

2023



Leaderboard

# Which esports titles led the way in 2023?

To provide actionable insights and statistics to the esports industry, Abios has compiled esports betting data based on total turnover from the Kambi Network from January to December 2023.

## Market Corrections.

The esports industry saw a larger market correction in 2023, with several organisations, tournament organisers and companies ceasing or downscaling their operations. This hasn't translated into the viewership or engagement among fans, as the largest titles, Counter-Strike and League of Legends, saw player base and viewership records.

## Counter-Strike 2.

Counter-Strike 2 was released in 2023. It came with many changes leading to new play styles, strategies and team compositions in professional play. This means more ambiguity and changes for underdog victories and upsets. These are all the things that make esports entertaining to watch.

As games such as Counter-Strike and Dota 2 has undergone major gameplay changes and League of Legends has revamped its tournament structures, it is important to keep up to date with the latest developments to stay on top of esports in 2024.

**Oskar Bonnevier Fröberg**  
Founder ▲

**Anton Janér**  
Founder ▲



**6.4 MILLION**

LoL Worlds 2023 peak viewership



**1.8 MILLION**

Concurrent Counter-Strike players



# What esports fans bet on 2023

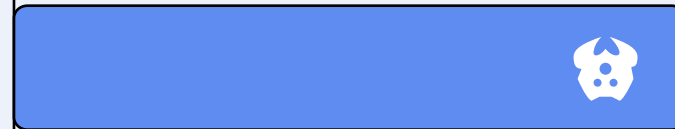


Counter-Strike



56%

League of Legends



24%

Dota 2



14%

VALORANT



3%

Call of Duty



2%

With easy-to-understand and engaging gameplay, Counter-Strike has dominated esports betting for years. The game has a packed tournament calendar with matches across all tiers of play scheduled evenly throughout a calendar year, allowing sportsbooks to provide fans with consistent content.

Stats based on betting turnover across Kambi Network Jan-Dec 2023



## Counter-Strike Breakout Stats

### Favourites to win

1. G2 Esports
2. Team Vitality
3. FaZe Clan
4. Team Liquid
5. Cloud9
6. Heroic
7. Natus Vincere
8. Ninjas in Pyjamas
9. ENCE
10. Astralis

### Popular leagues

1. Intel Extreme Masters (10%)
2. ESL Pro League (9%)
3. BLAST Premier (6%)
4. BLAST.tv Major (4%)
5. CCT Online Finals (3%)

# What was popular where? 2023



## North America

1. CS:GO
2. League of Legends
3. Dota 2
4. Call of Duty
5. Valorant
6. CS2
7. Rainbow 6
8. Overwatch 2
9. Starcraft 2
10. Rocket League

## Latin America

1. League of Legends
2. CS:GO
3. Dota 2
4. CS2
5. Valorant
6. Rainbow 6
7. Call of Duty
8. Starcraft 2
9. Overwatch 2
10. Mobile Legends

## Europe

1. CS:GO
2. League of Legends
3. Dota 2
4. CS2
5. Valorant
6. Call of Duty
7. Rainbow 6
8. Overwatch 2
9. Starcraft 2
10. Rocket League



## Breakout Region: Brazil

Brazil moved to regulate sports betting early in the year. With a vibrant esports ecosystem and Counter-Strike fandom, Brazil is one of the critical regions to watch in 2024. The nation features a strong esports fan base for both mobile and PC titles, making it a core region for any esports UA strategy.

# What is Abios?!

## Data & Predictions

### Live. Historical.



**+15**  
Games

**+60k**  
Matches covered yearly

**50Bn**  
Structured data points

**+1,100**  
Events per match on average

### 11 years in esports.

With over a decade in esports, Abios has a team of esports experts fuelled by a joint mission: to facilitate the growth of esports.

