



Game On!

An Overview of Esports Global Broadcast Coverage August 2025

By eMedia Monitor, August 2025

August 6th – 17th

Top Numbers: Snapshot of Esports Broadcast News



August 6th – 17th

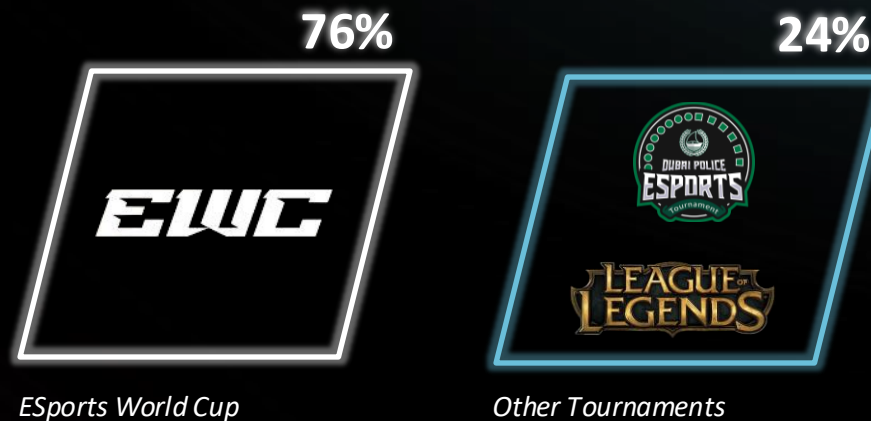
Top Mentioned Games

Of Total Tournaments & Events Clips



Top Mentioned Events

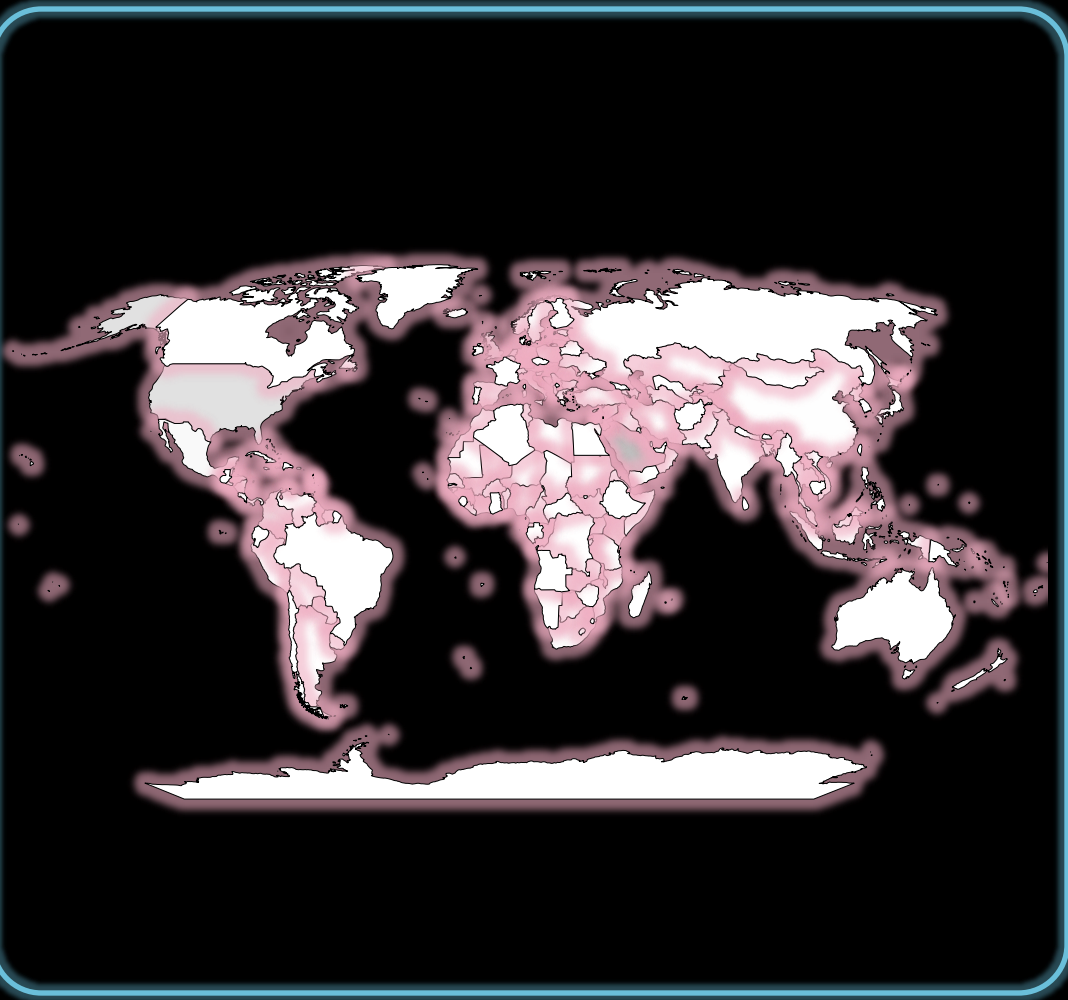
Of Total Tournaments & Events Clips



Esports' Global Interest: KSA Jumps to Top of the Broadcast Leaderboard

KSA came out above the US and UK in terms of broadcast coverage of Esports, as a result of its extensive coverage of hosting of the Esports World Cup (EWC) July/August.

Global Coverage



Country by Country Breakdown

Of Total Clips

01	37%	KSA		#4.	7%	COL	
				#5.	4%	MEX	
				#6.	3%	DEU	
02	17%	USA		#7.	2%	ESP	
				#8.	2%	ZAF	
				#9.	2%	NGA	
03	16%	UK		#10.	2%	SCO	
				#11.	1%	CHN	
				#12.	1%	CAN	

