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Esports Partnerships from a Consumer's Perspective – Case Pelaajatcom Esports Oy

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Abstract

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This thesis examines consumer perceptions of Pelaajatcom's sponsors and advertisements shown in the company's livestreams. It delves into how Pelaajatcom's audience perceives advertisements, and the impact of sponsor visibility during livestreams. The study was conducted through a survey distributed via social media platforms. Findings enable Pelaajatcom to better understand its audience, inform current and potential sponsors, and adjust sponsorship visibility.

The results indicate viewer satisfaction with the amount and types of advertisements and sponsors, with the average viewer profiled as a 27-year-old male from Uusimaa; following esports for 4-7 years, spending 2-4 hours weekly on esports, primarily watching Counter-Strike 2, and considering advertisements necessary for free esports content. The data of the study can serve as a reference for future research; qualitative research through interviews could offer deeper insights into Pelaajatcom's consumer opinions.

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1 Introduction

The subject of this thesis was decided together with the CEO of Pelaajatcom, Alex Hytönen. The study area of this thesis is to understand how the consumers of Pelaajatcom view sponsorships and what their opinion about sponsorships are. What do they like about them or what do they hate about them. What do the consumers think about the visibility of sponsors during livestreams. Does seeing different sponsors in a livestream make you more likely to purchase that sponsor's products or not.

1.1 Research Objectives

The study was conducted through a survey which was posted to Pelaajatcom's social media platforms. The survey also involved a demographic study of the consumers. With this study the company understands their consumers better and are able to provide this data to their current sponsors and when discussing with potential new sponsors. Also with this data, Pelaajatcom can adjust the visibility and the amount of the sponsors during their livestreams.

The first half of this thesis explores the esports market and the whole ecosystem around it. Through previous studies, esports organizations, tournament organizers, livestreaming platforms, sponsorships, and the viewers of esports, will be covered. The latter half of the thesis consists of the research methods and the research results, split in two parts. The first part of the results analyzes the demographic part of the study, and the second part of the results analyzes the consumer's opinions regarding the advertisements and sponsors shown in Pelaajatcom's livestreams. At the end of the thesis a conclusion is drawn from the study and the average viewer of Pelaajatcom is interpreted from the data.

1.2 Pelaajatcom

Pelaajatcom is Finland's largest esports related media company, founded in the year 2017. The company's two main focuses are producing news articles that are related to esports titles, players, organizations as well as esports tournaments and livestreaming the largest esports tournaments, almost completely focusing on Valve's Counter-Strike 2 (CS2) tournaments. Pelaajatcom has its own studio located in Jyväskylä, where the livestreaming of the tournaments are organized. The studio also includes a boot camp facility, which can be rented by anyone. The company has 3 full-time employees who are managing the business side of the company and then there are about fifteen freelancers who are working in the media and production teams, these workers are journalists, casters, admins, producers, and moderators. Pelaajatcom is one of two companies in Finland that are acquiring broadcasting rights to the largest Counter-Strike 2 tournaments together with Elisa Esports.

2 Theoretical Background

The theoretical background of this study contains the history of esports and its current market, breakdown of revenue and viewership numbers. The breakdown of the esports ecosystem which holds the video game producers, tournament organizers, livestreaming platforms, and esports organizations. Lastly, examples of sponsorships in esports livestreams and the demographics of esports viewers are studied.

2.1 What is Esports?

Esports as defined by Wagner (2006) is an activity “in which people develop and train mental or physical abilities in the use of information and communication technologies”. The Finnish Esports Federation (SEUL) defines esports in a simpler and shorter way: “esports is a competitive sport which utilizes information technology.” Esports is an individual and team-based sport and is played by using a PC or a console depending on the game in question. Esports, like regular sports, can be divided into different genres: FPS (First Person Shooter), MOBA (Multiplayer Online Battle Arena), RTS (Real-Time Strategy) and BR (Battle Royale) which are the most popular ones, in addition there are several more different genres in esports (SEUL, 2019).

The first esports tournament was organized in the year 1972 by Stanford University and the title being played was called “Spacewar!” a game developed by students from Massachusetts Institute of Technology (MIT). Twenty-four people attended the tournament, and the winner won a year’s subscription to Rolling Stones magazine (Larch, 2023).

In today’s world large esports tournaments are organized all over the world with prize pools reaching well over a million dollars. As a reference, the most watched tournament in the year 2023 was the 2023 World Championship (Worlds 2023) in League of Legends, A MOBA-game developed by Riot Games. The tournament’s viewership peaked at 6,4 million viewers and the tournament had a prize pool of $2,225,000 (Escharts, 2023).

2.1.1 Esports Market

The esports market has grown steadily over the past years and so has its audience. The esports audience reached over 530 million viewers in the year 2022 and it is estimated to reach over 640 million by the year 2025. Newzoo reports that over 261 million people watch esports more than once a month. Riot Games' Valorant-FPS game brought a new market to the esports scene in 2020 which has helped the growth of esports and with the rise of mobile esports in the Asian market, more people are getting invested in esports (Newzoo, 2022).

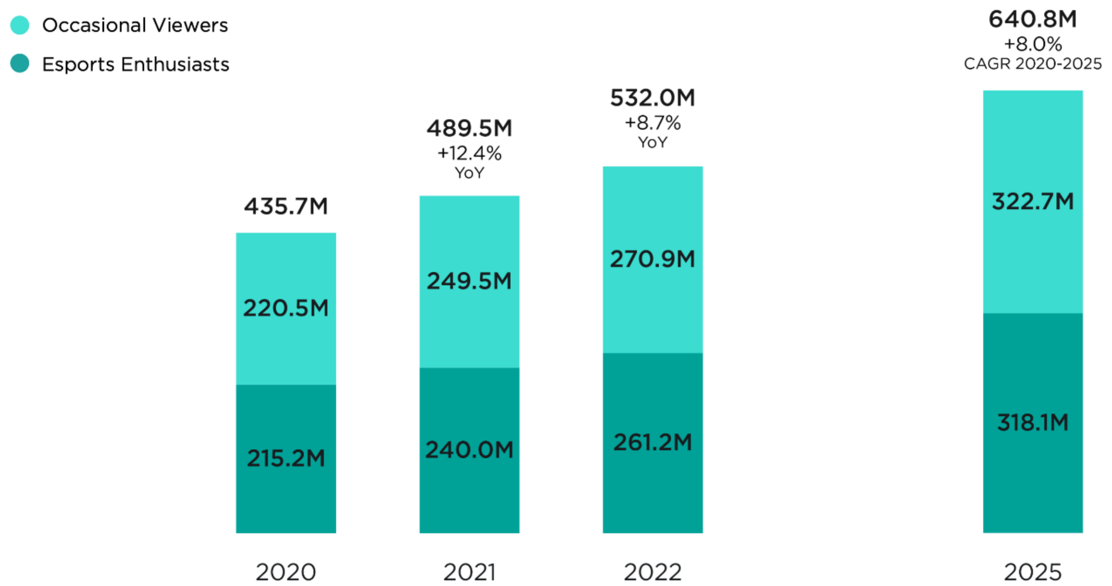

Figure 1: Esports Audience Growth (Newzoo, 2022)

As the esports viewership numbers have grown each year, naturally, the esports market revenue has grown also. The global esports market revenue in 2022 was $1,38 billion with a +21,8% growth compared to the previous year, and it is estimated that it will reach nearly $1,9 billion in 2025. It is reported that China accounts for a third of the worldwide esports revenues in the year 2022 (Newzoo, 2022).

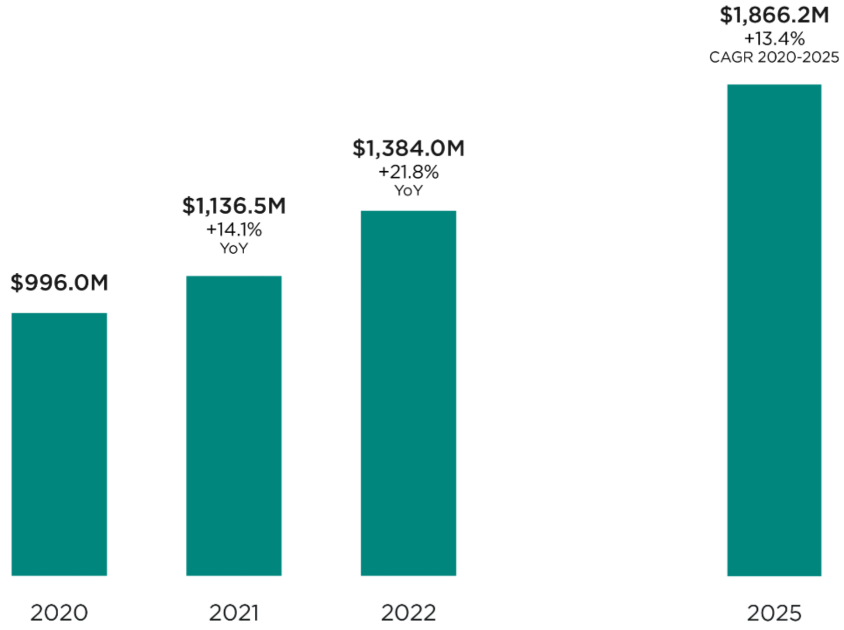

Figure 2: Esports Revenue Growth (Newzoo, 2022)

If we divide the global esports market revenue into segments, we can find that esports is heavily reliant on sponsorships. Sponsorships account for 60% of revenue in the global esports market, making them the backbone of the esports industry. As more tournaments are happening in the esports scene, media rights sold by the tournament organizers contributes the second highest to the esports market (Gough, 2023).

