



ESPORTS Q2 2021 INSIGHTS REPORT

INTRODUCTION

We're back with our Esports Q2 2021 Insights Report.

You'll see some familiar data from our Q1 2021 Report like top 10 esports brands by engagement as well as specific content trends. No surprise here, but **Instagram and TikTok led the way** in terms of growth and engagement.

Most of our data comparisons in this report look at Q2 2021 versus Q1 2021, as the height of the pandemic and lockdowns occurred during Q2 2020.

Branded assets and scenes is a unique reporting feature for Blinkfire since our patented and computer vision technology not only recognizes brands in posts, but also assets and scene/content types. This is an amazing feature that has let our esports-specific customers thrive when it comes to building out the best partner content.

Global Ranking is a new report in our esports insights report. Global Ranking allows teams to benchmark their social data. In reviewing Q2, we saw some interesting shifts in social media engagement across Brazilian and Southeast Asian teams. Enjoy some fun Q2 Insights, and we'll see you for Q3 soon!

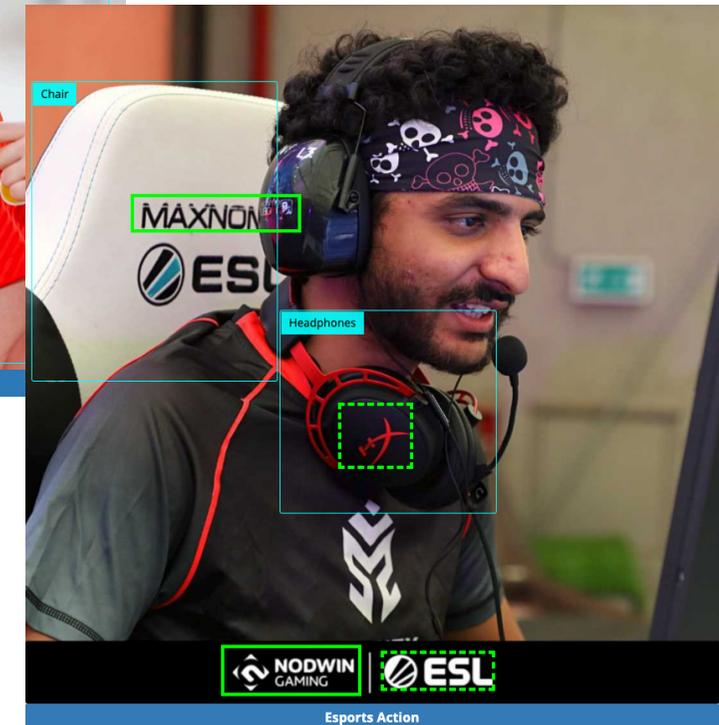
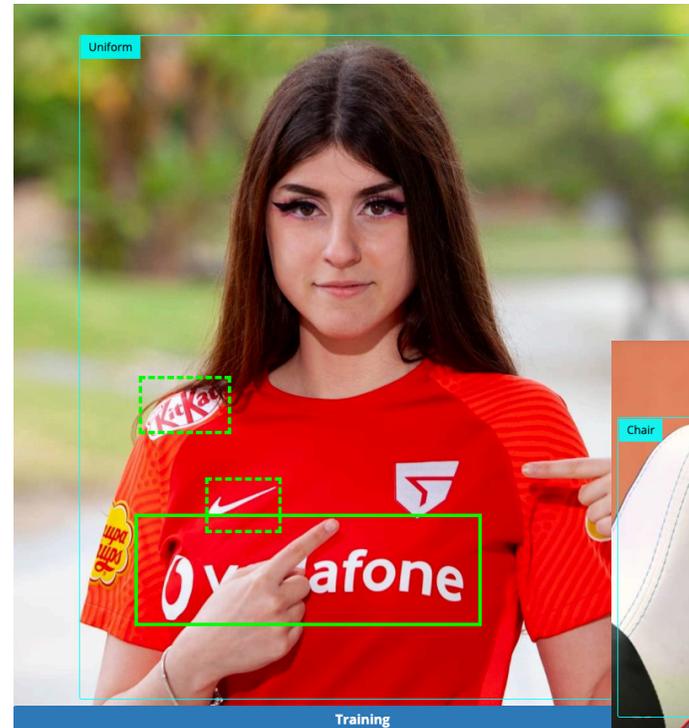
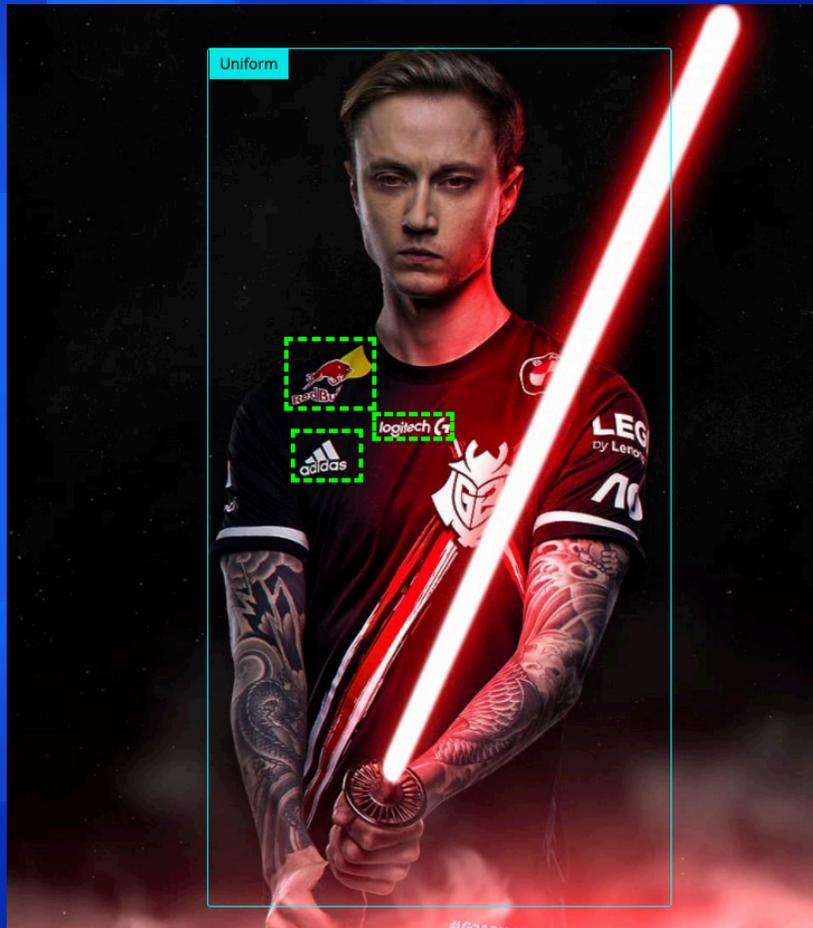


