

Engaging the Next Generation of Fans

Lessons from esports

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Saudi Esports Federation: The journey



Saudi Esports Federation: Enabling the entire ecosystem



From Grassroots to Global Stage: Developing players, teams and pathways

10,000+

players annually

500

female players in 2025

40,000+

since inception

1.2M+

students in school leagues

Esports - A Global Entertainment and Media Ecosystem

640M+

global esports audience

What is esports?

322M

casual viewers

318M

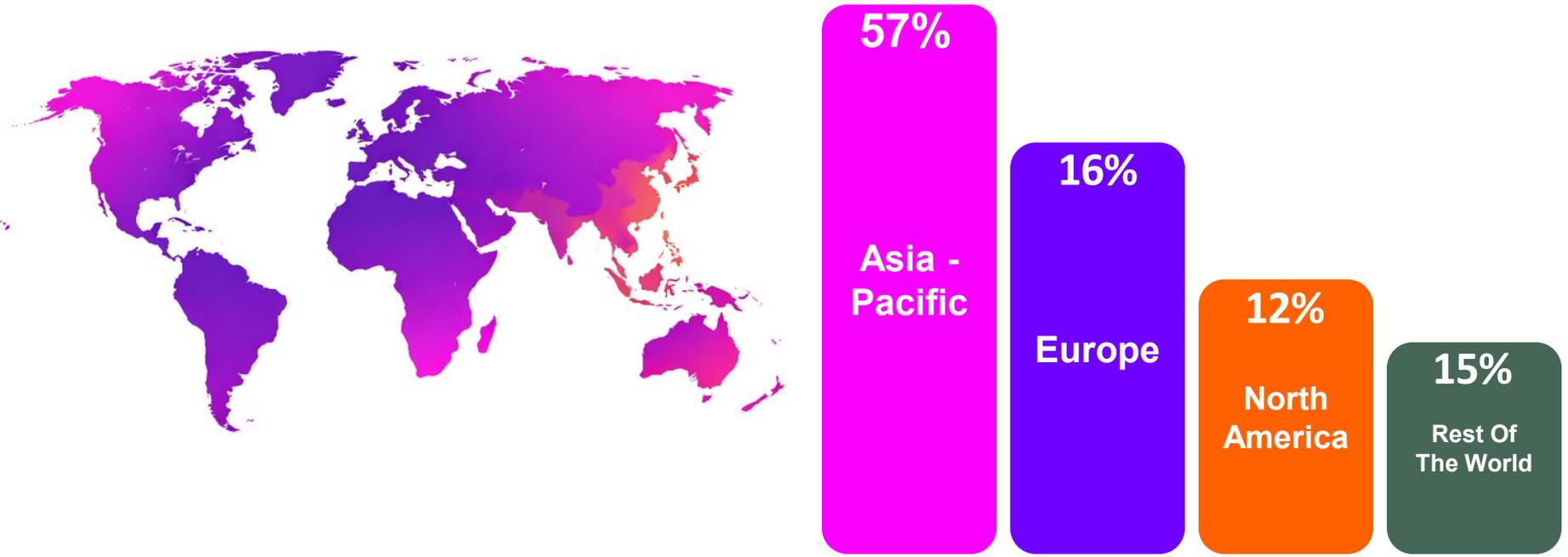
dedicated fans



A full Ecosystem



Esports Audience Distribution



Why esports matters to global sport?