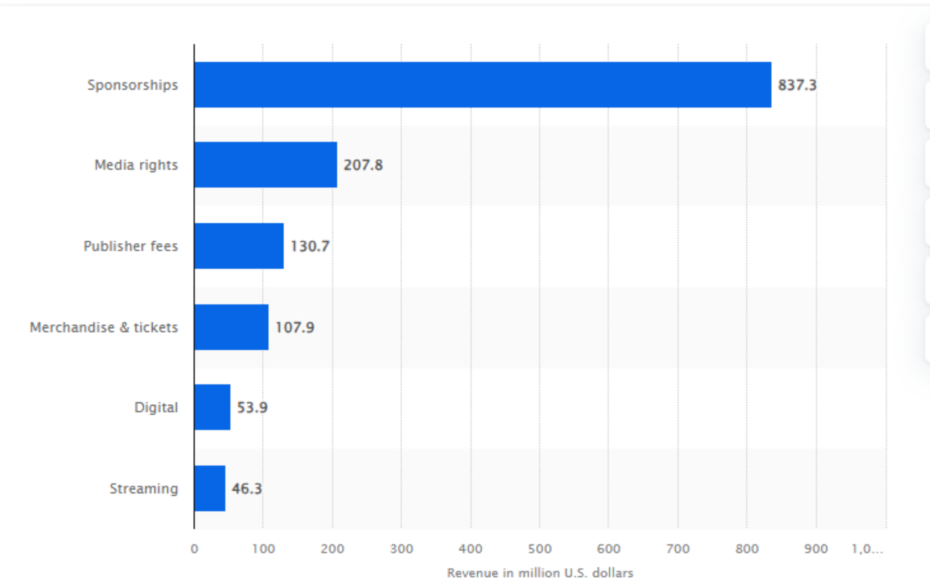

Figure 3: Esports Revenue by Segment (Gough, 2023).

2.2 The Esports Ecosystem

The esports ecosystem consists of video game publishers, tournament organizers, livestreaming platforms, esports organizations and sponsors.

Figure 4: Simplified Overview of the Esports Ecosystem (The Esports Observer, n.d.).

2.2.1 Video Game Publishers

Video game publishers are responsible for developing and maintaining their game titles. Some publishers like Riot Games (League of Legends) and Valve (DOTA 2) host their own tournaments for their titles. However, most publishers license their game titles to different tournament organizers. The publishers benefit from their title being part of esports because it brings the game a lot of exposure and increased revenue (The Esports Observer, n.d.). Video game publishers are the one of the most important stakeholders in the esports ecosystem since the value chain and the audience is built around their game title (Scholz, p. 49, 2019).

2.2.2 Tournament Organizers

Tournament organizers plan and host tournaments for the game titles which they have bought the license from the video game publishers. The tournament organizers rent a venue, usually an arena, in which they host the tournament and sell tickets to viewers. The tournament is also livestreamed to the entire world on different livestreaming platforms and media rights are being sold to esports media companies who livestream the tournament on their own channel (The Esports Observer, n.d.).

2.2.3 Livestreaming Platforms

Esports tournaments are livestreamed globally on different livestreaming platforms. The largest platforms currently are Twitch and YouTube. Watching esports has been free and most likely continues to be in the future. Livestreams generate revenue from sponsors whose advertisements are running in the livestreams between breaks and also by showing their logos during the games in an overlay. A lot of professional players livestream on their personal channels which has come a steady stream of revenue for the players (Scholz, 2019).

2.2.4 Esports Organizations

Esports organizations hire players to represent the organization in tournaments. The organizations receive tournament spots by either qualifying or by buying a partnership position to the tournament by the tournament organizer. According to Scholz (p. 63, 2019), the players in the organization are supported with coaches, training facilities, salary, and insurance. The organizations rely heavily on sponsorships in order to keep the business profitable. It can be said that the players in the organization are the most important stakeholders in the esports ecosystem. Scholz (p. 68, 2019) claims that the players revenue consists of up to 50% of salary paid by the organization, 25% of prize money and up to 30% from livestreaming revenues. Some professional players quit competitive gaming due to making more revenue from livestreaming.

2.2.5 Sponsorships in Esports

Sponsorships, as described by the Cambridge Dictionary is “the act of providing money for a television or radio program, website, sports event, or other activity in exchange for advertising” (Cambridge Dictionary, n.d.). This description fits well when discussing sponsorships in esports.

Sponsors engage in all of the above-mentioned parts of the esports ecosystem. Esports organizations gain most of their revenue from them as do tournament organizers. Esports organizations have sponsor logos all over their jerseys, the players use specific brands of equipment, and they make exclusive content with the sponsors in their social media platforms. Tournament organizers highlight their sponsors in the venues where the tournaments are being organized, they show advertisements in their livestreams and allocate screen-space for the sponsors in the livestreams (The Esports Observer, n.d.).

In today’s world, esports tournaments are livestreamed online and can be viewed from nearly anywhere in the world. The most famous platforms to watch esports are Twitch and YouTube where tournament organizers, usually, simultaneously livestream their tournaments on both platforms. The viewer can access the livestreams by using a computer, tablet, or their smartphone (Wilson & Minor, 2023).

Tournament organizers host their own livestreams and also sell broadcasting rights to other smaller companies who livestream the events on their own channels. Pelaajatcom is one of those smaller companies that acquires broadcasting rights to esports tournaments. Currently, Pelaajatcom has an exclusive partnership with Blast Premier, a Danish tournament organizer, for Finnish broadcasting rights (Pelaajatcom, 2021).

As mentioned before, sponsors play a huge role in esports livestreams as well. Acquiring broadcasting rights to a tournament can be expensive for companies. In order to cover the costs of acquiring the broadcasting rights to a tournament, the company needs sponsorships. The sponsors get their advertisements played during the breaks in the tournament and their logos shown in the in-game overlay of the livestream as seen in figure 5.

Figure 5: Sponsor Logos in the In-Game Overlay, Highlighted in Red (Pelaajatcom, 2024).

2.2.6 Esports Viewer Demographics

In 2017, Nielsen Company conducted a global esports audience survey focusing on the esports markets of the U.S., United Kingdom, Germany, and France. They surveyed a thousand esports fans from each of the countries between the ages of 13 and 40. The survey contains demographics of the esports fans, their spending and viewing habits, favorite video games and esports teams, and attitudes towards brand involvement (Pike & Master, 2017).

The Nielsen Company's survey suggests that the average age of an esports fan is 26 and the general proportion of male fans in esports is 71%. The fans tend to spend twice the amount on playing video games than watching TV per week. As seen in figure 6 over 50% of the fans started following esports between the years 2014 and 2016 (Pike & Master, 2017).

		U.S.	UK	France	Germany
When fans started following esports	Within the last year	29%	34%	34%	30%
	One to three years ago	55%	55%	52%	51%
	Four years ago or more	16%	11%	14%	19%

Figure 6: When Fans Started Following Esports (Pike & Master, p. 10, 2017).

Figure 7 shows that the fans do not necessarily have a preferred team or player that they follow actively but rather an online content creator. In comparison to the other countries, the U.S. fans are more likely following a pro player or a pro team while French fans are more likely following an online content creator (Pike & Master, 2017).

		U.S.	UK	France	Germany
Active following of esports personalities/teams	A certain online personality, YouTuber, vlogger, entertainer, streamer, etc	34%	31%	37%	32%
	A certain pro player/ gamer	26%	21%	22%	20%
	A certain pro team	25%	18%	20%	18%

Figure 7: Active Following of Esports Personalities/Teams (Pike & Master, p. 11, 2017).

The survey found that over 50% of the fans have positive feelings towards brand involvement in esports and less than 40% have neutral feelings, United Kingdom being the outlier with 43%. This shows that esports fans are welcoming towards the increasing involvement of varied brands in esports and gives brands an incentive to be a part of the esports market (Pike & Master, 2017).

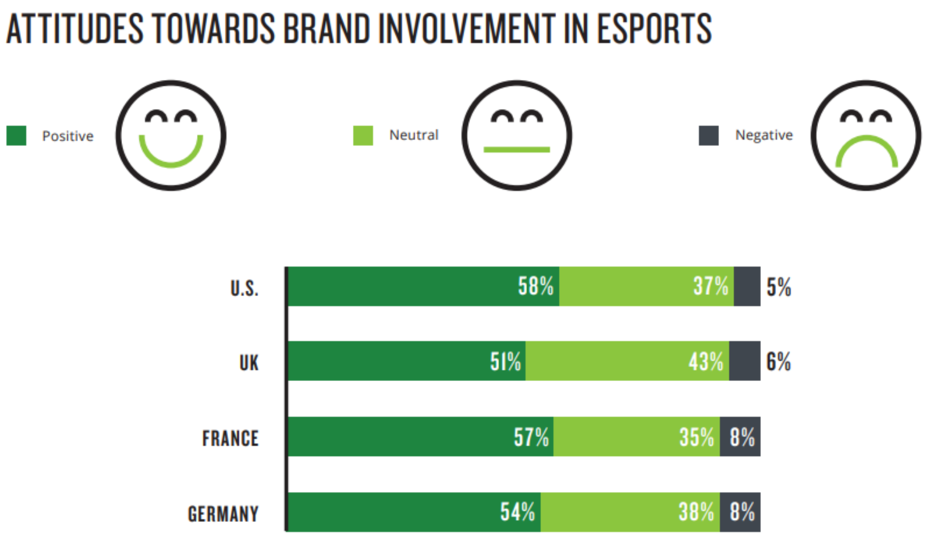

Figure 8: Attitudes Towards Brand Involvement in Esports (Pike & Master, p. 22, 2017).

