

ESPORTS IN SWITZERLAND - THIS IS HOW WE GAME

**1 IN 3 SWISS PEOPLE
IS A GAMER!**



33.9%

of the Swiss population
plays video games at
least once a week.

**IN GENERAL
MORE GAMES ARE
WATCHED THAN
PLAYED**



FORTNITE
Most watched



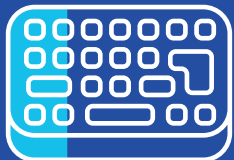
FIFA 19
Most played



The most popular devices
to play games on are
**SMARTPHONES
AND PCS/LAPTOPS**



On average Swiss men and
women spend **CHF 1'270.-**
on gaming equipment.
An eSport is played on average
11 HOURS a week.



30.6%
of Swiss people
know exactly what
eSports are.



In this country people
play video games around
11 HOURS a week. **10%**
play them over
20 HOURS a week.



1 IN 20. Swiss
people watch eSports
without playing them
themselves.



41.2%
of eSports enthusiasts
watch eSports games at
least once a week.



FC Basel is the
organisation most
associated with
esports.

Swiss people regard eSports as



EXCITING



INTERESTING



VALUABLE



ENTICING