**Networks Look to Attract New Audiences with eSports Gaming Offerings**

TBS is making a move to appeal to millennial viewers and online gamers by streaming the 10-week eSports competition starting May 27. ESPN2 will also air its "Heroes of the Dorm" Grand Finals on April 10. Networks are looking to cash in on revenues from eSports advertising, merchandising, ticket sales and sponsorships, which are expected to surpass $1 billion by 2019.

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[***http://www.adweek.com/news/technology/esports-grows-online-tv-networks-tbs-and-espn-are-hoping-cash-169436***](http://www.adweek.com/news/technology/esports-grows-online-tv-networks-tbs-and-espn-are-hoping-cash-169436)