Traditional sport fan journey

TV → Event



Esports fan journey

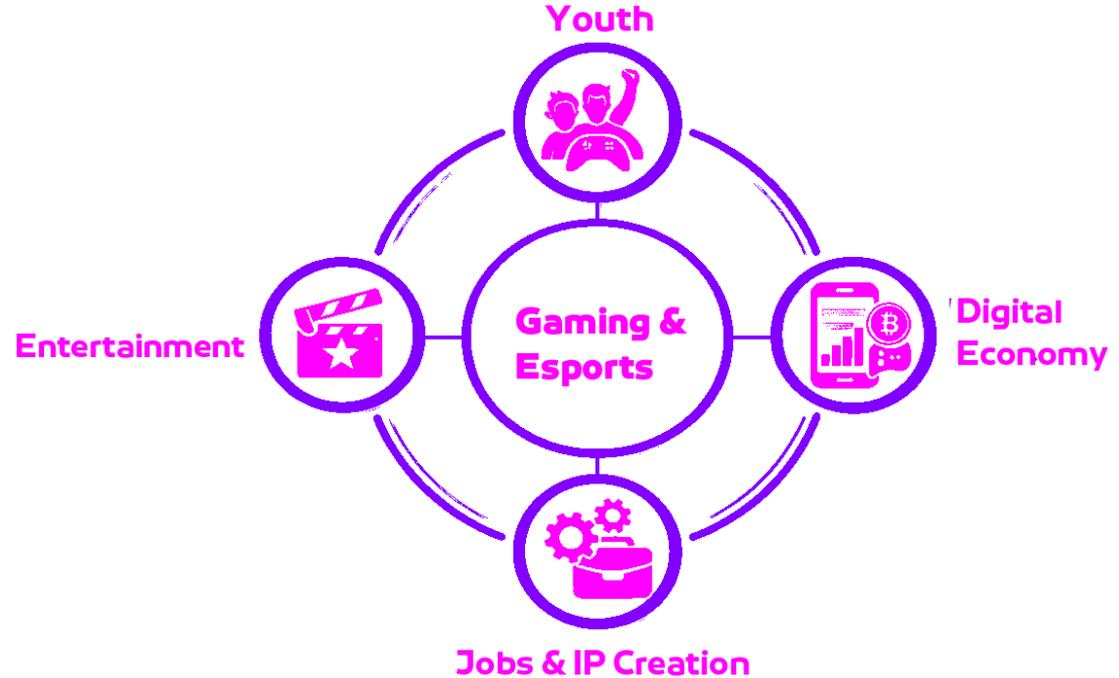
Social → Stream → Chat → Clips →
Community



National Gaming and Esports Strategy: Building a Future-Ready Sports & Entertainment Sector

National Gaming Strategy Goals

- **\$13.3bn economic contribution by 2030**
- **gaming companies 250**
- **Saudi-developed games +30**