Esports fans are naturally more welcoming towards endemic brands in esports than non-endemic brands. The survey found that the most appropriate non-endemic brands in esports are technology companies, energy drinks, internet service providers, and carbonated beverages/snack foods. While the least appropriate brands were insurance companies, financial services, liquor, and beer brands (Pike & Master, 2017).

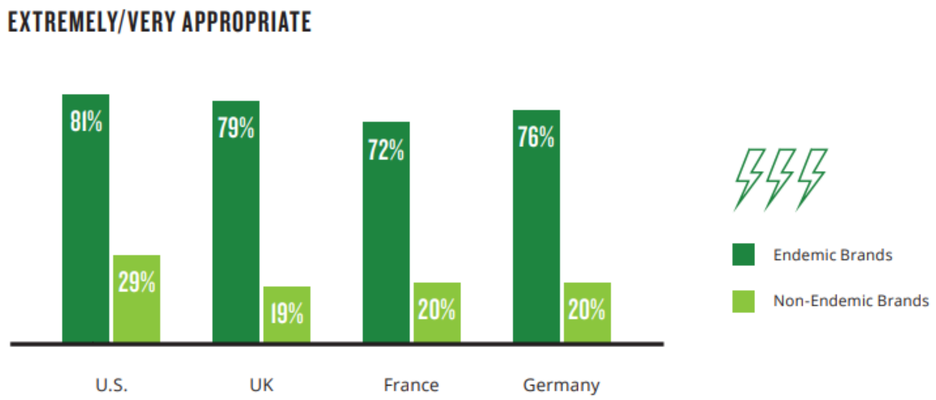

Figure 9: Involvement of Endemic and Non-Endemic Brands in Esports (Pike & Master, p. 24, 2017).

3 Methodology

The selected research method for this study was quantitative research. This method was chosen together with Alex Hytönen as Pelaajatcom’s previous studies have also been quantitative research. This type of study could also have been done using qualitative research by interviewing a select number of Pelaajatcom’s consumers, but quantitative research method was chosen instead.

3.1 Data Collection Methods

The survey was available for consumers throughout the durations of the Blast Premier Fall Finals 2023- & Blast Premier World Final 2023– Counter- Strike- tournaments, Pelaajatcom’s Christmas livestream on the 21st of December, on social media during 26th of December and 31st of December, and during the PGL Major 2024 Open & Closed qualifiers between the 12th and 15th of January. The Fall Finals tournament started on the 22nd of November and ended on the 26th of November and the World Final tournament started on the 13th of December and ended on the 17th of December. The survey was posted to Pelaajatcom’s social media platforms; X (former Twitter), Instagram and Facebook. The survey was also available in Pelaajatcom’s livestreams through a chat command. There was a giveaway involved in the survey in order to incentivize the consumers to fill the survey. The giveaway prize for the Blast Premier tournaments was three Pelaajatcom beanies drawn between all the people who filled the survey. The last prize for the survey was announced during the PGL Major 2024 Open & Closed qualifiers and the prize was a Natus Vincere-jersey signed by all the players in the team. The last giveaway ended on the 15th of January as did the survey. The survey managed to get 788 answers throughout the campaigns.

3.1.1 The Survey

The survey contained 18 questions. The first 8 questions of the survey is the demographic part of the survey. The survey asked the consumers about their age, employment, what municipality they are from, how long they have been following esports, and what esports games do they follow.

The latter part of the survey asked the consumers about their feelings towards partnerships in Pelaajatcom's livestreams by using a 4-point Likert Scale.

3.1.2 Likert Scale

Likert scale is a scale named after Dr. Rensis Likert in the year 1932 and it is primarily used in questionnaires by using a set of statements in order to obtain the participants degree of agreement. 5-point scale is the most commonly used which ranges from "strongly disagree" to "strongly agree" and in the middle is the option of "neither disagree nor agree" (Bertram, n.d.). The survey I conducted used a 4-point Likert scale, meaning that the middle option "neither disagree nor agree" was removed from the answering options. This forces the consumer to form an opinion on the subject and thus provides more actual data, but it also increases the margin of error.

3.2 Data Analysis

The survey was made using Google Forms, which made analyzing the data simple. In Google Forms, the data automatically transforms into pie charts and tables. For the purpose of this thesis, all the data tables have been translated from Finnish into English. In the results section of this thesis, the data tables are analyzed and comparisons to the theoretical framework are made.

3.3 Reliability and Validity

I am confident that the research was successful as it managed to gain 788 responds and Pelaajatcom's CEO, Alex Hytönen was also satisfied with the number of responds the survey gained. The number of responses also gives a good reliability for the survey. Using a 95% confidence level, the amount of Pelaajatcom's Twitch.tv followers, 95 500, as population size and number of responses, the margin of error is around 4% which is an acceptable margin of error.

The data received from the survey helps Pelaajatcom to understand their audience better when it comes to advertising in the livestreams and also gives them the opportunity to offer this data to their current and future partners. Also, when this thesis is published the data can be used as a reference in other similar kinds of research.

4 Research Results

The study was divided into two parts, the first part is a demographic study which studies the consumers age, location, gender, employment, favorite esports titles, and esports consumption habits. The second part of the study asks the consumers about their opinions regarding the advertisements and partners seen in Pelaajatcom's livestreams and if they have lately purchased any products that have been advertised in the livestreams. The questions in the second part are mostly statements and the respondents had 4 different options to choose from, mostly ranging from Totally Agree to Totally Disagree.

4.1 The Demographic Study

The first question in the survey asked the respondents about their age. The most single responses received the ages of 22-25 with 20,8% of the respondents falling into that category. Nearly 60% of the respondents are between the ages of 18 and 29. The Nielsen Company's study found that the average age of the esports consumer is 26, and Pelaajatcom's audience seems to follow in that line (Pike & Master, p. 5, 2017).

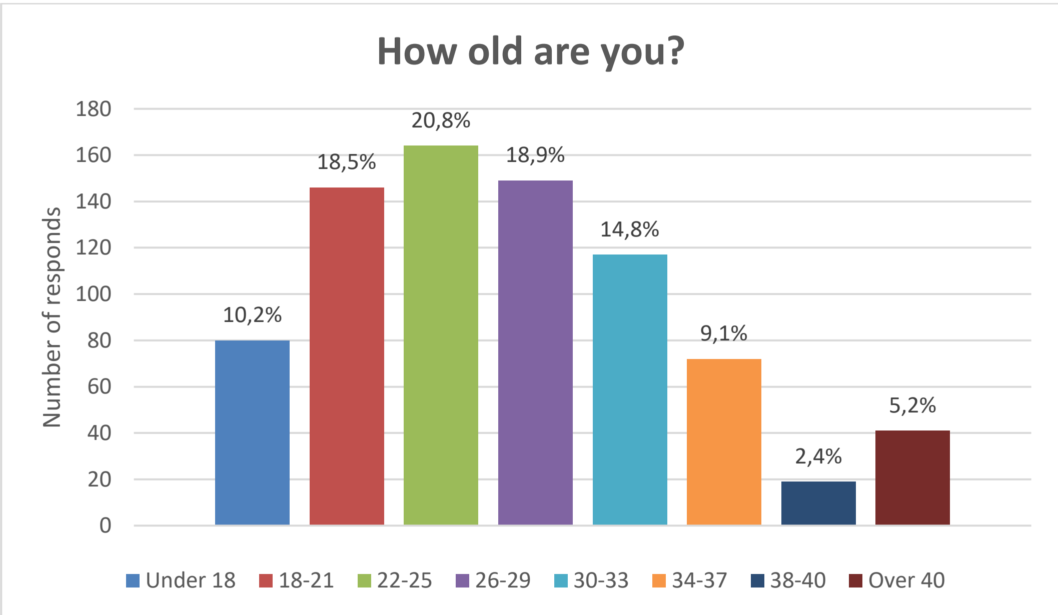

Figure 10: Survey Question #1 – Age

Pelaajatcom's audience is dominantly male as seen in figure 11 with only 5,6% of the respondents being female. The Nielsen Company's study suggested that 71% of the esports audience is male and 29% is female, this shows an enormous difference between these two studies. However, it needs to be taken into consideration that Pelaajatcom livestreams mainly Counter-Strike and The Nielsen Company's study found that the Counter-Strike market is 90% male and 10% female which follows in line with Pelaajatcom's audience (Pike & Master, p. 17, 2017).