Esports' Global Interest: Leading Broadcasters Overview

With the Esports World Cup in full swing in August, KSA channels featured prominently in the top list of broadcasters, driving 37% of global broadcast coverage.

Top Broadcast Sources

Of Total Clips



UFM KSA



Jeddah Radio



Al-Ekhbaria



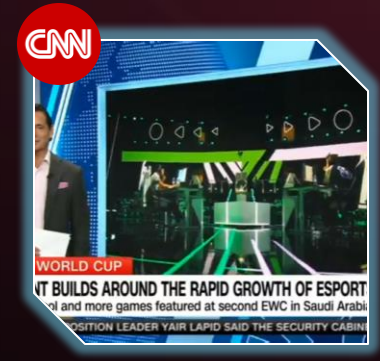
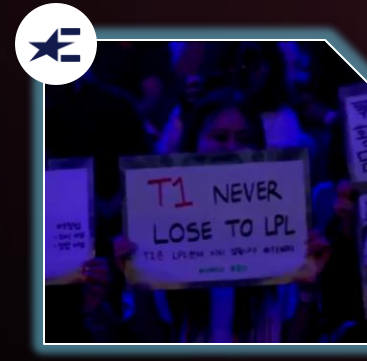
CNN



Saudia Radio



SSC News



EWC Dominates Esports News: Esports World Cup Spotlight

The first-ever Esports World Cup hosted in KSA July and August attracted significant global interest cutting across 100+ channels across 28 countries.



Total Esports World Cup TV Mentions **2,179**

01 37%

02 27%

03 17%

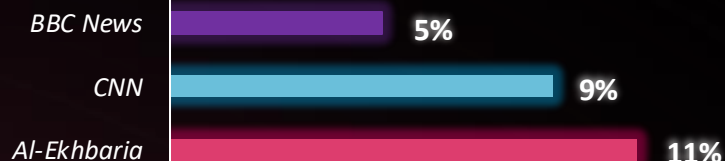
The **Esports World Cup** in KSA, brought together 2000+ players and 25 different competitions. With a prize pool of over \$70 million, the event drew high Broadcast news interest worldwide,



