



eSport
LiveScore

eSportLiveScore

全球第一的实时电竞比分平台

关于我们

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The screenshot displays the eSport LiveScore website interface. At the top, there is a search bar with the text "Search: Cloud9, Virtus.PRO" and navigation links for "LOG IN" and "REGISTER". The main header features the eSport LiveScore logo and a list of supported games: CS GO, League of Legends, Starcraft, DOTA 2, Hearthstone, and Heroes of The Storm. Below the header, there is a banner for "玩电竞比分网 | ESL中国 · 正式上线" with a "立即前往" button. The main content area is divided into sections for "UPCOMING MATCHES" and "FINISHED" matches. The "UPCOMING MATCHES" section shows a list of matches with columns for time, game type, status, teams, and scores. The "FINISHED" section shows a list of completed matches with columns for time, game type, status, teams, and scores. On the right side, there are five vertical panels labeled "1. 玩电竞比分网" through "5. 玩电竞比分网", each containing a small image and the text "玩电竞比分网 eSport LiveScore".

eSportLiveScore是一家专业提供电子竞技赛事比分直播、

赛事分析、数据资料的综合型电子竞技数据平台。

为用户提供快速、准确的反攻精英:全球攻势、刀塔2、英雄联盟、炉石传说、星际争霸II、守望先锋等主流电子竞技项目赛事的即时比分直播服务，详细、全面的电竞赛事赛程赛果及战队数据统计资料，以及专业的电竞赛事数据分析及推荐等。

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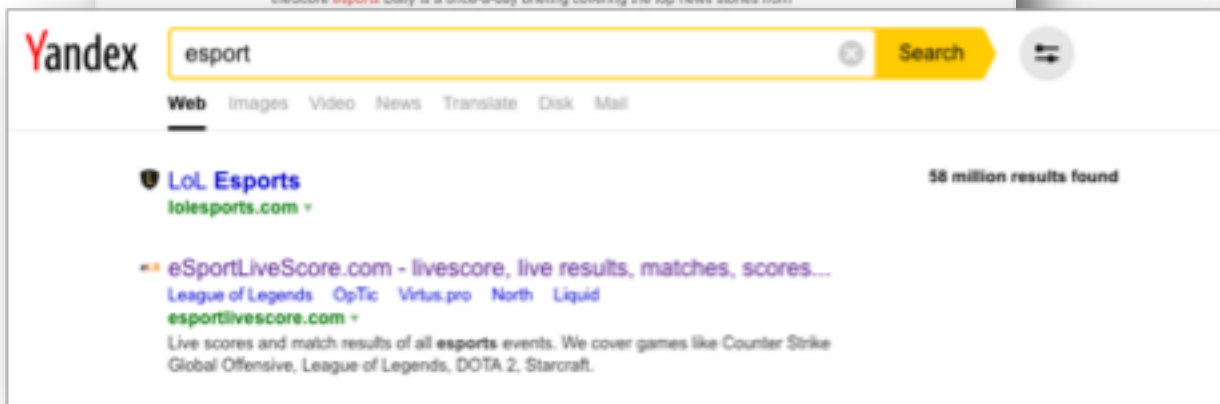
eSportLiveScore作为全球知名的电竞实时数据网站品牌，用户囊括了俄罗斯、菲律宾、越南、中国、印度尼西亚、波兰、美国、泰国、马来西亚、英国等，覆盖超过全球80%的国家。

截至目前，平台累积用户近千万，已为用户提供了超过3,000个大型赛事，100,000场以上比赛的数据直播服务，深受电竞爱好者以及竞猜爱好者认可。

搜索引擎积累

SEARCH ENGINE PERFORMANCE

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eSportLiveScore在众多搜索引擎中占领
esport、csao、dota、esport score等常用关键词搜索结果前三位置，每日新增的搜索引流用户稳定在5,000+。
几年的运营积累让eSportLiveScore在电子竞技实时比分领域稳居第一位置。
英语市场、中文市场、俄文市场领先地位不可撼动。

