



2025 Las Vegas Finals, by the numbers

HyperX Arena, Las Vegas · December 1-3, 2025 · Live on YouTube with ~4-hour daily broadcasts · \$61,500 prize pool

60M+

social views during
Finals week on our own
channels

20+

news outlets covered
the Finals, incl. BBC,
NYT and Bloomberg

70K+

new followers gained in
one week

~900

in-person attendees
across the 3-day event

FINALS WEEK ON SOCIAL MEDIA

INSTAGRAM

35M+ views

450K+ likes · +57K followers
Top reel: 21.8M views

TIKTOK

20M+ views

400K+ likes · +15K followers
Top video: 9.2M views

X

8M+ views

Dexerto posts 1M+ and 1.7M
Satya Nadella took the challenge

WHO FOLLOWS US

546K cross-platform followers · 22K+ newsletter subscribers

LINKEDIN · 173K

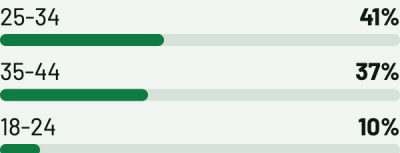
Top job functions



Senior level 35% · Director+ 16%
18% at companies of 10,000+

INSTAGRAM · 162K

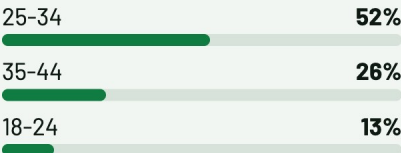
Age



68% men · 32% women
US 26% · UK 9% · Germany 5%

TIKTOK · 125K

Age



55% men · 45% women
US 26% · Canada 6% · UK 5%

FEATURED IN

BBC · The New York Times · The Wall Street Journal · Bloomberg · The Economist · People · Business Insider · PC Gamer · TechRadar · Tom's Hardware

Top outlets alone reach 900M+ monthly visitors