100+

Tracked Channels for World Cup alone

Top TV Outlets



CNN



الإخبارية



EUROSPORT



BBC



الشرق



CNN



CNN



العربية

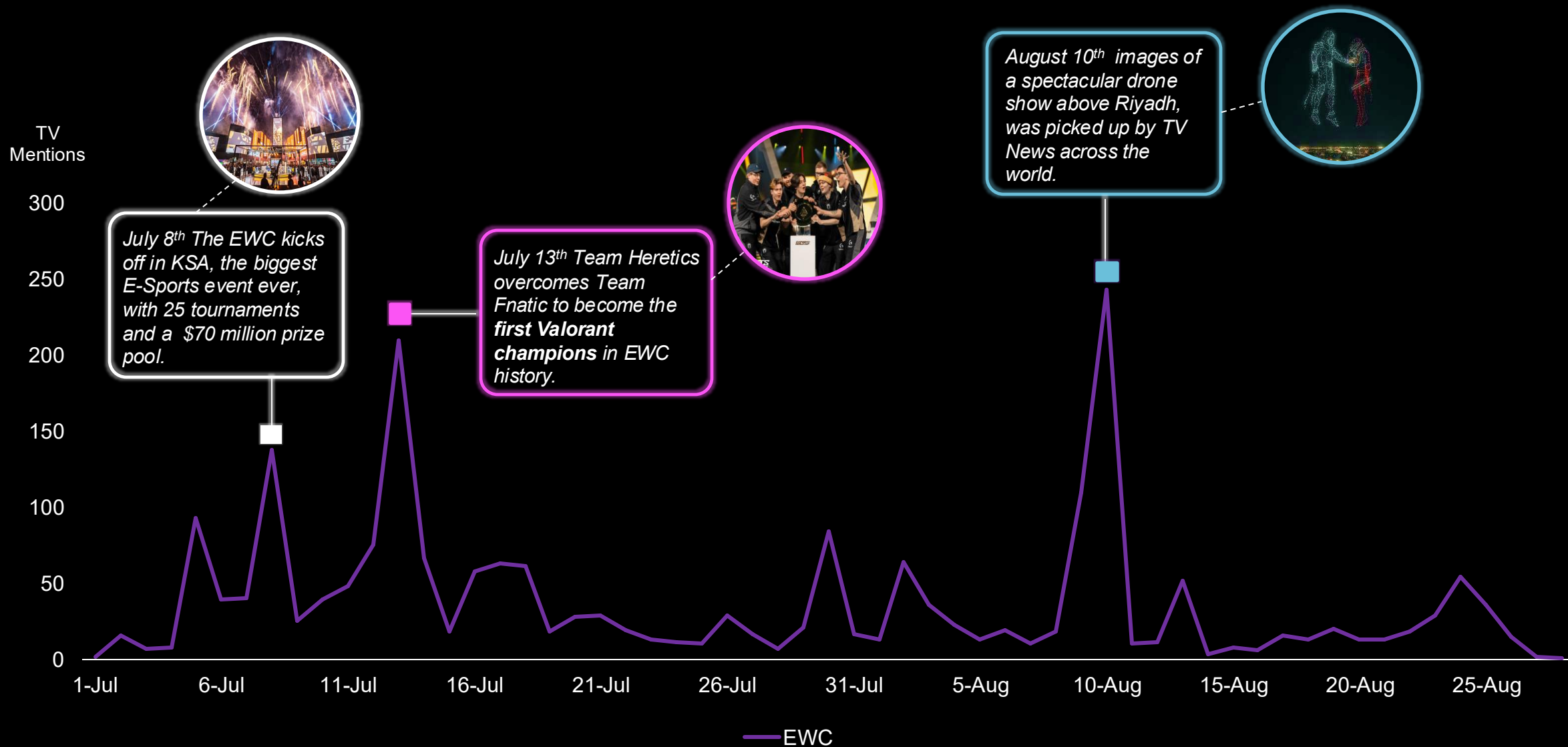


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Esports World Cup on the Rise: Timeline of Broadcast Coverage

- The EWC had many exciting and visually spectacular highlights, providing excellent material in particular for TV Broadcasters looking for “Soft News” topics to complement their content output.



Beyond the EWC Spotlight: Other Esports Coverage

Beyond the coverage around the Esports World Cup, other broadcast news topics included the significant growth in prize money; Esports' engagement with schools and universities, and governance and regulation - reflecting the broadening range of conversations shaping the growing Esports industry.

01

Prize Money



11% Of Total Clips

Significant prize pools are flowing into Esports framing it as a maturing industry with major monetary backing.

02

E-Sports in Schools



10% Of Total Clips

Esports is integrating into education by providing scholarships, labs, and tournaments, reflecting its growing relevance in youth culture and future skills.

03

Corporate & Governance

World Esports
IESF
International Esports Federation

5% Of Total Clips

Esports coverage extends into broader industry conversations, from partnerships to conferences, positioning it within the wider corporate and governance landscape.

Thank You!

To find out more about how eMM can empower your global media intelligence strategies, please reach out to **hello@emediamonitor.net**