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TOP 10 ESPORTS BRANDS BY ENGAGEMENT



Apparel makers **Nike** and **adidas** kept their spots in the top 10. The global brands sponsor teams like Vodafone Giants, Team Heretics, T1 Esports, and Gen.G LoL. Players often drive more exposure for apparel makers compared to teams, as they consistently wear their team's jerseys in social posts and streams.

Xbox and Samsung are the newbies to the top 10 list for Q2 2021. While **Xbox** had minimal *visual exposure* (where its logo is spotted by our patented, computer vision technology), the brand was **@mentioned** and **hashtagged** by big names in esports like "NickMercs" and FaZe Clan. **Fifty-seven percent of Xbox exposure came from branded hashtags.** What's more, hashtagged brands garner the most engagement per post in esports when one or two brands are mentioned.

Consumer electronics company **Samsung** has partnerships with such teams as T1 Esports, Team Queso, and Godsent. **Most of the brand's sponsorship exposure comes from digital overlays.**

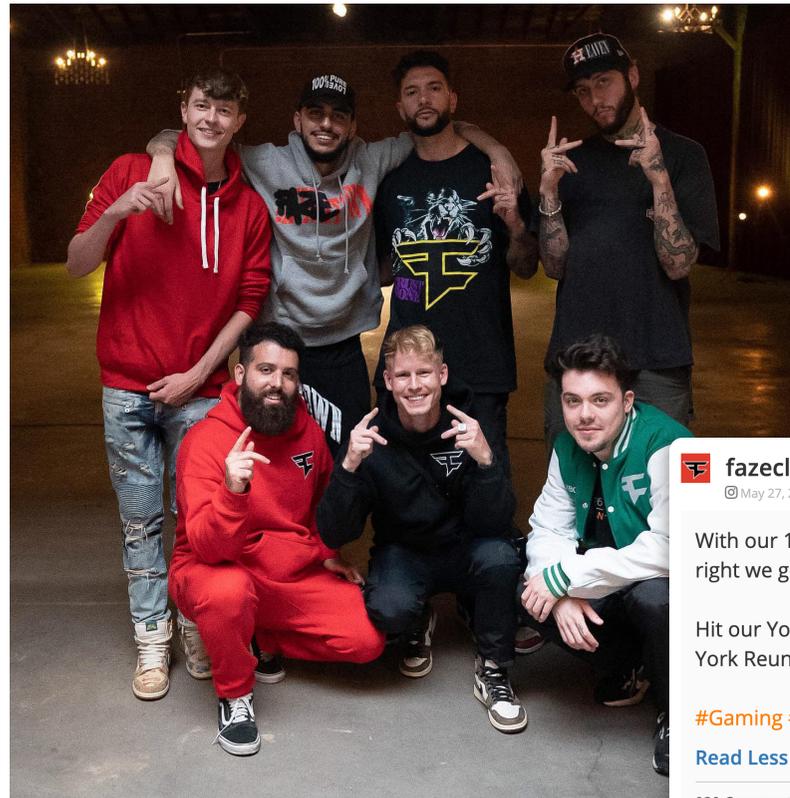
Secretlab sponsors teams like Team Secret, League of Legends, and Team Liquid, and their logo is most often seen on gaming chairs. The brand saw their **overall engagement increase 74%** compared to Q1 2021.

Logitech continues to have a lasting presence in esports with the likes of G2 Esports providing valuable exposure for the brand. The consumer electronics company shares jersey real estate with Redbull, BMW, and adidas.

TOP 10 ESPORTS BRANDS BY ENGAGEMENT

Q1 2021

Q2 2021



 **fazeclan**
 @ May 27, 2021 CDT

With our 11th anniversary coming up, it was only right we got these guys all together again ❤️

Hit our YouTube channel for a full, 1-hour long New York Reunion video that just went live.

[#Gaming](#) [#Xbox](#) [#FaZeUp](#)

[Read Less](#)

930 Comments · 126,892 Likes

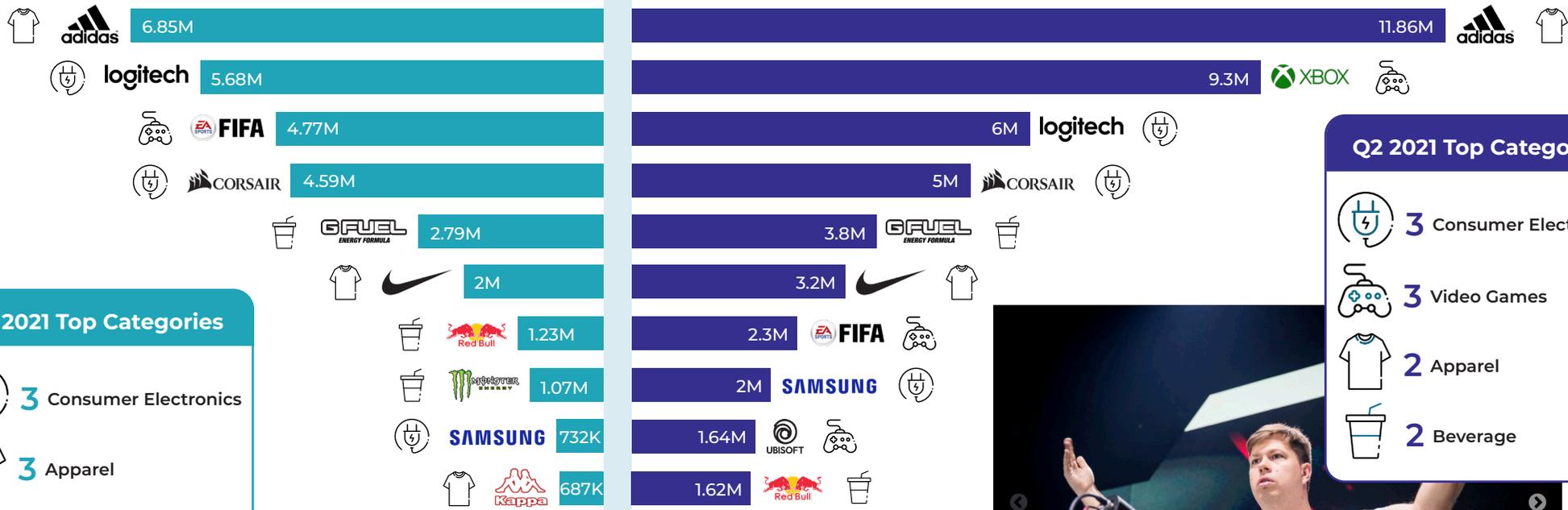
TOP 10 ESPORTS BRANDS BY CATEGORIES

Apparel, Consumer Electronics, Non-Alcoholic Beverages, and Video Games

Beverage companies took a hit in Q2 2021, dropping to two brands in the top 10. **G Fuel** continued its strong showing in large part due to its front of jersey sponsorship with Team Heretics. Video game brands were on the rise with **Xbox, FIFA, and Ubisoft**.

