

A NEWBORN BUSINESS ESPORTS

ANSWERING 56 REAL-LIFE QUESTIONS IN ESPORTS

DISCOVERING THE ESPORTS BUSINESS

ZOLTAN ANDREJKOVICS

#ESPORTS #PROFESSIONALGAMING

#ESPORTSECOYSTEM

#BUSINESS #ESPORTSGAMES

#FUTUREOFGAMING

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The Invisible Game: Mindset of a Winning Team

I believe that gaming is not about defeating our
opponents;
rather, it's about discovering the depth of
our internal greatness.

Dedicated to Gamers.

OUR PARTNERS



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FOREWORD

I first met with games in 1994. I was always a real gamer, and I took part in local LAN tournaments and played a lot for fun. Twenty years later, in 2014, I became the CEO of a professional esports organization. In the last four years, I've learned a lot from pro-gamers. I now understand the esports ecosystem and how tournaments work, and met with all major esports game titles.

During my daily work, I receive a lot of questions. Most of them were practical, but several were theoretical. In this book, I've compiled the most interesting ones to share with you. If you are into esports, this book will give you valuable information to understand this emerging phenomena in detail.

The opinions expressed in this book are the author's own and it do not necessary reflect the opinions of the majority.

1. ESPORTS ECONOMY

WOULD YOU CLASSIFY ESPORTS AS AN ACTUAL SPORT?

It is only a matter of time before esports are considered “real” sports across the globe.

Let me give you an example:

Do you know the game **darts**? In a sense professional darts is very similar to esports.

1. There is limited physical movement during a game.
2. It is more about fine motor skills and eye-hand coordination than anything else.
3. Concentration and the right mindset are the keys to success.

Doesn't this setup remind you of esports? Anyways, **darts has been officially recognized as a sport** all over the world.

The game itself gained popularity in the early 70's but needed up to **20 years** to be discovered as a real sport.

Regardless of the decision makers, the shift has already started. In PyeongChang at the XXIII Olympic Winter Games, the International Olympic Committee welcomed a Starcraft II competition as a warmup for the Games. This shows that the IOC has intentions to step further in terms of technology and new competitions with esports.

Back to recognition. There are several countries where it has already happened, or where they are in the middle of recognizing esports as sports:

- **Asia** - China, Taiwan, India, Indonesia, Iran, Kazakhstan, South Korea, Malaysia, Maldives, Mongolia, Nepal, Tajikistan, United Arab Emirates, Vietnam, Macau, Philippines, Singapore, Sri-Lanka, Thailand
- **Europe** - Azerbaijan, Finland, Georgia, Italy, Russia, Austria, Belgium, Denmark, Hungary, Ireland, Israel, Macedonia, Netherlands, Norway, Romania, Serbia, Sweden, Switzerland, Ukraine
- **Africa** - Egypt, Namibia, South Africa, Tunisia
- **America** - Argentina, Brazil, Canada, Costa Rica, USA
- **Oceania** - Australia, New Zealand

HOW POPULAR ARE ESPORTS?

Esports are still a very young division of modern sports. In the first years of Starcraft II, it received significant attention from people in the media, but there was no money in it as a business. Today, esports still need approximately 5-10 years to become a mainstream, skill-based sport. The slow development is mostly because older generations know less about esports and online gaming. This generation gap is clearly visible when marketing leaders underestimate young influencers' marketing value.

The viewership numbers in esports keep growing at around 10-15% per year. In 2018, viewership will reach 380 million

people, 215 million of which are occasional viewers and nearly 165 million enthusiasts (Newzoo 2018).

Here is what these numbers mean if we take the biggest esports events as an example:

- Worlds 2017 (**League of Legends**) - 2017 - Average concurrent viewers 33,050,499 (519,144 non-Chinese viewers) - 73,552,808 total views on all channels (Twitch only) - 136 hours air time broadcast
- The International 8 (**Dota 2**) - 2018 - Average concurrent viewers 4,026,506 (523,562 non-Chinese viewers) - 66,793,964 total views on all channels (Twitch only) - 122 hours air time broadcast
- ELEAGUE Boston Major (**CS:GO**) - 2018 - Average concurrent viewers 897,476 (412,987 non-Chinese viewers) - 64,891,532 total views on all channels - 120 hours air time broadcast
- World Championship (**Hearthstone**) - 2017 - Average concurrent viewers 592,201 (117,277 non-Chinese viewers) - 8,262,018 total views on all channels - 36 hours air time broadcast
- Overwatch League - Inaugural Season: Playoffs (**Overwatch**) - 2018 - Average concurrent viewers 254,935 (128,672 non-Chinese viewers) - 11,858,914 total views on all channels - 29 hours air time broadcast
- Fortnite Celebrity Pro-Am (**Fortnite**) - 2018 - Average concurrent viewers 1,346,457 (1,179,021 non-Chinese viewers) - 5,301,306 total views on all channels - 5 hours air time broadcast

(Esports Charts 2018)

