

TOP 5 MOST VALUABLE ESPORTS TEAMS ON SOCIAL

BY POST VALUE

11/1/2017 - 10/31/2018

#1



Faze Clan -

\$56.5M

#2



Natus Vincere -

\$24.1M

#3



Fnatic -

\$17.1M

#4



Optic Gaming -

\$14.4M

#5



Cloud9 -

\$9.85M



MVPINDEX™

© 2018 MVPindex

TOP 5 MOST VALUABLE ESPORTS ATHLETES ON SOCIAL

BY POST VALUE

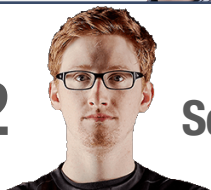
11/1/2017 - 10/31/2018

#1



Faker - **\$21.3M**

#2



Scump - **\$18.4M**

#3



FalleN - **\$15.5M**

#4



Clayster - **\$13.4M**

#5



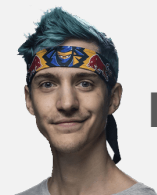
brTT - **\$11M**



TOP 5 MOST VALUABLE STREAMERS ON SOCIAL

BY POST VALUE
11/1/2017 - 10/31/2018

#1



Ninja - **\$116M**

#2



Myth - **\$69.9M**

#3



Daequan - **\$40M**

#4



Pokimane - **\$30.1M**

#5



Alanzoka - **\$23.3M**





HUNGRYBOX HAD THE MOST ENGAGING POST BY AN ESPORTS ATHLETE

11/1/2017 -
10/31/2018

110K

Engagements



Little Caesars®





**FAZE CLAN
HAD THE MOST
ENGAGING
POST BY AN
ESPORTS
TEAM**

**11/1/2017 -
10/31/2018**

382K Engagements

fazeclan • Follow

fazeclan Victory Royale from 10,000 feet up
👤 @avxry
#FaZeUp #Fortnite

Load more comments

tomlotta 😂

_team_gs @team_gs.00 apoooyo plsss

_moulder Fortnite is actually measured in meters

a1carlin @ian_carlin how

cdxxsj420 Follow me on mixer sjs9420 Live



2,421,172 views

OCTOBER 28

Log in to like or comment.



MVPINDEX™ © 2018 MVPindex

© 2018 MVPindex

G FUEL

RECEIVED \$8.04M
IN ATTRIBUTED
BRAND VALUE
FROM POSTS BY
ESPORTS TEAMS,
ATHLETES, AND
STREAMERS

11/1/2017 -
10/31/2018



\$8.04M
Attributed Brand Value



MVPINDEX™ © 2018 MVPindex



FAZE CLAN

POSTED ALL 10 OF THE
MOST ENGAGING
BRANDED SOCIAL
MEDIA POSTS
ACROSS ALL
ESPORTS TEAMS

11/1/2017 -
10/31/2018

10 FOR 10

TOP BRANDED POSTS



MVPINDEX™ © 2018 MVPindex

TWITCH

HAD 200M
ENGAGEMENTS ON
POSTS
MENTIONING THEM
FROM ESPORTS
TEAMS, ATHLETES,
AND STREAMERS

11/1/2017 -
10/31/2018



200M

Engagements on Posts Mentioning Twitch





SQUISHYMUFFINZ
HAS RECEIVED 989K
ENGAGEMENTS ON
POSTS MENTIONING
HYPERX AND HTC

11/1/2017 -
10/31/2018

HYPERX™

+

htc

= 989K Engagements



ENGAGEMENTS GENERATED BY BRANDED CONTENT FROM TEAMS AND ATHLETES

11/1/2017 -
10/31/2018

#1. **GFUEL** 11.4M engagements
ENERGY FORMULA

#2. **HYPER** 7.73M engagements

#3  **SCUF GAMING** 6.34M engagements

#4  4.47M engagements

#5  **steelseries** 3.27M engagements

ATTRIBUTED VALUE

GENERATED FOR
BRANDED CONTENT
ACROSS ENTIRE
ECOSYSTEM

(TEAMS, ATHLETES,
AND STREAMERS)

