WELCOME!

TO THE NEW ERA OF ENTERTAINMENT

#GES19

POWERED BY

DOSSIER 2019 - EN

MARCH 11TH 2019 / MAD / SPA

#GES19

A WINDOW TO THE WORLD OF ESPORTS*

71% OF FANS THINK THAT ESPORTS WILL BE A MAINSTREAM ACTIVITY IN THE NEAR FUTURE. **

AN UNSTOPPABLE GROWING SECTOR: 38% YEAR-OVER-YEAR

// Income of 906 million in 2018
// Income estimated at $1650 million in 2021 with a CAGR of 27% (2016 - 2021)
// Main source of income: Sponsorship (40% of total income)
// Sponsorship income of $ 359 million in 2018, growing 53% year-over-year.
// More than 600 sponsorship agreements since 2016**

2018	INCOME	2021
906 MILLION		1650 MILLION

AUDIENCE

// The esports audience in 2018: **380** million people, growing 14% year-over-year.
// Audience forecast of **557** million people in 2021, with a CAGR of **49,8%** (2016 – 2021)

2018	AUDIENCE	2021
215 MILLION		307 MILLION

AUDIOVISUAL RIGHTS

// 72% year-over-year growth ($160 million in 2018)

* Source: Newzoo “Global esports report 2018“

** Source: “Nielsen Esports Playbook 2017“

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THE ESPORTS BUSINESS PLAYERS, TOGETHER

A UNIQUE EVENT

100% KNOWLEDGE FROM THE EXPERTS

For the first time in Spain, THE GLOBAL ESPORTS SUMMIT ®. The great meeting, debate and knowledge forum for the entire esports ecosystem.

100% ESPORTS BUSINESS

A place to know first-hand the present and future situation of the sector, via the key executives, the industry leaders and the influencers.

100% HIGH LEVEL NETWORKING

The key professionals, senior managers and representatives of major brands sharing knowledge, interests and business.

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100% INSIDERS

AN ESSENTIAL EVENT FOR BRANDS, ENTITIES AND PROFESSIONALS

Professional leagues and teams

Technological companies

Publishers

Media, platforms, streaming companies and broadcasters.

Consultants, marketing agencies and sponsorship

Sponsoring brands

Universities, Business Schools and gaming academies

Official institutions, organizations and associations

Investors and analysts

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GLOBAL ESPORTS SUMMIT

100% RETURN

A MEETING OF MAXIMUM PROFESSIONAL BENEFITS

12 Presentations in conference and round table format

36 High-level panelists

An intensive, unique day, with the best update

Networking coffee to promote contact and exchange.

Exclusive lunch (limited) for quality networking

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GLOBAL ESPORTS SUMMIT®

THE MOST INTEREST CONTENTS

STATUS, CASES, TRENDS, THE MIRROR OF THE ECOSYSTEM ... THE VOICE OF THE PLAYERS

TEAMS / COMPETITION / SPONSORSHIP ACTIVATION AND RETURN / THE MOST SOCIAL ESPORTS / ECONOMIC ENVIRONMENT / VENUES AND ARENAS / THE INFLUENCERS / MARKETING AND DATA / CONTENTS AND DISTRIBUTION / ESPORTS / SPORTS

