

Esports





The Global Esports Landscape

Esports, or electronic sports, refer to organized, competitive gaming, where professional players and teams compete in various video games for prize money and prestige. Esports have rapidly grown from niche communities to a global industry with millions of fans and billions in revenue. The global esports market is estimated to generate almost USD 5 billion in revenue by 2024 and is expected to reach USD 641.39 billion by 2033, growing at a CAGR of 22.6%.¹ This growth is fueled by advancements in live streaming technology, increased sponsorship, and the popularity of online platforms such as Twitch and YouTube Gaming. Esports viewership is over half a billion in 2024, with major events like.

The International League of Legends World Championship, and the Fortnite World Cup drawing audiences comparable to traditional sports events.²



Esports Ecosystem

The esports ecosystem includes players, teams, event organizers, sponsors, and streaming platforms. Professional players often start in amateur leagues, progressing to join professional teams that participate in regional and international tournaments. Top male esports players N0tail, JerAx, and Ana have collectively earned over USD 19.69 million, with N0tail leading at USD 7.18 million. Among top female players, Scarlett, Liooon, and Mystik have earned a combined total of USD 807,870, with Scarlett holding the highest earnings at USD 443,810.³

TSM is the most valuable esports organization, valued at USD 410 million, followed by Cloud9 at USD 350 million and Team Liquid at USD 310 million. The total value of the top ten esports organizations is USD 2.41 billion. Major esports organizations, such as Team Liquid have extensive rosters competing in various games. Team Liquid (Europe) is the highest-earning esports team, with USD 44.08 million in prize money. OG (Europe) follows with USD 37.7 million, and Evil Geniuses (United States) ranks third with USD 26.74 million.⁴



That's what a championship takes — never losing focus, commit to the goal, continue to improve mistake by mistake you make along the way
- Steve Arhancet, CEO Team Liquid



Event organizers like ESL, DreamHack, and Riot Games host some of the biggest esports tournaments, attracting millions of viewers both online and offline. Over the year 2023, Fortnite was streamed by 4.5 million users, more than double the next most-streamed game, "Just Chatting." The League of Legends 2023 World Championship had the highest peak viewership at 6.4 million, followed by the Free Fire World Series 2021 with 5.41 million viewers and Free Fire World Series 2021 with 5.41 million viewers.⁵

Sponsorships and advertising play a significant role in esports revenue, with brands like Intel, Coca-Cola, and Red Bull investing heavily in the industry. Streaming platforms such as Twitch, YouTube Gaming, and Facebook Gaming provide a primary source of revenue through ad revenue, subscriptions, and donations. In 2022 esports sponsorship generated USD 837.3

million, while media rights brought in USD 207.8 million.

Additionally, revenue from publisher fees, merchandise, and tickets contributed USD 237 million collectively, with merchandise and tickets accounting for USD 107.9 million, digital revenue for USD 53.9 million, and streaming for USD 46.3 million.⁶

The Esports World Cup 2024 boasted a record-breaking prize pool of over USD 60 million, making it the largest event in esports history. The event, held in Riyadh, Saudi Arabia, featured 21 games with individual tournaments accounting for over USD 33 million prize money. An additional USD 20 million was allocated for a unique Club Championship, where the top 16 organizations were rewarded based on cumulative performance.⁷

¹ <https://www.precedenceresearch.com/esports-market>

² Ibid.

³ Ibid.

⁴ Ibid.

⁵ Ibid.

⁶ Ibid.

