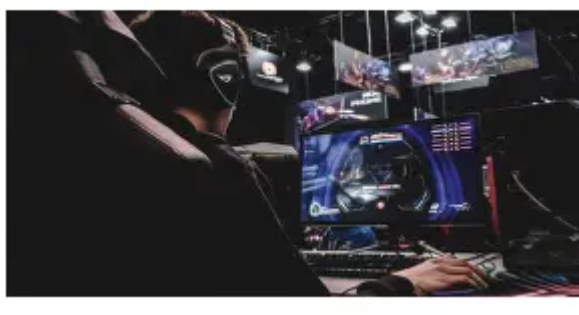


TOP THREE ESPORTS ORGANIZATIONS HIT USD ONE BN VALUE AND USD 180BN IN REVENUE IN 2020

By Jaztra Kranjec
December 30, 2020



The COVID-19 outbreak has had a two-sided impact on the eSports industry. While the number of gamers and the time they spent online surged amid the lockdown, the lack of tournaments knocked down merchandise sales, sponsorships, and revenues of some of the biggest eSports companies. According to data presented by Buy Shares, TSM, Cloud9 and Team Liquid, as the three leading eSports organizations worldwide, hit USD one bn in value and USD 180bn in revenue in 2020. TSM Value Rose three percent YoY, Cloud9 and Team Liquid`s Value Dropped in 2020 After a 54 percent jump in 2019, the average value of the ten biggest eSports organizations globally flatlined at USD 240 million in 2020, revealed the Forbes annual ranking of the most valuable eSports companies. Statistics show that TSM tops the list of the most valuable eSports organizations in the world. The Los Angeles-based company hit USD 410 million in value in 2020, a three percent increase year-over-year. In 2019, TSM acquired Blitz, a personal gaming coach app with ten million active monthly users, which generates around half of its USD 45 million revenue.

Cloud9 ranked second on the list of the most valuable eSports organizations globally. The LABased company hit a USD 350 million valuation in 2020, 13

percent less than a year ago, and estimated revenue of USD 30 million. The Forbes data revealed that Team Liquid ranked third on this list with an estimated USD 28 million revenue and a market value of USD 310 million in 2020, a three percent drop in a year. Statistics also show Team Liquid is the leading eSports team by total prize money won. The US-based eSports team, founded in the Netherlands, hit almost USD 36 million in total earnings, USD 1.5 million more than the secondranked team OG. FaZe Clan and 100 Thieves Witnessed Double-Digit Growth in 2020 Statistics show FaZe Clan ranked fourth on the list of the most valuable eSports organizations. The professional eSports and entertainment organization headquartered in Los Angeles hit a USD 305 million valuation in 2020, a 27 percent jump YoY. However, eSports generates only around 20 percent of the company's USD 40 million revenue. The Los Angeles-based company focuses on producing videos related to gaming culture and its stars and boasts 230 million followers across all its related social platforms. 100 Thieves rounds the top five list with an estimated USD 16 million revenue and a USD 190 million value in 2020, a 19 percent increase in a year. Statistics show the company founded by former Call of Duty champion Matthew "Nadeshot" Haag jumped by five places this year. Gen G, Enthusiast Gaming, and G2 Esports follow with USD 185 million, USD 180 million, and USD 175 million value, respectively.