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Bringing Esports to the Investing Public

[Find out more > \(. /nerd-index\)](#)

Roundhill Investments is a registered investment adviser focused on developing innovative financial products designed to offer exposure to investment themes that appeal to the next generation of investors. Roundhill plans to act as the Adviser for a series of ETFs, or exchange-traded-funds. With our insights and product offerings, our goal is that retail and institutional investors will be empowered to diversify their portfolios by gaining exposure to innovative investment themes.

Our first index provides exposure to the esports and digital entertainment industry. At Roundhill, we define esports as competitive video gaming in front of a viewing audience.

ROUNDHILL BITKRAFT ESPORTS INDEX
NERD INDEX

July 9, 2019

Intraday	-
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BITKRAFT
Esports Index
(nerd-index)

<u>1 Week</u>	+
<u>1 Month</u>	+
<u>3 Month</u>	+
<u>6 Month</u>	+
<u>1 Year</u>	+
<u>5 Years</u>	+

The Roundhill BITKRAFT Esports Index is the first rules-based index designed to track the performance of the growing market of electronic sports, or “esports”. The Index consists of a modified equal-weighted portfolio of globally-listed companies who are actively involved in the competitive video gaming industry.

This classification includes, but is not limited to: video game publishers, streaming network operators, video game tournament and league operators/owners, competitive team owners, and hardware developers.

What are Esports?

Esports, short for “electronic sports”, is the growing business of playing video games competitively in front of a viewing audience.

Credit: *GeekWire. March 14, 2018.*

[\(https://www.geekwire.com/2018/drake-plays-fornite-breaks-twitch-streaming-record-600k-concurrent-viewers/\)](https://www.geekwire.com/2018/drake-plays-fornite-breaks-twitch-streaming-record-600k-concurrent-viewers/)

Twitch streaming record of 635k viewers set by
Ninja and Drake

Credit: *Epic Games.*

Popular gaming title, “Fortnite”

Credit: *Blizzard Entertainment.*

Overwatch League Finals. Barclays Center, July
2018

Credit: *Riot Games.*

Gameplay from Riot Games’ League of Legends

Why Invest in Esports?

Esports sits at the nexus of growth trends within streaming, live original content, sports, and mobile, ushering in a new age of media and entertainment. With a young and rapidly-growing global audience, the esports market is experiencing accelerating revenues and expanding monetization methods.

Roundhill acts as the Adviser to an exchange-traded fund designed to offer exposure to esports and digital entertainment. [Click here \(https://nerdetf.com/\)](https://nerdetf.com/) to learn more.

A Global Opportunity

The Roundhill BITKRAFT Esports Index offers exposure to the fastest growing segment of the \$100+ billion global video game market. The current composition consists of industry-leading companies from 11 countries and 3 continents.

5 hours and 26 minutes ago

China video game streaming platforms, monthly active users (millions): 2015: 84 2016: 169 2017: 221 2018: 255 2019E: 292 2020E: 324 2021E: 356 2022E: 381 2023E: 400 □□ population: ~330 Source: Douyu F-1

5 hours and 41 minutes ago

At the midpoint of the exchange range, \$DOYU will have a capitalization of \$4.1 billion

<https://twitter.com/roundhill>



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