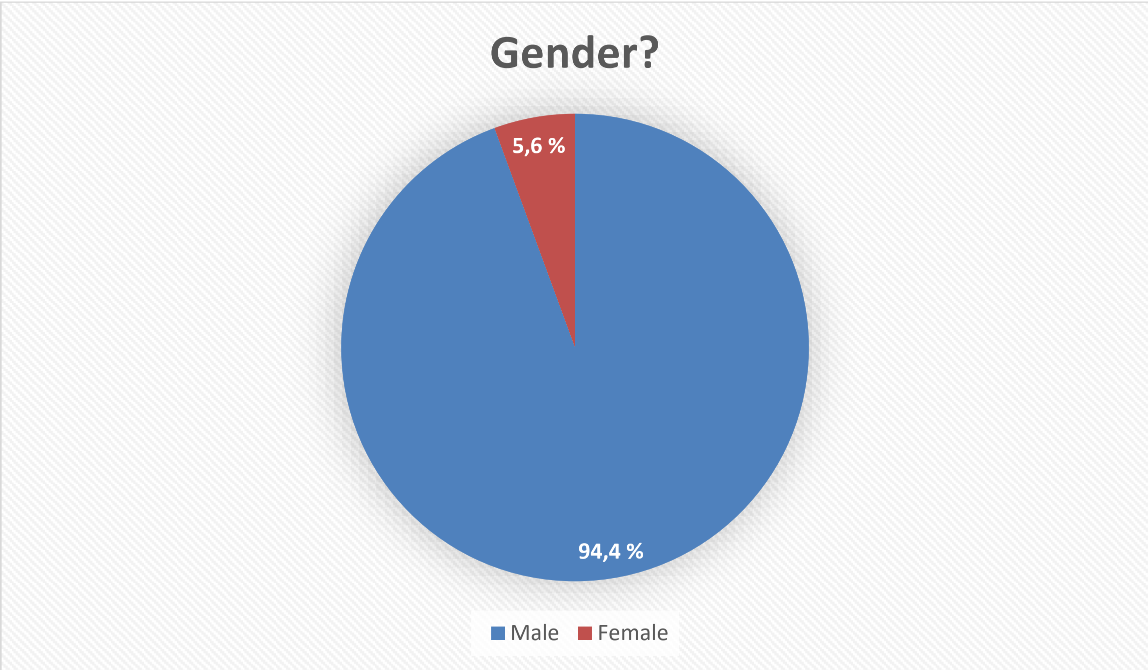

Figure 11: Survey Question #2 – Gender

Figure 12 shows the distribution of Pelaajatcom's audience in all the municipalities of Finland. Uusimaa receiving the most amount of responses (21,3%) in this category is no surprise since it is the most populated municipality in Finland. Central Finland being the third most answered municipality came as a little bit of a surprise since it only has nearly half the population that Pirkanmaa has. The only municipality that did not receive any responses was Åland.

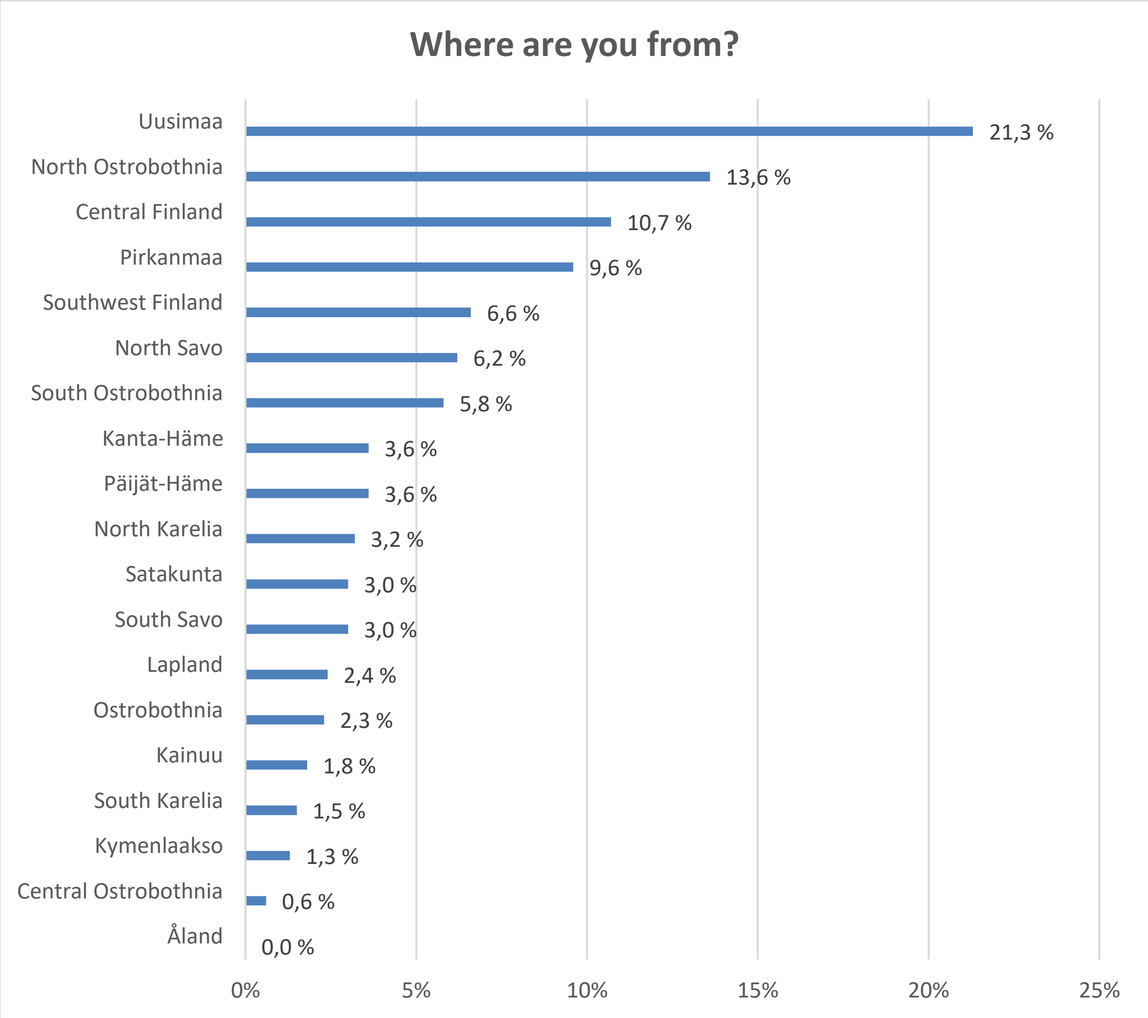

Figure 12: Survey Question #3 – Location

50% of the respondents say that they are employed as seen in figure 13. 37,1% of the respondents are currently studying and 11,8% of the respondents are currently unemployed. Only 1,1% of the respondents answered that they are currently retired.

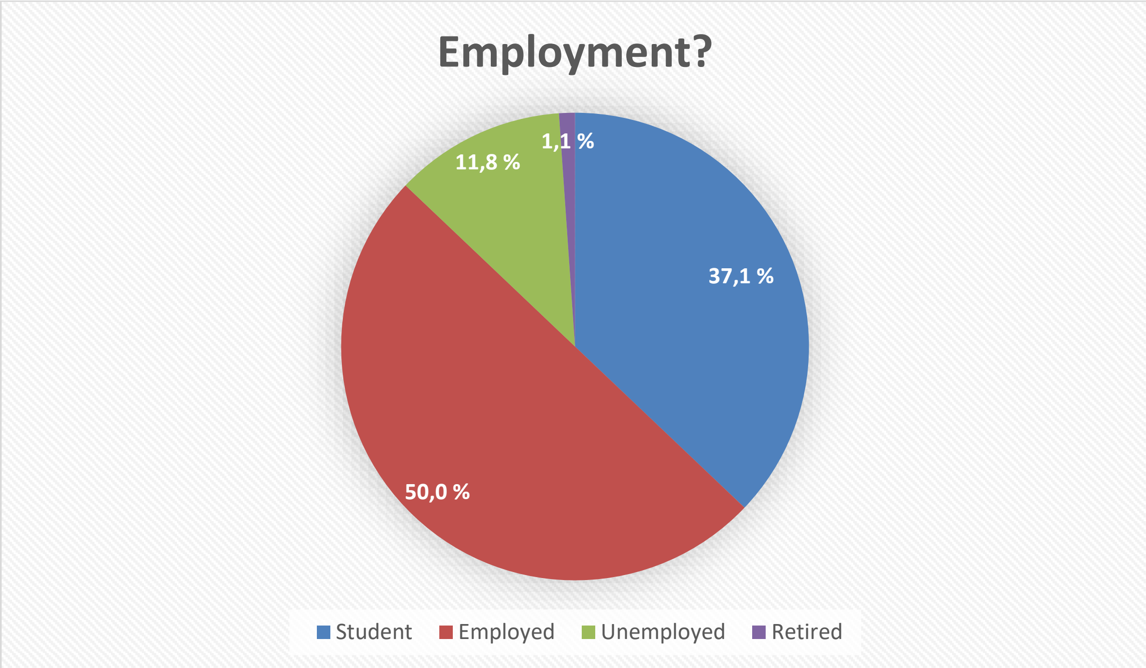

Figure 13: Survey Question #4 – Employment

Question 5 in the survey asked the respondents how long they have been following esports. 51,4% of the respondents claimed that they have been following esports for 4-7 years. 32% of the respondents claimed that they have been following esports for over 8 years. Only 1,9% of the respondents have been following esports for less than a year. In Pike's and Master's 2017 study they found out that 50% of the respondents had started following esports between the years 2014 and 2016, for Pelaajatcom, that percentage is only 32.

