

 CHALLENGE!

 **ESL** FACEIT



How Top Gaming Tournament
Platforms Monetized their 19M
Web Visits in February 2022

Gaming & eSports

Key Takeaways

Gaming tournament websites, [UMG Gaming](#), [ESL Play](#), [GosuGamers](#), [FACEIT](#) and [Challonge](#), generated more than 19 million visits in Feb. 2022 and successfully earned revenue from this traffic. Here's how:

Tournaments

- **Day & Time:** The most popular starting times for tournaments were at 13:00, 15:00, 17:00 and 20:00. The most popular days were Saturday and Sunday for UMG, while ESLs were spread out equally throughout the week.
- **Registration Fee:** UMG offers tournaments that require credits to enter (1 credit = \$0.65). Tournaments that were 5 credits had the highest participation rate, followed by those that were 10 credits. All ESL Play tournaments were free to enter.
- **Prize Pool:** UMG's Prime Only tournaments averaged \$600 per tournament. Whereas 5 Credit tournaments only averaged \$9 per tournament. ESL Open Series offered a \$100 prize for weekly qualifier tournaments and \$1,000 for monthly finals.

Revenue

- **Paid Subscriptions:** All platforms except GosuGamers offer a premium account for members with ad-free viewing and varying perks. Prices range from \$4.99 to \$7.99 per month.
- **Display Ads:** Except for ESL, all platforms generate revenue from non-premium members by running display ads on their websites.
- **Brand Partnerships and Integrations:** Platforms offer various sponsorship options, with the most popular being brand titled tournaments.

The following five **gaming tournament platforms** were included in the competitive set for this analysis:

Click to jump to:



[UMG Gaming](#)



[ESL Play](#)



[GosuGamer](#)

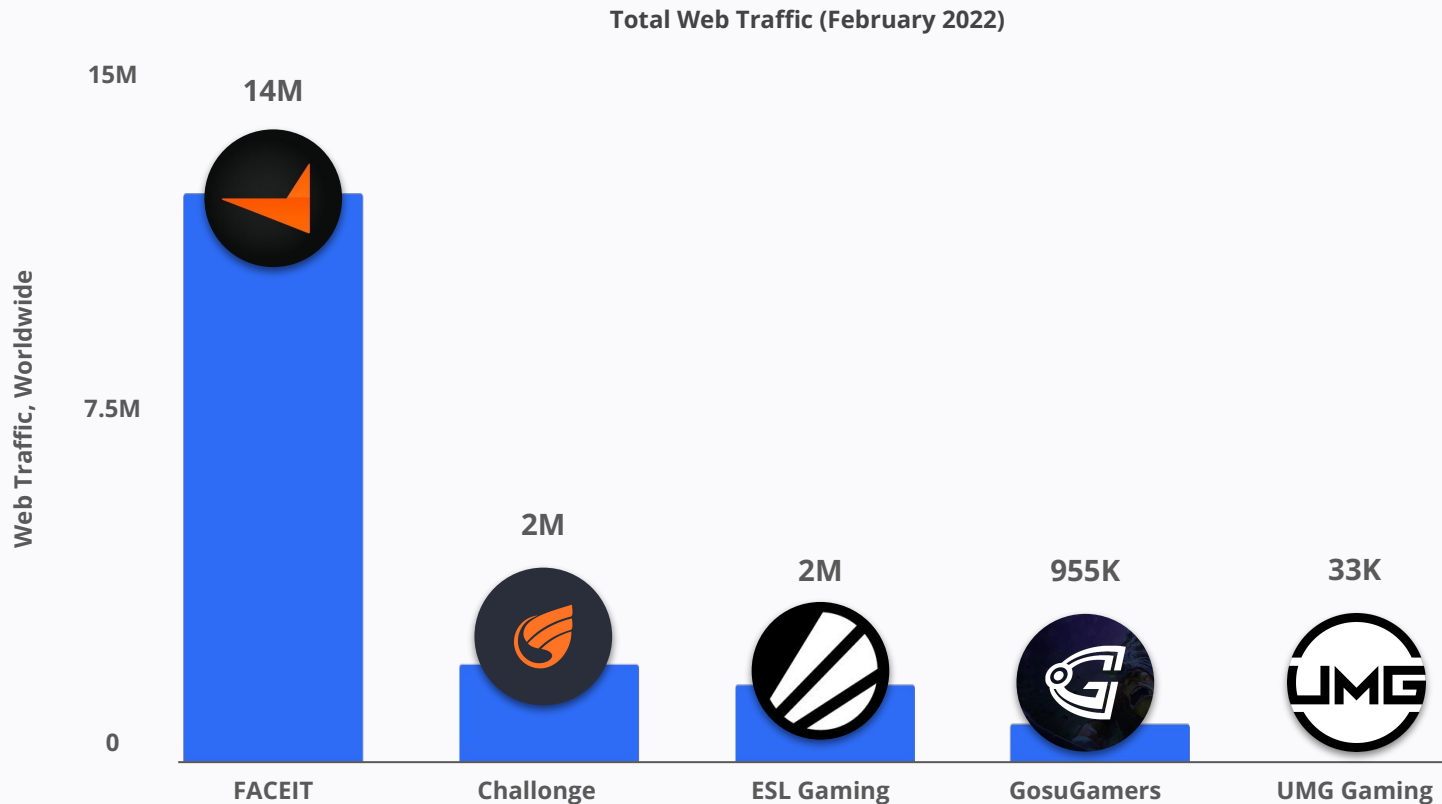


[FACEIT](#)



[Challenge](#)

FACEIT generated the most traffic from the competitive set with **14M** web visits in February 2022. On the other hand, **UMG Gaming** had the least traffic with only **33K** visits.

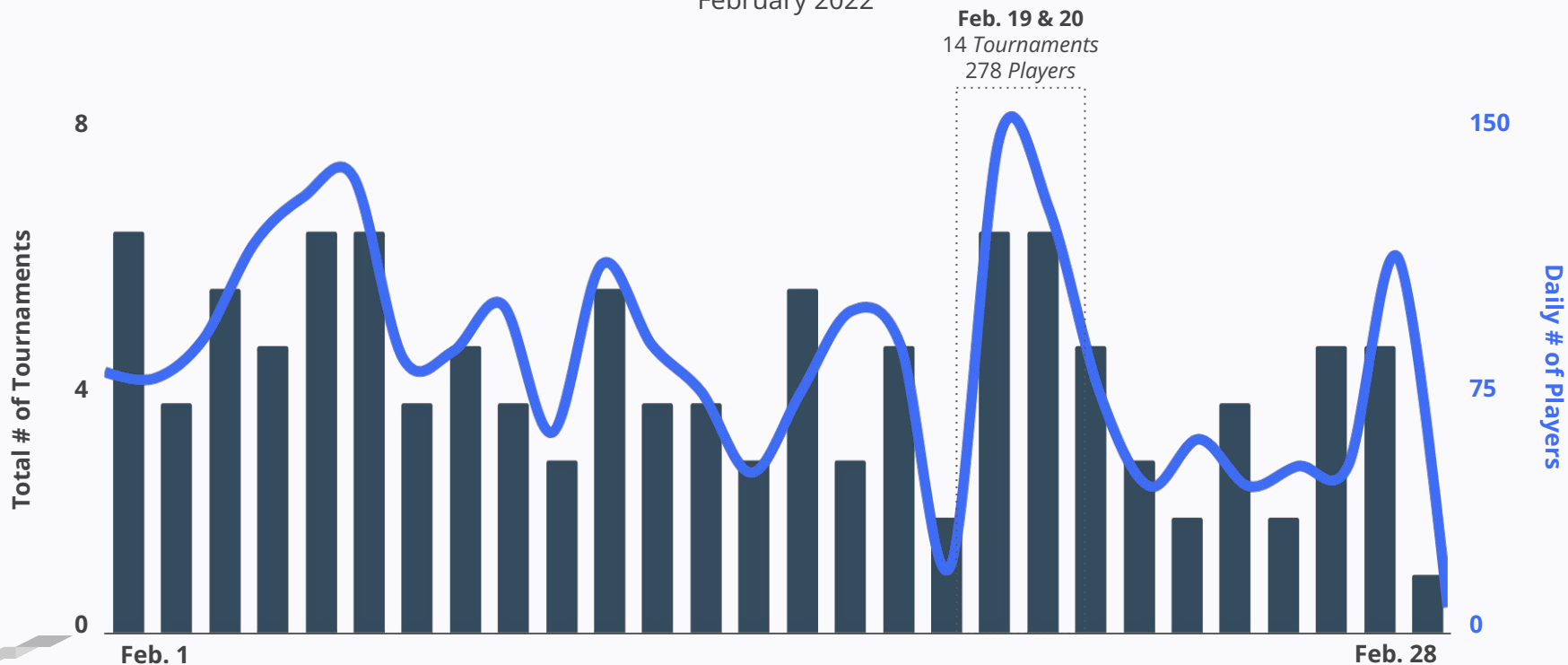




In February 2022, UMG hosted **126** tournaments, with an average of **18** players per tournament. The top days were on February 19 & 20th when 14 tournaments attracted 278 players.