⁷ <https://esportsworldcup.com/en/competition/prize-pool?mibextid=hdhkh>

Evolution of Esports

While esports as we know it today is relatively new, competitive gaming has been around since the days of Pong. Esports traces its origins back to 1972, when home consoles first became common. In 1980, the first nationwide Space Invaders competition was held with 10,000 participants. A year later, gamers competed in the surprisingly cutthroat, inaugural Donkey Kong tournament. In the early 1990's, Street Fighter and Mortal Kombat competitions and tournaments grew in popularity followed by GoldenEye and other first-person shooters later that decade, which paved the way for the Starcraft, Warcraft, Overwatch, Call of Duty and Halo series. Fast forward to 1998, the legendary Starcraft 2 tournament on PC boasted more than 50 million online viewers, 17 million of those participating via Twitch.⁸



As the 2000's rolled around, Esports gained serious momentum. Tournament hosts such as the World Cyber Games and the Electronic Sports World Cup debuted, followed



by the launch of Major League Gaming (MLG) in 2002. Today, MLG is considered one of the world's most prominent hosts in esports.⁹

The first televised esports event, Halo 2, happened in 2006 and was broadcasted on the USA Network. Broadcasting esports did not prove fruitful until the inception of Twitch in 2011, when players could actively engage with their audiences. In 2014, Amazon bought Twitch and League of Legends became one of the most popular esports games ever which remains even today. In 2011, League of Legends had its first World Championship and in 2013, the event sold out the Staples Center in Los Angeles within minutes of tickets going on sale!¹⁰



There are varying types of esports tournaments today, which include: first-person shooter (FPS) events like Call of Duty, Apex Legends and Halo; multiplayer online battle arena (MOBA) events like League of Legends, Dota 2, Fortnite and PUBG; fighter game events like Mortal Kombat and Super Smash Bros; sports game events like Madden and NBA2K; and other events like card games and real-time strategies. In 2023, Dota 2 had the largest prize pool at USD 29.56 million, followed by Fortnite with USD 19.11 million and PUBG Mobile with USD 15.94 million.¹¹



Future Trends in Esports

Esports are poised to continue their upward trajectory, with several key trends shaping the industry's future. Mobile esports are gaining popularity, particularly in regions like Southeast Asia, Pakistan and India, driven by the widespread accessibility of smartphones and mobile internet. Games like PUBG Mobile, Free Fire, and Mobile Legends have established themselves as major titles in the mobile esports scene.

Traditional team esports or 5v5 games are also gaining popularity and are now drawing both good prize money and also getting massive eyeballs.

The integration of virtual reality (VR) and augmented reality (AR) is expected to offer more immersive esports experiences. VR esports arenas and AR overlays during live broadcasts could revolutionize how audiences engage with esports.

Additionally, the concept of the metaverse, a virtual world where users can interact and compete, is likely to impact the esports landscape, offering new opportunities for gameplay and audience interaction.



⁸ <https://www.siue.edu/esports/about/history.shtml>

⁹ *ibid.*

¹⁰ *ibid.*

¹¹ <https://whatsthebigdata.com/esports-stats>



The Promise of Esports in Pakistan

Pakistan is emerging as a significant player in the global esports scene, with a rapidly growing community of gamers and professional teams. With a youthful population, growing internet penetration, and a vibrant gaming community, Pakistan's gaming industry is at the cusp of significant expansion. With 64% of the population under 30, at the cusp country had 36 million gamers in 2022, accounting for 16% of the population. This number is expected to rise to 50.9 million by 2026.¹²

The esports industry in Pakistan has gained significant attention with the Federal Government officially recognizing esports as an industry through the E-Pak initiative in July 2021. This initiative aims at supporting game developers and players, and organizing gaming events.¹³ The government's recognition of esports as a legitimate industry has further propelled its growth. Initiatives such as the establishment of the Pakistan Esports Federation and support for local tournaments have created a

supportive environment for the industry. In 2022, the Ministry of IT and Telecommunication announced plans to develop esports infrastructure and training programs to nurture local talent.

Around the world, approximately 30 to 40 countries officially recognize esports as an industry or world sport. These countries have established governing bodies, regulations, and sometimes even funding to support the growth of esports. This recognition often includes granting esports athletes the same status as traditional sports athletes, which can include visa privileges, legal protections, and eligibility for government-sponsored programs.



In Pakistan, several companies are actively supporting the growth of the gamer economy through various initiatives. Raptr Games, a dedicated esports and game monetisation platform, is driving the development of the local gaming ecosystem by creating games, offering monetization opportunities, and partnering with global brands like IGN to connect with the gaming community. Their recent partnerships with the likes of HBL have given countless opportunities to new gamers from across Pakistan, especially female gamers for which they initiate dedicated campaigns.