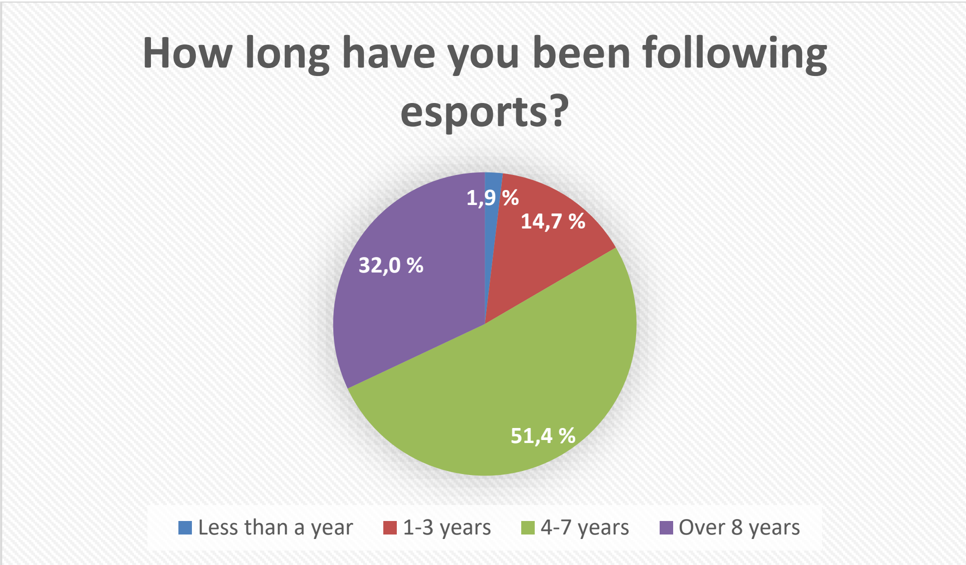

Figure 14: Survey Question #5 - Esports Following

Figure 15 shows how many hours on average Pelaajatcom's viewers watch esports per week. 88,7% of the respondents watch at least 2-4 hours of esports content per week while 11,3% of the respondents usually watch only 0-2 hours of esports content per week, most likely only tuning in when their favorite team is playing. The Nielsen Company's study suggests that the average esports consumer spends 2.4 hours per week participating in esports activities which includes watching, attending, following, and competing in esports (Pike & Master, p. 9, 2017).

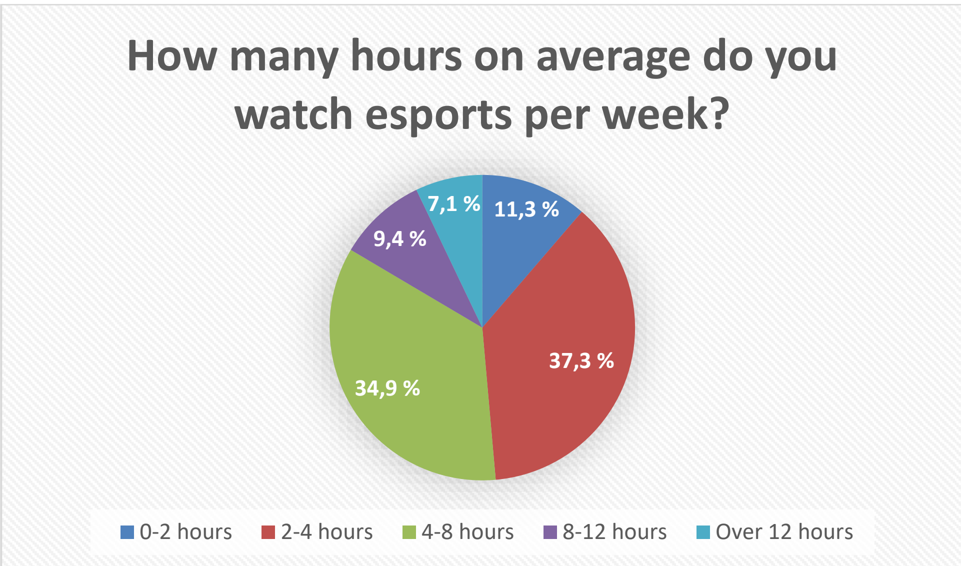

Figure 15: Survey Question #6 - Esports Consumption

Since Pelaajatcom livestreams mostly Counter-Strike it does not come as a surprise that Counter-Strike is the respondents' favorite esports game to watch. Rest of the listed games are quite evenly spread out. Sports games come in third place by standing out from the rest of the known FPS-games.

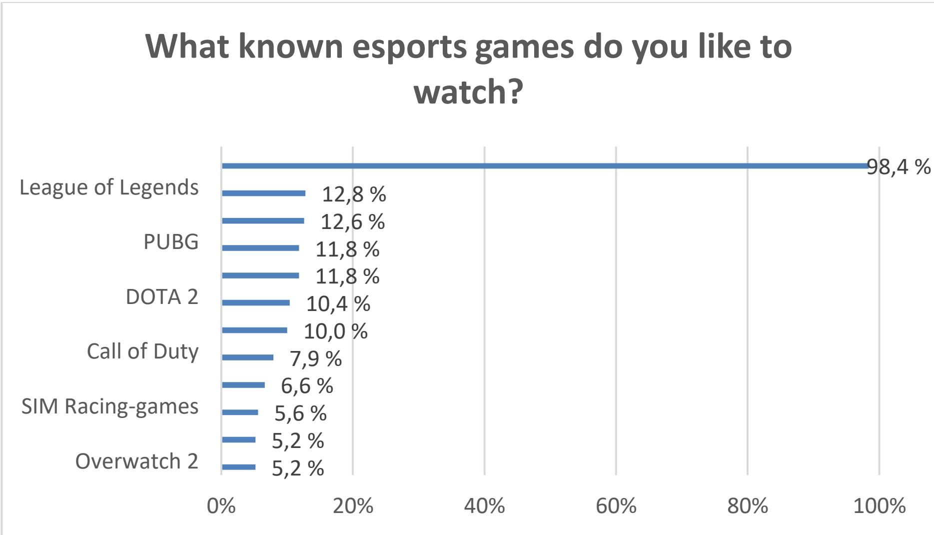

Figure 16: Survey Question #7 - Esports Games

88,8% of the respondents claimed that they have a favorite esports team or player that they prefer to watch more than any other team or player. There is quite a difference between this study and Pike's & Master's study. For example, their study showed that 25% of the U.S. esports fans follow a certain professional team and 26% of the fans follow a certain professional player (Pike & Master, p. 11, 2017).

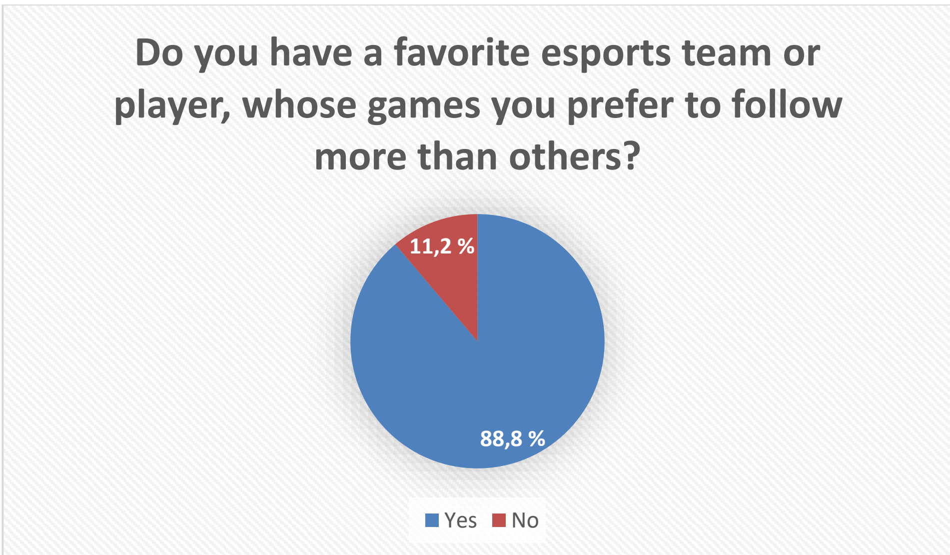

Figure 17: Survey Question #8 - Favorite Team or Player

4.2 The Advertisement Study

The first statement in the second part of the survey is about sponsors allowing esports content to remain free for the viewer. 97,5% of the respondents prefer free esports content with sponsors over paid esports content without any sponsors. The Nielsen Company's study found that over 50% of the respondents have positive feelings towards sponsor involvement in esports content (Pike & Master, p. 22, 2017).

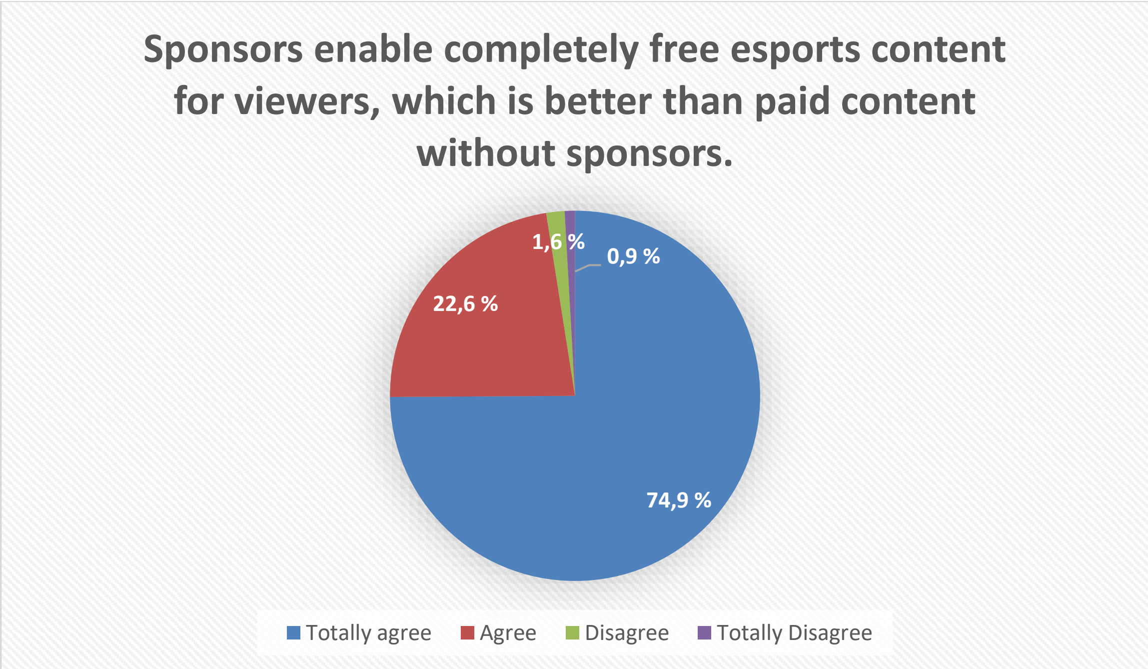

Figure 18: Survey Question #9 - Free Esports Content

73,7% of the respondents said that they paid some attention to the sponsors presented in the livestreams. 12,8% respondents pay a lot of attention to the sponsors, which might indicate that they have interest to knowing which companies are cooperating with Pelaajatcom.