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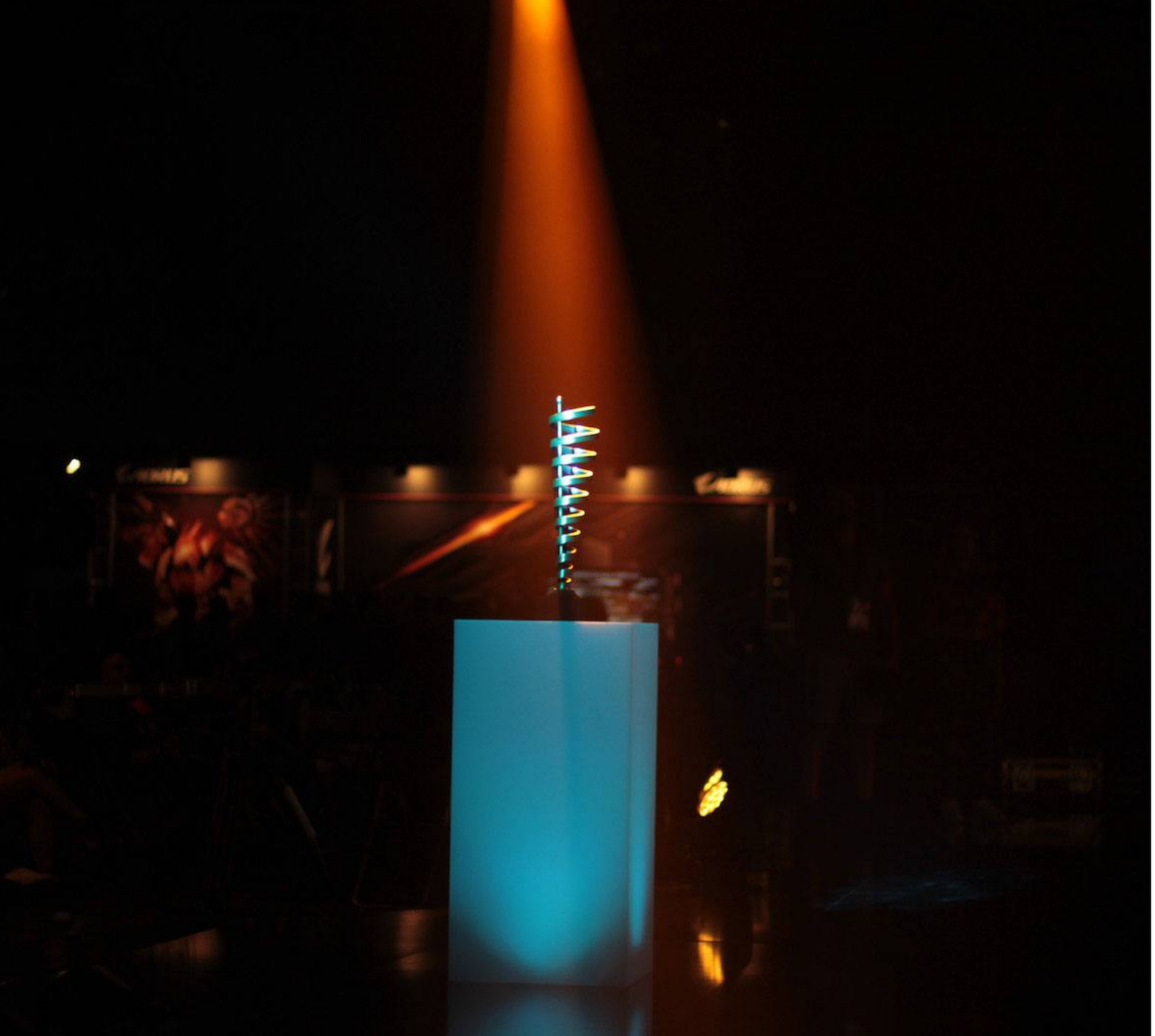
TEAMS

The teams, their structural organization, their financing and marketing, and the competition environments are challenges for the owners. The demand of a higher level of professionalism indicates the direction to follow in the management of clubs and teams.



THE COMPETITION

The competition is a complex environment, where the major leagues and tournaments have lots to say and where the need for organization is one of the pending matters.

SPONSORSHIP, ACTIVATION AND RETURN

Brands have lost their fear to esports as a platform for visibility and connection with the fan/consumer. They have found the methods of activation to reach and obtain the established ROI.

ECONOMIC ENVIRONMENT

Know first-hand the main sources of income of the sports industry
The keys of the monetization of the different assets of the ecosystem of the agents of the sector and the new brands, investors and entities.