Agon Esports has played a significant role in competitive gaming by organizing major tournaments like the PUBG Mobile Pakistan Challenge and fostering local talent through workshops and community events. GG DEN has empowered streamers with monetization tools like superchats and sponsorships, enabling them to turn their passion into sustainable careers. Gamer Pakistan has focused on the esports scene by hosting national tournaments and offering development contracts to top teams, aiming to nurture future esports professionals. In 2023, Gamer Pakistan became the first esports entity to be listed on the US stock exchange.¹⁴ Next Generation Esports (NGES) specializes in broadcasting and organizing esports leagues, further enhancing the gaming landscape in Pakistan and the MENA region. These companies are collectively contributing to the vibrant and growing gamer economy in Pakistan.

Prominent Pakistani Gamers and Streamers

Pakistan's esports scene has produced several top-tier gamers who have achieved significant success on the international stage. Arslan Ash Siddique, a Tekken prodigy from Lahore, is a five-time EVO champion and the first Triple Crown winner in Tekken history, earning over USD 500,000. In 2019, Arslan Ash was named ESPN esports Player of the Year after winning EVO USA and Japan.¹⁵

In the Tekken World Tour (TWT) Global Rankings, Pakistani esports players have achieved notable success. In 2023, two Pakistanis were ranked in the Top 10, with Arslan Ash leading at No. 1 and Atif Butt securing the No. 6 position. Additionally, seven Pakistani players were featured in the Global Top 50 Rankings. In 2024, the representation of Pakistani players remained strong, with six individuals in



¹² Intenta Digital, "Video Games Industry: Statistics, Demographics, and Trends in Pakistan."

¹³ https://www.sports.gov.pk/SiteImage/Misc/files/E_sports.pdf

¹⁴ <https://www.nasdaq.com/market-activity/stocks/gpak>

¹⁵ <https://www.geo.tv/latest/386299-gamers-of-the-future-does-esports-have-a-future-in-pakistan>



the Top 50, including Arslan Ash at number 2 and Atif Butt at number 3 globally. As CRMZ, Atif also made history as the first Pakistani invited to the World Series of Warzone 2024 and achieved a runners-up position at the E-Sports World Cup Tournament. His total earnings from competitive play are approximately USD 401,133.

Sumail Hassan, gained fame as a Dota 2 player, becoming the youngest to surpass USD 1 million in earnings after winning The International 2015. Over the years, Sumail has accumulated over USD 4.8 million in prize money. Yawar Hassan, Sumail's brother, is also a notable Dota 2 player with over USD 630,000 in earnings, ranking him among the top Pakistani esports athletes. Inspired by them, many Pakistani players have excelled in games like Tekken, Call of Duty, PUBG, CSGO, Free Fire, Valorant, Counter-Strike, and Need for Speed. In 2021, Pakistan ranked 29th globally in esports earnings.¹⁶

Pakistani YouTubers and game streamers have increasingly joined the

esports community, sharing gaming live streams and content. Notable figures include Saad Ur Rehman (Ducky Bhai), who streams PUBG on his channel Ducky Bhai Extra, with over two million subscribers.¹⁷ Other prominent streamers include Shahmeer Abbas, who runs Shahmeer Ultra, Qaiser Khan, known for streaming Grand Theft Auto V, and Amber Iqbal, a leading female streamer of PUBG.¹⁸

Ducky Bhai, with his YouTube gaming channel, has garnered over 2 million subscribers, focusing on games like PUBG Mobile and Call of Duty Mobile. Qaiser Khan, as Tillu Baloch, has captured audiences with his GTA V roleplay content, attracting a cross-border fanbase and over 100,000 subscribers on YouTube. Amber Iqbal, or Merciless Medic, has established herself as a leading female streamer in the PUBG community, with over 125,000 subscribers and a strong presence in esports tournaments, breaking barriers and inspiring other women in the gaming world.

