



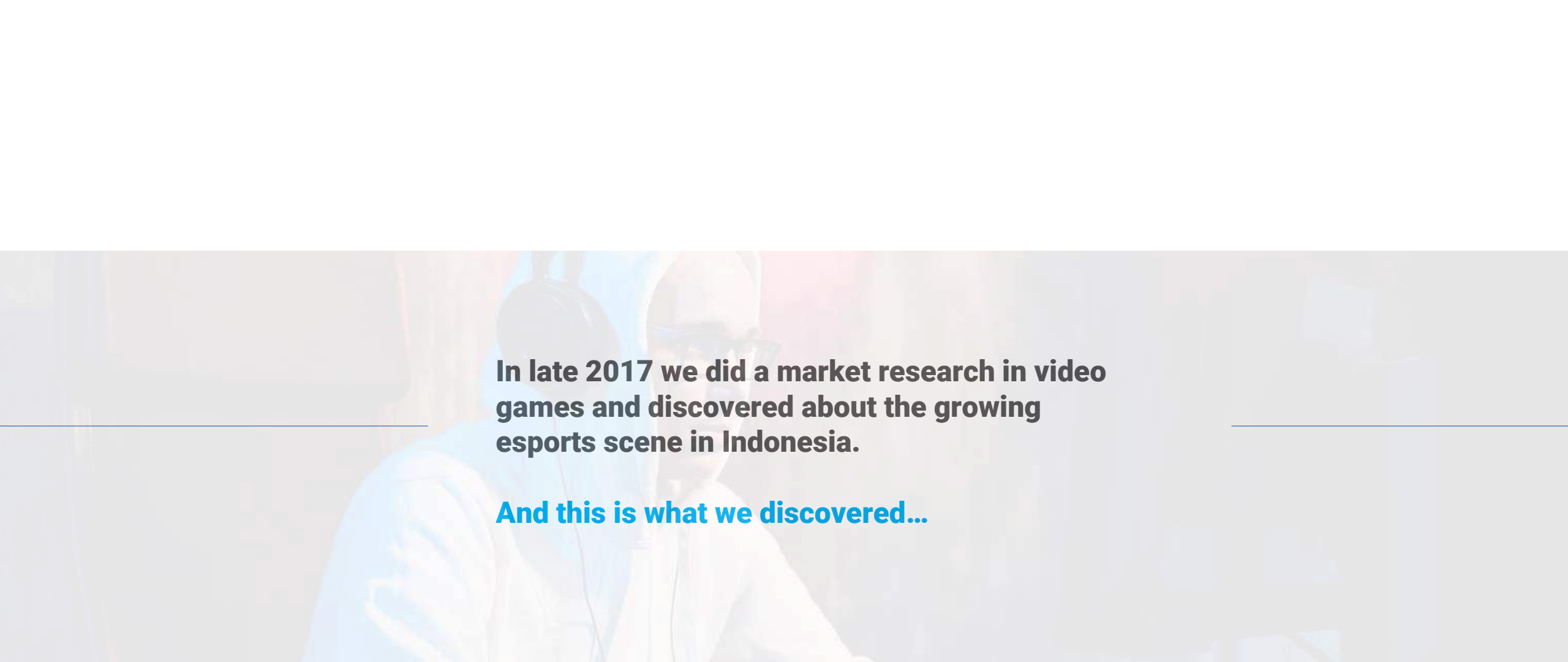
**MMA**  
**IMPACT**  
#SHAPETHEFUTURE  
JAKARTA, INDONESIA

## In Gamers, We Trust

Giring Ganesha Djumaryo

President of IESPL

Gajah Merah Terbang



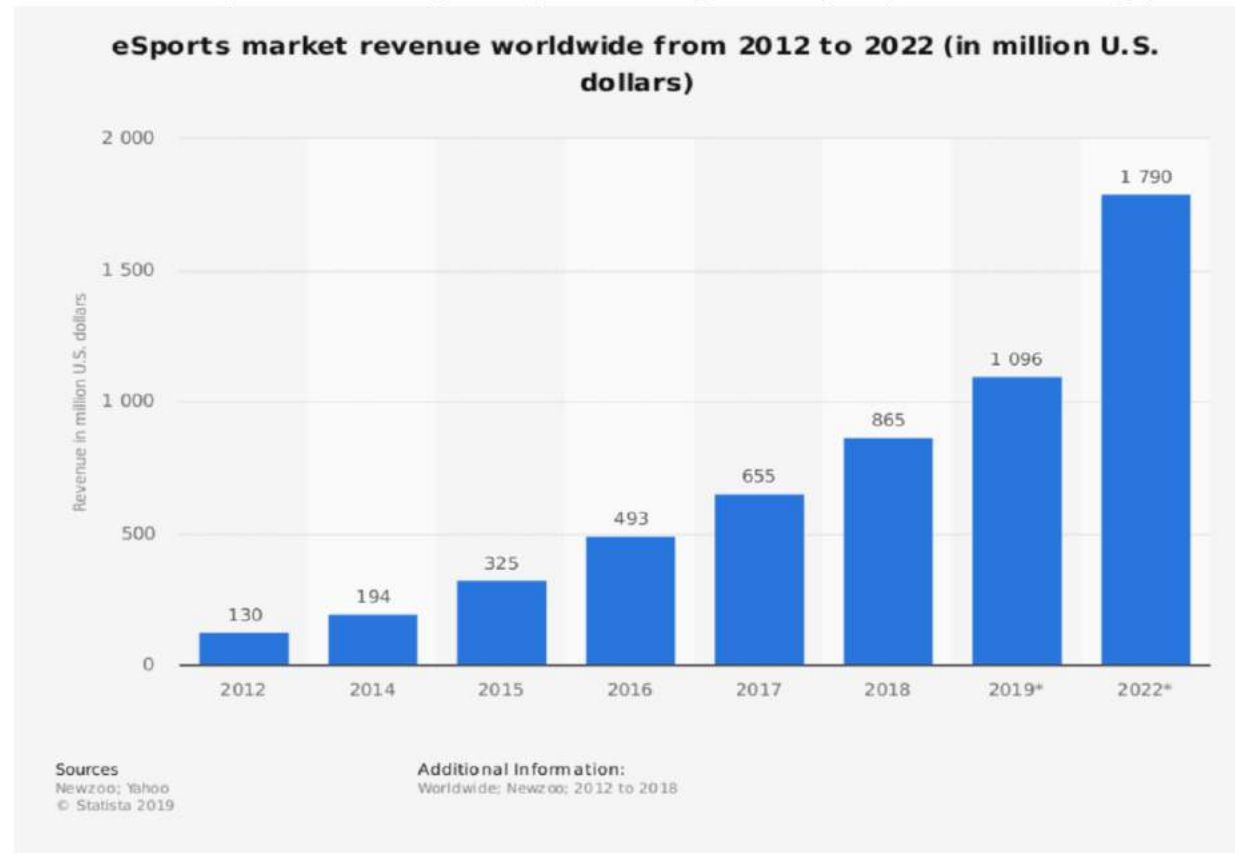
**In late 2017 we did a market research in video games and discovered about the growing esports scene in Indonesia.**

**And this is what we discovered...**

## WORLD ESPORT MARKET VALUE 2018

In 2018, the global eSports market was valued at nearly 865 million U.S. dollars. According to the source's estimates, global eSports market revenue will reach 1.79 billion U.S. dollars in 2022. The eSports industry is expected to grow rapidly in the coming years.

**GLOBAL  
ESPORTS  
MARKET  
WILL  
GROW**



## How about SEA?

According to Newzoo, in 2018, Southeast asia game market value is