中文细分市场

Esportlivescore.cn

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The screenshot displays the eSport LiveScore website interface in Chinese. At the top, there is a search bar and navigation links. Below the search bar, there are icons for various esports games: 反恐精英: 全球攻势 (Counter-Strike: Global Offensive), 英雄联盟 (League of Legends), 星际争霸II (StarCraft II), 刀塔2 (Dota 2), 炉石传说 (Hearthstone), 风暴英雄 (Overwatch), and 守望先锋 (Overwatch). The main content area shows a live match between CyberZen and Sparta. The score is 1:1. The match is scheduled for 11:25 on 2018年11月15日 (November 15, 2018). The interface also includes a sidebar with game categories and a bottom section with team information and player statistics.

eSportLiveScore 于 2018针对全球第一大电子竞技区域-中国推出了精细化运营的.cn服务。

一经推出后增速迅猛，目前.cn子站已达到日均访问超过10,000独立用户，亚运会期间在线访问峰值突破60,000同时在线。并加入了中国市场特有的拥有数以亿计的移动电竞“王者荣耀”的比分数据服务。

以此奠定精细化运营区域市场的基石后，目前俄语市场已经在调研阶段，相信在2019年

esportlivescore.ru也能取得更好的成绩。同时会针对俄语增加 Word of Tank等区域火爆的电竞产品数据服务。

Top 10访问页面

TOP 10 PAGES



Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	8,727,759 % of Total: 100.00% (8,727,759)	4,473,931 % of Total: 100.00% (4,473,931)	00:03:51 Avg for View: 00:03:51 (0.00%)
1. /	2,331,554 (26.71%)	1,111,490 (24.84%)	00:05:04
2. /g_csgo.html	704,730 (8.07%)	337,055 (7.53%)	00:04:24
3. /g_dota.html	494,989 (5.67%)	240,966 (5.39%)	00:03:55
4. /l_ru.html	294,030 (3.37%)	144,787 (3.24%)	00:04:45
5. /g_leagueoflegends.html	264,599 (3.03%)	131,797 (2.95%)	00:04:16
6. /l_vi.html	185,369 (2.12%)	91,511 (2.05%)	00:05:26
7. /l_ru_g_csgo.html	173,914 (1.99%)	85,808 (1.92%)	00:04:13
8. /l_pl.html	129,248 (1.48%)	77,049 (1.72%)	00:05:03
9. /l_pl_g_csgo.html	117,333 (1.34%)	75,931 (1.70%)	00:04:00
10. /l_zh.html	104,878 (1.20%)	55,754 (1.25%)	00:04:34

eSportLiveScore 首页访问占比达30% , 其余分布在电竞产品页与区域语言页面。

当有重大比赛进行时, 全站访问量会激增数倍, 其中重点访问页面包含:

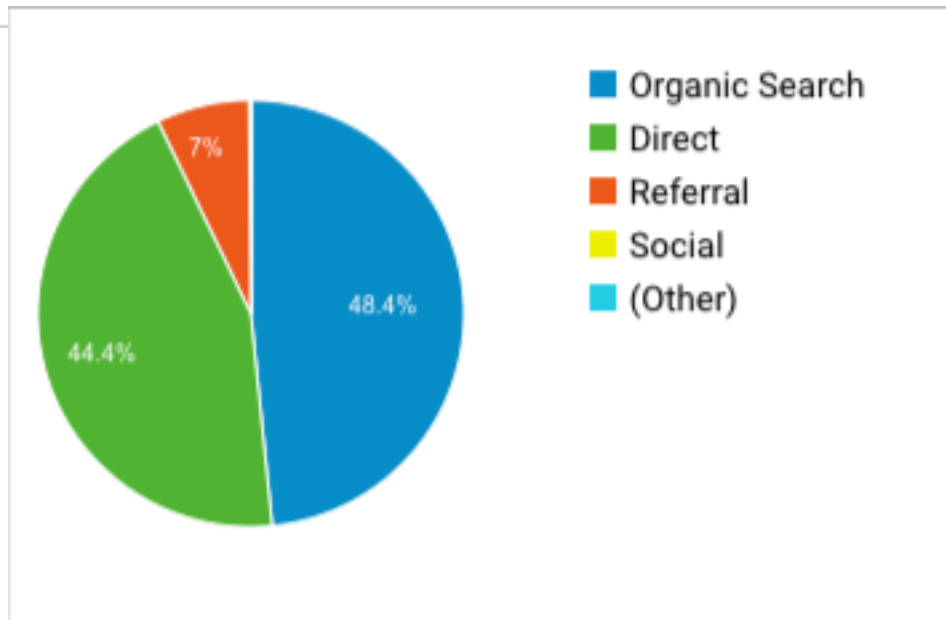
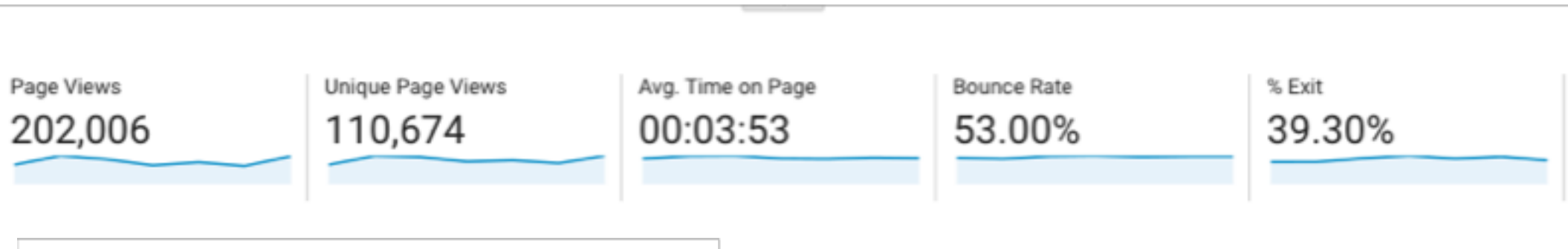
- CSGO、DOTA、LOL产品页
- 美国、俄罗斯、越南、波兰、德国等地区

11月份月数据

每日网站行为

DAILY PERFORMANCE

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1	Organic Search	52,384	
2	Direct	48,084	
3	Referral	7,611	
4	Social	152	
5	(Other)	2	