VENUES AND ARENAS

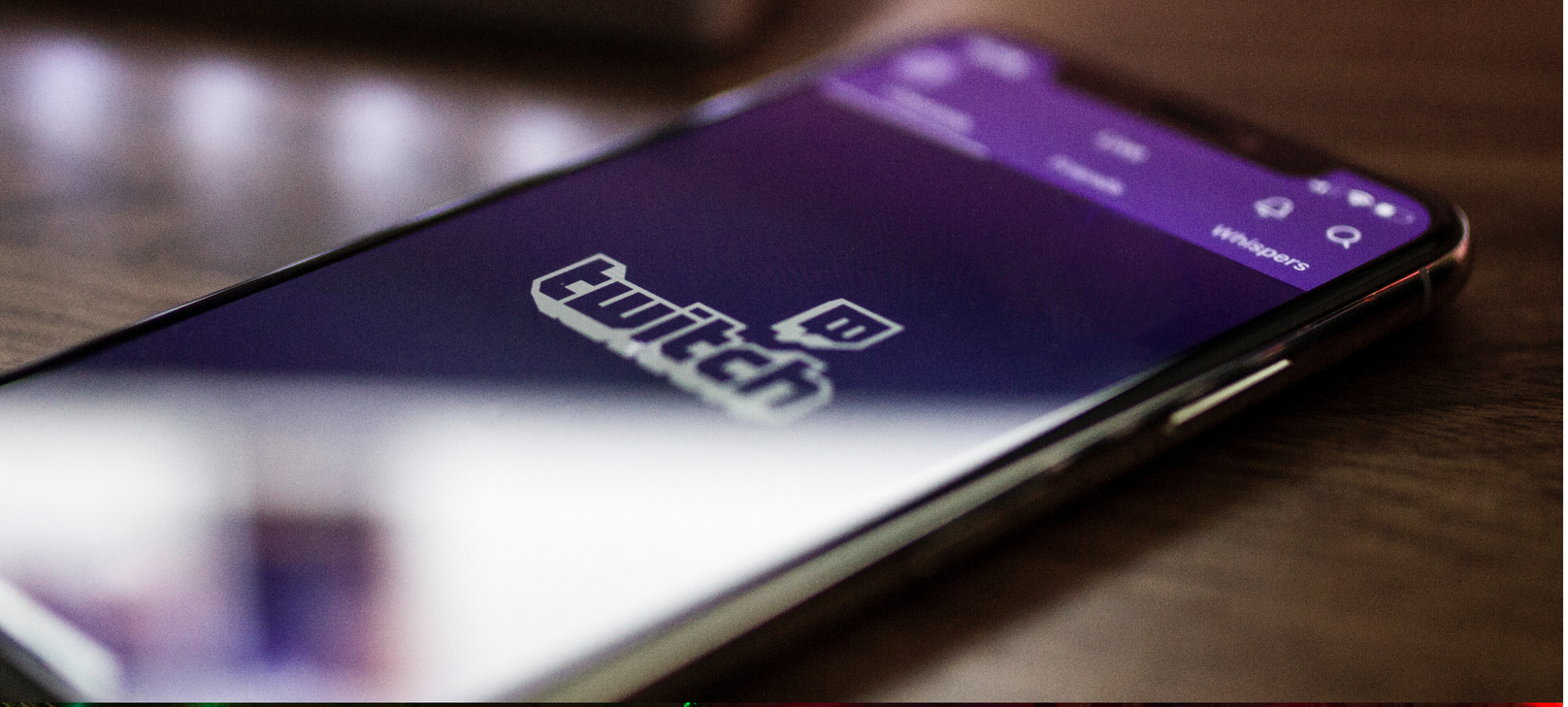
The staging of the esports is not only digital; the real fan experience acquires more relevance in massive participation events and macro events, following an international trend to create “ad hoc” spaces. The audiovisual experience offers fans a 360° of competition immersion and real entertainment staging.

THE INFLUENCERS

Fans follows the influencer over properties, tournaments and leagues. Its content creation capacity attracts thousands of youths and brands know this.

MARKETING & DATA

Esports generate a great amount of data that marketing can use for its outreach strategies. How to use them as a tool for management, connection with the fans and commercial activity.