Apparel makers **Nike** and **adidas** stayed in the top 10. We also saw a continued focus on the consumer electronics, video games, and beverage categories in esports, as these three categories are the most popular in terms of sponsorship and partnerships.

Q1 2021 vs Q2 2021

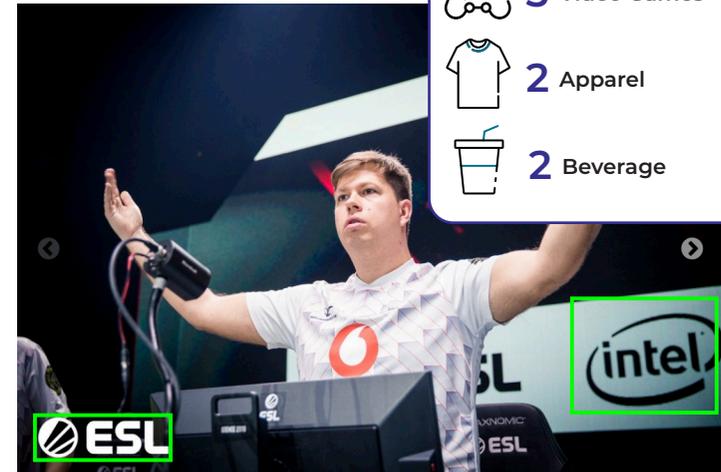


Q1 2021 Top Categories

- 3 Consumer Electronics
- 3 Apparel
- 3 Beverage
- 1 Video Games

Q2 2021 Top Categories

- 3 Consumer Electronics
- 3 Video Games
- 2 Apparel
- 2 Beverage



CONTENT TRENDS

It's hard to talk content these days without mentioning Instagram and TikTok. Instagram continues to be one of the most engaging and valuable channels for both esports and traditional sports. TikTok has seen a surge since the pandemic, highlighted by the **70.5% increase of TikTok posts** in Blinkfire in Q2 compared to Q1.

