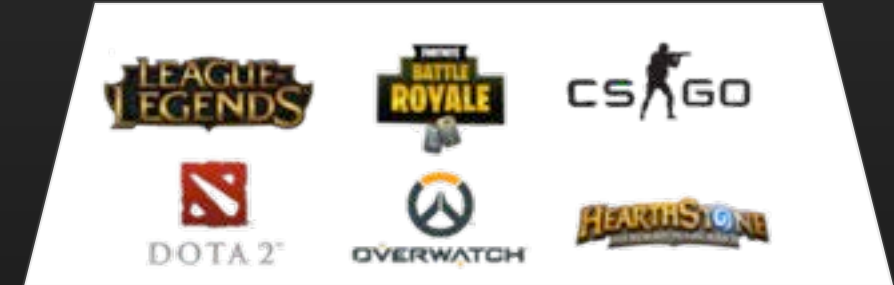
**RACING** (E.G. FORMULA 1)



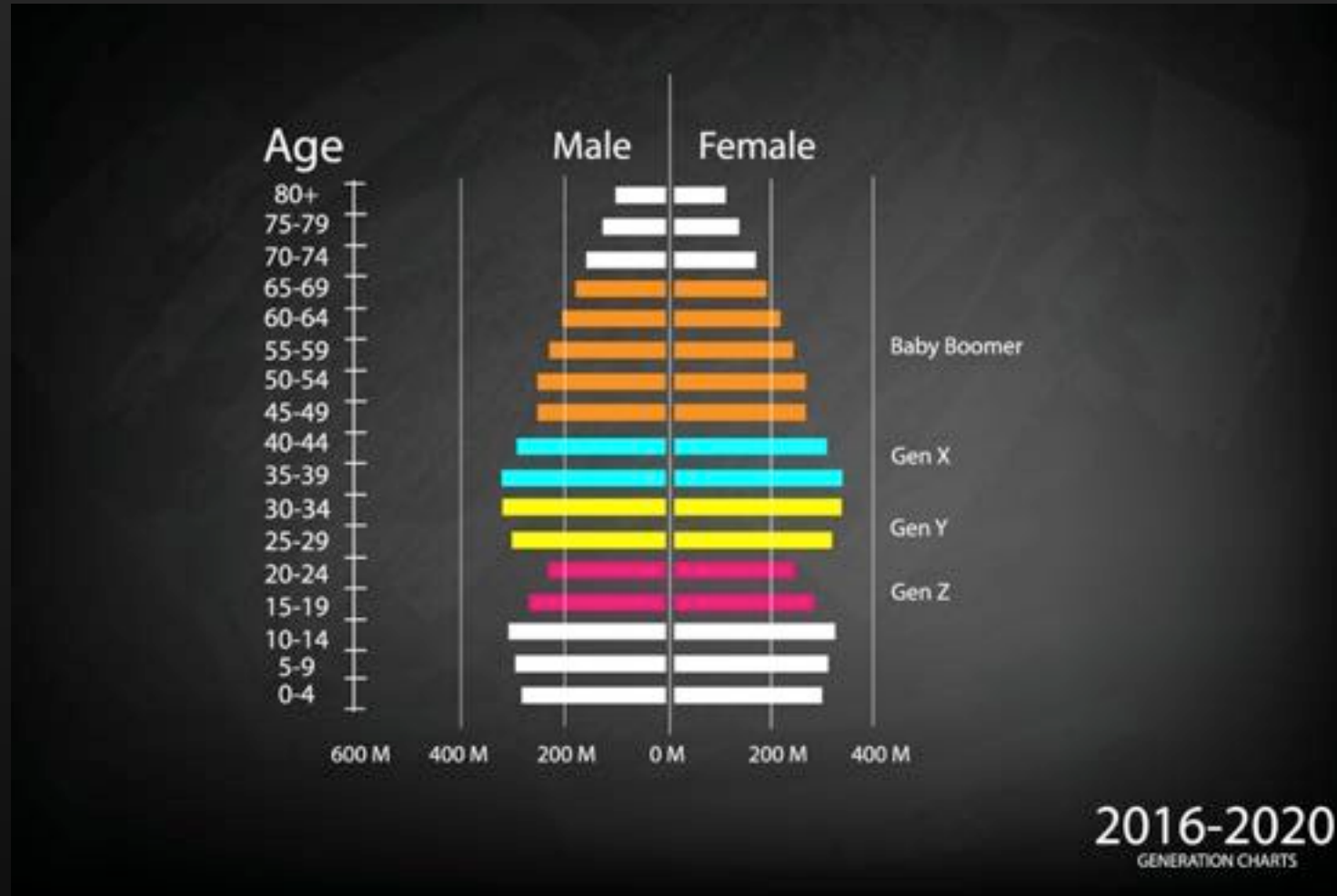
# Which Games are Relevant?