UMG Tournaments

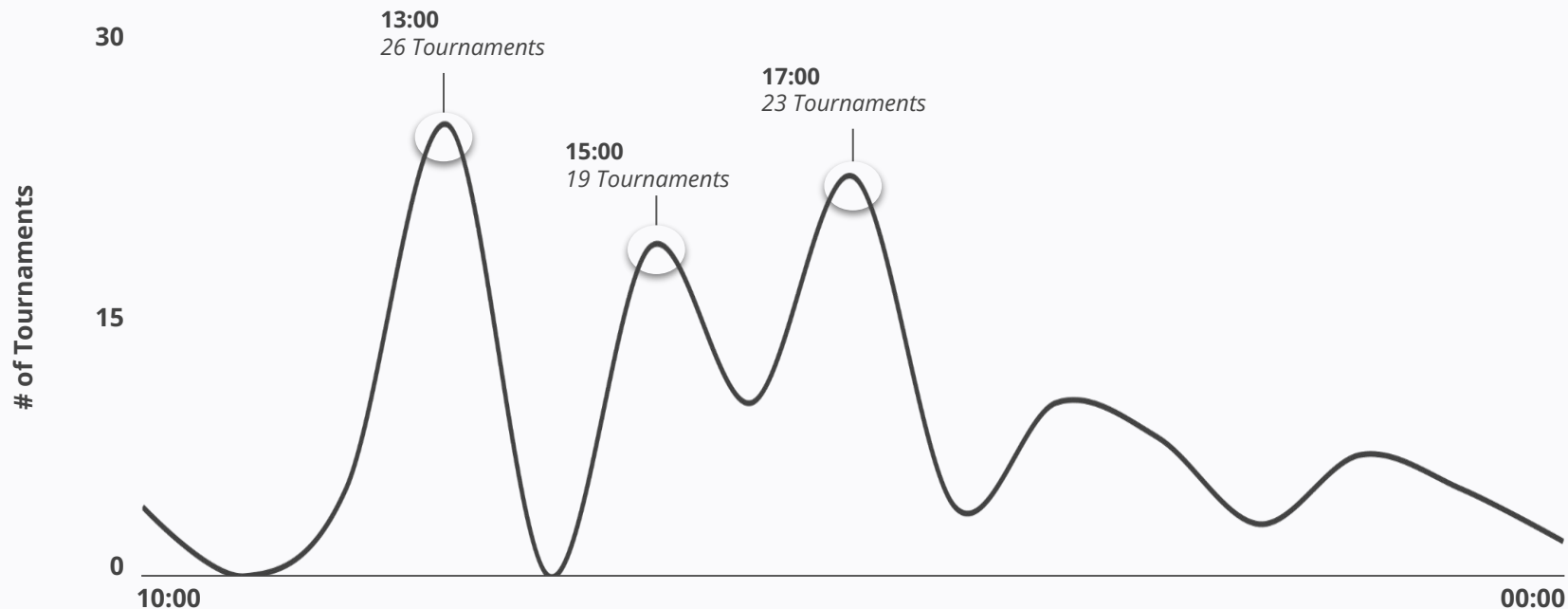
February 2022



54% of UMG's tournaments in February 2022 started at **13:00, 15:00** or **17:00 hours**.

UMG Tournament Start Time (MST)

By Number of Tournaments*



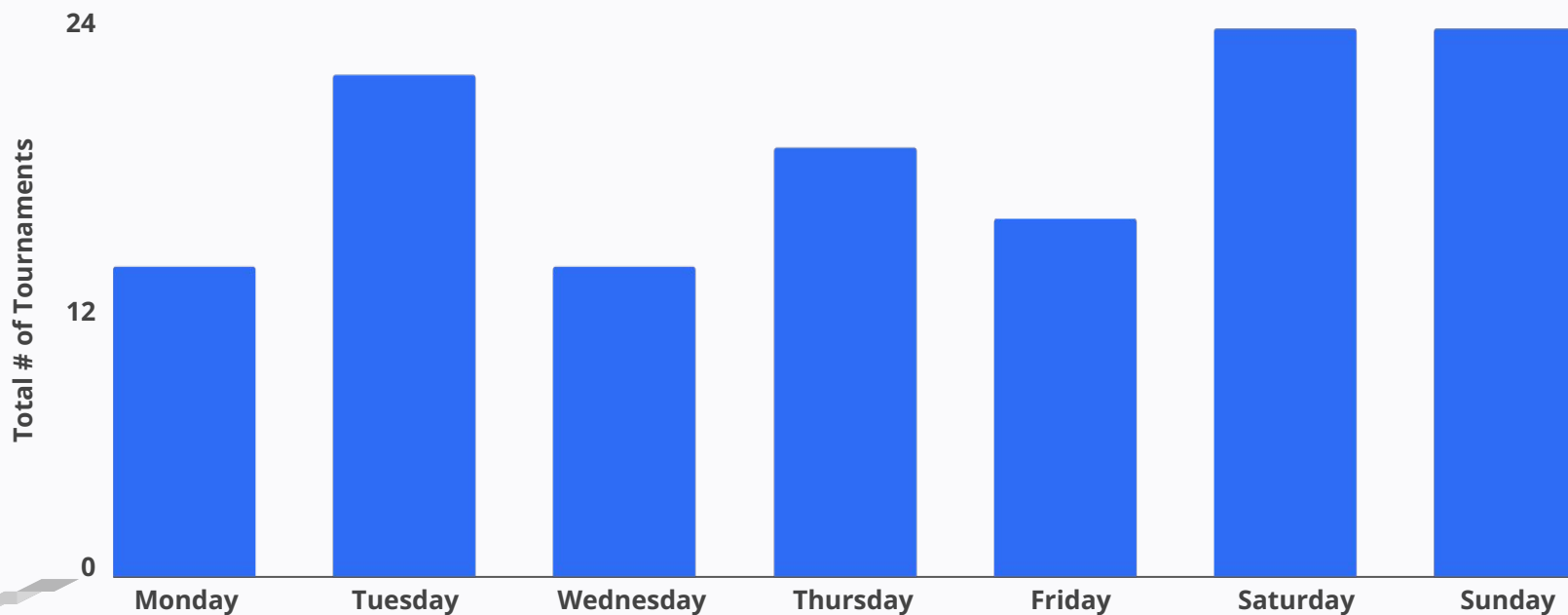
*Tournaments start time grouped by hour

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The most popular day UMG hosted tournaments on was Saturday (**18%**) and Sunday (**18%**), followed by Tuesday (**17%**).

UMG Tournaments by Weekday

February 2022



UMG directly monetizes its tournaments in the following four ways:

Additionally, UMG charges a flat fee of \$2.00 on withdrawals for non-members. The daily withdrawal limit for non-members is \$250 per day and \$500 per day for members.



UMG Credits

1 credit = \$0.65

UMG Credits used for entry into daily tournaments on UMG.



UMG Prime Membership

30 Days = \$4.99 | 90 Days = \$9.98
1 year = \$44.99

Access to free-entry tournaments, fee free cash outs, match escalations and more.



UMG Cash

\$5.00 UMG Cash = \$5.40

UMG Cash is UMG's online currency. It can be used to purchase items or be put up for cash out matches.



UMG XP

1 Day = \$2.00 | 3 Days = \$5.00
5 Days = \$8.00

Earn double experience points for matches and wins on UMG.

Additionally, some of **UMG's** tournaments are supported by advertising revenue including display ad placements and brand promotions.

The screenshot shows the UMG website interface. At the top is a navigation bar with links: PLAY, LEADERBOARDS, WATCH, SUPPORT, and STORE. Below this is a sub-navigation bar with HOME, GAMES, MATCHFINDER, and TOURNAMENTS (which is highlighted). The main content area is for a 'Call Of Duty: Warzone Pacific' tournament, specifically for 'Cross-Play' in 'North America'. On the left sidebar, there are buttons for 'CREATE MATCH', 'JOIN TOURNAMENT', 'CREATE TEAM', and a chat icon. The tournament details are presented in a grid:

ENTRY FEE 5 Credits	PRIZE POOL \$10	TEAM SIZE 1v1
EVENT START MAR 14TH AT 6:10 PM EDT	REGISTRATION OPENS DEC 8TH AT 11:16 AM EST	REGISTRATION ENDS MAR 14TH AT 6:10 PM EDT
BRACKET SIZE 8 Teams	BRACKET TYPE Single Elimination	TEAMS REGISTERED 5

Below the grid is a disclaimer: 'TOURNAMENT PRIZES ARE SUBJECT TO CHANGE BASED ON TOURNAMENT PARTICIPATION. UMG Services are not directed to children under the age of 13. To register for a user account for the Services, you must be 13 years of age or older. This includes competing in skill based matches (Tournaments, Cash Outs, and/or Free XP Ladder matches). Player's from ARIZONA and CONNECTICUT are not eligible to receive any Prizes from UMG. Thank you for your continued support of UMG!'

Two advertisements are highlighted with yellow boxes:

- Top Ad:** A banner for the 2022 Ford F-150, featuring the text 'BRING ON THE FUTURE 2022 F-150', 'Available 3.5L EcoBoost® Engine', and a 'Shop Now' button. It also includes the 'BUILT TOUGH' logo.
- Bottom Ad:** A banner for the IMD Executive MBA, featuring the IMD logo, a woman's portrait, the text 'IMD Executive MBA Growth starts with you', and a 'REGISTER NOW' button.

In February 2022, UMG hosted Call of Duty: Warzone Pacific, Call of Duty: Vanguard and Halo Infinite tournaments. Warzone had the most number of tournaments, while Halo Infinite had the greatest participation rate.

Tournament Breakdown by Game

February 2022



Call of Duty: Warzone Pacific

38%



Halo Infinite

37%



Call of Duty: Vanguard

25%

% of Tournament Spots Registered

February 2022

Call of Duty: Warzone Pacific

70%

Halo Infinite

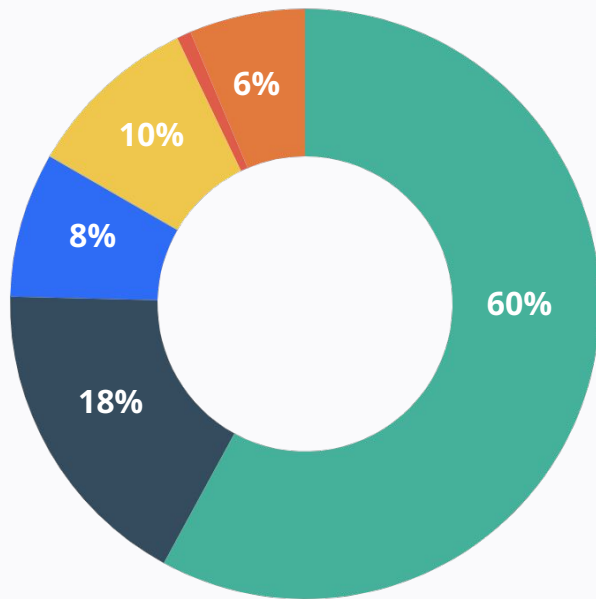
78%

Call of Duty: Vanguard

70%

The majority of the tournaments hosted costed 0 credits (60%) followed by 5 credits (18%). Tournaments that were 5 credits had the highest participation rate, followed by those that were 10 credits.

