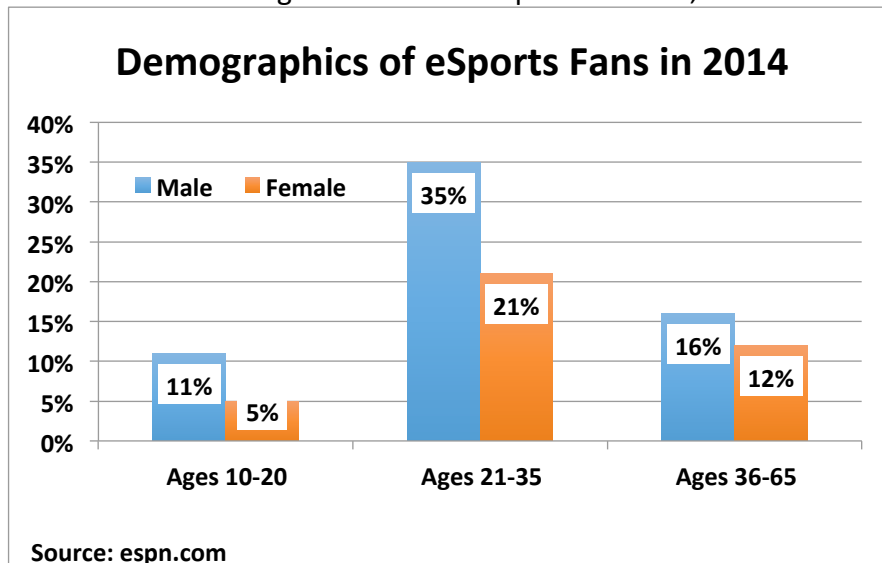


**Insight: Embracing eSports is Key to Attracting Millennials to Casinos**

***e-Sports is a global market catering to a younger demographic***

- eSports global viewership was over 100 million in 2014 and is expected to reach 238 million in 2017, a compound annual growth rate of 33%<sup>1</sup>
- More than half of eSports viewers are between 21-35
- Live streaming expands the reach of eSports and the host casino to a global audience
  - Asia is the largest market for eSports viewers, but North America is the fastest growing<sup>2</sup>



***e-Sports attendees spend on products and services and want more events to attend<sup>3</sup>***

- 38% of attendees at eSports events buy goods or services from a brand used at that event
- eSports event attendees are highly engaged with 30% attending more than three events per year
- 67% want more events and 40% want live events outside major cities

***e-Sports events will bring young male customers to the casino***

- e-Sports events are well-attended and in demand
  - An average of 11,000 enthusiasts attended a League of Legends tournament in Madison Square Garden in August 2015
  - eSports enthusiasts are willing to purchase tickets to attend events
    - Up to \$49 (41%), up to \$99 (18%), up to \$200 (19%)
- Combine the event with other entertainment options to keep attendees on property
  - Attendees at eSports events want more entertainment options at live events, such as ticketed meet and greets with favorite players (43%), musical artists (31%), or cosplay competitions (22%)

<sup>1</sup> Super Data Research, "eSports Market Brief," May 2015

<sup>2</sup> Ibid

<sup>3</sup> Eventbrite, "The eSports Effect: Gamers and the Influence of Live Events," 2015