All of the games classified here, have existed for at least one year and possess a stable fan- and pro player base with regular tournaments. They fulfill or exceed at least two of the following criteria:

	Social Media Reach	Prize money per year	Monthly Watchtime (hours)
<b>T 1</b>	> 9 Million	> \$5 Million	> 20 Million
<b>T 2</b>	> 3 Million	> \$1,5 Million	> 2 Million
<b>T 3</b>	> 1 Million	> \$500 k	> 200 k



# Reach the Millennials / GenZ



# Blocked for Brands?



**34 % of 16 - 24 year olds  
use an AD blocker**

Source: GlobalWebIndex 2018

# Blocked for Brands?



**60 % of the German  
total population  
use VOD offers**

Source: GlobalWebIndex 2018

# Offline Experience beats Online friendship?

**The Rule of 150 states that the size of an effective social network is limited to 150 members.**



# Offline Experience beats Online friendship?

**The Rule of 150 states that the size of an effective social network is limited to 150 members.**

**We usually are closest to no more than five people, call about 15 people good friends, and about 50 people friends.**



# GAMING DAYS

# FIFA TURNIER

QUALIFIKATION A | MONTAG, 04.02.2019

QUALIFIKATION B | DIENSTAG, 05.02.2019

FINALE | MITTWOCH, 06.02.2019



**FIFA 19**



**Globetrotter**

<< NEUE HORIZONTE >>

**4. - 6. Februar 2019**

**Globetrotter Filiale München**

\*Alle Infos unter [www.globetrotter.de/gaming](http://www.globetrotter.de/gaming)



# Globetrotter activation - ISPO Munich



Link zum Video  
<http://bit.ly/2HJEv3W>

# Globetrotter activation - ISPO Munich

## Community FIFA Event

- 120 participants at turnier
- Numerous visitors / viewers / interested parties
- High interaction rate on Facebook and Instagram
- Time spent in store: about 5 hours



# Globetrotter activation - ISPO Munich

## Hologate VR platform

- about 9.000 active players on three days on the Locations Globetrotter and ISPO Munich 2019
- Globetrotter: 2.500 Player  
ISPO Munich 2019: 6.500 Player
- High attention
- Highly in innovation interested visitors





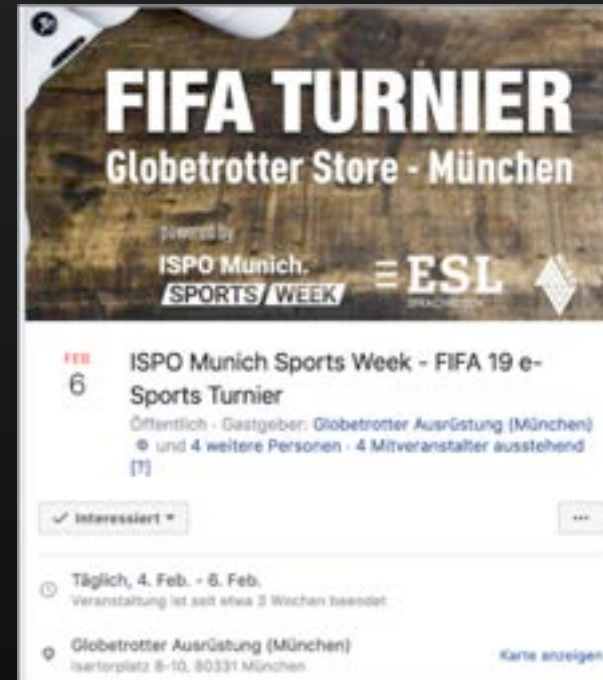
# Globetrotter ISPO Munich Sports Week

Event notes social Globetrotter and Partner:

Facebook:

Organic Reach: Page Impressions 45.000

Interactions: 821



# Globetrotter ISPO Munich Sports Week

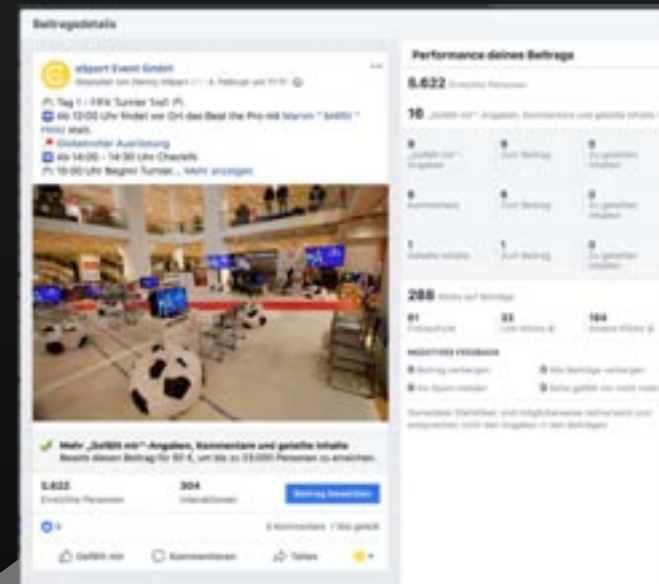
Social Channel (Twitter and Instagram, Facebook) eSports Event GmbH and eSportler:

eSports Event GmbH

Reach: 28.000 Page Impressions

Bayer Leverkusen eSports & Borussia Mönchengladbach eSports

Reach: 50.000 Page Impressions



# Let's Play

**There are more than 34 million gamers in Germany in 2019 and the number of players has remained virtually unchanged for years.**