Tournament Breakdown by Game
February 2022



- 0 Credits
- 5 Credits
- 10 Credits
- 20 Credits
- 30 Credits
- Prime Only*

% of Tournament Spots Registered
February 2022

0 Credits

72%

5 Credits

89%

10 Credits

83%

20 Credits

80%

30 Credits

63%

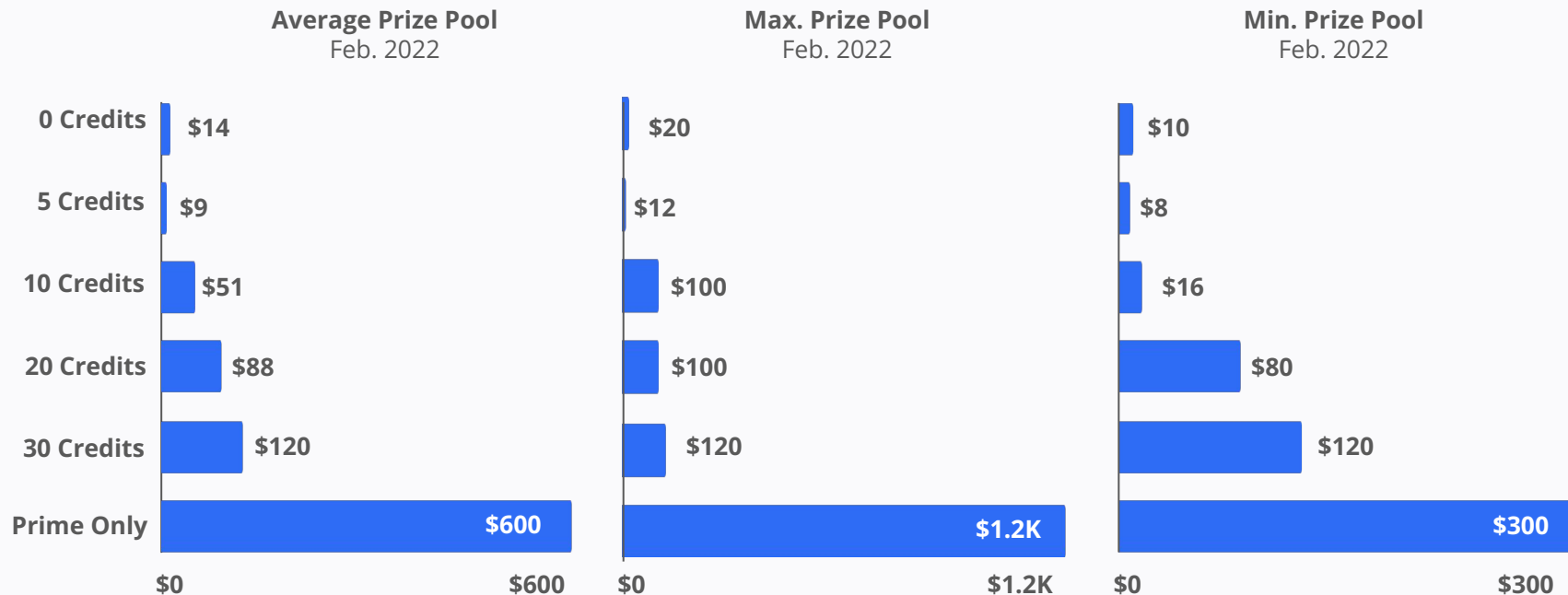
Prime Only

66%

*Prime Only are exclusive tournaments that are open to UMG Prime Member only.

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Prime Only tournaments had the greatest prize pool, averaging **\$600** per tournament. Whereas, 5 Credit tournaments had the lowest prize pool, averaging **\$9** per tournament. The greatest prize pool was for a Prime Only [COD: Vanguard](#) tournament on Feb. 27th with a **\$1.2K** prize pool.



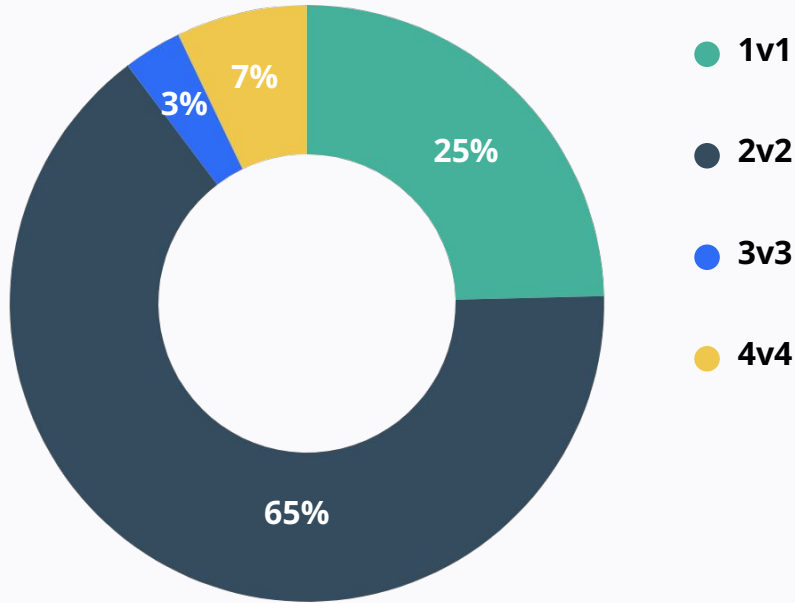
*Currency in USD. Prime Only are exclusive tournaments that are open to UMG Prime Member only.

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Most tournaments were **2v2** (65%) followed by **1v1** tournaments (25%). **4v4** tournaments had the greatest participation rate, with 4v4 matches being 80% full.

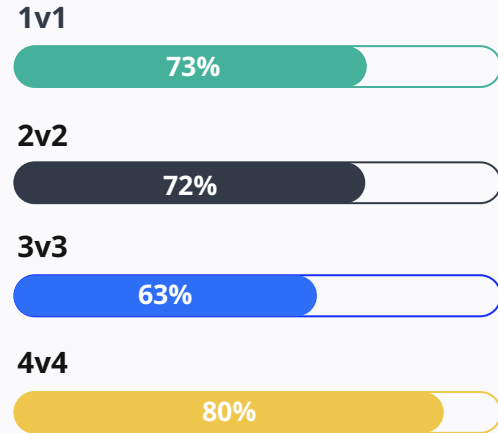
Tournament Breakdown by Game

February 2022



% of Tournament Spots Registered

February 2022





ESL Play is a tournament platform offering **11M** global members over **1K** monthly tournaments in various games. All tournaments are free to play. The following are the three types of tournaments ESL Play offers:



ESL Open

Free and open to everyone, no limits on how many tournaments players can sign-up for, tournaments offer small or no prizes



ESL Challenger

Possible entry requirements, free to participate, ESL Pro slot opportunities, prizes



ESL Masters

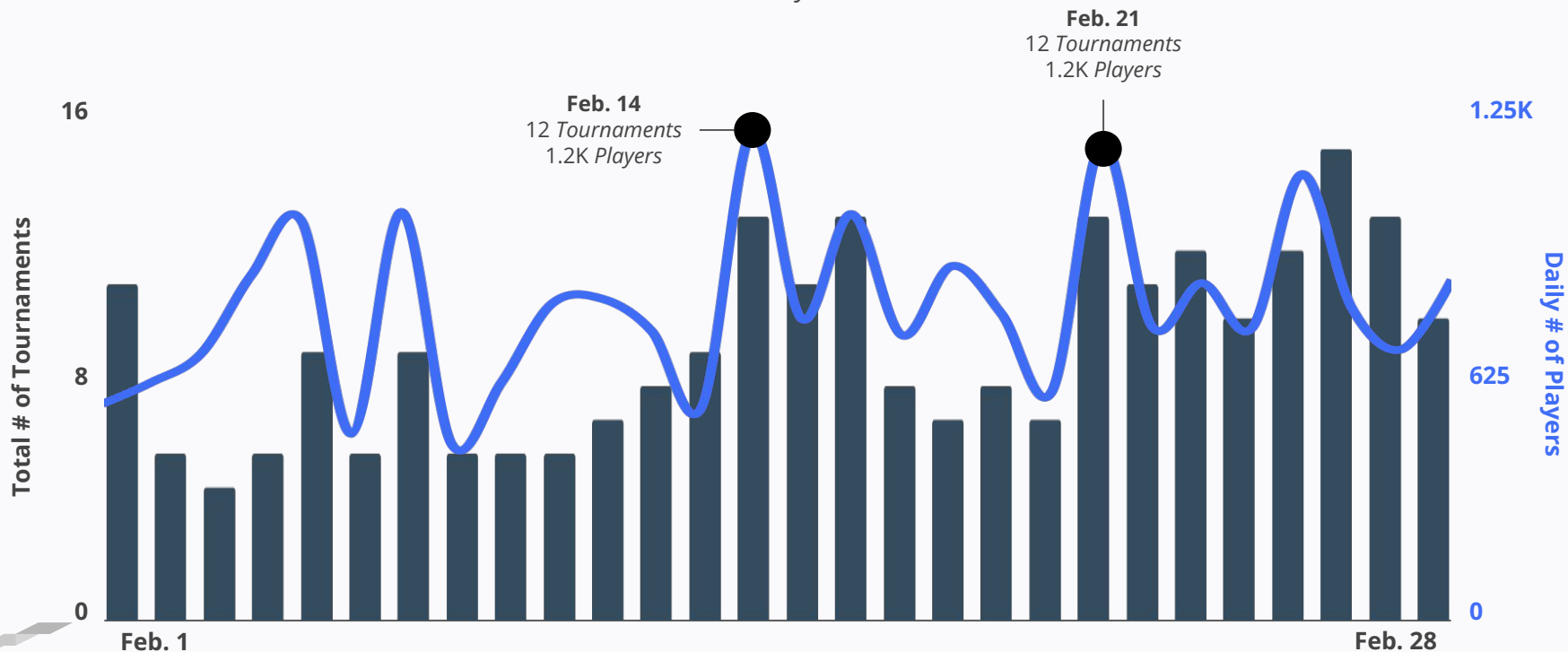
Qualification-based entry, limited slots, significant prize pools



In February 2022, ESL hosted **229** tournaments in North America. These tournaments averaged **93** players per tournament. The top days were on February 14th & 21st, featuring 12 tournaments with 1.2K players.