Major Tournaments and Events

Pakistan has hosted several major esports tournaments, attracting both local and international participants. The Pak-China Esports Friendship Cup, organized in collaboration with Chinese esports organizations, has become a prominent event, fostering international cooperation and competition.¹⁹ The Dew Gamers Arena, sponsored by Mountain Dew, is another significant tournament, offering substantial prize pools and attracting top-tier talent.²⁰

In 2023, the Lahore Esports Festival showcased the country's growing esports community, featuring tournaments in popular titles like Valorant, CS:GO, and FIFA.²¹ These events have not only provided a platform for local players to showcase their skills but have also helped to raise the profile of esports in Pakistan.

In 2024, Raptr Games and IGN in partnership with HBL carried out 3 large scale tournaments across FIFA 24, Valorant and Tekken 8 to find new talent and give them opportunities to showcase their skill leading to participation from hundreds of players. In 2023, The Beaconhouse School system took the initiative to bring esports into the education mainstream by partnering with Raptr and IGN to give more than 1,000 students across 4 cities the opportunity to professionally engage in a national EA FC 24 tournament to kick off their new school year.



Future Prospects

The future of esports in Pakistan looks promising, with several factors contributing to its growth. The increasing popularity of mobile gaming, driven by affordable smartphones and data plans, is expected to expand the player base and audience for esports. In 2024, the projected revenue in the Esports market is estimated to reach USD 5.2 million. It is expected to display a CAGR of 10.71%, resulting in a projected market volume of USD 8.7 million by 2029.²²

The integration of blockchain technology and NFTs (non-fungible tokens) in esports offers new revenue streams and opportunities for innovation. Pakistani developers are exploring the potential of Play2Earn (P2E) models, where players can earn rewards and trade virtual assets through blockchain-based games. As the industry continues to evolve, esports are set to become an integral part of Pakistan's digital economy and cultural landscape.

¹⁶ <https://propakistani.pk/2021/12/06/pakistan-ranked-among-top-30-countries-for-esports-earnings/>

¹⁷ <https://www.youtube.com/@DuckyExtra>

¹⁸ <https://www.paradigmshift.com.pk/esports-industry-pakistan/>

¹⁹ <http://dga.gamenow.com.pk/#>

²⁰ <http://dga.gamenow.com.pk/#>

²¹ <https://arynews.tv/esports-pakistan-gamers-galaxy-festival-kicks-off-in-lahore>

²² <https://www.statista.com/outlook/amo/esports/pakistan>

Notable Entities in the Esports Industry in Pakistan



Raptr Games

Raptr Games was Pakistan's first hyperlocal game publisher and grew into the largest local esports organizer, dedicated to creating innovative games, engaging content, and robust platforms to foster and expand the Pakistani gaming ecosystem. Their primary services are large-scale esports games, media, publishing, streaming and monetization, and other aspects of the gamer economy. They are also developing and supporting online gaming platforms that cater to the needs of the Pakistani gaming community.

Raptr Games is committed to nurturing the local gaming community and driving the growth of the Pakistani gaming ecosystem through innovative products and strategic partnerships. In esports representation, Raptr Games represents Abdullah Devilster in the rapidly growing Pakistani esports scene. They are also the country representatives of FATE Esports out of Jordan. Raptr Games also serves as the Pakistan Chapter of IGN, the world's largest games and pop culture platform, boasting over 465 million monthly visitors. Through IGN Pakistan, they connect with local gamers and communities, offering visibility and engagement opportunities for brands and

organizations targeting this dynamic demographic. Raptr Games is leading the charge in bringing world-class game streaming services to Pakistan, providing local gamers with a platform to participate in the global gaming economy.

Raptr Games also runs a dedicated esports platform called Raptr.gg which is currently the nation's largest digital ID for gamers with complete gamer KYC and embedded finance for disbursement of prize money.

IGN, in partnership with Raptr, is also launching a dedicated financial platform, called the Raptr Wallet, for gamers so that they can digitally participate in the gaming economy and have access to global gaming commodities and services.