TIK TOK



↑ **70.5%**

TIMELINE IMAGES



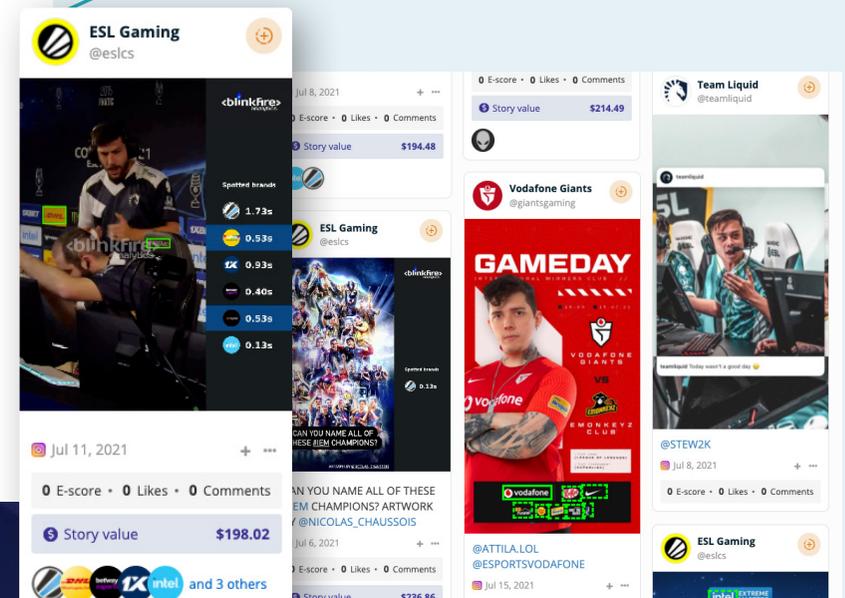
↑ **46.3%**

TIMELINE VIDEOS



↑ **17.9%**

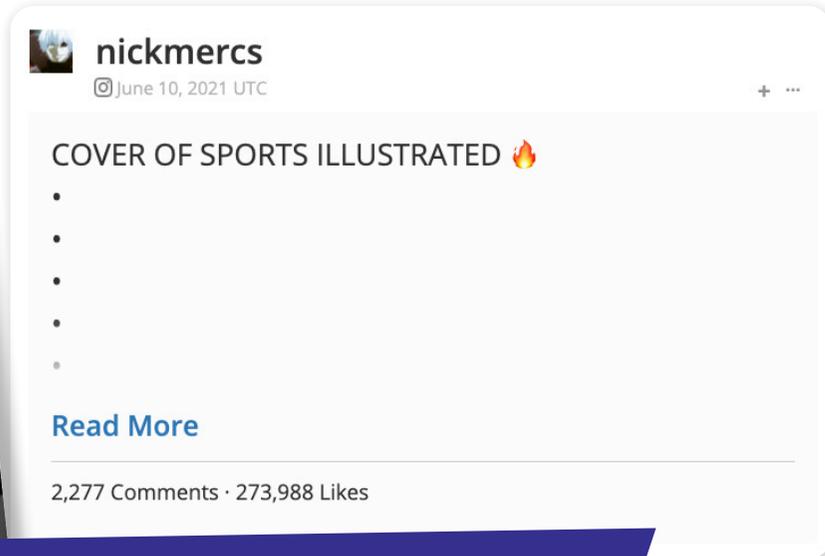
INSTAGRAM STORIES Q/Q GROWTH



ESPORTS GOES EVEN MORE MAINSTREAM



“NickMercs” and his FaZe Clan crew found themselves on the cover of Sports Illustrated in June 2021.