ESL Play Tournaments (North America)

February 2022

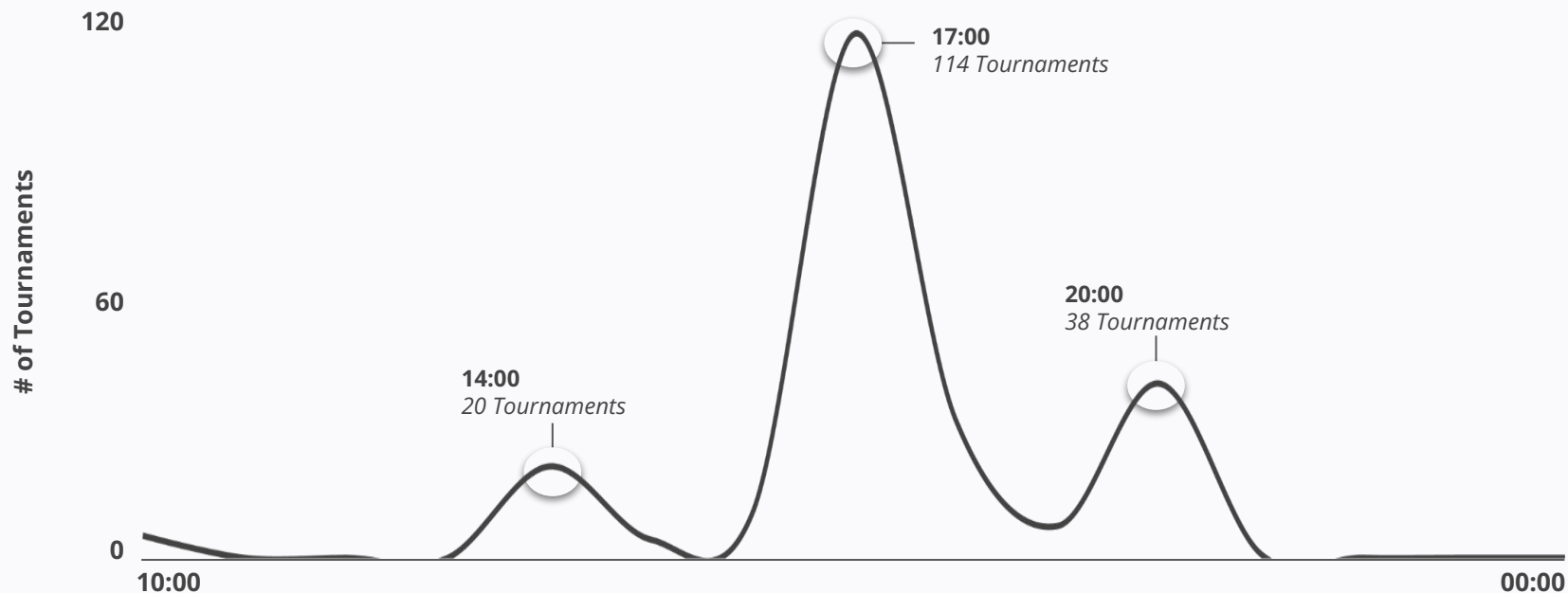




50% of these tournaments started at **17:00**. The next most popular tournament start time was **20:00**, which accounted for **17%** of all tournaments.

ESL Play Tournament Start Time (North America)

By Number of Tournaments



*Tournaments start time grouped by hour. Time is MST.

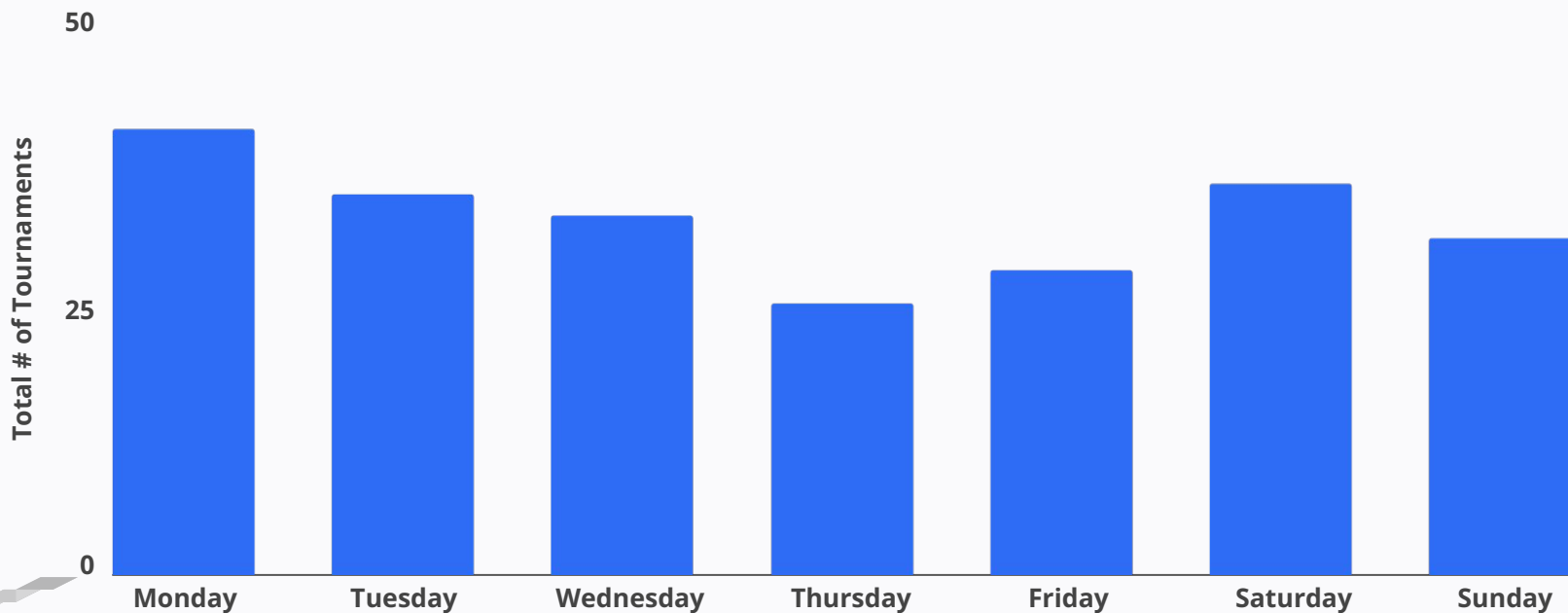
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ESL Play tournaments (North America) are spread out relatively consistently throughout the week, with **Monday** having the most (18%) followed by **Saturday** (16%).

ESL Tournaments by Weekday (North America)

February 2022





ESL monetizes its tournaments in the following three ways:



1 ESL Premium

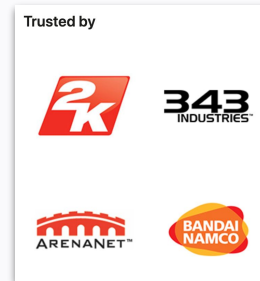
ESL [Premium Membership](#) grants access to many features like ESL discounts, raffles, limited tournaments and no website ads.

30 Day Trial= CA\$**4.99** | 13 Months = CA\$**46.99**
3 Months= CA\$**12.49** | 6 Months= CA\$**23.49**



2 ESL Pro

ESL Play attracts players with its free-to-play tournaments, identifies the strongest players in these tournaments and invites them to play in its pro tournaments, allowing ESL to gain profits by showcasing these matches at large venues or on online broadcasts.

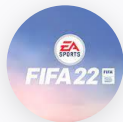


3 Brand Sponsorships & Advertising

ESL works with more than 60 brands worldwide to provide a variety of different sponsorship deals, including tournament hosting partners. ESL also runs ads on the website to non-Premium members.



ESL featured the following **Open & Challenger tournaments** in North America in February 2022:



FIFA 22 (PS4)

[FUT Open Series Weekly Qualifier & Monthly Final](#)

Qualifier Prize: **\$100 + FIFA Points**

Final Prize: **\$1000 Prize Pool + FIFA Points**

FUT Flash Rounds

Prize Pool: **FIFA Points**

Swiss Cup:

Prize: **\$100**



Auto Chess (PS4)

[Open Series Weekly Qualifier & Monthly Final](#)

Qualifier Prize: **\$100**

Final Prize: **\$1000 Prize Pool**



BlazBlue (PS4)

[Open Series Weekly Qualifier & Monthly Final](#)

Qualifier Prize: **\$100**

Final Prize: **\$1000 Prize Pool**



Call of Duty: Vanguard (PS4)

[Open Series Weekly Qualifier & Monthly Final](#)

Qualifier Prize: **COD Points**

Final Prize: **\$1000 Prize Pool + COD Points**



FIFA 21 (PS4)

[Open Series Weekly Qualifier & Monthly Final](#)

Qualifier Prize: **\$100 + FIFA Points**

Final Prize: **\$1000 Prize Pool + FIFA Points**



NBA 2K22 (PS4 & PS5)

[Open Series Weekly Qualifier & Monthly Final](#)

Qualifier Prize: **Virtual Currency**

Final Prize: **\$1000 Prize Pool**

[1on1 Swiss Cup](#)

Prize Pool: **\$95**

[1on1 Monthly Cup](#)

Final Prize: **\$1000 Prize Pool**

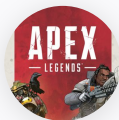


Guilty Gear Strive (PS4)

[Open Series Weekly Qualifier & Monthly Final](#)

Qualifier Prize: **\$100**

Final Prize: **\$1000 Prize Pool**



Apex Legends (PS4)

[Open Series Weekly Qualifier & Monthly Final](#)

Qualifier Prize: **\$100**

Final Prize: **\$1000 Prize Pool**



Madden NFL 22 (PS4)