Figure 19: Survey Question #10 - Attention to Sponsors

52% of the respondents thinks that Pelaajatcom shows an appropriate amount of advertisements in their livestreams and 42,3% think that a lot of advertisements are shown but not disturbingly much. Only 3,8% of the respondents think that Pelaajatcom shows too many advertisements in their livestreams.

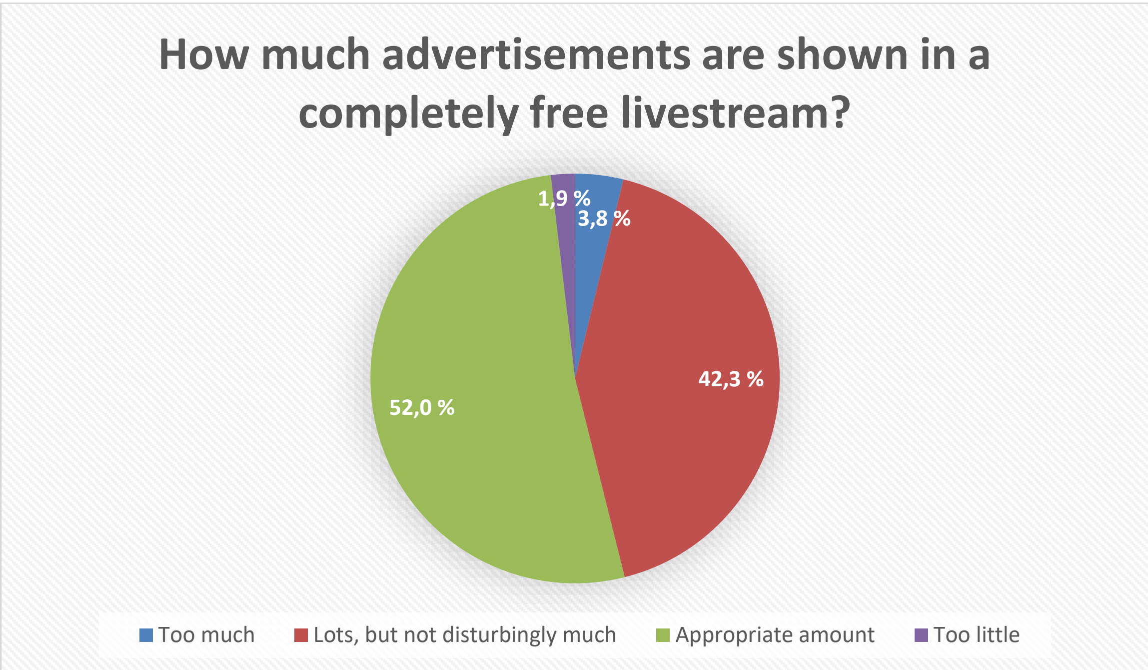

Figure 20: Survey Question #11 - Amount of Advertisements

Figure 21 shows that 69,3% of the respondents agree that sponsors have a positive influence on the livestreams and 20,2% totally agrees. This shows that the viewers of Pelaajatcom are welcoming towards sponsor involvement in their livestreams.

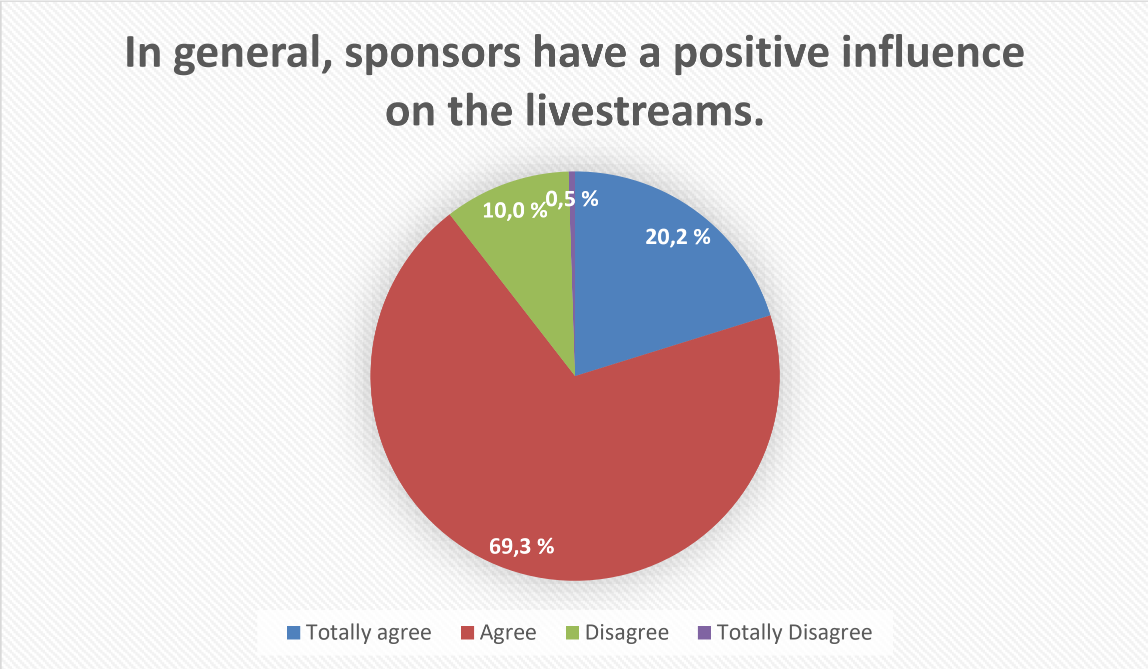

Figure 21: Survey Question #12 - Positive Influence of Sponsors

Figures 22 and 23 shows the attitudes towards endemic and non-endemic sponsors in Pelaajatcom's livestreams. 47,7% totally agree and 49,4% agree that endemic sponsors are appropriate to Pelaajatcom's livestreams, endemic sponsors in this case being gaming related sponsors. When asked about non-endemic sponsors the answers shift a bit. 66,4% of the respondents agree that they are appropriate but 20,6% of the respondents think that they are not appropriate in Pelaajatcom's livestreams, also the respondents do not totally agree either in the same way as in the endemic sponsor question. Pike's & Master's 2017 study found that around 80% of the respondents think endemic brand involvement in esports is extremely/very appropriate and around 20% felt that non-endemic brand involvement is extremely/very appropriate (Pike & Master, p. 24, 2017).

