**Rising Esports' Young Viewing Will Hurt Traditional Media**

Laura Martin, media analyst at Needham & Company, wrote that traditional media, including TV, radio and magazines, will see erosion of younger viewers 18-25 moving more to esports platforms. “One of three kids under the age of 25 is spending an hour a day playing video games. And for every hour you play, you are watching another hour,” she said.

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<https://www.mediapost.com/publications/article/340044/analyst-rising-esports-young-viewing-will-hurt-t.html?utm_source=Listrak&utm_medium=Email&utm_term=Esports%26%23039%3b+Young+Viewing+To+Hurt+Trad.+Media&utm_campaign=Summer+TV%27s+Ratings+Winners+And+Losers>

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<https://www.formula1.com/content/dam/fom-website/manual/Misc/Esports/F1%20Esports%20Pro%20Series%202018%20-%200541%20-%20Joe%20Brady%20Photography.jpg>