[MUT Open Series Weekly Qualifier & Monthly Final](#)

Qualifier Prize: **\$100**

Final Prize: **\$1000 Prize Pool**

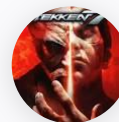


MK11 (PS4)

[Open Series Weekly Qualifier & Monthly Final](#)

Qualifier Prize: **\$100 + Time Krystals**

Final Prize: **\$1000 Prize Pool + Time Krystals**



Tekken 7 (PS4)

[Open Series Weekly Qualifier & Monthly Final](#)

Qualifier Prize: **\$100**

Final Prize: **\$1000 Prize Pool**

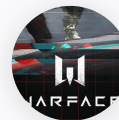


Under Night: In Birth (PS4)

[Open Series Weekly Qualifier & Monthly Final](#)

Qualifier Prize: **\$100**

Final Prize: **\$1000 Prize Pool**



Warface (PS4)

[Open Series Weekly Qualifier & Monthly Final](#)

Qualifier Prize: **\$100**

Final Prize: **\$1000 Prize Pool**



Mobile Suit Gundam (PS4)

[Open Series Weekly Qualifier & Monthly Final](#)

Qualifier Prize: **\$100**

Final Prize: **\$1000 Prize Pool**



Rainbow Six: Siege (PS4)

[Three Round Blitz](#)

Weekly Prize: **R6 Credits Prize Pool**



SOULCALIBUR VI (PS4)

[Open Series Weekly Qualifier & Monthly Final](#)

Qualifier Prize: **\$100**

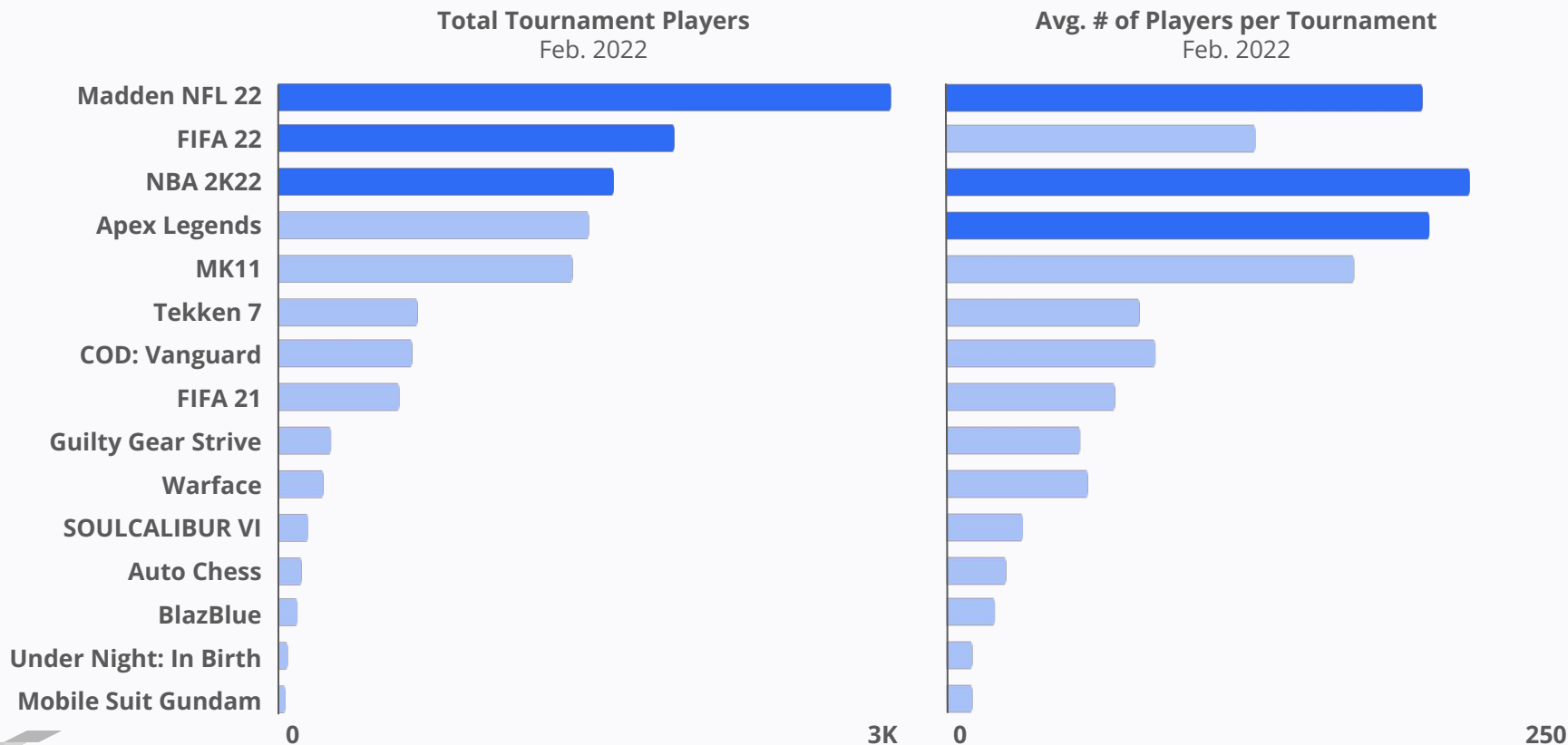
Final Prize: **\$1000 Prize Pool**

*Currency in USD

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Of the *Open Series Weekly* tournaments, **Madden NFL 22**, **FIFA 22** and **NBA 2K22** generated the most players. Whereas **Madden NFL 22**, **NBA 2K22** and **Apex Legends** generated the most players per tournament on average.



*North American Open Series Weekly Tournaments only.

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In February 2022, ESL Play had two tournaments that had title sponsors — “StarCraft 2 Open Cup - **powered by Shopify**” and the “DPC NA Division II Tour 2 - ESL One Spring **powered by Intel**”.

Dota 2 | [DPC NA Division II Tour 2](#) | Qualifier Prize: **Qualification for the DPC NA Division II Tour 2** | Final Prize: **\$75,000 Prize Pool**



DPC NA Division II Tour 2 - 2021-2022 - ESL One Spring powered by Intel Open Qualifier #1

Part of [ESL One DPC NA Spring Tour 2](#) - 27 teams signed up (27 checked in)

StarCraft (PS4) | [StarCraft 2 Open Cup](#) | Prize Pool: **\$800 Prize Pool**



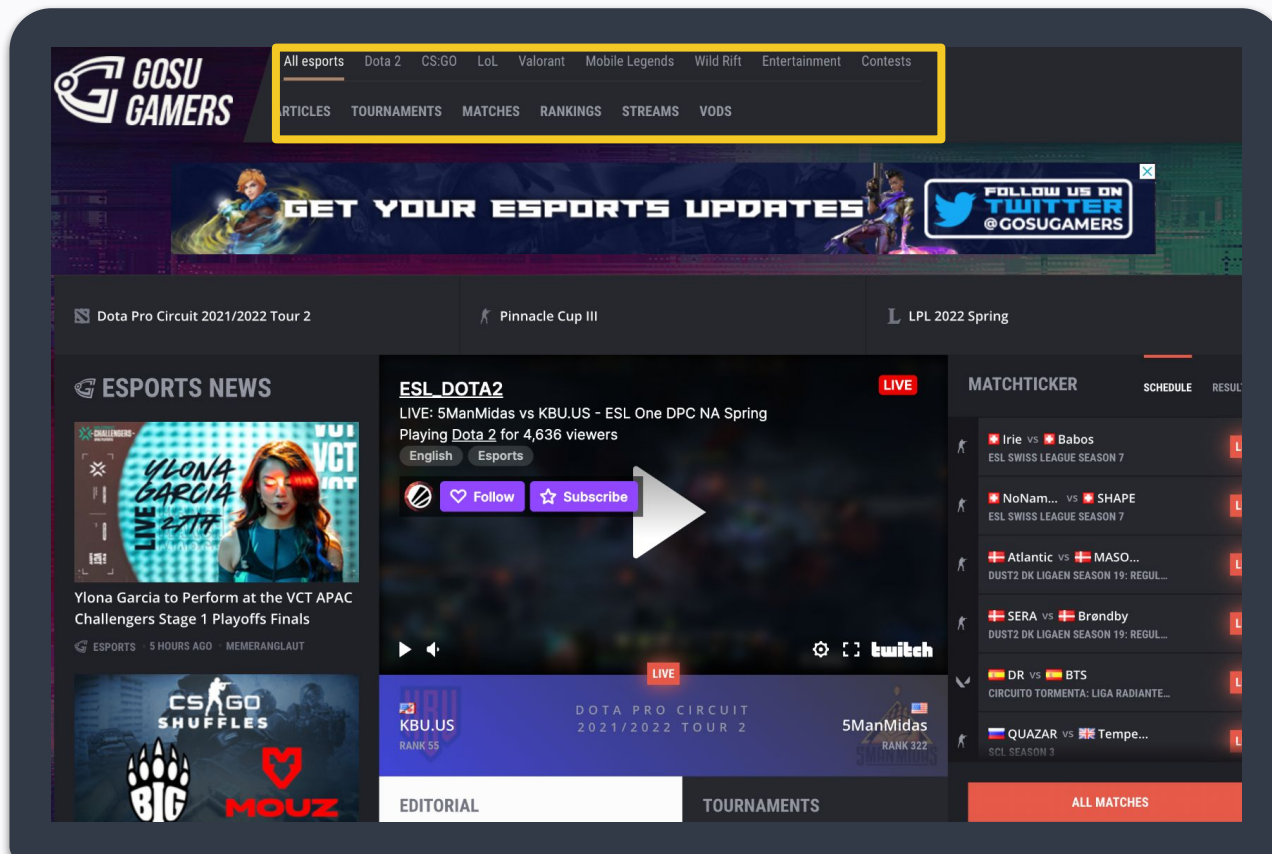
StarCraft 2 Open Cup #110 Americas - Powered by Shopify

Part of [StarCraft II Open Cups](#) - 75 players signed up (65 checked in)





GosuGamers is a platform that shares competitive eSport resources such as news, articles, streams and VODs, event data, rankings, betting tools and more.