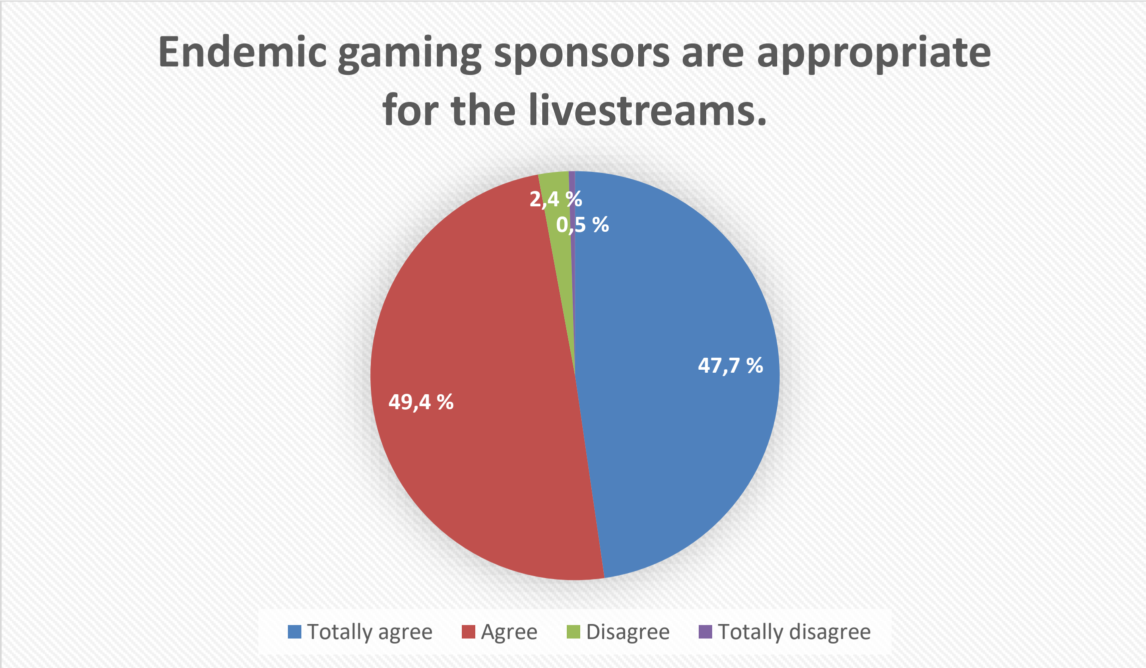

Figure 22: Survey Question #13 - Endemic Sponsors

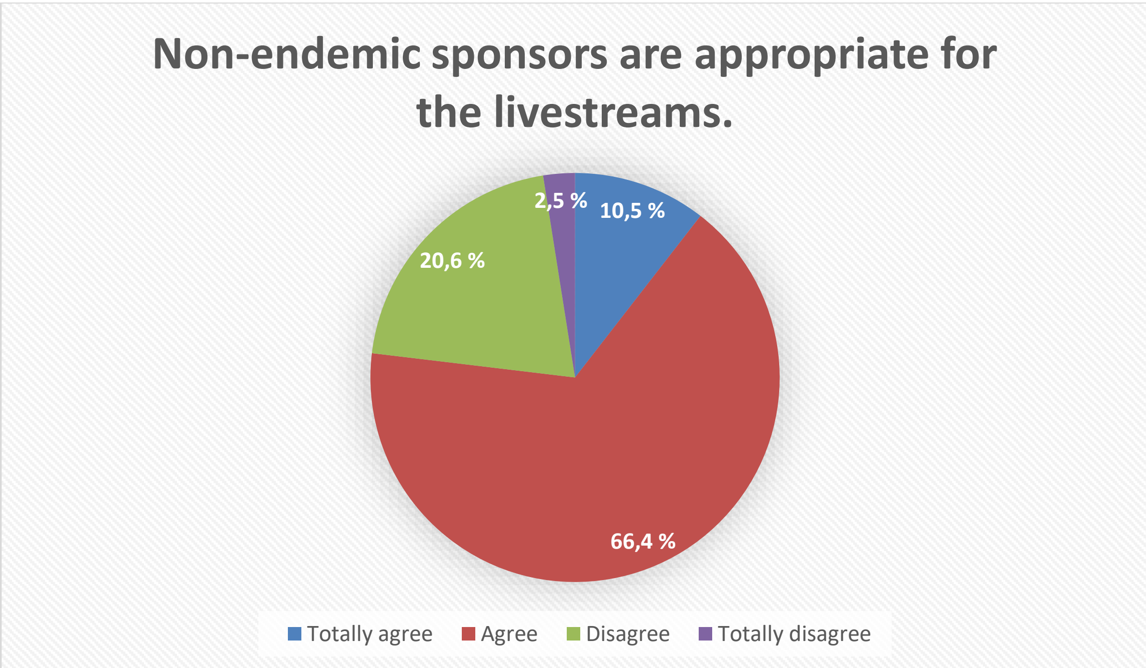

Figure 23: Survey Question #14 - Non-Endemic Sponsors

Figure 24 shows how likely the respondents are buying a product if it is promoted in the livestreams. 56,6% agree that seeing a product promoted in the livestreams makes them more likely to actually purchase it. 32,4% on the other hand disagree with this statement, seeing a product promoted in the livestreams does not affect their purchase decisions.

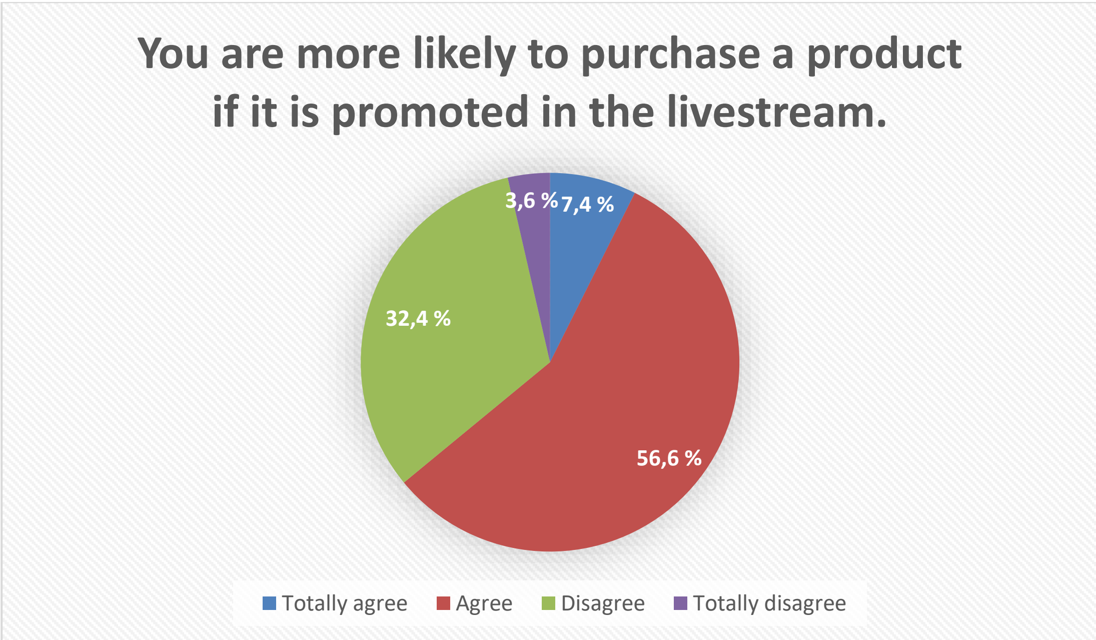

Figure 24: Survey Question #15 - Sponsored Product

Question #16 asked the respondents if the sponsors in the livestreams and advertisements were memorable. 16,6% totally agrees and 63,8% agrees that they are in fact memorable. Only 16,9% of the respondents do not think that the sponsors are memorable.

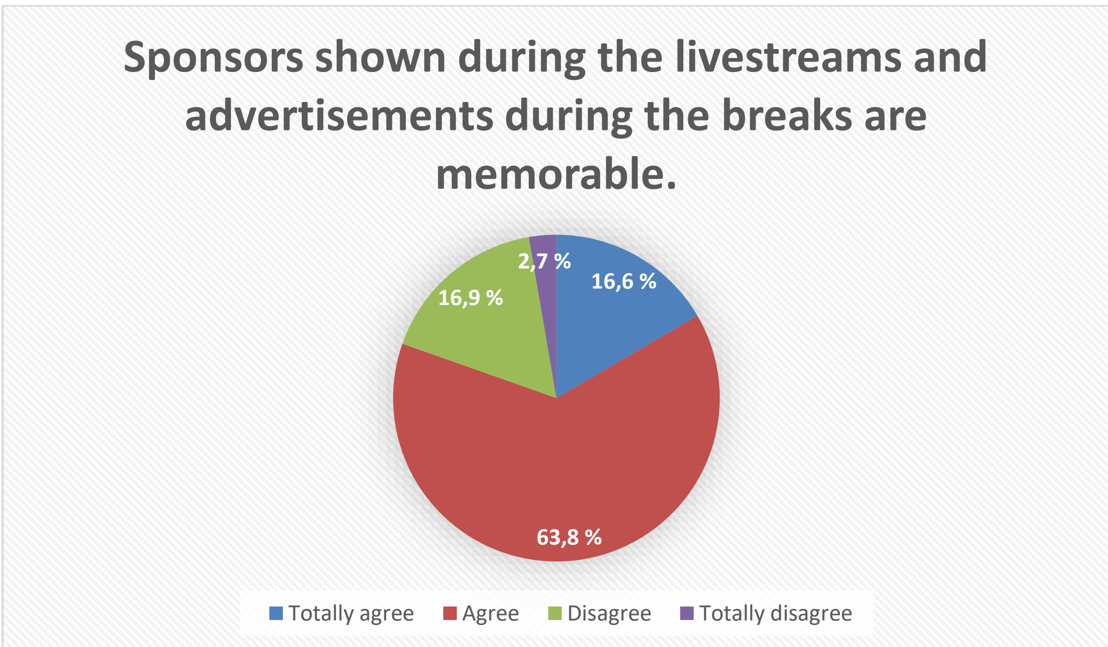

Figure 25: Survey Question #16 - Memorability of Sponsors

Pelaajatcom has a couple of advertisements that are self-produced, the actors in the advertisements are usually Pelaajatcom's casters. 46,3% of the respondents totally agree and 47% agree that self-produced esports-themed advertisements are better and more memorable than any other advertisements shown in the livestreams.

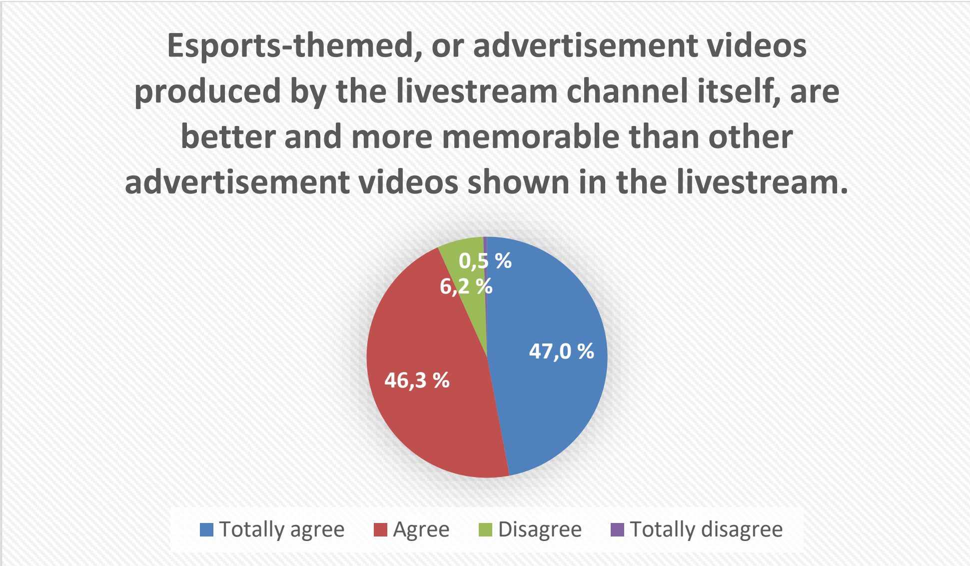

Figure 27: Survey Question #17 - Self-Produced Advertisements

20,1% of the respondents said that they have bought multiple sponsored products or services shown in Pelaajatcom's livestreams during the last year and 49,2% have bought at least once. These responses are good for Pelaajatcom's current and future sponsors because this shows that the audience is willing to spend money on sponsored goods and services.