Agon Esports



Agon Esports is a prominent esports organization based in Pakistan, recognized for its significant contributions to the gaming ecosystem, particularly in South Asia and the MENA regions. The organization is dedicated to competitive gaming, talent development, and creating opportunities for local players to compete on international stages.

For instance, Agon Esports partnered with Tencent to host the PUBG Mobile Pakistan Challenge, which attracted thousands of participants and millions of viewers, showcasing the potential of Pakistani gamers on a global platform. This event played a crucial role in putting Pakistan on the map within the global esports community.²⁴

Additionally, Agon Esports is committed to community building by regularly organizing local tournaments, such as the Agon League, providing a competitive environment for amateur gamers. These events have fostered a sense of community among gamers and helped identify and nurture local talent. The organization's Valorant team also achieved success by advancing to the finals of the Valorant Conquerors Championship, earning recognition for their strategic

gameplay and inspiring many young gamers in Pakistan to pursue professional gaming careers.²⁵

Moreover, Agon Esports collaborates with local universities to offer workshops and seminars on esports management, broadcasting, and game development. These educational initiatives aim to equip young people with the necessary skills to enter the esports industry, thus expanding career opportunities within the field.²⁶



²³ IGN Pakistan. (2024, August 12). Retrieved from <https://pk.ign.com>

²⁴ Agon Esports — Esports Business | TEN.gg. (2024, August 12). Retrieved from <https://ten.gg/b/agon-esports>

²⁵ Ibid.

²⁶ Ibid.



GGDEN

GGDEN empowers live streamers to monetize their content through innovative channels like superchats, advertising, and sponsorships. The platform is designed to facilitate seamless audience engagement, enabling streamers to turn their passion into sustainable income. With a strong focus on scalability and integration with local payment gateways, GGDEN helps streamers maximize their revenue potential while offering a customizable and supportive community.

GGDEN has earned recognition for its commitment to empowering content creators. The platform is celebrated for its low fees and quick withdrawal processes, ensuring that streamers can access their earnings efficiently. GGDEN's supportive community and innovative features have been widely praised, positioning the company as a leader in the live streaming industry.

What sets GGDEN apart is its comprehensive suite of monetization tools tailored specifically for live streamers. The platform enhances viewer engagement through features like superchats, targeted advertising, and sponsorship opportunities. By focusing on emerging markets and integrating with local payment gateways, GGDEN provides streamers with unique opportunities to maximize their earnings and grow their audience.²⁷



Since joining GGDEN, my streaming journey has been nothing short of amazing! Not only do I have access to diverse monetization options, but the supportive community has been invaluable in helping me grow as a streamer."

-Ali (Gamer + Streamer)²⁸

²⁷ Ggden, Ggden. g. P. B. (2024, August 09). GGDEN - Elevating your streaming experience. Retrieved from <https://www.ggden.com>

²⁸ Ibid.



Gamer Pakistan

Gamer Pakistan, founded in November 2021, is an esports event development company dedicated to organizing college, inter-university, and professional esports tournaments throughout Pakistan. Operating through its wholly-owned subsidiary, K2 Gamer PVT Ltd., the company aims to cultivate and promote esports talent across the nation, providing platforms for aspiring gamers to showcase their skills in competitive settings. Gamer Pakistan is at the forefront of the rapidly growing esports industry, with a special emphasis on Pakistan and South Asian markets.



In 2022, Gamer Pakistan made history by successfully hosting the first-ever All Pakistan Intersarsity Esports National Tournament, a landmark event that has since become an annual tradition. This achievement marks the company's dedication to fostering a competitive esports environment at the collegiate level, setting the stage for future esports stars to emerge from Pakistan.

²⁹ GPAK (2024, July 24). Retrieved from <https://www.nasdaq.com/market-activity/stocks/gpak>



Since its inception, Gamer Pakistan has achieved significant milestones, with over 800 teams registered for various competitions. Among these, more than 400 teams have competed in popular esports titles such as PUBG, Call of Duty, DOTA2, Free Fire, Tekken, FIFA, Valorant, and CSGO.