276,265
POST ENGAGEMENTS

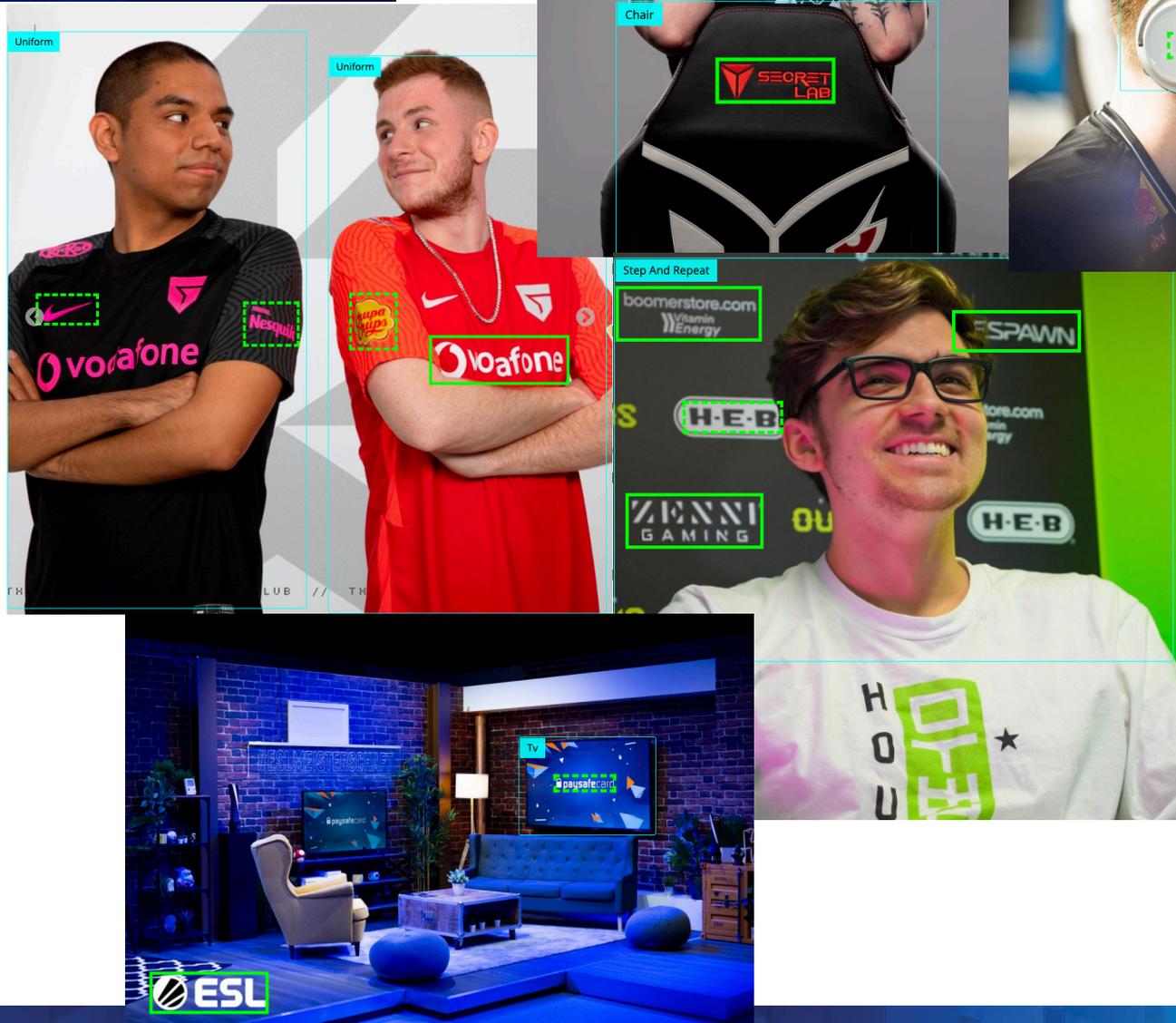
ESPORTS ASSETS & SCENES

ASSETS

Assets like uniform and step & repeat are ubiquitous in esports, but also traditional sports like soccer and basketball. More endemic esports assets like chair, headphone, and TV rounded out the top 5. Uniform and step & repeat tend to have a wide variety of sponsors whereas chair and headphone sponsors are more traditional esports brands like Secretlab or Corsair.

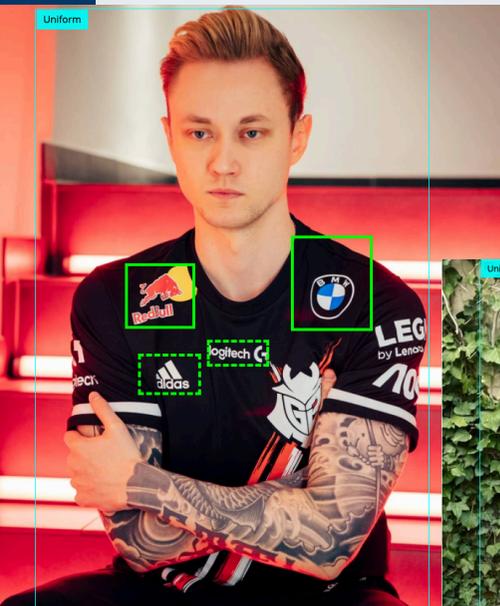
TOP 5 BRANDED ASSETS DURING Q2 2020

