**Nielsen Launches Esports Division**

Nielsen is lending its data expertise to the realm of esports to offer "sponsorship valuation, fan insights, custom industry research, and consulting services," the company said. Esport24 reports that the major esports tournament playoffs so far this year have attracted sponsorship value from $75,000 to almost $17 million.

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<https://venturebeat.com/2017/08/17/nielsen-dives-into-esports-market-research/>