



**FOR IMMEDIATE RELEASE**

### **Eilers Research Releases White Paper on eSports Betting Industry**

**Anaheim Hills, CA – August, 19, 2015** – Eilers Research, LLC has announced the publication of an in-depth white paper titled: “eSports Betting: It’s Real, and Bigger Than You Think”. The report, authored by Chris Grove, Senior Consultant at Eilers Research, focuses on the eSports betting opportunity, including a survey of the current landscape, market sizing projections, analysis of the forces powering growth, assessment of the risks to that growth, and big-picture commentary on how the product and opportunity will evolve. A brief excerpt from the report is provided below:

“While much has been written about eSports' cultural and economic explosion, little has been written about the nascent industry surrounding fan wagering on eSports. eSports betting has remained under the radar due to low visibility into the financial performance of the product and a mainstream blind spot regarding the very existence of such activity. Both forces are starting to subside, revealing a space where we estimate fans will wager over a quarter of a billion dollars on the outcome of eSports events in 2015 - a number that we project will exceed \$23bn by 2020.

Our high-level conclusion: eSports is an extremely hospitable environment (technologically, logistically, culturally and demographically) for real-money online wagering. Penetration of eSports betting into the gamer community and general growth of eSports betting has each been dampened to date by structural barriers that are now weakening. Concurrently, eSports betting is beginning to benefit from tailwinds generated by positive macro trends for both eSports and the broader online gambling industry.”

The full 38-page report is available to clients of Eilers Research, LLC or can be purchased on the Company’s website at [www.eilersresearch.com](http://www.eilersresearch.com). If you are interested in receiving a complimentary copy of the executive summary please email Chris Grove at [cgrove@eilersresearch.com](mailto:cgrove@eilersresearch.com).

#### **About Eilers Research**

Eilers Research, LLC is a boutique research firm focused on servicing the gaming equipment, technology, and interactive gaming sectors within the global gaming industry. Our products and services include market research, company research, consulting and advisory services designed specifically for land based & online casino operators, equipment & technology suppliers, social gaming operators & suppliers, gaming regulators, and investors. Additional information regarding our research products and services can be obtained by visiting our website at [www.eilersresearch.com](http://www.eilersresearch.com).

#### **Contact**

Adam Krejcik  
Managing Director  
Eilers Research, LLC  
[akrejcik@eilersresearch.com](mailto:akrejcik@eilersresearch.com)  
714-769-9156