To further support the growth of local talent, Gamer Pakistan plans to offer development contracts to the top-winning teams in Valorant and Call of Duty, contributing to the professional development of these esports athletes. These initiatives underscore Gamer Pakistan's commitment to nurturing the next generation of esports professionals and expanding the esports industry within the region.

The company also became listed on the US stock exchange in October 2023.²⁹



Next Generation Esports

NGES (National Gaming and Esports) is a premier company specializing in broadcasting, esports leagues, gaming tournaments, media production, and gaming activations across South Asia and the MENA region.

The company excels in organizing high-quality gaming events for popular titles such as PUBG, Free Fire, CS:GO, Dota 2, Tekken, FIFA, and Rocket League. NGES also supports gaming streamers, influencers, and creatives by providing comprehensive media production and brand activation services, significantly contributing to the growth and enhancement of the esports ecosystem.

NGES has established itself as a leader in the esports industry, recognized for its innovative approach and excellence in event production. NGES has a robust track record, having hosted over 250 online events and more than 25 offline events, engaging over 50,000 gamers. The company has awarded a prize pool exceeding PKR 40 million, highlighting its significant impact on the esports landscape.

Notable Projects:

- ▶ FF Campus Challenge
- ▶ TSL KICKOFF
- ▶ RedBull Campus Clutch
- ▶ Tekken Showdown 23'
- ▶ PMJS



Salt Esports

Salt Esports is an international competitive gaming brand based in Lahore, Pakistan. Established in 2017, the organization is dedicated to advancing the esports landscape through its focus on gaming, tournaments, content creation, and apparel.

The organization has garnered notable achievements across various competitive games. In Valorant, Salt Esports has secured 2 Gold and 3 Silver ranks, showcasing their excellence in this popular tactical shooter. In PUBG Mobile, the team has earned 4 Gold, 2 Silver, and 1 Bronze rank, underlining their skill and strategic prowess in the battle royale genre. Their success extends to Free Fire, where they have achieved 1 Gold and 3 Silver ranks, reflecting their versatility and competitive spirit.



IGN Pakistan

IGN Pakistan, an extension of the globally recognized IGN (Imagine Games Network) brand, is a prominent player in the digital media landscape within Pakistan. Leveraging IGN's global reach, which attracts over 311 million monthly visitors, the platform focuses on delivering high-quality content across gaming, technology, and entertainment sectors. IGN Pakistan aims to cater to the local audience by providing comprehensive coverage of gaming news, detailed reviews, and insights into industry trends, all while utilizing the global expertise of its parent brand.

The platform's key initiatives include delivering up-to-date news and in-depth reviews on the latest games, gaming hardware, and industry developments. IGN Pakistan also produces a range of video content, such as gameplay videos, trailers, and live streams, addressing the growing



demand for interactive and visual content among gamers. Their coverage extends to local and international esports events, offering live updates and analyses that support and promote the esports scene in Pakistan.

IGN Pakistan engages actively with its audience through social media platforms and community events, fostering discussions and feedback from gamers and tech enthusiasts. The platform also provides valuable industry insights through interviews with key figures and features on emerging trends and technologies in the gaming and tech sectors.

In addition to its core activities, IGN Pakistan has introduced Play2earn initiatives in collaboration with JazzCash and Goama, creating opportunities for gamers to earn through play.



Arslan Ash

Arslan Ash Siddique is a 30-year-old esports player from Lahore, Pakistan. He has ascended from local arcade games to international prominence as a professional Tekken player. Originally aspiring to be a doctor, Arslan's path took a dramatic turn after his victory at the Pakistan Tekken 6 Grand Masters Championship in 2010, establishing him as a local gaming icon. His international breakthrough came in 2018 with notable wins at the KOF GCC in Oman for both King of Fighters XIV and Tekken 7.

Arslan's achievements in esports are unparalleled. He is a five-time EVO champion, having clinched titles at EVO US in 2019, 2023, and 2024, and EVO Japan in 2019 and 2023. His accomplishments include winning the Tekken World Tour Finals 2023 and the WePlay Ultimate Fighting League title for Tekken 7. He made history by becoming the first-ever Triple Crown champion, securing both EVO titles and the Tekken World Tour Finals in the same season. In 2023, Arslan led Pakistan to victory in the Tekken 7 Nations Cup, earning USD 500,000 in prize money. His dedication,

demonstrated through his eight-hour daily practice regime, and his victories, including the Tekken 7 competition at EVO Japan 2023, have cemented his status as a global esports icon.

