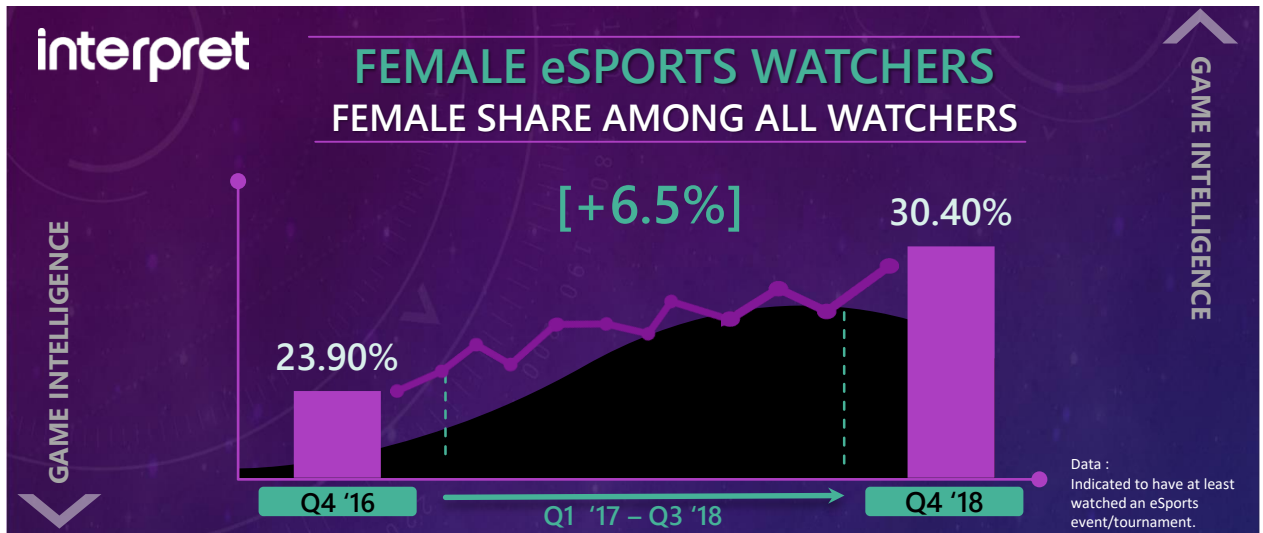


FEMALES AND ESPORTS VIEWERSHIP – 2019 UPDATE



[Click Image For Direct Link](#)

“Changing behaviors among a large segment of people is difficult. Progress of this size always takes time; however, a 6% gain in gender share over a two year period is a trend in the right direction. If two years from now, the female audience grabs an additional 6% in share, eSports viewership will be in gender parity with what we consider standard among traditional console and PC games. As an industry, more progress will be made as females’ role in traditional eSports titles continue to grow, given the efforts from some of the industry leaders. More likely than not, a lot of that growth may come in non-traditional eSport genres, and especially games tailored to mobile and tablet devices.”

- Tia Christianson, VP of Research (EMEA), Interpret

- Female eSports watchers have a 30% share compared to all eSports watchers; however, it has consistently gained gender share nearly every quarter since 2016, **with a total growth of 6% over the last 2 years.**
- **Of those that play games considered an eSport on Console/PC, only 35% are female**, of those that consider themselves eSports watchers, 30%, and of those that watch eSports leagues, 20%.
- Casual Gaming however (defined as those who log many hours on mobile and few on PC/Console) **is dominated by females (66%).**
- Extremely low female involvement in major eSports titles like CS:GO (24% Female), DOTA 2 (20% Female), Hearthstone (26% Female), Rainbow 6: Siege (23% Female), and even Overwatch (26% Female) highlights the core challenge in attracting more female eSports fans.
- The slow increase in traditional female fanship of eSports may be due to an increased prevalence of mobile games in competitive gaming. According to [Skillz](#), a platform that offers mobile competitive gaming and boasts a large selection of casual games, 7 of the top 10 mobile earners on their platform in 2018 were female.
- Skillz has shown us that one of the keys to increasing female participation in eSports or competitive gaming may be through mobile and tablet devices, with games in non-traditional eSports genres.

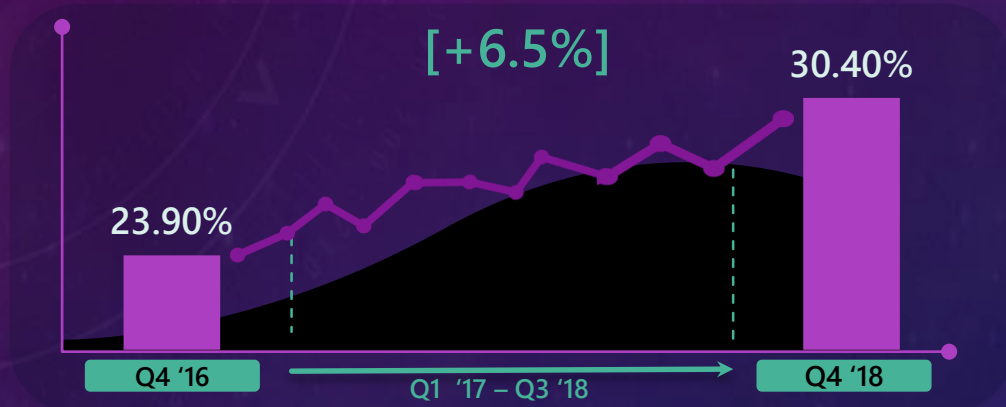
**NEXT PAGE FOR
ADDITIONAL
GRAPHS AND LINKS**

