



1

The International
DOTA 2 CHAMPIONSHIPS

Prizes

OG PLACE 1ST \$11,234,158	PSG.LGD PLACE 2ND \$4,085,148	EVIL GENIUSES PLACE 3RD \$2,680,879
TEAM LIQUID PLACE 4TH \$1,787,252	VIRTUS.PRO PLACE 5TH-6TH \$1,148,948	TEAM SECRET PLACE 5TH-6TH \$1,148,948

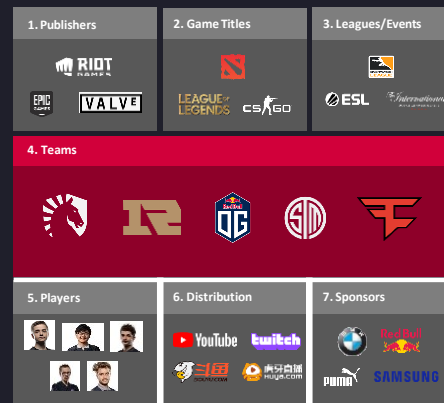
OG - THE INTERNATIONAL

2

Who are the Stakeholders in Esports?

Many strong companies are entering Esports and populate different parts of the ecosystem

- 1 These are the Companies that create Video Games.
- 2 The different "sports" are the different games. LOL, DOTA and CS:GO are the most popular and dominate the viewership in the West.
- 3 Either Developers or 3rd Party Organizers, create leagues and tournaments to compete on the different games.
- 4 The tournaments broadcast their events through different streaming and content platforms, where fans can directly watch the games from their devices.
- 5 Esports teams are the central piece of the industry. The teams are the organizations that compete in those games, and in those tournaments. They drive fan engagement through tournament theatrics and proprietary content.
- 6 Each team is formed by players from different nationalities. Players like in sports, are mostly specialized in one game.
- 7 Endemic and non endemic brands continue to populate the Esport ecosystem, investing on games, tournaments, teams and players.



3

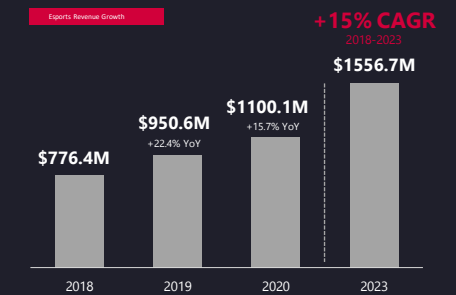
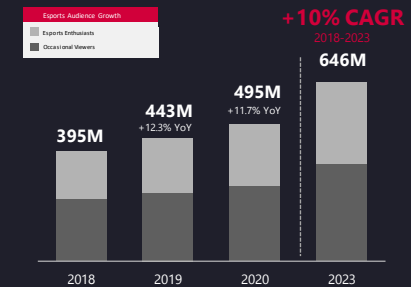
Esports is a Fast – Growing Industry

In the last few years, Esports and Gaming have experienced exponential growth, in revenue and in consumers, and has become mainstream and the preferred source of entertainment in people under 35 years old.

Esports has transformed from a vibrant niche to the fastest- growing form of entertainment in the world, and now competes versus traditional sports overtaking most of them.

The Esports industry has seen tremendous growth over the years both in terms of viewership and revenue.

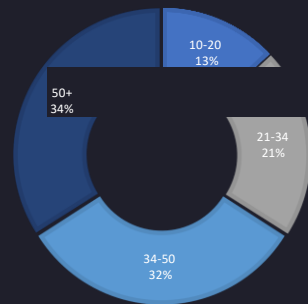
In 2020, the global esports economy will generate revenues of \$1.1 billion : most of these revenues will come from sponsorships (57%) and media rights (16%).



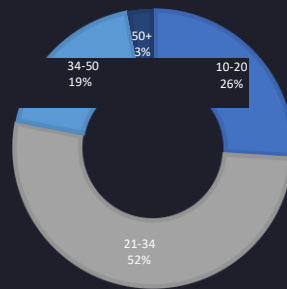
4

Esports is the Future of Competitive Sports

Audience Demographic breakdown by age between Basketball and Esports.



Basketball Fans



Esports Fans