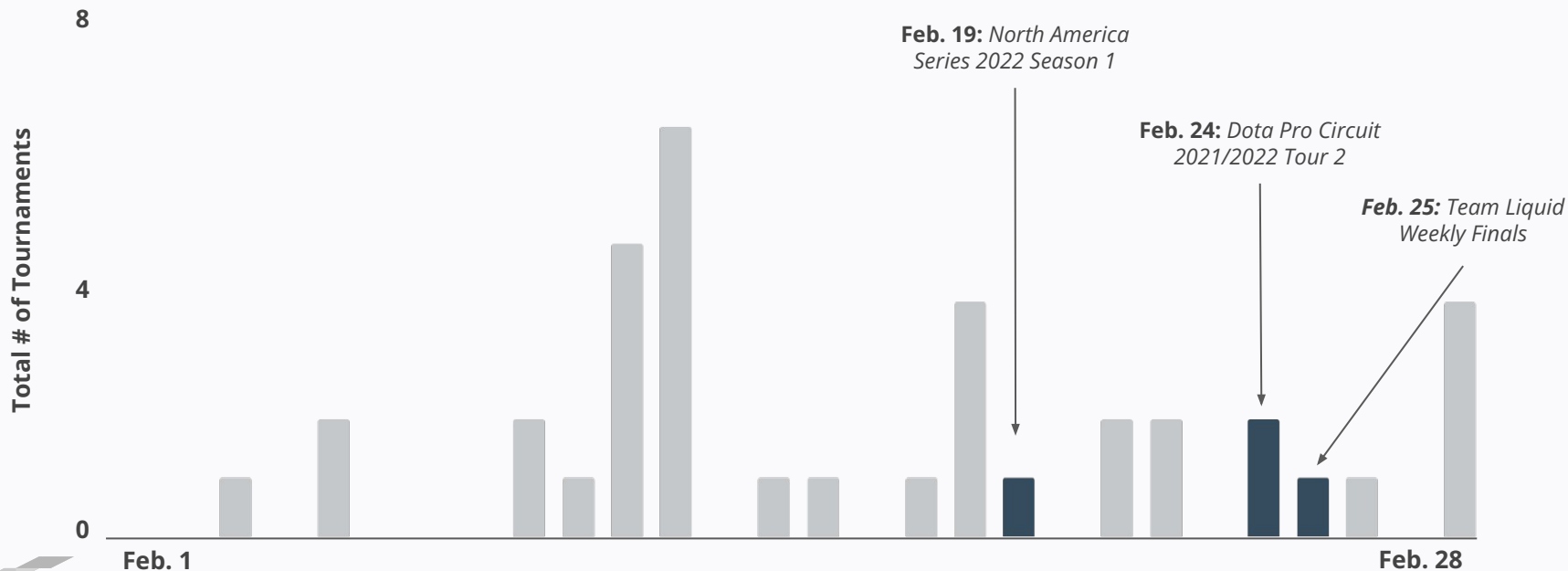




In February 2022, **GosuGamers** featured **38** tournaments, only three of which were open to North American players.

GosuGamer Tournaments

February 2022



*Worldwide tournaments

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Tournaments which included **North American** players in February 2022 were: Dota Pro Circuit, Team Liquid Weekly Finals, and North America Series 2022.

Dota Pro Circuit 2021/2022 Tour 2



Prize Pool: **\$1.4M**
Starting Date: **Feb. 25, 2022**
Format: **5v5**
Sponsor: **Riot Games**

Stages: *Western Europe, Eastern Europe, North America, South America, China, South East Asia*

Team Liquid Weekly Finals



Prize Pool: **\$2k**
Starting Date: **Feb. 24, 2022**
Format: **5v5**

Stages: *Europe, North America*

North America Series 2022 Season 1

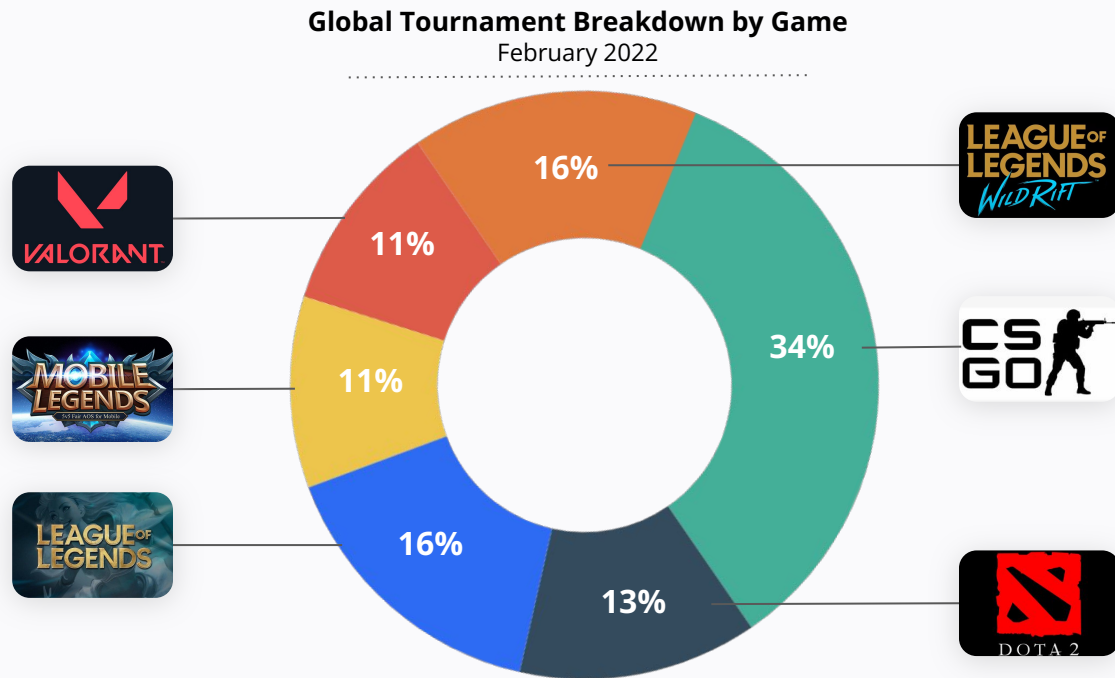


Prize Pool: **\$30K**
Starting Date: **Feb. 19 2022**
Format: **5v5**
Sponsor: **Riot Games**

Stages: *Major 1, Major 2 (North America Regional Championship)*



In February 2022, GosuGamers featured **Wild Rift**, **CS:GO**, **Dota 2**, **League of Legends**, **Mobile Legends** and **Valorant** tournaments. CS:GO made up **34%** of all the featured tournaments, followed by Wild Rift which made up **16%**.

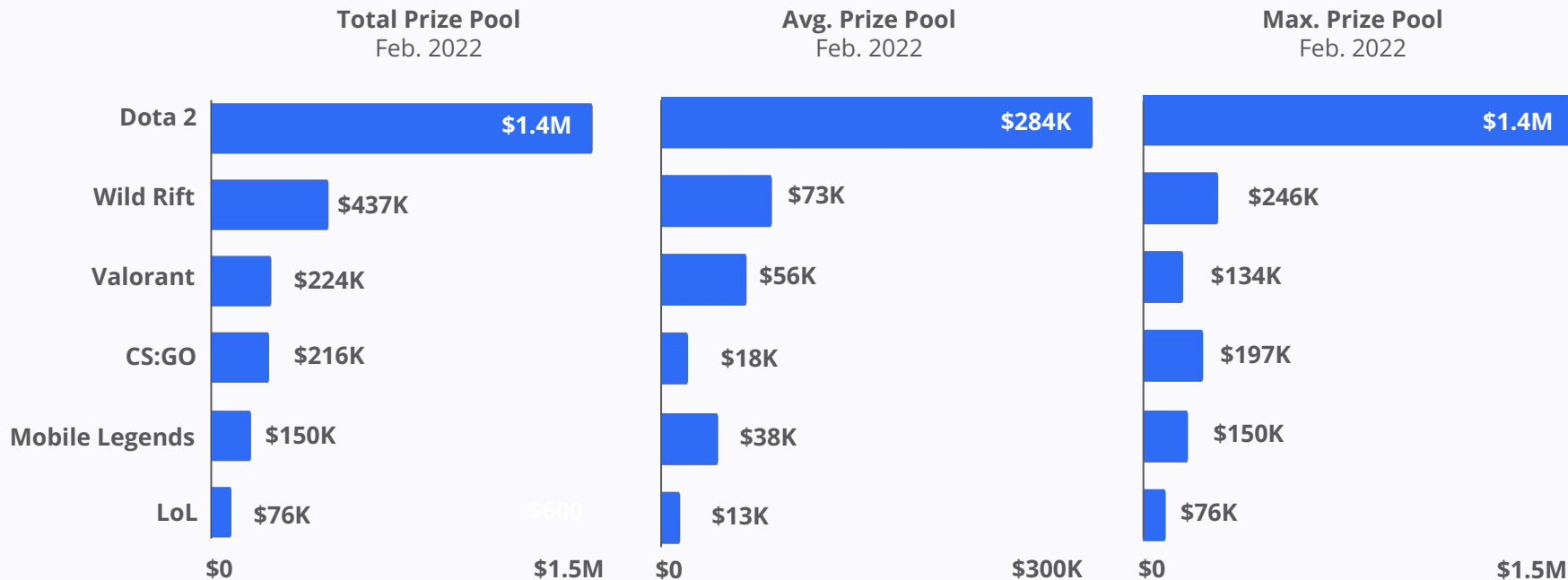


*Worldwide tournaments

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Dota 2 had the greatest total prize pool, with the Dota Pro Circuit's prize pool being **\$1.4M**. Next to Dota 2, **Mobile Legends** had the next greatest average prize pool size at **\$38K** per tournament.



*Worldwide tournaments. Currency in USD.