十大语言

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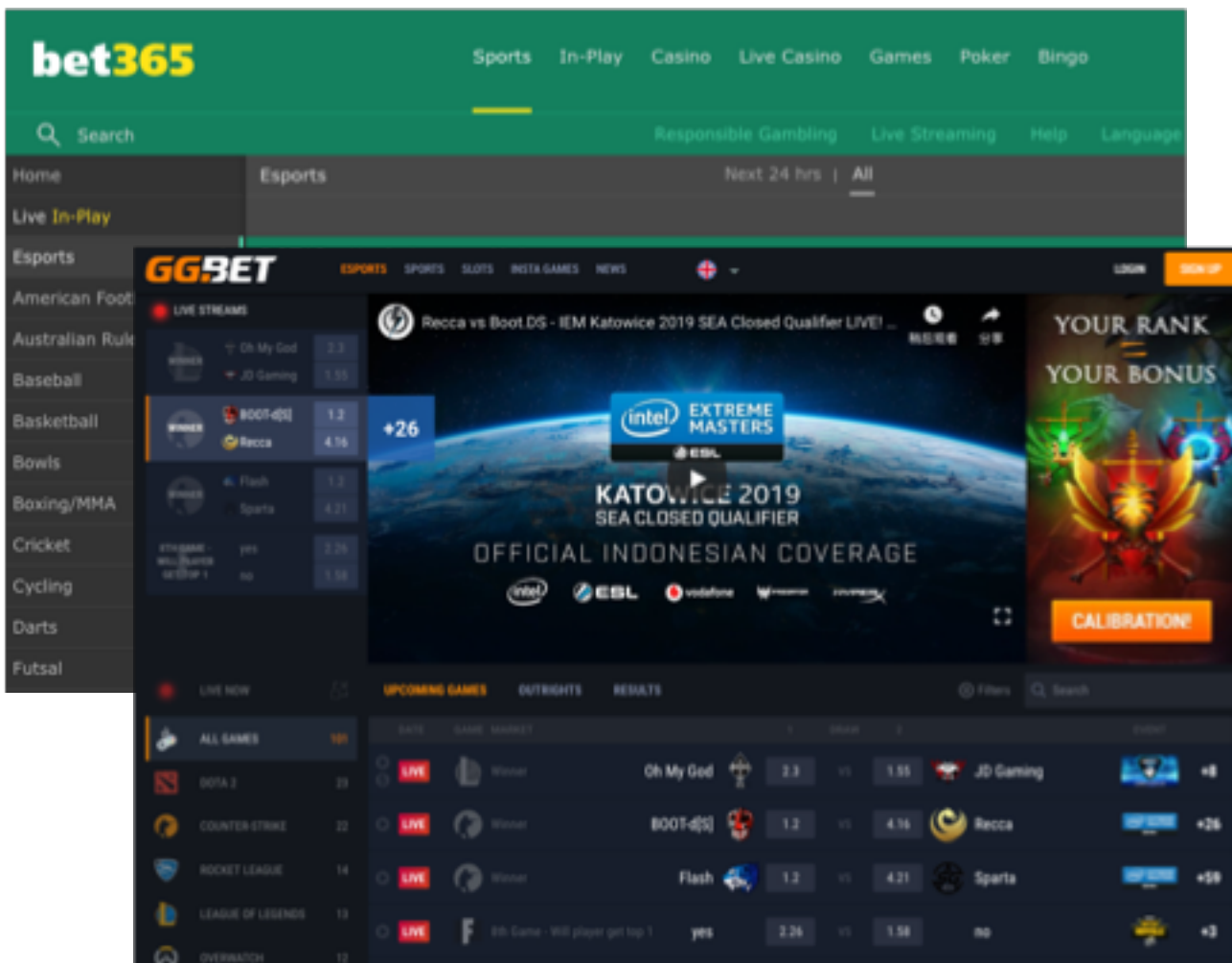
1.	en-us	231,761 (32.75%)
2.	zh-cn	75,408 (10.66%)
3.	ru-ru	70,550 (9.97%)
4.	en-gb	35,066 (4.96%)
5.	ru	34,512 (4.88%)
6.	vi-vn	28,268 (4.00%)
7.	pl-pl	27,623 (3.90%)
8.	da-dk	14,339 (2.03%)
9.	de-de	13,198 (1.87%)
10.	vi	12,699 (1.79%)

数据为11月份周页面访问数量

战略合作

STRATEGY PARTNERSHIPS

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eSportLiveScore现已与全球顶级的BET品牌都已建立了战略合作伙伴关系（包含 bet365， GG.BET等）。

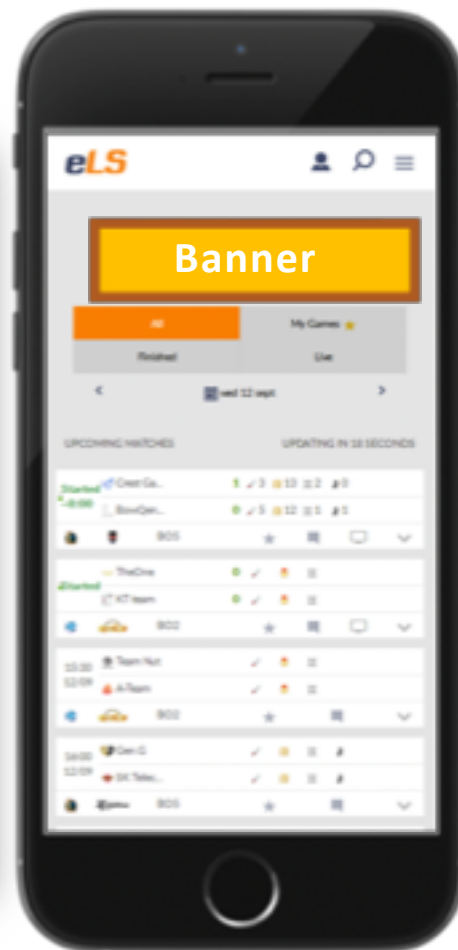
在未来，将锁定顶级具有竞争力的品牌达成深度合作，包含广告位曝光，数据对接，竞猜引流，品牌露出等形式，为用户提供集电竞资讯，赛事播出，比分，及竞猜网站推荐等一体的电竞体验。