**IS THE RISE OF ESPORTS JUST A FAD OR WILL
ESPORTS BE A SUSTAINING SPORT OR ACTIVITY?**

A local football match with almost empty stands (2016)



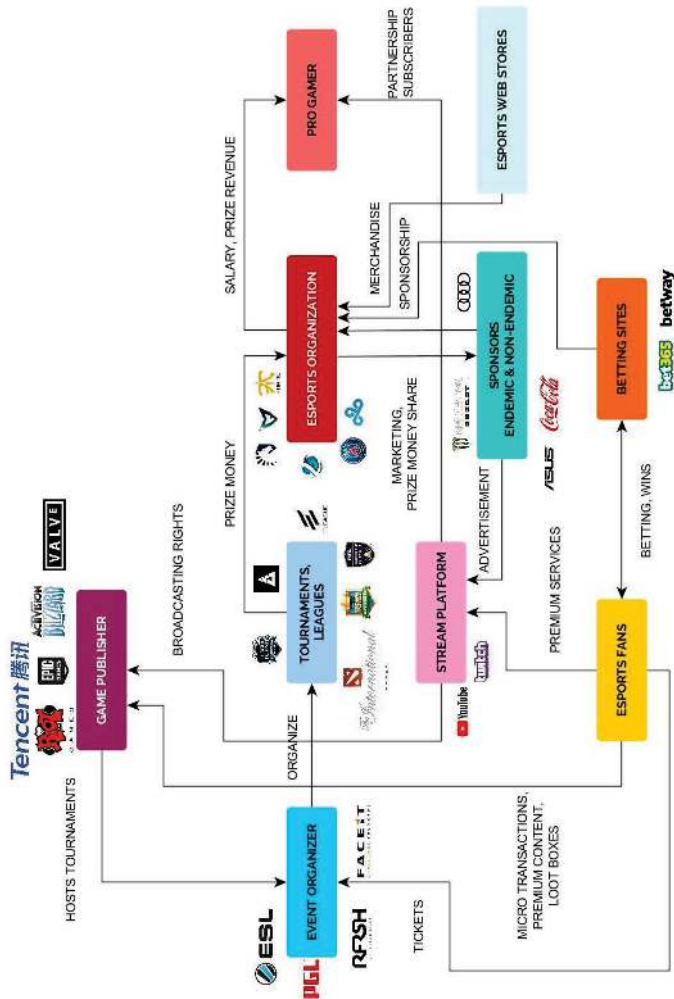
A local League of Legends **esports** competition (2017)



If someone asks me *“Where are all the younger generations?”*
I have an answer: *“**Here**, watching LoL / Dota2 / CS:GO / FIFA
/ FORTNITE / HS / PUBG / Overwatch”*

Esports is definitely **the future of skill sports**. Today's generations (Y, Z and Alpha Generation) are just starting this new phenomena. We can't say it is only a hype. Slowly **new job opportunities** are opening for those who are interested in an esports career. The number of professional teams and organizations are constantly growing, and the fan base (future consumers) for certain games is skyrocketing. Furthermore, non-endemic sponsors (like Ford or Visa) are stepping into the world of esports for the first time. These are all trends that will produce a healthy ecosystem of professional gaming.

WHO ARE THE PARTICIPANTS OF THE ESPORTS ECOSYSTEM?



To follow the money, check the above illustration.

The most important players in the esports business:

1. **Professional gamers** (Faker, Kuroky, pashaBiceps etc.)
- These are the individuals who are playing games for their team, and for perfection.
2. **Esports organizations** (Fnatic, Secret, TSM, ViciGaming etc.) - Companies or associations who are creating a professional environment for players.
3. **Game publishers** (Tencent, PUBG Corp., Activision etc.) - Companies who are developing the games and hosting professional tournaments.
4. **Event organizers** (PGL, ESL, RFSH etc.) - Companies who host and sponsor the main (LAN) event and qualifiers.
5. **Stream platforms** (Twitch, Facebook, Youtube etc.) - Esports enthusiasts can follow tournament streams on these platforms. They often purchase exclusive broadcasting rights from game publishers.
6. **Sponsors endemic** (ASUS, Intel, HyperX etc.) or non-endemic (Audi, Coca-cola, Monster, Adidas etc.) - Companies who are negotiating sponsorship agreements with teams and receive marketing value from them to sell their products (endemic) or make their products trendy and attractive (non-endemic).
7. **Betting sites** (Bet365, Betway, Unibet etc.) - Gambling sites that are organizing gambling opportunities for tournaments and receive, and pay, direct sums to esports fans.
8. **Esports fans and enthusiasts** - People who are following and watching tournaments and are willing to

buy esports ingame content, equipment, or merchandised products.

HOW DO I GET INTO ESPORTS?

There are many ways to get into esports as an individual:

- (A) Content creation (Writing articles, creating)
- (B) Casting, Streaming and creating videos (Twitch, Youtube, Facebook or traditional television)
- (C) Professional Player (Being member of a professional team)
- (D) Professional Coach or Manager (Having a paid position in a professional team)

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