- 1 UNIFORM
- 2 CHAIR
- 3 STEP & REPEAT
- 4 HEADPHONES
- 5 TV



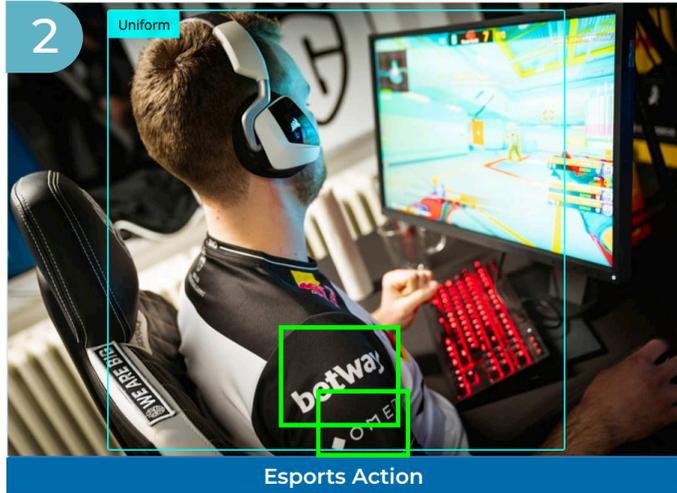
TOP BRAND + UNIFORM

The uniform asset isn't just important in traditional sports. Brands pay millions of dollars to be on the jersey of some of the biggest names in esports. We analyzed the top brand + uniform partnerships. **Logitech**, **BMW**, and **Red Bull** are all jersey partners of G2 Esports. **Vodafone** is the front of jersey sponsor for Vodafone Giants. **Corsair** is on the jersey of Team Vitality and Team Secret.





