

By Hunter Sappington, Researcher, Parks Associates

Synopsis	Ecosystem Map
<p>The esports industry has experienced increased attention as new non-endemic brands have become involved in the market beyond companies like game developers and video streaming platforms. This report analyzes the economics of esports, identifies the current market players and their market strategies, sizes the esports audience, and ascertains potential market opportunities for companies interested in monetizing the esports market.</p>	<p style="text-align: center;">Esports Ecosystem Map: Money Flow</p> <p style="text-align: right; font-size: small;">© Parks Associates</p>
<p>Publish Date: 2Q 18</p>	<p>Esports has demonstrated its capacity for global reach and engagement of hard-to-reach demographics. It's also a dynamic market, characterized by ongoing business model experimentation and ecosystem fluctuation, with various players entering and exiting the ecosystem. By engaging in this market during its formative stage, pay-TV providers, networks, and other ecosystem players can influence the trajectory of the market," said Hunter Sappington, Researcher, Parks Associates.</p>
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