

E-Talk:

The Missing Half: Girls and Women in Esports

Presenter:

Christie Garton / 1000 Dreams Fund



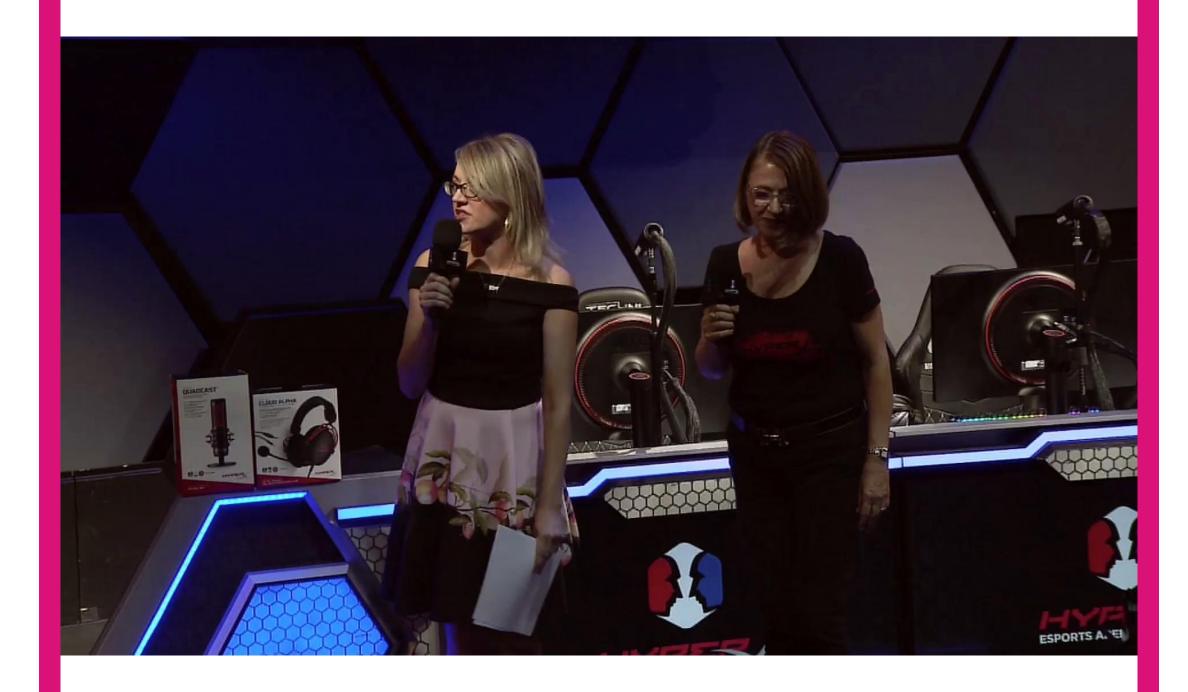
The Missing Half Girls + Women in **Esports**

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





Meet Emily





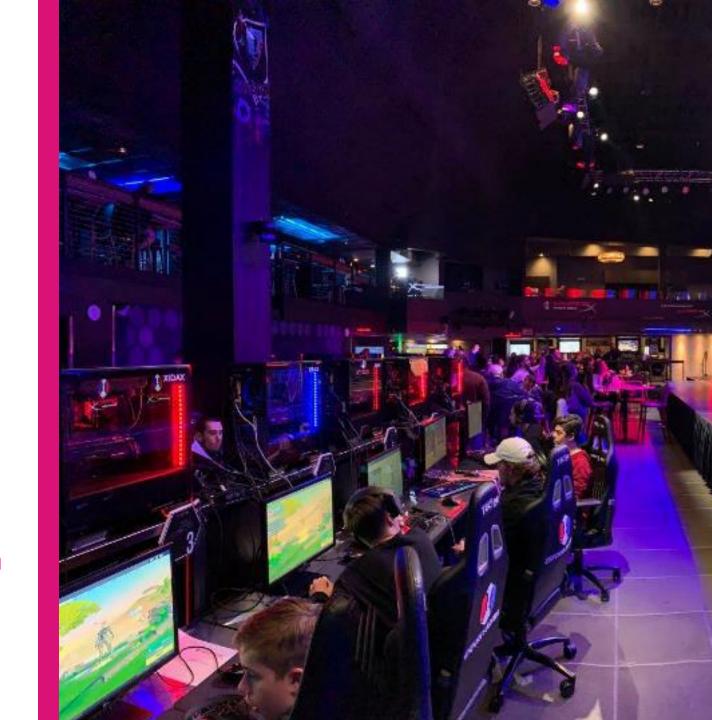
So are Women The Missing Half?

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...

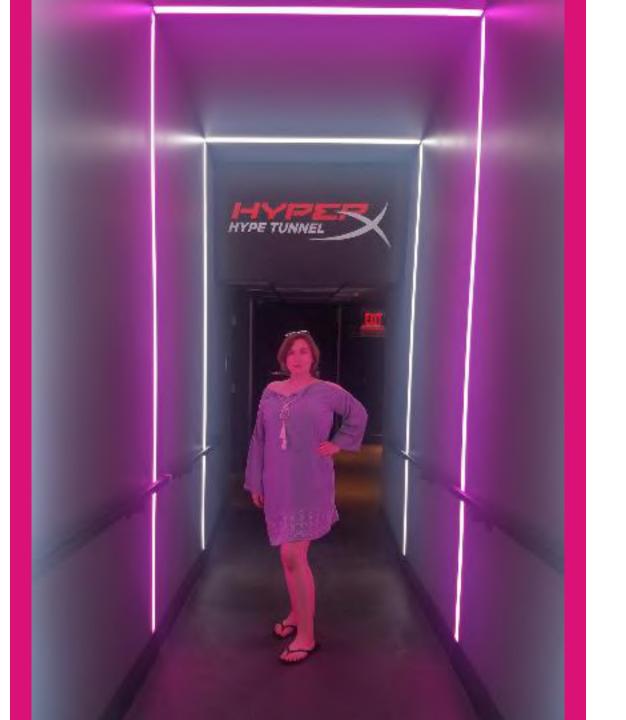
- 30% of women are game watchers
- 20% are league watchers
- Low female involvement in major esports titles: CS:GO (24 percent female), DOTA 2 (20 percent female), and Overwatch (26 percent female)

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



Emily is a Shining Light



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







CHALLENGE

for young women interested in pursuing careers in eSports & gaming

#BroadcastHERAcademy

Brought to you by









What Have We Learned?