Birthday



Esports Action

SCENES

Our Customer Success team noticed for quite some time that there are esports-specific scenes. At the end of Q1 2021, they collected examples, so our engineering team could train our AI and CV technology. **Esports Action** and **Victory Graphic** were new scenes implemented in Q2 2021, and as you can see, are two of the most popular content series posted.



Victory Graphic



Game Preview



Thank You Graphic

RISE OF ESPORTS AROUND THE WORLD

BRAZIL AND SOUTHEAST ASIA ESPORTS TEAMS

Mobile esports have become hugely popular in Brazil and Southeast Asia, as evidenced by Blinkfire's Global Ranking. FaZe Clan (US), LOUD (Brazil), EVOS Esports (Southeast Asia), G2 Esports (Germany), and paiN Gaming (Brazil). EVOS earned 106% more engagements in Q2 2021 compared to Q1 2021. The top 10 most engaging image posts for Q2 went to LOUD (six posts) and FaZe Clan (four posts). The top 10 most engaging video posts for Q2 also went to LOUD (four posts) and FaZe Clan (six posts).

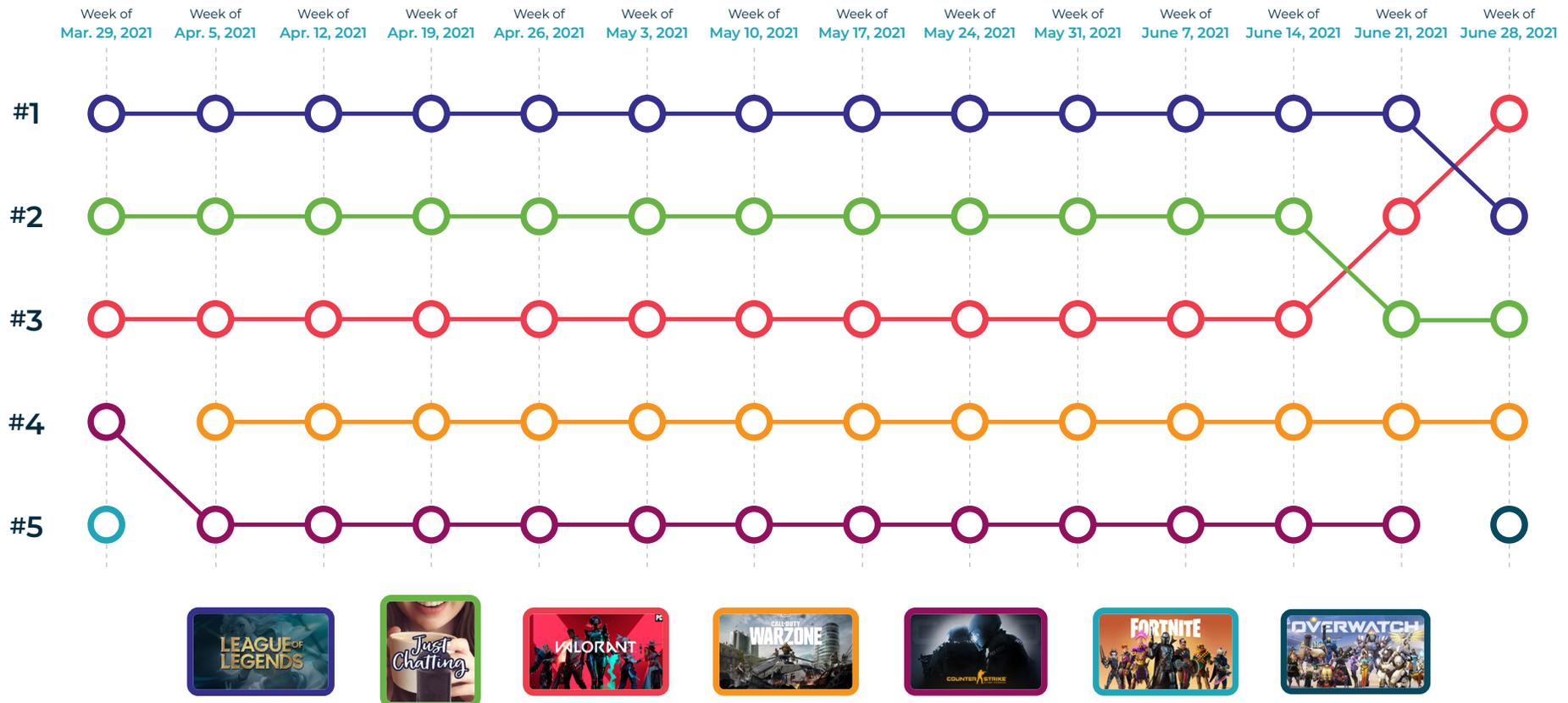
BLINKFIRE GLOBAL RANKING BY TOTAL ENGAGEMENT