### Data for everyone.

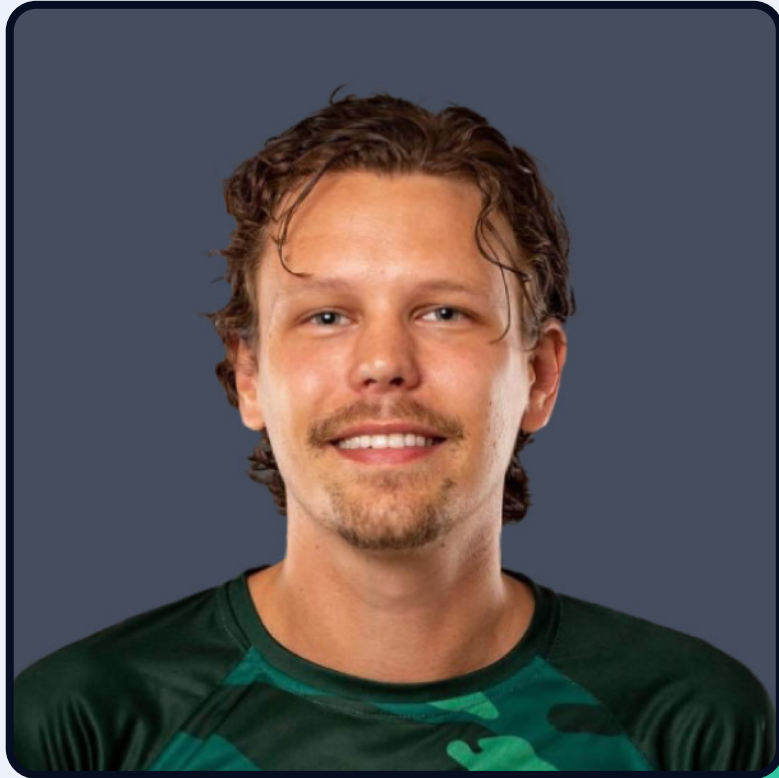
From match data to iframe widgets, Abios provides the tools to build esports products, whether you are an ambitious startup or enterprise-scale solutions provider.

### Esports odds.

As part of the Kambi Group, Abios delivers odds and betting solutions to licensed sportsbooks in regulated markets across the globe.



# What to set your sights on 2024



**Niclas Sundell**  
Head of Sales ▲

## Co-streaming

As streaming is ingrained in esports culture, it might not be surprising that many fans watch esports matches with commentary from their favourite streamers.

As such, tournament organisers increasingly utilise co-streaming to reach new and broader audiences with their broadcasts. In fact, nearly half (45%) of the media value of record-breaking LoL Worlds 2023 came from co-streaming, according to Shikenso Analytics.

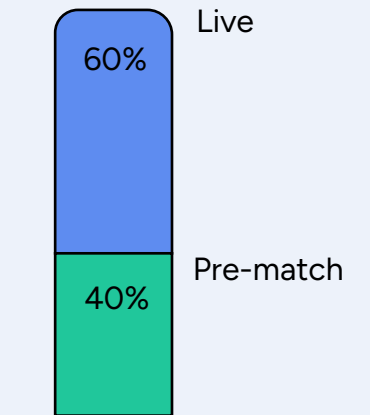
## Player propositions

In general, esports fans don't follow teams to the same extent sports fans do. This means that professional players have a larger role in esports and can provoke more fandom. As such, sportsbooks could look to offer player props, allowing fans to bet on and win with their favourite players.

## Pre-match and live

With fast-paced gameplay, many esports are well-fitted for live markets. While most of bets are placed on pre-match markets (53%), live markets win in terms of total turnover (60%).

This is not an uncommon distribution in sports, but it reiterates the importance of maintaining a combination of strong pre-match and live markets.



## Top esports markets

1. Match Odds
2. Map Handicap
3. Total Kills **PLAYER PROP**
4. Pistol Rounds (Counter-Strike)
5. Total Rounds
6. Correct Map Score



Engage your audience