Beyond his tournament success, Arslan was named Best E-Player of 2019 by ESPN, underlining his influence in the esports community. He also won the CEO 2021 championship and the Combo Breaker 2022 Tekken 7 tournament by defeating all ten of his opponents. Despite a third-place finish at the Evolution Championship Series 2022, he continued his dominance, culminating in his fifth EVO title in Tekken 8 on July 21, 2024. As the first Red Bull athlete from Pakistan, Arslan Ash remains a significant figure in esports, inspiring and elevating the profile of competitive gaming both in his home country and globally.³⁰



Sumail Hassan

Sumail Hassan is a Pakistani professional Dota 2 player renowned for his extraordinary talent and achievements. Bursting onto the scene as a teenager, Sumail quickly made a name for himself with exceptional skills and strategic gameplay.

He became the youngest player to surpass USD 1 million in esports earnings after winning The International 2015 with Evil Geniuses, where the team secured a grand prize of USD 6.6 million.³¹

Sumail has since played for several top-tier teams, including OG, Team Secret, and Team Liquid, showcasing his versatility and enduring prowess in the competitive arena. Throughout his illustrious career, he has amassed over USD 4.8 million in prize money, making him one of the highest-earning esports athletes globally.³² Sumail's strategic insights and in-game leadership have significantly contributed to his teams' successes, cementing his status among the esports elite.



Uzair Ahmed

Uzair Ahmed, known by his in-game alias UZM is a prominent Pakistani professional player currently representing AS i8 Esports. Renowned for his exceptional skills in PUBG Mobile, Uzair has built a solid reputation through consistent performances in various tournaments. As of 2024, he has earned over USD 41,000 in prize money from PUBG Mobile events alone. Uzair has competed with several teams, most notably Stalwart Esports and independently. Among his top performances are a 24th place finish at the PUBG Mobile Global Championship 2022, where he earned USD 11,800, and an 8th place finish at the PUBG Mobile World Invitational 2023: Allstars Stage, which awarded him USD 9,800.

Despite being relatively early in his career, Uzair has already established himself as a key figure in the PUBG mobile competitive scene. His continued participation in global events highlights his potential for further success in the esports industry.³³

³⁰ <https://www.redbull.com/pk-en/athlete/arslan-ash>

³¹ <https://ensigame.com/players/dota-2/sumail-sumail-hassan>

³² <https://escorenews.com/en/dota-2/player/sumail>

³³ UZM. (2024, August 08). Retrieved from <https://liquipedia.net/pubgmobile/UZM>



Atif Butt

Atif Butt, aka CRZM, is a 22-year-old Pakistani from Sialkot. He has made significant strides in the competitive gaming scene. Atif gained recognition for his exceptional Akuma play in Tekken 7, winning the Tokyo Tekken Masters 2019 and later becoming a Tekken World Champion at the Tekken World Tour Finals 2022. In 2023, Atif continued his success with a victory at the IESF World Esports Championships and a first-place finish at Thaiger Uppercut 2023.

His achievements in 2024 include winning CEO 2024 and placing second at EVO 2024. At 22 years old, Atif, known by his alias CRMZ, has garnered attention for his achievements in Call of Duty: Warzone. He became the first Pakistani to be invited to the World Series of Warzone (WSOW) 2024, a major event featuring a USD 1 million prize pool.

