E-Sports or Professional Gaming

STRUCTURE, HISTORY, AND FUTURE PROSPECTS
Agenda

- Structure and Shape of Teams/Players
- Brief History
- Looking forward
What is E-sports?

- $194 million revenue industry
- Fueled by game publisher investment, sponsorships, online advertising, licensing and tickets
- Increasingly lucrative market for aspiring professional gamers
  - Over $35 million rewarded in prize money to players in 2014
- Huge growth potential
  - Low revenue per esports fan as compared to traditional sports
E-Sports Teams
E-sports Players
Competitions
History
First scholarship offered for gamers

U.S. recognizes League of Legends as professional sport
Questions?
Structure of professional gamer

- Gamers vs professional sports
  - No injuries in gamers so same roster each time
  - Asian gamers are accepted much better than in the west
- Role of coaches in gaming
- Whole expanse of what professional gaming has become
- Role of twitch in introducing new blood into the scene
- Lifestyle of professional gamer
- Statistics on gamers