1		FaZe Clan	53.83M
2		LOUD	45.61M
3		EVOS Esports	26.34M
4		G2 Esports	7.59M
5		paiN Gaming	7.31M



BLINKFIRE'S STREAMING REPORT

New quarter, new streaming report. What we're most stoked about is a new feature we made to our streaming and audience retention reports (see screenshot). At the post level, you can hover over the audience retention to see how viewership was affected based on the video game played.



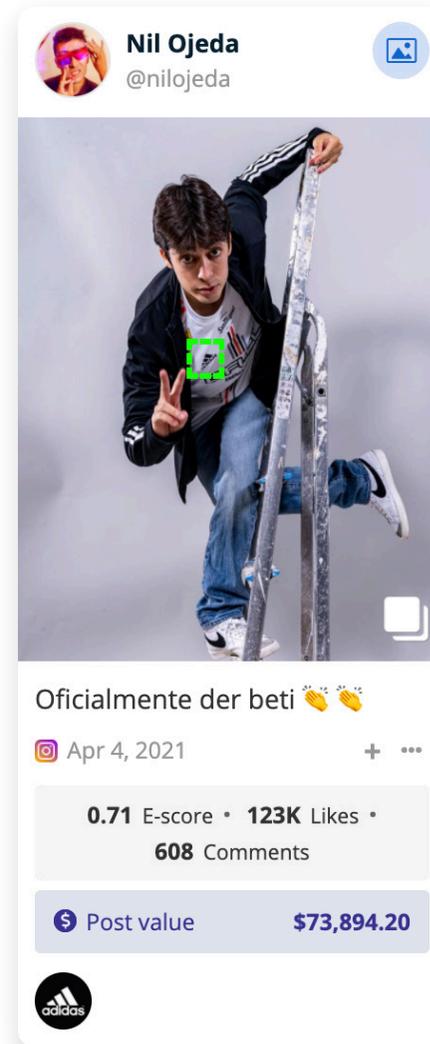
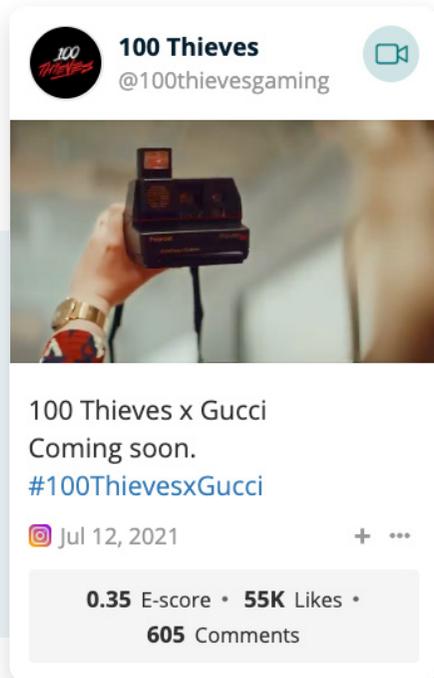
ESPORTS FUN FACTS: Q2 2021

- › Esports & non-esports see **5-10x more engagements** when brands appear in a post visually versus @ mentioned.
- › **22%** of esports social media posts were from esports Influencers.
- › Esports posts in Blinkfire **increased 5%** compared to Q1 2021.
- › **Visual Brand Exposure**
 - ▶ Posts with **one brand visually spotted** averaged **16.7% more engagements** compared to Q1 2021.
 - ▶ Posts with **two brands visually spotted** averaged **27.2% more engagements** compared to Q1 2021.

Posts with a video in the timeline increased by

36.64%

in Q2 compared to Q1 2021.



Carousel posts increased by

36.5%

in Q2 compared to Q1 2021.



ABOUT BLINKFIRE ANALYTICS

Blinkfire Analytics is the leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, and Advanced TV. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire Analytics measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world's top brands, teams, and leagues rely on Blinkfire Analytics' real-time, always-on platform for sports, esports, and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

To learn more about Blinkfire Analytics, email bizdev@blinkfire.com or visit www.blinkfire.com.