**\$2,6 bn**

# **GAMING POPULATION ASEAN 2018**

## **DATA SEA 2018**

**“The number of gamers in the region is projected to grow from 244 million in 2018 to 309 million in 2022.”**

**This data indicates that the total number of gamers in ASEAN countries is 244 million people.**

**Which 61,6% watch video game content.** 

---

# ESPORTS PLAYER DEMOGRAPHIC

## SEA

64%

7%

5%

10%

5%

4%

3%

1%

FULL TIME EMPLOYEE

SELF-EMPLOYED OR INDEPENDENT

PART-TIME EMPLOYEE

STUDENT

FULL-TIME HOMEMAKER

UNEMPLOYED

OTHER

RETIRED

## INDONESIA

45%

20%

13%

10%

4%

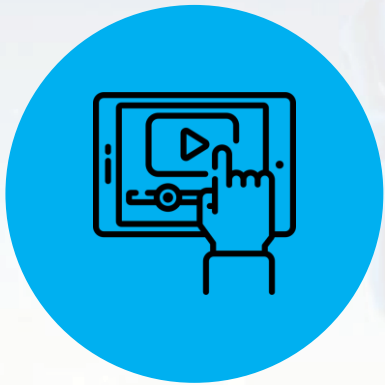
4%

2%

0%

# CONTENT STREAMING ACTIVITIES IN INDONESIA

WATCH VIDEOS  
ONLINE



**98%**

STREAM TV CONTENT  
VIA THE INTERNET



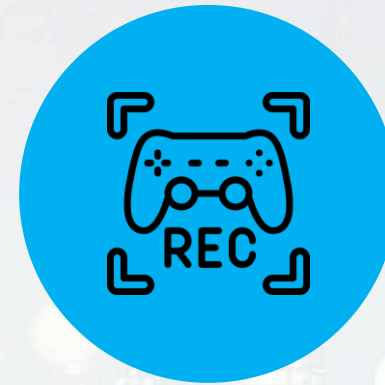
**50%**

PLAY GAMES STREAMED  
LIVE VIA THE INTERNET



**46%**

WATCH LIVE STREAMS OF  
OTHERS PLAYING GAMES



**36%**

WATCH ESPORTS  
TOURNAMENTS



**17%**

# 2017 SITUATION

INDONESIA GAMER.  
KEY CONSUMER INSIGHT.  
TAKEN FROM NEWZOO.