Atif's standout performance came in the E-Sports World Cup Tournament, where he achieved the runner-up position, showcasing his exceptional skills against top global competitors. Atif's total earnings from competitive play amount to approximately



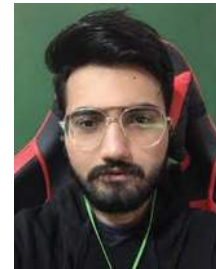
Saad Ur Rehman

Saad Ur Rehman, popularly known as Ducky Bhai, is a 30-year-old gamer and content creator from Lahore, Pakistan. He began his journey as a content creator on YouTube, where he initially gained attention with his humorous and satirical commentary. Growing up with a passion for gaming and technology, Ducky Bhai started uploading videos in 2017, using his sharp wit to roast other content creators. This engaging style quickly garnered him a substantial following, helping him establish a strong presence in the Pakistani YouTube community.

Beyond YouTube, Ducky Bhai has ventured into gaming, with a notable focus on popular titles like PUBG Mobile and Call of Duty Mobile. His second channel, Ducky Extra, showcases his gaming and roast videos, as well as live streams, and has amassed over 2 million subscribers. Games such as Horror Hospital 2, Pacify, and Evil Nun feature prominently in his content, with his entertaining gameplay and commentary resonating with fans.

Ducky Bhai's influence is reflected in his major achievements, including winning the PISA Award in 2020 and earning YouTube's Silver and Gold Play Buttons for surpassing significant subscriber milestones. Since launching his channel in 2017, he has grown his subscriber base to over 7 million with a mix of vlogs, roasting content, and gaming streams.

His humor, engaging content, and dynamic personality have captivated millions, establishing him as a dominant figure in the digital world. Ducky Bhai's influence is recognized both nationally and internationally, beyond his content creation, he is also a travel enthusiast, beatboxer, and avid cricket fan, adding to his multifaceted appeal and continued success.



Qaiser Khan

Qaiser Khan, with his streaming persona, "Tillu Baloch," is a popular Pakistani streamer renowned for his captivating content in "Grand Theft Auto V" roleplay. Based in Karachi, Khan has managed to build a substantial fan base not just in Pakistan but also in India, showcasing how gaming can transcend cultural and national boundaries. His YouTube channel, Qayzer Gaming, has attracted over 100,000

subscribers and amassed more than 8 million views, thanks to his unique and relatable character, Tillu Baloch, which resonates deeply with his audience.³⁵

Khan's journey into streaming began with the simple goal of earning quick money, but he soon realized the value of building a dedicated fan base and crafting a personal identity. His role-play as Tillu Baloch, a character inspired by the Baloch community from Balochistan, highlights his creativity and deep understanding of cultural nuances. The character's distinct accent and engaging personality have made him a favorite among Indian viewers, who appreciate the authenticity and entertainment he brings.

Despite the political tensions between Pakistan and India, Khan has received overwhelming support from his Indian fans, who often rally behind him against trolls and negative comments. This cross-border fanbase underscores the unifying power of gaming and the strong connection Khan has forged with his audience.³⁶



³⁵ <https://propakistani.pk/2022/01/05/these-are-pakistanis-most-popular-esports-streamers>

³⁶ <https://gurugamer.com/pc-console/pakistani-streamer-qaiser-khan-wins-thousands-of-indian-hearts-9019>



Amber Iqbal

Amber Iqbal, Merciless Medic, is a prominent figure in the PUBG community, recognized for her engaging content and growing influence as a female streamer. With over 1,200 hours of streaming in the past year, she has established herself as a dedicated and skilled gamer, consistently ranking among the top 10 PUBG streamers globally. Her YouTube channel, where she shares highlights and gameplay videos, has attracted over 125,000 subscribers and more than 7 million views, showcasing her popularity and the strong connection she has with her audience.

Amber's talent extends beyond streaming, as she has actively participated in various esports tournaments and events, where her exceptional gaming skills have been on full display. Her achievements include winning multiple accolades

and contributing to the success of numerous teams in PUBG competitions. Amber Iqbal continues to break barriers and inspire others in the gaming community, solidifying her place as one of the leading female gamers in the esports world.



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About this Industry Roundup

Pakistan Software Export Board developed this paper by hiring services of independent consulting firms to prepare this roundup on Pakistan's esports sector. The paper focuses on Pakistan-based companies in this vertical and appraises the reader of the expertise available in Pakistan in this domain.

Disclaimer

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