Clear pathways, real progression

**School
League**

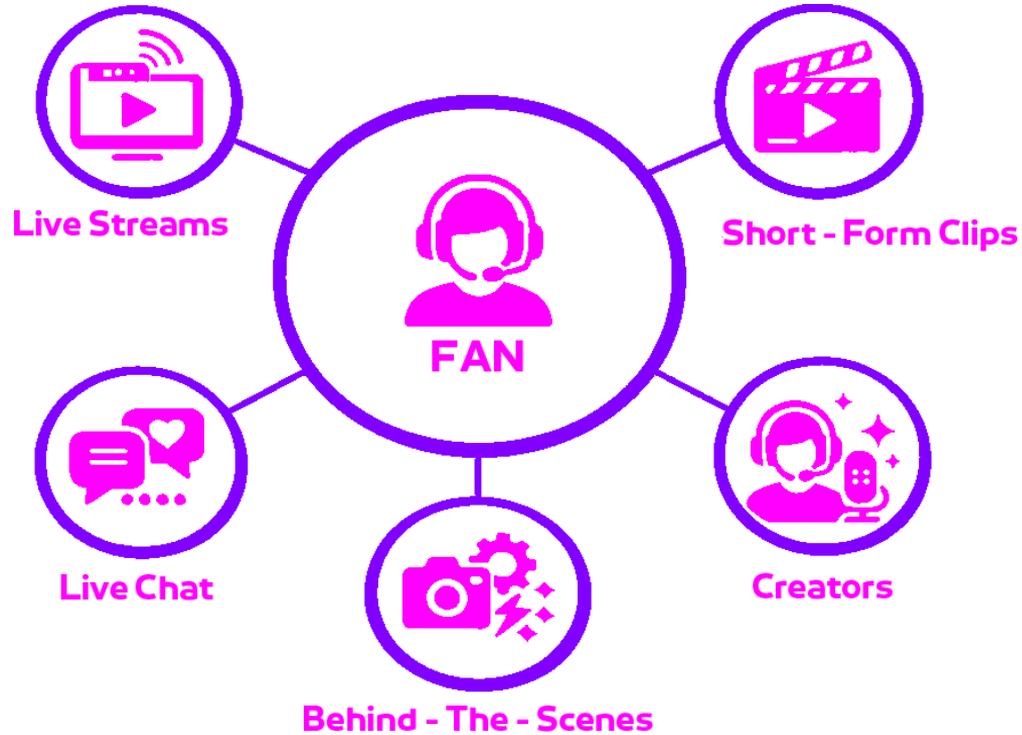
**University
League**

**National
League**

**Clubs & Pro
Teams**

**International
Events**

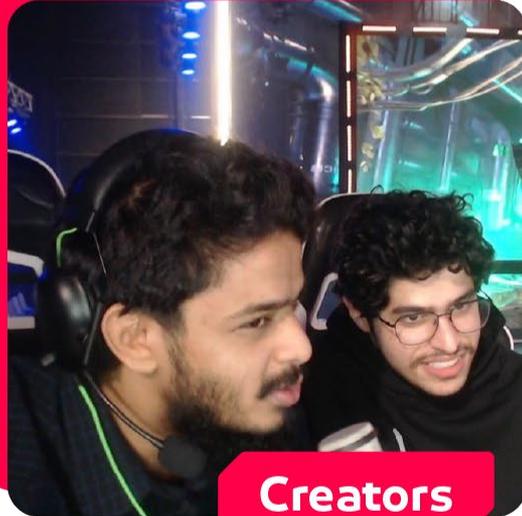
How esports fans engage differently?



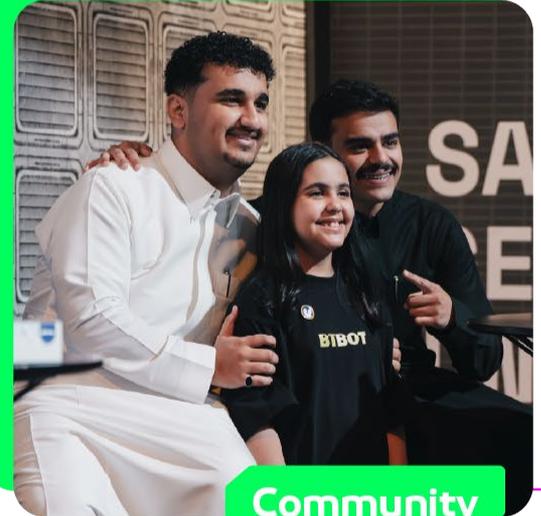
Always-on. Platform-native. Youth-led



Platforms



Creators



Community

Esports vs Horse Racing A Comparative Overview

Aspect	Esports 🎮	Horse Racing 🐎
Where you play	From home, anywhere with internet	Must be at racetrack/stable
Training	Flexible, mostly solo/online	Hands-on with horses, strict schedule
Cost/Equipment	PC/console, internet, games	Horses, gear, stables, track fees
Physical & Skill	Mental focus, hand-eye coordination	Physical fitness, balance, endurance
Audience	Millions online worldwide	Mostly in-person or limited broadcast (niche audience)
Careers	Pro teams, streaming, content creation	Jockeys, trainers, breeders

Lessons for racing and global sport



Today



The Opportunity

Live event

Broadcast moment

Social discovery

Short-form content

Athlete stories

Community touchpoints

THANK YOU