

# *EsportsTravel*<sup>®</sup>

## SUMMIT

### **E-Talk:**

The Missing Half: Girls and Women in Esports

### **Presenter:**

Christie Garton / 1000 Dreams Fund

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#EsportsTravelSummit



# The Missing Half

## Girls + Women in Esports

**Christie Garton**  
**1,000 Dreams Fund | Founder & CEO**  
**EsportsTravel Summit**  
**June 26, 2019**





Meet  
**Emily**





So are  
**Women**  
The  
**Missing**  
**Half?**



# The Numbers



# In Gaming...

- 45 percent of U.S. gamers are female
- 63 percent of mobile gamers are women and 37 percent are men
- 60 percent play a mobile game every day, compared to 47 percent of males
- Male gamers are considered 31 percent less valuable than women in the mobile gaming market





# However in Esports...

- 30% of women are game watchers
- 20% are league watchers
- Low female involvement in major esports titles: CS:GO (24 percent female), DOTA 2 (20 percent female), and Overwatch (26 percent female)



# So What?

- **Top Esports earnings can reach millions of US dollars per year (right now all top earners are male)**
- **Average gamer salary is about \$60,000**
- **And speaking of salaries, there other great jobs in the industry**



# Colleges are getting in the game...

- Scholarships for players
- Collegiate teams; some exclusively female
- Arenas or training centers on campus
- New majors to support gaming careers



So  
**Emily**  
is a  
**Shining  
Light**



What is it  
going to take  
to drive more  
women like  
Emily into  
Esports?

**BROADCAST**

**HER**

**ACADEMY**

powered by HARMAN





BROADCAST  
**HER**  
ACADEMY  
powered by HARMAN

# CHALLENGE

*for young women interested in pursuing careers in eSports & gaming*

**#BroadcastHERAcademy**

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# What Have We Learned?





# #1: Less Hostility

#2: More  
**Mentors:**  
Women *and* Men





# #3: More Role Models

That are given the spotlight



# #4: A Pipeline to Jobs




Ping 3  
↓ 5.13 KB/s  
31 Packets/s  
0% Packet Loss

↑ 3.40 KB/s  
57 Packets/s  
0% Packet Loss

SE 150 165 182 S 195 210 SW



2:17 26 9



**FF ROUND 1**  
64:33.656



**BANANA**  
STAGE PLAYER



10 | 50

50 | 100  
+ 100 | 100

M

116 17 68

Q E X C

457 415 4 2

1 2 3 4 5 6



**1,000**  
*Dreams*  
FUND

Thank you

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