

5 GOOD REASONS TO ENTER THE ESPORTS MARKET



... when we have a sport company



TRADITIONAL SPORT

Number of french licences per sport



2,1M



1M



600K



438K



general public

10,3M



casual esports

2,1M



amateur esports

1,2M

Number for each typology of player on the French market

ELECTRONIC SPORT

ESPORTS IN SPORTS



+3000

**sports clubs
have already
created an
esports section**



REJUVENATE YOUR COMMUNITY

01

- ✓ Reach out every new **generations**
- ✓ Maintain/develop your **fanbase**
- ✓ Expand and boost your online **brand awareness**
- ✓ Boost your **social media** presence and image
- ✓ Rejuvenate your **brand**



02 | REACH A GLOBAL MARKET



495M

Consumers in 2020



+11,7%

**Audience growth
(2019 - 2020)**

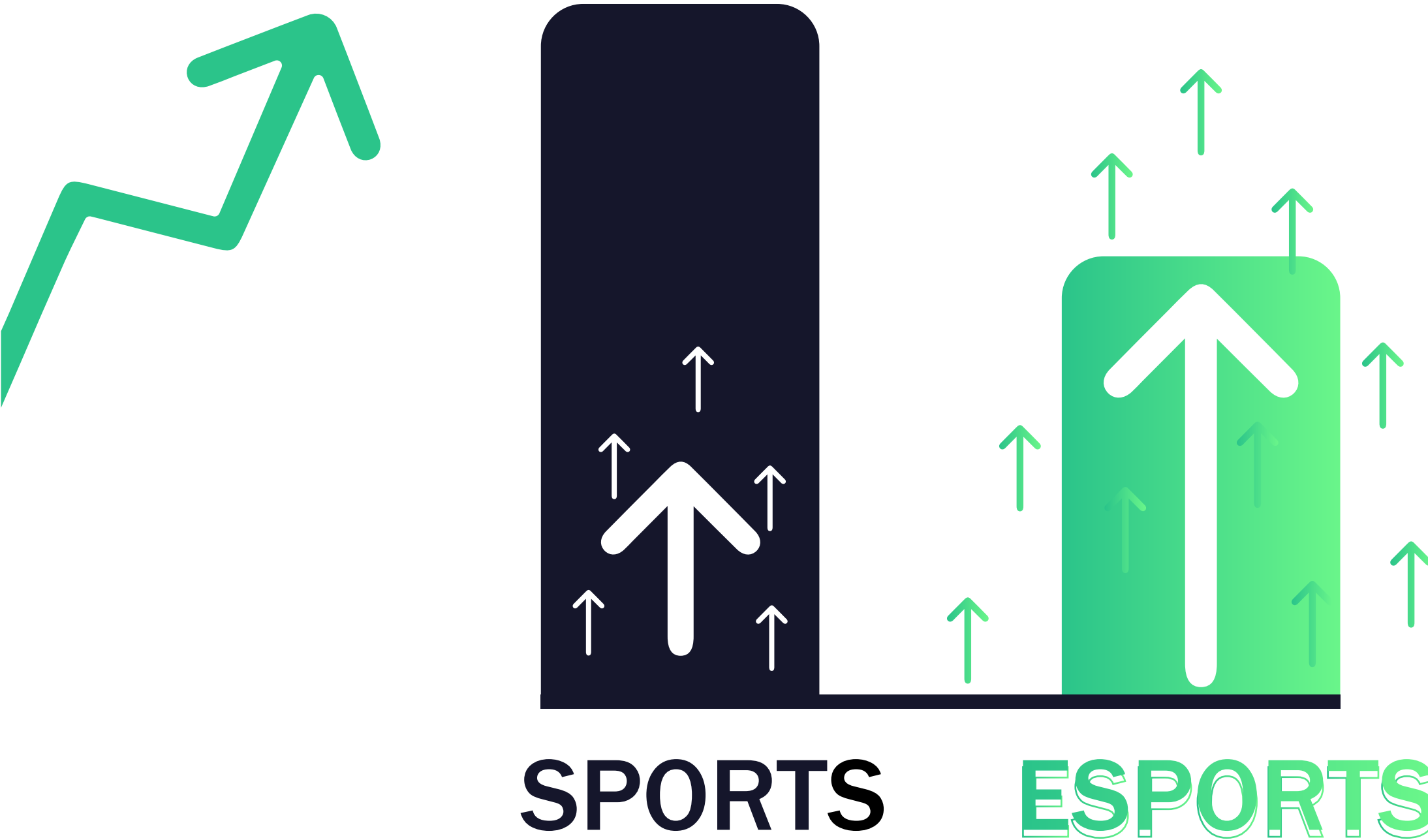


1,1 Md \$

Revenue in 2020

DIVERSIFY YOUR ACTIVITY | 03

Sponsorship, TV RIGHTS, merchandising, mercato...



Invest in a **less expensive** market with a **2 digits** growth



04

AN OPPORTUNITY FOR SPONSORS



Many sponsors already in sports are investing in esports



MIXING IRL & VIRTUAL EVENTS | 05



Organisation of an **international esports** tournament during the Roland Garros 2019 event



We support sports actors (clubs, leagues, federations) in the definition and the activation of their esports strategies.

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