

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

Proprietary Research



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.

E3TM 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 RECIEVE 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