

ESI Digital Summer 2021

Esports media rights in 2021 - show me the money?

Virtual

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The promised land of plentiful big money media rights deals in esports continues to elude the industry at large in 2021. That said, the signs are there that change is coming, not least Huya's five-year £224 million (\$311m) package for exclusive rights to League of Legends in China.

Here we'll discuss the latest, the inherent issues and the potential solutions.

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