**#16** MARKET IN THE  
WORLD

TOTAL GAME REVENUES

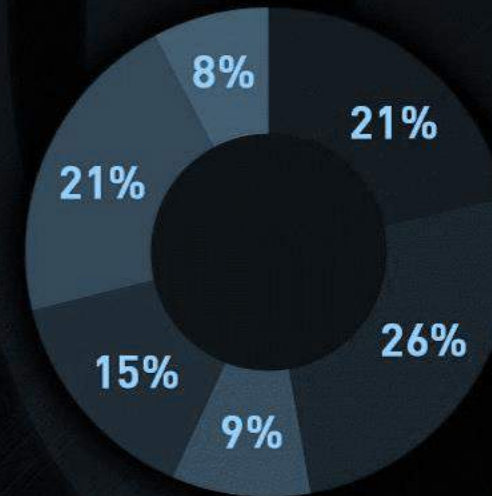
**\$879.7M**

NUMBER OF GAMERS

**43.7M**

## AGE/GENDER

ACTIVE PC/LAPTOP PLAYERS\*



- M10-20
- M21-35
- M36-50
- F10-20
- F21-35
- F36-50

CROSS-PLATFORM  
GAMERS **45%**

OF GAMERS PLAY PC,  
MOBILE & CONSOLE  
GAMES

OWNS A GAMING  
HEADSET **56%**

OF ALL GAMERS  
OWN A GAMING  
HEADSET

WATCHES VIDEO  
CONTENT **66%**

OF PEOPLE WHO WATCH  
GAMING VIDEO CONTENT  
WATCH LET'S PLAYS AND  
WALKTHROUGHS

18 YO – 35 YO  
IS THE MOST  
DOMINANT  
AUDIENCES FOR  
GAME CONTENT  
IN INDONESIA





**WHY**  
**ESPORTS**  
**BECOME**  
**A HIT**

**ONE**

**SHIFTING FROM  
PC TO  
MOBILE**



# BETWEEN

# PC GAMING VS SMARTPHONE

To make a pc you need to invest around **\$1000**  
a table, gaming chair and a space in your house

Buying smartphone that can play  
competitivemobile games, gamers only need  
around **\$200**, mobile data, power banks

Smartphone also now a **social currency** for gen z.

**TWO**

**SHIFTING FROM  
SINGLE TO  
MULTIPLAYER**



**THREE**

**SHIFTING FROM  
PLAYING TO  
WATCHING**



# "ESPORTS" SEARCH INTEREST IN INDONESIA STILL INCREASING

ESPORTS  
ASIAN  
GAMES  
2018

KICK OFF  
PIALA  
PRESIDEN  
ESPORTS  
2019

GRAND  
FINAL PPE  
2019

DEBAT  
PILPRES  
"ESPORTS"

MAY 13, 2018

SEP 2, 2018

DEC 3, 2018

APR 14, 2019

# ACHIEVEMENT OF INDONESIA ESPORTS TEAM

	TOURNAMENT	DETAIL EVENT	OUR ACHIEVEMENTS
	PES LEAGUE ASIA FINALS 2019	22 APRIL 2019, TOKYO – JEPANG	RIZKI FAIDAN (1 <sup>ST</sup> WINNER) TIM WANI (1 <sup>ST</sup> WINNER CO-OP)
	POINT BLANK INTERNATIONAL CHAMPIONSHIP 2017	21 OKTOBER 2017, JAKARTA, INDONESIA	RRQ ENDEAVOUR (1 <sup>ST</sup> WINNER)
	ESL CLASH OF NATIONS 2019	30-31 MARET 2019 JIEXPO, JAKARTA	EVOS AOV (1 <sup>ST</sup> WINNER)
	FREE FIRE WORLD CUP 2019	14 APRIL 2019, THAILAND	EVOS CAPITAL (1 <sup>ST</sup> WINNER)
	ASIAN GAMES 2018	28 AGUSTUS 2018, JAKARTA, INDONESIA	RIDEL YESAYA SUMARANDAK (1 <sup>ST</sup> WINNER OF CLASH ROYALE)

THANK YOU