Stay Ahead of the Game
JOIN THE ENTERTAINMENT SOFTWARE ASSOCIATION

Entertainment software companies operate in a complex environment of unique legal, policy, and public affairs challenges. The Entertainment Software Association (ESA) supports the video game industry by providing expert insight into that environment and ensuring it is one in which member companies are free to innovate and achieve their goals.

Our Mission

Protect and expand the frontiers of the video game industry
Convene the industry to solve problems together
Help grow your business by providing opportunities to learn, network, and showcase your work
Provide world-class guidance on policy, government relations, and industry communications that make a difference

“Be part of the conversation that influences US video game policy. Only members can influence the work of the organization and guide the entertainment software industry at large.”

Member Benefits

Becoming an ESA member adds your company’s priorities and perspective to the voice of the video game industry and comes with additional high-value benefits.

- Immediate access to all proprietary research
- E3 discounts and early access to hotels and press lists
- The chance to help shape ESA policy priorities on Capitol Hill and in state legislatures and local governments across the nation
- Immediate access to all working groups and members-only networking and policy events
- Immediate access to IP protection services
- Opportunities to collaborate with our ESA Foundation on philanthropic initiatives for young people passionate about games
ESA member companies have priority access to critical market intelligence that helps push back against third-party criticisms of their products and promotes the positive impact of video games. As an ESA member, your company can likewise take advantage of this growing body of research for everything from internal planning and analytics to public statements and press releases.

Member Benefits

- Consumer engagement with video games
- Mobile playing habits
- Esports
- Political engagement of gamers
- Virtual, mixed, and augmented reality
- Streaming and internet video engagement
- Community engagement
- Purchasing behavior
- The economic impact of video games
E3
EXCLUSIVE DISCOUNTS AND ACCESS

Make the world's premier video game show work for you. As an ESA member company, you can help shape the most influential video game event of the year.

E3™
2018 Show Results

17,775,835 UNIQUE CONVERSATIONS
3 MILLION TWEETS
775 TWITCH MESSAGES PER MINUTE
BROADCAST AND RADIO IMPRESSIONS TIED TO E3
INCREASED 675% FROM 2017

TELEVISION
188 TOTAL PLACEMENTS ON BROADCAST TV
NATIONAL 84 AIRINGS
LOCAL 6 AIRINGS
ONLINE 98 AIRINGS

YOUTUBE
1,198 STREAMS
801,000 COMMENTS
69 MILLION VIEWS OF E3’S TOP TRAILERS

TWITCH
2.9 MILLION CONCURRENT VIEWERS
A TWITCH WORLD RECORD!
97.6 MILLION VIEWS
UP 71% FROM 2017
5 TIMES AS MANY CO-STREAMS IN 2018

E3 is the absolute best place for entertainment software companies to showcase groundbreaking new technologies and never-before-seen products, reaching industry professionals, investors, media, influential insiders, and gamers.

ONLY ESA MEMBERS RECEIVE EXCLUSIVE DISCOUNTS AND ACCESS.

Member Benefits

- Discounts on booth and meeting space
- Early selection of booth and meeting space
- Early selection of hotel locations
- Access to the E3 press list before non-members