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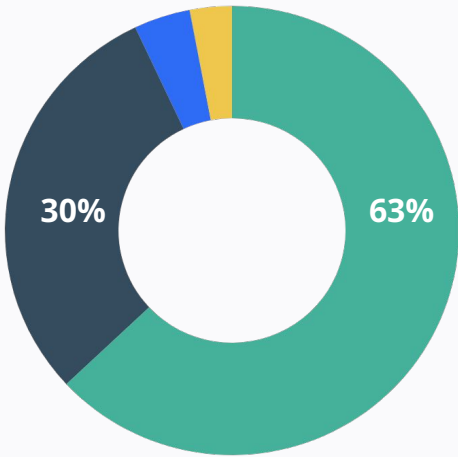


GosuGamer monetizes its web traffic by publishing [display ads](#) on its website. In February 2022, display ads generated approximately **\$411K***. The top advertiser was **Hasbro, Inc.**, which spent **\$84K** on ads on GosuGamer's site. GosuGamer's top advertising sales channel was direct (63%), followed by Google AdX (30%).

Sales Channel Breakdown by Ad Spend
February 2022

\$411,100

Total display*
advertising revenue,
February 2022



- Direct \$259K
- Google AdX \$121K
- Other \$17K
- Unknown \$14K

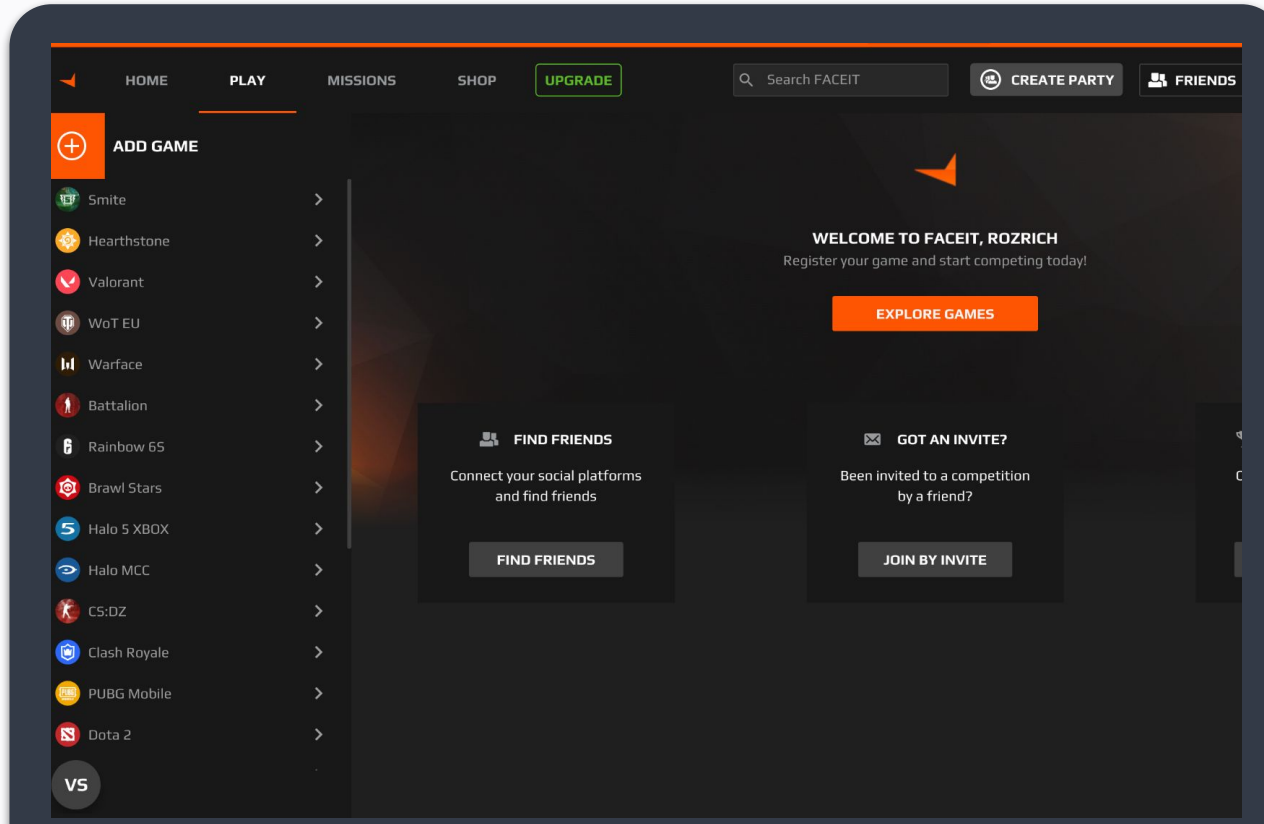
Top 5 Advertisers
February 2022

Hasbro, Inc.	\$84K
GosuGamers*	\$53K
Unity Technologies	\$8K
VideoGamer Ltd.	\$8K
Ragnarok Corporation	\$8K

Top 5 website account for 40% of
GosuGamer's total display ad revenue.



FACEIT is an online competitive gaming platform that allows gamers to compete in matches and tournaments for virtual and real-world prizes. The platform features leagues for games such as CS:GO, LoL, Rocket League, Rainbow Six Siege, Dota 2, and more.



**Tournament data
for FACEIT is
currently
unavailable*



FACEIT directly monetizes its tournaments in the following three ways:



1 [FACEIT Premium](#)

Starting at \$7.99 per month

ELO & advanced stats, access to premium matchmaking, select maps to play, win prizes with premium missions to all games, ad-free experience.



2 [FACEIT CS:GO](#)

Starting at \$4.17 per month

ELO & advanced stats, access to premium matchmaking, select maps to play, win prizes with premium missions to CS:GO, ad-free experience.



3 [Tournament Tickets](#)

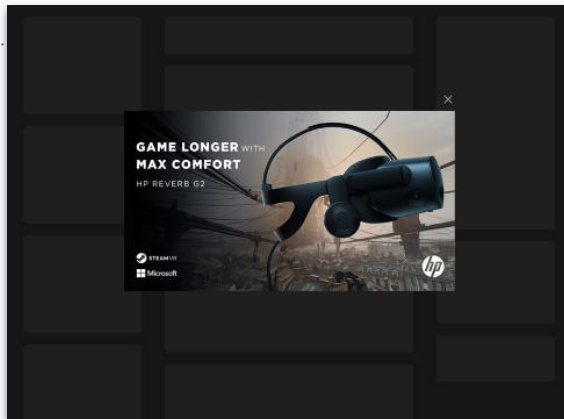
[Partner Organizers](#) on FACEIT can create tournaments that require teams to purchase tournament tickets to play.



FACEIT offers the following types of [display](#) and [video ads](#):

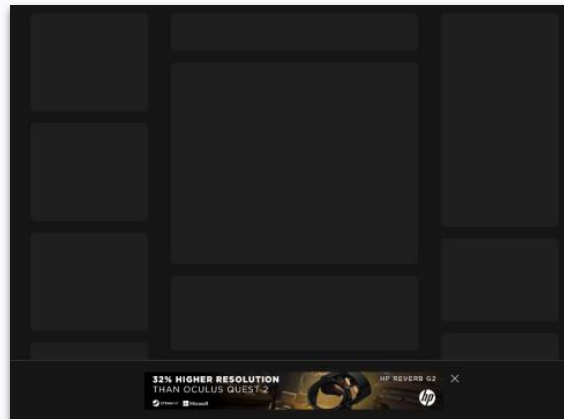
Overlay

Delivered when the user returns to the FACEIT app
Clickable | 800x435px



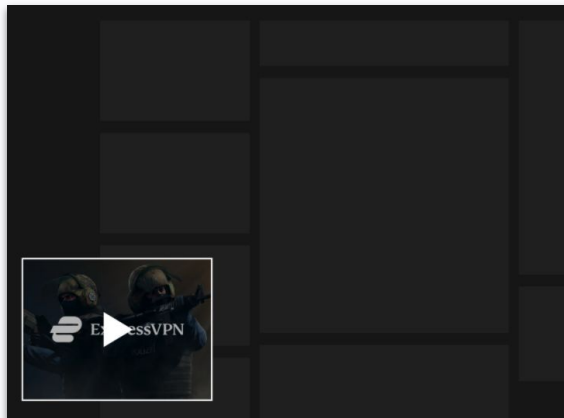
Leaderboard

Delivered when FACEIT is in view on the home page, dashboard, match-room, and queue for up to 30 seconds
Clickable | 728x90px

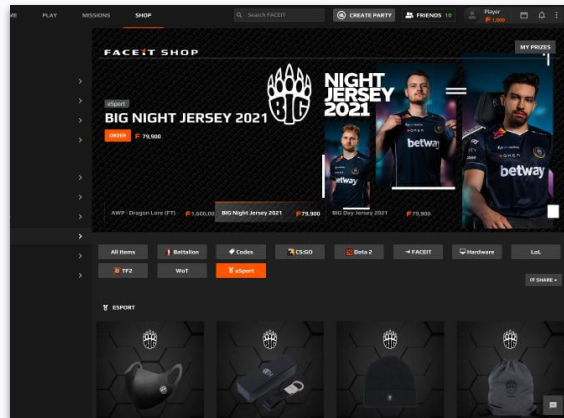


Inline Video

Video ads are delivered during a playing session when the user is not in the game and it's not skippable.
Clickable | 640x480v



Native Shop Card
On FACEIT's shop page showcase products
**Clickable | small: 94x94
medium: 340x570
large: 2300x500**

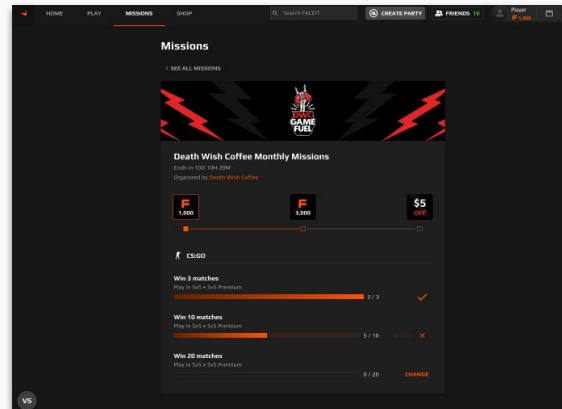
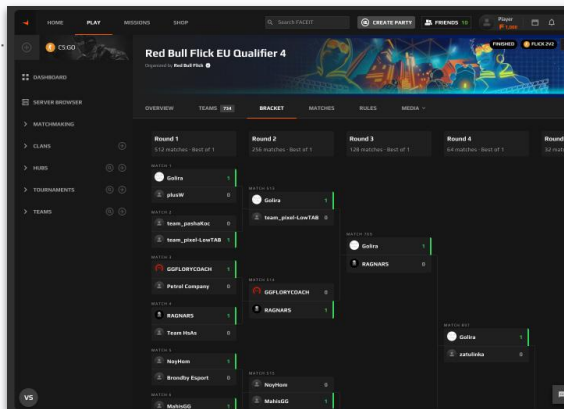




FACEIT offers the following types of brand platform integrations:

Organiser Page

Multiple touchpoints through chat features, content creation, influencer engagement & prize opportunities.