FEMALES AND ESPORTS VIEWERSHIP – 2019 UPDATE

interpret

FEMALE eSPORTS WATCHERS FEMALE SHARE AMONG ALL WATCHERS

GAME INTELLIGENCE



DEEPER ENGAGEMENT REMAINS CHALLENGE – Q4 '18 FEMALE SHARE AMONG CATEGORY

FEMALE eSPORTS
GAME PLAYERS
[CONSOLE/PC]



35.0%

FEMALE eSPORTS
GAME WATCHERS
[CONSOLE/PC]



30.4%

FEMALE eSPORTS
GAME LEAGUE
WATCHERS
[CONSOLE/PC]



20.3%

Data: From top to bottom: 1. Have played a game considered to be an eSport. 2. Indicated to have at least watched an eSports event/tournament. 3. Watched an identifiable eSports league.

REPORT LINK: [PDF REPORT](#) [WEBSITE MEDIA POST](#)

IMAGE LINKS: [IMAGE 1](#) [IMAGE 2](#) [IMAGE 3](#)

INTERPRET LOGO: [WHITE](#) [BLACK](#)

MEDIA RESTRICTIONS: **FREE DISTRIBUTION**

FOLLOW-UP INTERVIEWS AVAILABLE: **ONLINE, PRINT & TV**

Data Source:

Interpret's Game Intelligence Database

Specific Study: New Media Measure Q4 2016 to Q4 2018

Data Sample: N=9,000 US residents per quarter

Study type: Quarterly online survey

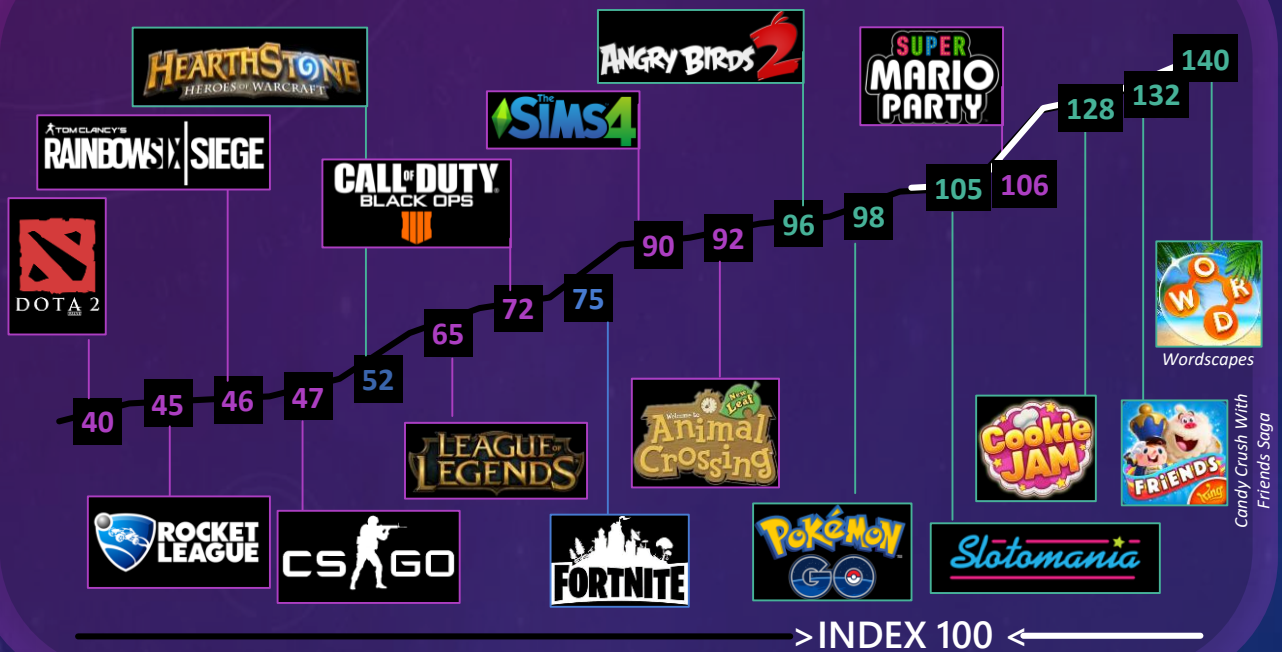
FEMALES AND ESPORTS VIEWERSHIP – 2019 UPDATE

interpret

GAME INTELLIGENCE

FEMALE ENGAGEMENT AMONG KEY TITLES

IDENTIFIED FEMALE PLAYERS
INDEX 100 = 50%/50% FEMALE/MALE



GAME INTELLIGENCE



MOBILE GAMES



ALL PLATFORMS



PC/CONSOLE GAMES

REPORT LINK: [PDF REPORT](#) [WEBSITE MEDIA POST](#)
 IMAGE LINKS: [IMAGE 1](#) [IMAGE 2](#) [IMAGE 3](#)
 INTERPRET LOGO: [WHITE](#) [BLACK](#)
 MEDIA RESTRICTIONS: **FREE DISTRIBUTION**
 FOLLOW-UP INTERVIEWS AVAILABLE: **ONLINE, PRINT & TV**

Data Source:
 Interpret's Game Intelligence Database
 Specific Study: New Media Measure Q4 2016 to Q4 2018
 Data Sample: N=9,000 US residents per quarter
 Study type: Quarterly online survey