



UNDERSTANDING ESPORTS



eSports is a new form of sport that has been emerging for the past decade.

This study aims to define the present demographic and psychographic characteristics of video games streams to understand the current market of the video games industry in Malaysia.

The emerging growth of the video games industry is attributed to technological advancement such as Internet connectivity and cheaper computers. The increase of viewers using the internet to gain internet content and entertainment on the various media platforms that provide these contents such as Youtube, Twitch, Twitter, and Facebook.

With eSports on the rise, revenue can now be created by using eSports competitions and events which can draw large numbers of crowds. With this new type of entertainment, it takes more data to analyze and define the market. With more details, the growth of this market can be capitalized on more productive and profitable strategies.



FACEBOOK
GAMING



CS
GO



APEX
LEGENDS



FIFA 21

FIFA
OFFICIAL
LICENSED
PRODUCT