商业化合作

MONETIZATION

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The screenshot shows the desktop version of the eSport LiveScore website. At the top, there is a search bar and navigation links for 'LOG IN' and 'REGISTER'. Below the navigation, there are logos for various games: CS GO, League of Legends, Starcraft, DOTA 2, Hearthstone, and Heroes of The Storm. A large yellow banner with the text '玩电竞比分网 正式上线' (eSport LiveScore Officially Online) is prominently displayed. Below the banner, there is a table of 'UPCOMING MATCHES' with columns for time, game type, teams, and scores. The table lists several matches, including one between TyLoo and Kinguin, and another between Winners and BattleComics. On the right side of the page, there are five vertical banners for '玩电竞比分网'.

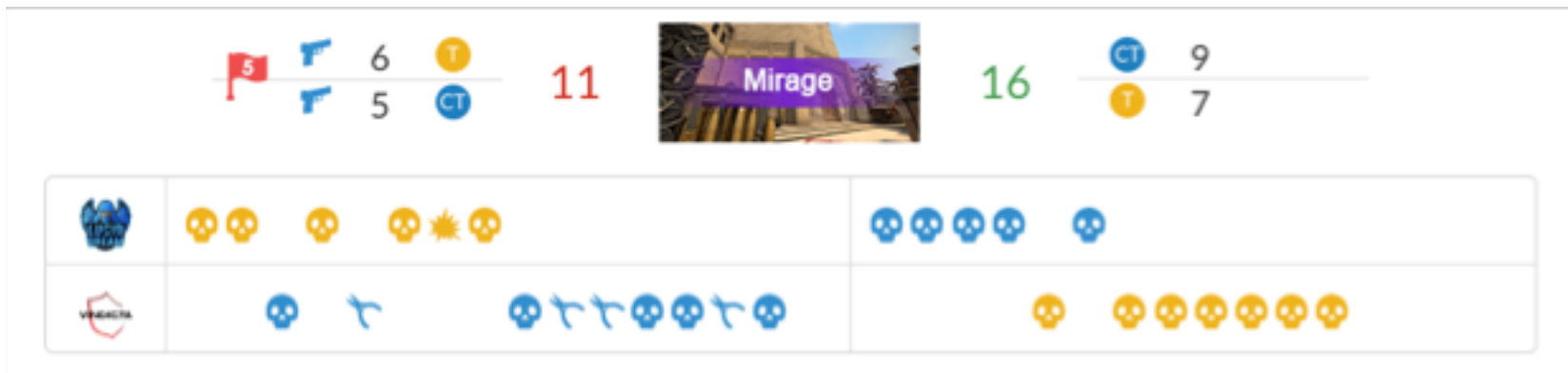


eSportLiveScore 访现已开通手机端及桌面端，跨语言的全站广告位置售卖，突出品牌形象，动静结合，使用户一键点击即可直达广告主的定向流量位置。

数据合作

DATA MINING AND SHARING

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eSportLiveScore 积累历史数据，实时比分数据，图形化的直播数据，并集中进行API定制化输出，支持赛事现场及其他电竞衍生产业使用。

Round - 16 nuke 13 : 2 1:39

Team	W	D	S	K	A	D	ADR
VIC	W			19	2	7	105.4
Freeman				19	2	7	105.4
shockg				17	2	8	113.7
advent				13	4	8	107.1
sumait				12	1	7	76.1
kane				9	1	8	51.4
STRONG	W			10	2	13	82.2
Danking				10	2	13	82.2
AE				5	3	16	51.1
gan				5	0	13	32.1
XyG				4	1	14	47.9

NASR	breAker	k1tkat	Nami	havoK	GreeNz
NOM	kenzo	BluePho3nix	asYLum	ponkt	LASTONE

谢谢观赏！