

OUTER RINGS

Sports betting, fantasy sports and eSports once represented the outer rings of the industry, but today they are fast becoming new centers of the expanding sports universe, ushering in new, diverse fans that ultimately elevate the game.

eSports:



86%

of eSports fans agree:
eSports isn't just about the game, but about the banter and dynamic between gamers and teams.

Sports Betting:



54%

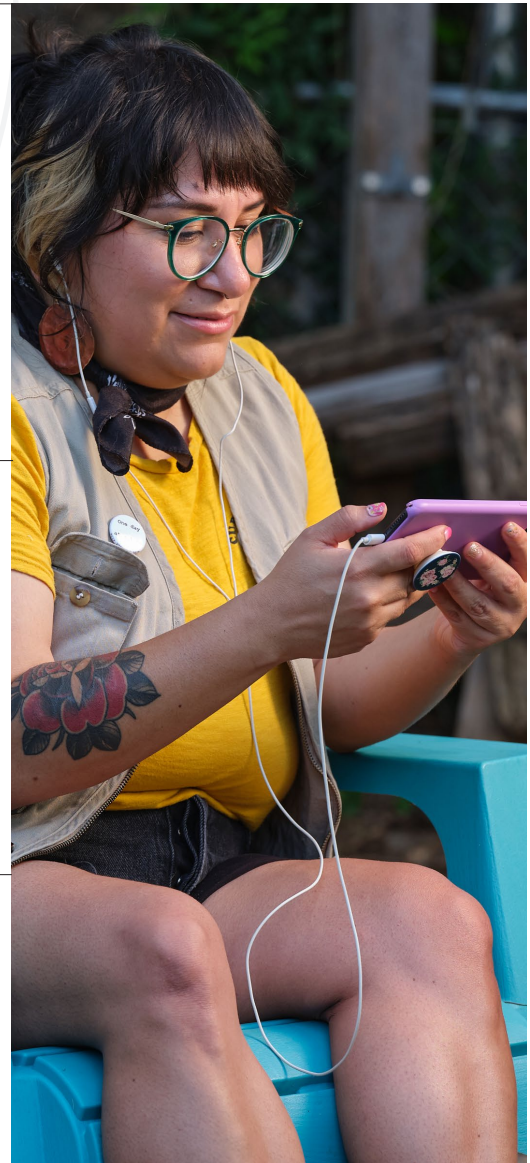
of sports fans are **interested in sports betting.**

Fantasy Sports:



21%

of sports fans have **participated in fantasy sports** in the past three months.



To access the [Full Outer Rings Report](#) and to learn more about Generation Stream: Sports Edition, visit our [Generation Stream Hub](#).