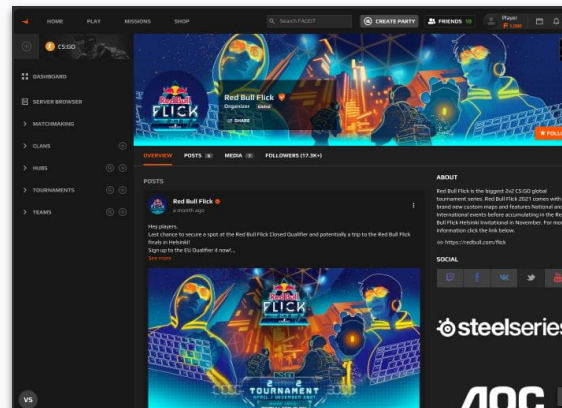
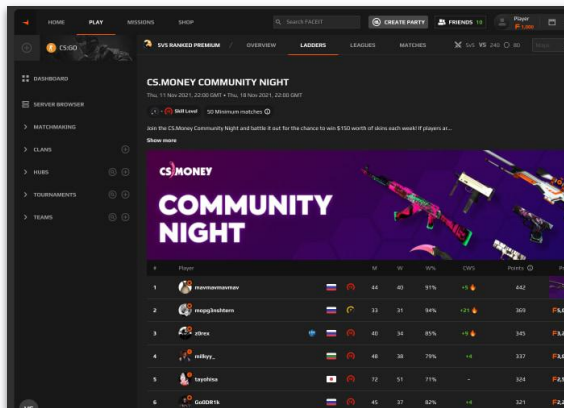


Missions

Players have to complete a series of in-game tasks to win points, coupons and prizes—direct 1-on-1 interaction with customers.

Community Nights

Ladder-style competitions where gamers sharpen their skills, improve their ranking and win prizes presented by featured brands.



Tournaments

Create, promote and manage tournaments. Tournaments are competitions where teams compete for glory and prizes with various games and formats.



FACEIT offers the following types of branded experiences:

White Labeled Tournament

FACEIT provides brands with the opportunity to host fully branded tournaments. In addition, FACEIT manages the tournament's promotion, administration, participation and broadcast.



Broadcast Capabilities

FACEIT offers brands the opportunity to leverage their production capabilities to create high-quality eSports content.

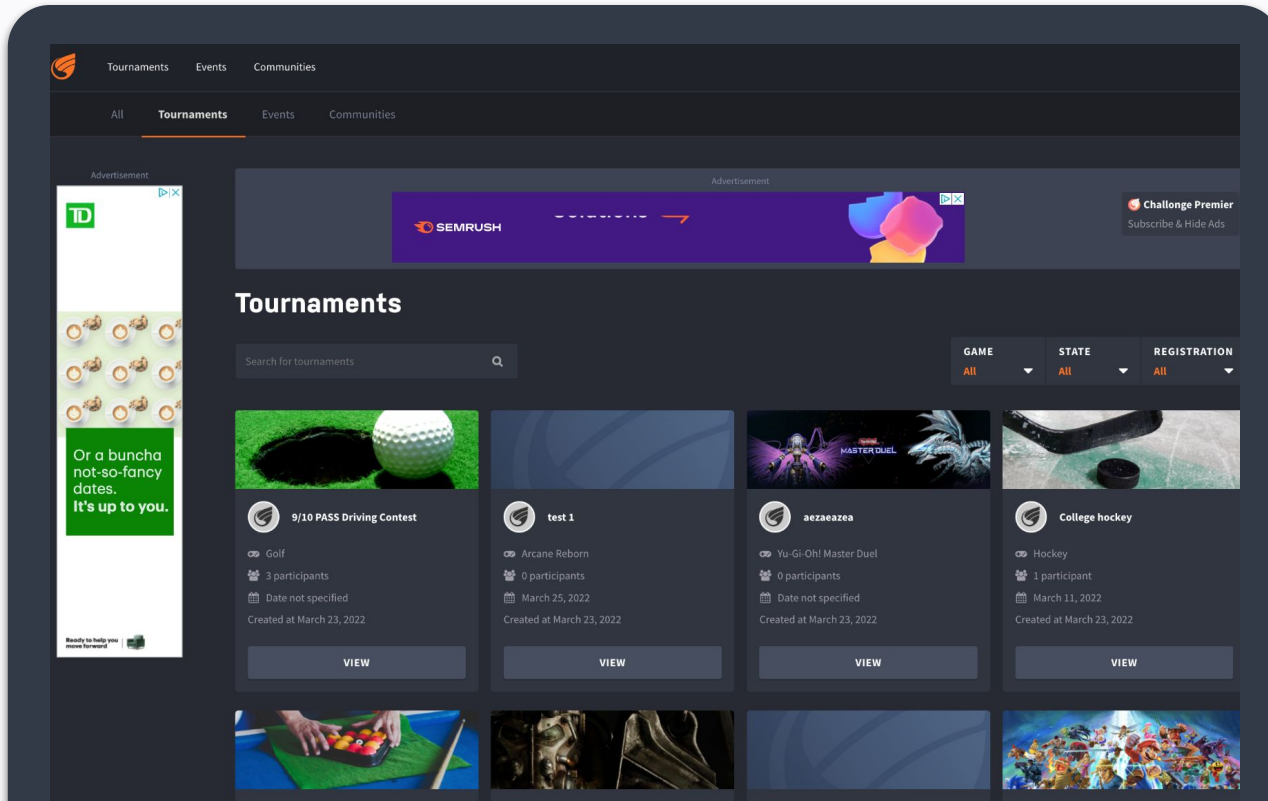


Custom Landing Page

Fully custom tournament series landing pages directly served by FACEIT backend and custom CMS — offered as a multi-year SaaS deal.



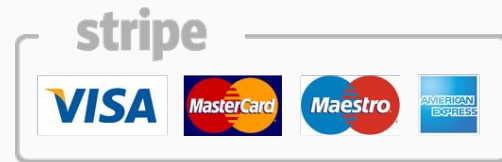
Challonge is a competition management platform that streamlines registration, progression and record-keeping of eSport tournaments and events. It offers over **25** different tournament types and can be used on the web or integrated into other software applications through APIs.



**Tournament data for Challonge is currently unavailable*



Challenge directly monetizes its tournaments in the following three ways:



1 Challenge Premier

\$6.99 per month

No ads, one free pro community license, embed brackets using custom themes, priority support, unlimited tournaments, events, and communities, up to 512 participants per tournament, stripe integration (No fee for paid event and tournament registrations)

2 Pro Community

\$14.99 per year

Personalized subdomain, no ads, top tier support, enhanced discoverability, 512 participants, no Challenge service fee, unlimited collaborators, exclusive partner offers and more.

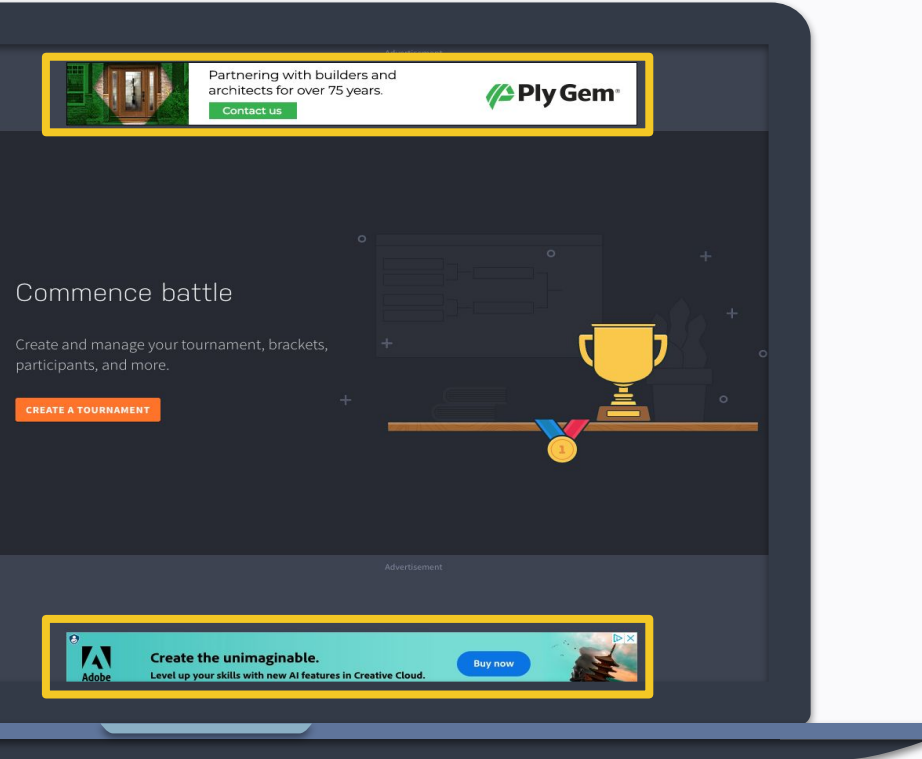
3 Stripe Integration

\$0.75 for non-Premier users

Challenge charges a per transaction service fee when setting up a paid tournament.



Challenge offers the following [advertising opportunities](#):



Challenge Advertising Opportunities:

- Display Banners
- Video Ads
- Live Stream Promotions
- Website Takeovers
- Email Campaigns
- Social Media Campaigns
- Multi-Channel Campaigns
- Custom Campaigns