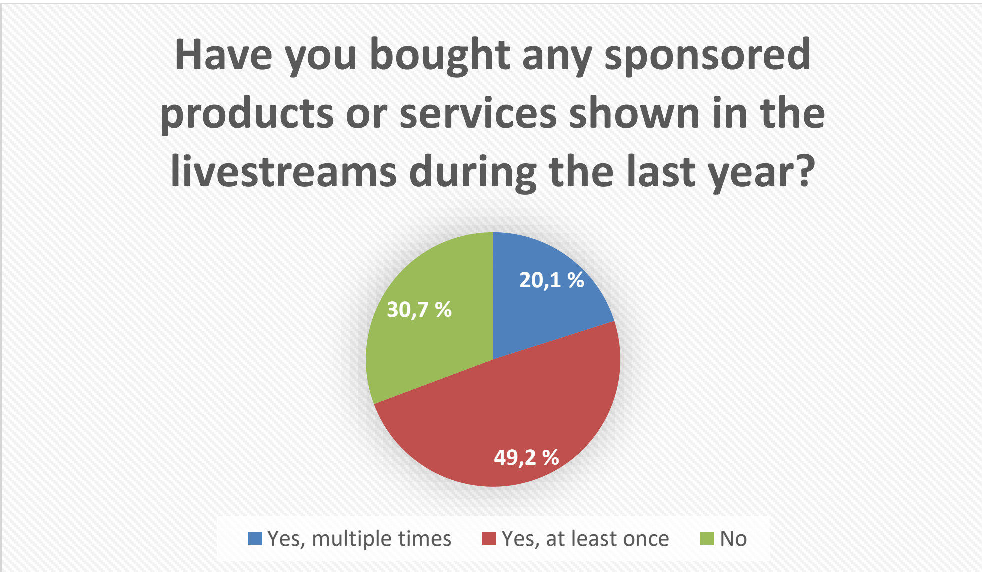

Figure 28: Survey Question #18 - Buying of Sponsored Goods

5 Conclusions

The survey managed to get concrete data about Pelaajatcom's viewers. It is clear that Pelaajatcom's viewers are content with the amount and types of advertisements and sponsors shown in the livestreams as seen in figures 20 and 21. It is possible to interpret from the data tables that the average Pelaajatcom viewer is around 27 years old male, employed, lives in Uusimaa, has been following esports for at least 4-7 years, spends at least 2-4 hours watching esports per week, mainly watches Counter-Strike 2, has a favorite team or player, thinks advertisements in esports livestreams are important and necessary in order to keep the content free, has bought at least one sponsored product or service promoted in the livestreams within the last year.

When comparing the survey data with the Nielsen Company's study, similarities, and a few differences between the two studies are found. The most similarities in the studies were in the age and the gender of the esports audience. The average age of the esports viewer is in the range of 27 and the audience remains heavily male. The average time spent watching esports on average per week was 2.4 hours for the Nielsen Company's study and 2-4 hours was the dominant answer for Pelaajatcom's survey. Both the studies found that the esports audience is welcoming towards endemic sponsors in esports, non-endemic sponsors are also acceptable for over 60% of Pelaajatcom's audience. The Nielsen Company's study only stated that 20% of the audience thought non-endemic sponsors are very appropriate in esports. The largest difference between the two studies was in the question asking about having a favorite team or player. In Pelaajatcom's study, 88,8% told that they have a favorite team or player. In the Nielsen Company's study, on average, only 20% of the viewers had a favorite team or player.

I think this data can be used as a reference and as a comparison in future studies regarding this topic. I would continue this study by conducting an interview based qualitative research as it already was an alternative method for this study. The qualitative research would give more insightful answers from Pelaajatcom's consumers and would provide more concrete answers and opinions regarding the advertisements and sponsors in Pelaajatcom's livestreams.

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Appendix: Survey questions in Finnish

Pelaajatcom kuluttajakysely

Kyselyssä kerättyjä tietoja voidaan käyttää Pelaajatcomin toiminnan kehittämiseen sekä tilastollisiin tarkoituksiin. Henkilötietoja käsitellään henkilötietolain sallimissa ja edellyttämissä rajoissa. Henkilötietoja voidaan käyttää Pelaajatcomin mainonnan kohdistamiseen luovuttamatta henkilötietoja ulkopuolisille tahoille.

Kuvan otsikko

Minkä ikäinen olet? *

- ○ Alle 18
- ○ 18-21
- ○ 22-25
- ○ 26-29
- ○ 30-33
- ○ 34-37
- ○ 38-40
- ○ Yli 40

Sukupuoli? *

- ○ Mies
- ○ Nainen

Mistäpäin olet kotoisin? *

1. Ahvenanmaa
2. Etelä-Karjala
3. Etelä-Pohjanmaa
4. Etelä-Savo
5. Kainuu
6. Kanta-Häme
7. Keski-Pohjanmaa
8. Keski-Suomi
9. Kymenlaakso
10. Lappi
11. Pirkanmaa
12. Pohjanmaa
13. Pohjois-Karjala
14. Pohjois-Pohjanmaa
15. Pohjois-Savo
16. Päijät-Häme
17. Satakunta
18. Uusimaa
19. Varsinais-Suomi

Työllisyys? *

- ◯ Opiskelija
- ◯ Työssä käyvä
- ◯ Työtön
- ◯ Eläkkeellä

Kuinka kauan olet seurannut e-urheilua? *

- ◯ Alle vuoden
- ◯ 1-3 vuotta
- ◯ 4-7 vuotta
- ◯ Yli 8 vuotta

Kuinka monta tuntia keskimäärin katsot e-urheilua viikossa? *

- ◯ 0-2 tuntia
- ◯ 2-4 tuntia
- ◯ 4-8 tuntia
- ◯ 8-12 tuntia
- ◯ Yli 12 tuntia

Mitä tunnettuja e-urheilu pelejä tykkäät katsoa? *

- [ ] CS2
- [ ] DOTA 2
- [ ] League of Legends
- [ ] Valorant
- [ ] PUBG
- [ ] Overwatch 2
- [ ] Call of Duty
- [ ] Apex Legends
- [ ] SIM Racing -ajosimulaattoripelit
- [ ] NHL/FIFA-urheilupelit
- [ ] Starcraft II
- [ ] Fortnite

Onko sinulla suosikki e-urheilujoukkuetta tai pelaaja, jonka pelejä seuraat ja kannatat muita enemmän? *

- ○ Kyllä
- ○ Ei

Sponsorit mahdollistavat täysin maksuttomat esports sisällöt katsojalle, mikä on parempi, kuin maksullinen sisältö ilman sponsoreita. *

- ◯ Täysin samaa mieltä
- ◯ Samaa mieltä
- ◯ Eri mieltä
- ◯ Täysin eri mieltä

Kiinnitätkö huomiota livelähetyksissä näkyviin sponsoreihin? *

- ◯ Todella paljon
- ◯ Jonkin verran
- ◯ En juuri ollenkaan
- ◯ En yhtään

Maksuttomissa livelähetyksissä on mainontaa miestäsi minkä verran? *

- ◯ Liian paljon
- ◯ Paljon, muttei häiritsevästi
- ◯ Sopivasti
- ◯ Vähän

Sponsoreilla on yleisesti positiivinen vaikutus livelähetyksiin. *

- Täysin samaa mieltä
- Samaa mieltä
- Eri mieltä
- Täysin eri mieltä

Sponsorit, jotka liittyvät pelaamiseen sopivat hyvin livelähetyksiin. *

- Täysin samaa mieltä
- Samaa mieltä
- Eri mieltä
- Täysin eri mieltä

Sponsorit, jotka eivät liity pelaamiseen sopivat myös hyvin livelähetyksiin. *

- Täysin samaa mieltä
- Samaa mieltä
- Eri mieltä
- Täysin eri mieltä

Livelähetyksissä näkyvät sponsoroidut tuotteet laskevat niiden ostokynnystä. *

- Täysin samaa mieltä
- Samaa mieltä
- Eri mieltä
- Täysin eri mieltä

Livelähetyksissä näkyvät sponsorit ja taukojen aikana näkyvät mainosvideot jäävät mieleen. *

- Täysin samaa mieltä
- Samaa mieltä
- Eri mieltä
- Täysin eri mieltä

E-urheilu - aiheiset, tai lähetyskanavan itse tuottamat mainosvideot livelähetyksissä, ovat lähtökohtaisesti parempia ja jäävät paremmin mieleen, kuin muut mainosvideot. *

- Täysin samaa mieltä
- Samaa mieltä
- Eri mieltä
- Täysin eri mieltä

Oletko ostanut livelähetyksissä olleiden sponsoreiden tuotteita tai palveluita viimeisen vuoden aikana? *

- Kyllä, useamman kerran
- Kyllä, vähintään kerran
- En

Tähän kyselyyn vastanneiden kesken arvotaan Pelaajatcom pipoja sekä pelaajien nimmareilla varustettu NAVI-pelipaita. Pelipaita arvotaan maanantaina 15.1. Osallistut arvontaan jättämällä yhteystietosi. Laita yhteystietoihisi: Nimi, puhelin numero, sähköposti, katuosoite, postinumero ja postitoimipaikka.

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