

Esports: the digital arena that's redefining entertainment



Not so long ago, spending a day glued to a screen with a controller in hand was dismissed as a sign of reclusiveness and unproductivity. Fast forward to today, and esports tournaments are packing out arenas and dazzling global audiences with pyrotechnics, light shows, and production values that rival high-end television broadcasts.

What began as a niche pastime has transformed into a full-blown entertainment spectacle, one that sells out stadiums, commands prime-time viewership, and even attracts the attention of national governments and Olympic committees.

SKY-HIGH REVENUES AND SOARING AUDIENCES

The numbers speak for themselves. According to

Statista, the global esports market is projected to reach US\$4.8 billion in 2025, growing to US\$5.9 billion by 2029 with an annual rate of 5.56%.

That's an impressive number, especially considering how it was around \$2 billion just two years ago, in 2023.

The spectacle is even more evident in events like Riot Games' 2024 *League of Legends World Championship*, which hit 6.9 million peak viewers and filled London's O2 Arena with 14,700 fans. Similarly, Malaysia's *Mobile Legends: Bang Bang M6 World Champion-*

ship drew a peak of 4.13 million online viewers. Once considered a niche, these tournaments now rival traditional sporting events in both engagement and scale.

THE IRRESISTIBLE APPEAL OF ESPORTS

At the heart of this boom lies a unique combination of accessibility, viewer engagement, and constant innovation. Zonaed Arefin Zahin ("lilz-ahzah"), esports coach and streamer, explains, "Esports are very easily accessible because they only require internet access, allowing participants to connect and compete from anywhere globally."