11/1/2017 -
10/31/2018

#1.  **\$18.6M**

#2.  **\$8.04M**
ENERGY FORMULA

#3  **\$5.33M**

#4  **\$4.73M**

#5  **\$3.62M**





NINJA'S BRANDED POST FOR NZXT WAS THE TOP TWEET BY A STREAMER

11/1/2017 -
10/31/2018



324K ENGAGEMENTS



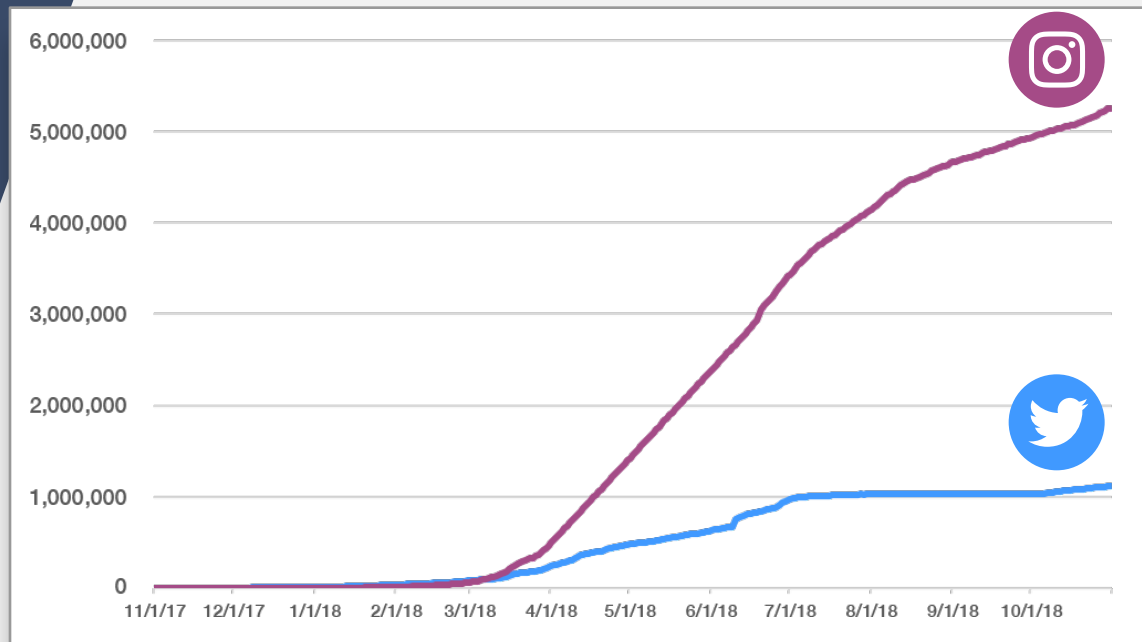


MYTH HAD EXPLOSIVE GROWTH ON INSTAGRAM AND TWITTER

11/1/2017 -
10/31/2018

466K%

Increase in followers on all
platforms over past year





DOUBLELIFT

**TOP BRANDED
POST BY AN
ESPORTS
ATHLETE**

11/1/2017 -
10/31/2018

\$19.3K

**Brand Value for
Epidemic Sound
In One YouTube Video**

***Epidemic
Sound***



MVPINDEX™ © 2018 MVPindex



FAZE CLAN TOP BRANDED POST BY AN ESPORTS TEAM

11/1/2017 -
10/31/2018

\$22.3K

Brand Value for G Fuel In One Post





TSM HAS THE TOP
3 MOST ENGAGING
YOUTUBE VIDEOS
ACROSS ALL
ESPORTS TEAMS

11/1/2017 -
10/31/2018

1st, 2nd, AND 3rd



Most Engaging on



MVPINDEX™ © 2018 MVPindex



NINJA
IS DOMINATING
YOUTUBE AMONG
STREAMERS

11/1/2017 -
10/31/2018

1.2B VIEWS
42.4M ENGAGEMENTS



Dominating



ESPORTS

TEAMS, ATHLETES,
AND STREAMERS
GENERATED MORE
THAN \$474K IN
ATTRIBUTED
BRAND VALUE
FOR CHIPOTLE

11/1/2017 -
10/31/2018

\$474k

Brand Value
for CHIPOTLE