# Let's Play



# Let's Play





# Let's Play



# Let's Play



# Let's Play



**...and it's just the beginning - Puma with Cloud9**







# 3 Takeaways of Enabling eSports

1. Create added value for your target audience – the players & fans
2. When you enter esports – do it with authenticity and a willingness to fit in
3. Take what you're best at & add it to the scene

# BE AN ENABLER & GET YOUR FIRST MOVER SEAT



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Consultant

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# ISPO goes eSports

Strategy for Sport Retail & Industry



Messe München  
Connecting Global Competence



**eSports is sport and as we are driving the global evolution of sport, it turns out for us that eSports is part of ISPO Munich 2020.**

# Creating valuable connections. Our business solutions accelerate success.

Markets

ISPO  
Munich

ISPO  
Beijing

ISPO  
Shanghai

OutDoor  
by ISPO

Access &  
Accelerate

ISPO  
Brandnew

ISPO  
Open Innovation

ISPO Award

ISPO  
Academy

ISPO  
Digitize

Supply &  
Support

ISPO  
Textrends

ISPO  
Job Market

ISPO.com

ISPO Shop





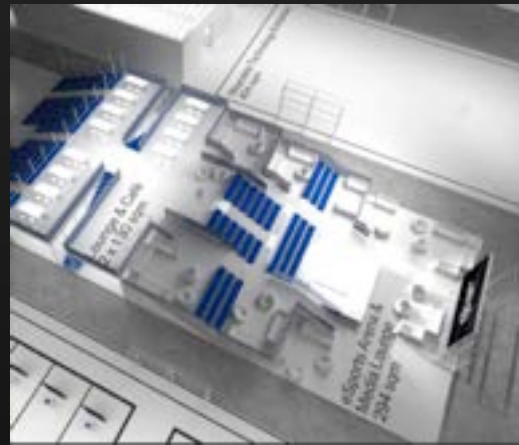
# The ISPO platform is the enabler for the topic eSports

## Further education



ISPO Munich 2020 is the education partner in eSports for the sports industry

## eSports Digital & Point of Emotion



ISPO Munich 2020 creates moments to "touch" / "understand" / "position" Cross-media - online and offline 365 days a year

## Concepts for the industry / retail



ISPO Munich 2020 supports the entry into the eSports market with innovation hub / conception / community access



# The ISPO Plattform is the Enabler of the topic eSports

## Further education



1. ISPO Munich 2019  
12 Panels for the topic eSports / Physical eSports plus 2 Masterclasses
2. ISPO Digitize Summit  
10 Panels / Masterclasses for the topic eSports
3. Talk Dreamhack Leipzig  
ISPO goes eSports

## eSports Digital & Point of Emotion



1. ISPO Munich 2019  
3 days of tournament (Rocket League / FIFA19 / NBA2K)
2. ES\_COM 2019  
3 days eSports and Gaming festival in Munich

## Concepts for the industry



1. Start Open Innovation „LAN of the Future“  
Middle of September 2019
2. POS Activation  
Globetrotter Activation for the ISPO Munich Sports Week 2019
3. POS Activation  
Globetrotter Activation for Outdays

# **Review ES\_COM 2019**

# The new world summit.

# **ELECTRONIC SPORTS**

# **COMPETITION**







**Twitch:**  
**190.000 Unique Viewers**  
**Concurrent Peak: 1.700**

**Social Media (all Platforms)**  
**Ca. 2.350.000 Views**  
**High Interaction Rate**

**TV (COOP Sport1)**  
**40.000 Viewer**

**Clipping ISPO:**  
**4 MIO. Contacts topic eSports**



# **Review ISPO Munich 2019**





# eSports Arena

AMD

eSportsworld



VIA



ASUS



SteelSeries



# eSports Arena ISPO Munich 2019 – Reach

## **Twitch:**

**300.000 Unique Viewers**

**Concurrent Peak: 2.600**

## **Social Media (all Platforms)**

**Ca. 260.000 Views**

**High Interaction Rate**

## **TV (COOP Sport1)**

**50.000 Viewers**

## **Clipping ISPO:**

**10,5 MIO. Contacts topic eSports**