PUBLISHERS, CONTENTS & DISTRIBUTION

Esports consumption involves offering contents beyond the competition itself. Channels and platforms for its monitoring must be suitable and integrate in devices, determining the format of these contents, without forgetting the social factor to share.
The environment of the game and its exploitation is conditioned to the strategy of the developers, where the main criteria is profitability.

ESPORTS/SPORTS

Conventional sport and digital sports have great similarities as well as great differences. A lot to share and management similarities, with the particularity of its consumption.

ESPORTS: SOCIETY AND EDUCATION

Social responsibility environments find unique windows for brands in esports, offering high quality content. Education and training, integration, caring, charity and social aspects integrate in esports in a natural way with great possibilities of development in leagues, clubs, players and influencers.

A SPECIAL EVENT IN A SPECIAL VENUE

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GLOBAL ESPORTS SUMMIT

#GES19

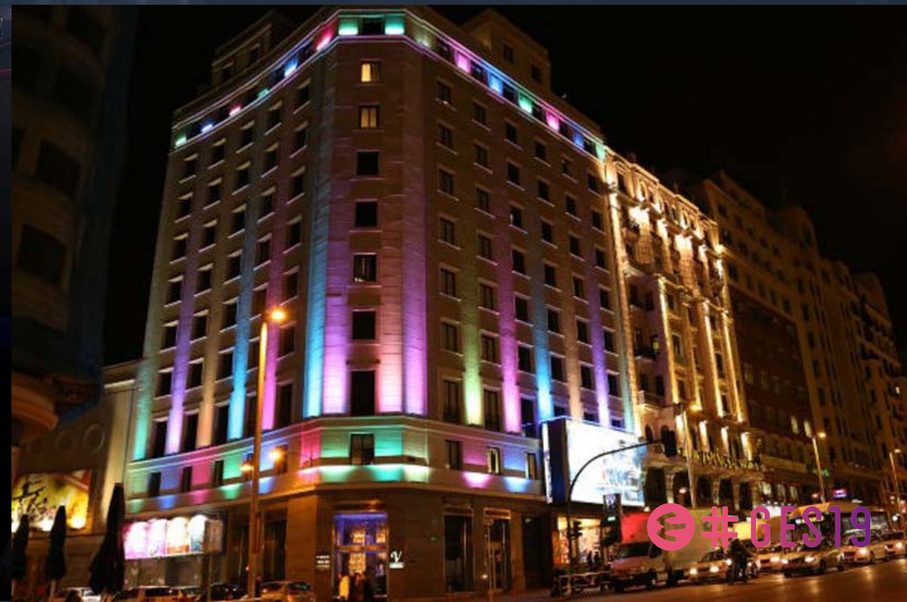
Teatro de la Luz Philips GRAN VÍA

POWERED BY signify

#GES19 will take place at **Teatro de la Luz PHILIPS Gran Vía**, a historic teather in **Madrid**, updated with the latest lighting technology to receive the professional forum of reference in electronic sports.

Teatro de la luz Philips Gran Via is located on an exceptional location in the **center of Madrid**, with easy access by subway, AVE train, bus and from Barajas airport.

ADDRESS: GRAN VIA, 66 - 28013 MADRID



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... AND A SPECIAL NETWORKING LUNCH

El **#GES19** GES's priority is to be a professional meeting where content, contact and business have its time.

NETWORK LUNCH (restricted) will be one of the most special moments for a quality meeting with the attending professionals, speakers, partners and organizers.

The networking lunch will be held at **PALACIO DE ALTAMIRA**, headquarters of the European Design Institute. A building designed by Ventura Rodriguez in 1772 and a National Historic-Artistic monument.

ADDRESS: FLOR ALTA, 8 - 28013 MADRID (5 min. from Teatro GranVía Theater)

PALACIO DE ALTAMIRA
IED Madrid Istituto Europeo di Design

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PHILIPS hue personal wireless lighting

#GES19 is promoted by the main entities and gathers the key companies and organizations, offering the strategic keypoints of the esports business.

AN EVENT ORGANIZED BY: GLOBAL SPORTAINMENT®

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