

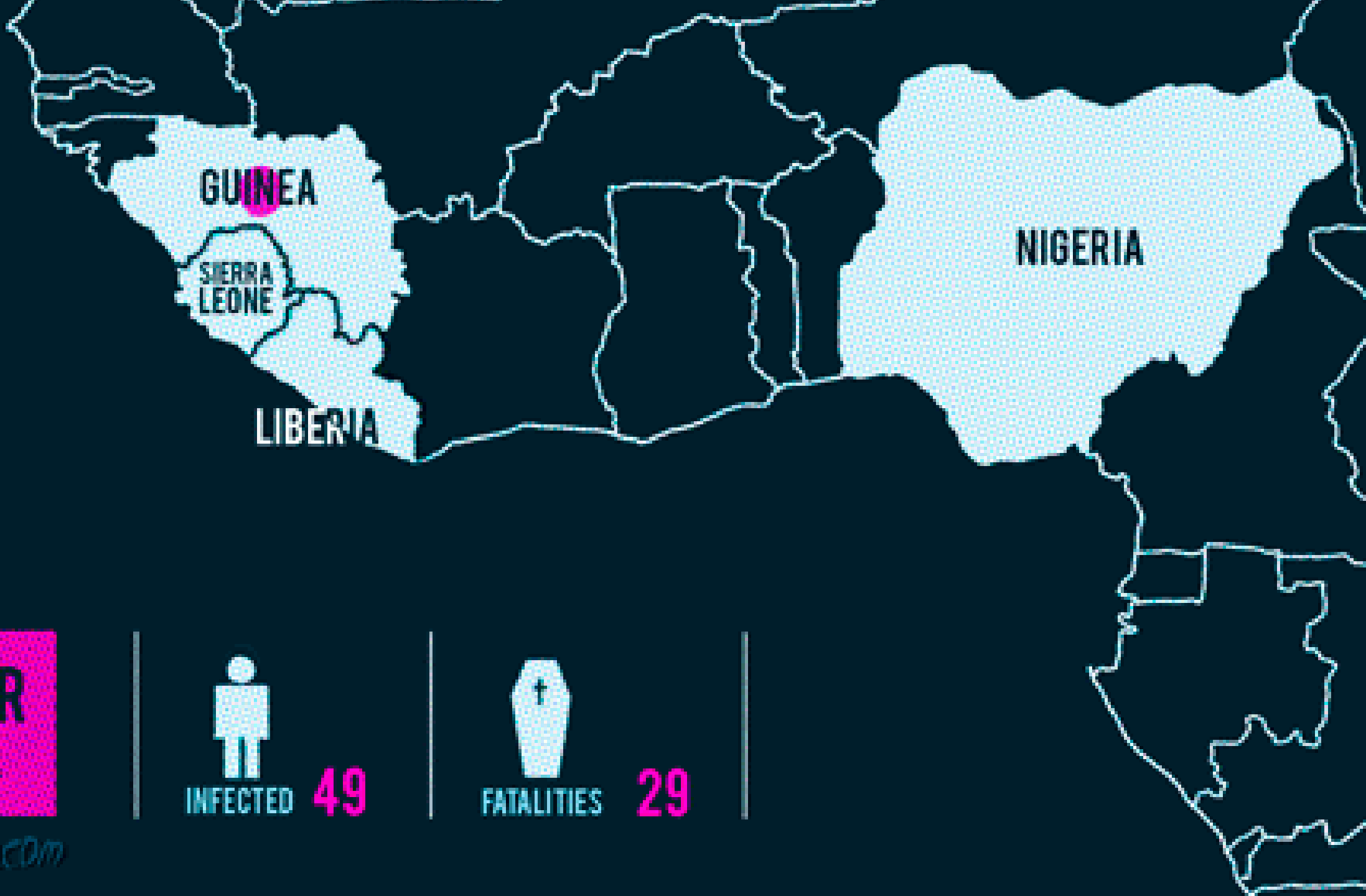
The explosive growth of eSports

Lyn Kee, Minh Huynh, Denny Meyer and Kelly Marshal

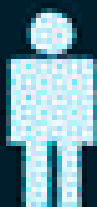




2014



**MAR
23**



INFECTED **49**



FATALITIES **29**



Miami Beach, Florida

1:08 PM ET

COURTROOM 5-3

WSVN



JUDGE
JO

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LIVE CNN

WARD SNOWDEN BEGAN LEAKING DOCUMENTS LAST SUMMER ▶

SI NAS ▼ -39.04



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ESPN is a U.S.-based global cable and satellite sports television channel owned by ESPN Inc., a joint venture owned by The Walt Disney Company and Hearst Communications. [Wikipedia](#)

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Headquarters: Bristol, Connecticut, United States

Founded: 7 September 1979, Connecticut, United States

Parent organizations: American Broadcasting Company, ESPN Inc.

Founders: Bill Rasmussen, Scott Rasmussen, Ed Eagan

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JVC

The International 'Dota 2' Championships Will Be Tele



Erik Kain, CONTRIBUTOR

FULL BIO 

Opinions expressed by Forbes Contributors are their own.

Competitive gaming is coming to [ESPN](#).

This year's [International Dota 2](#) tournament will be broadcast on ESPN networks, Valve announced. This is the heels of the *Call of Duty* MLG X Games Invitational this past June in Austin, TX, the first time gamers won for X Games medals. The tournament was featured on ESPN.

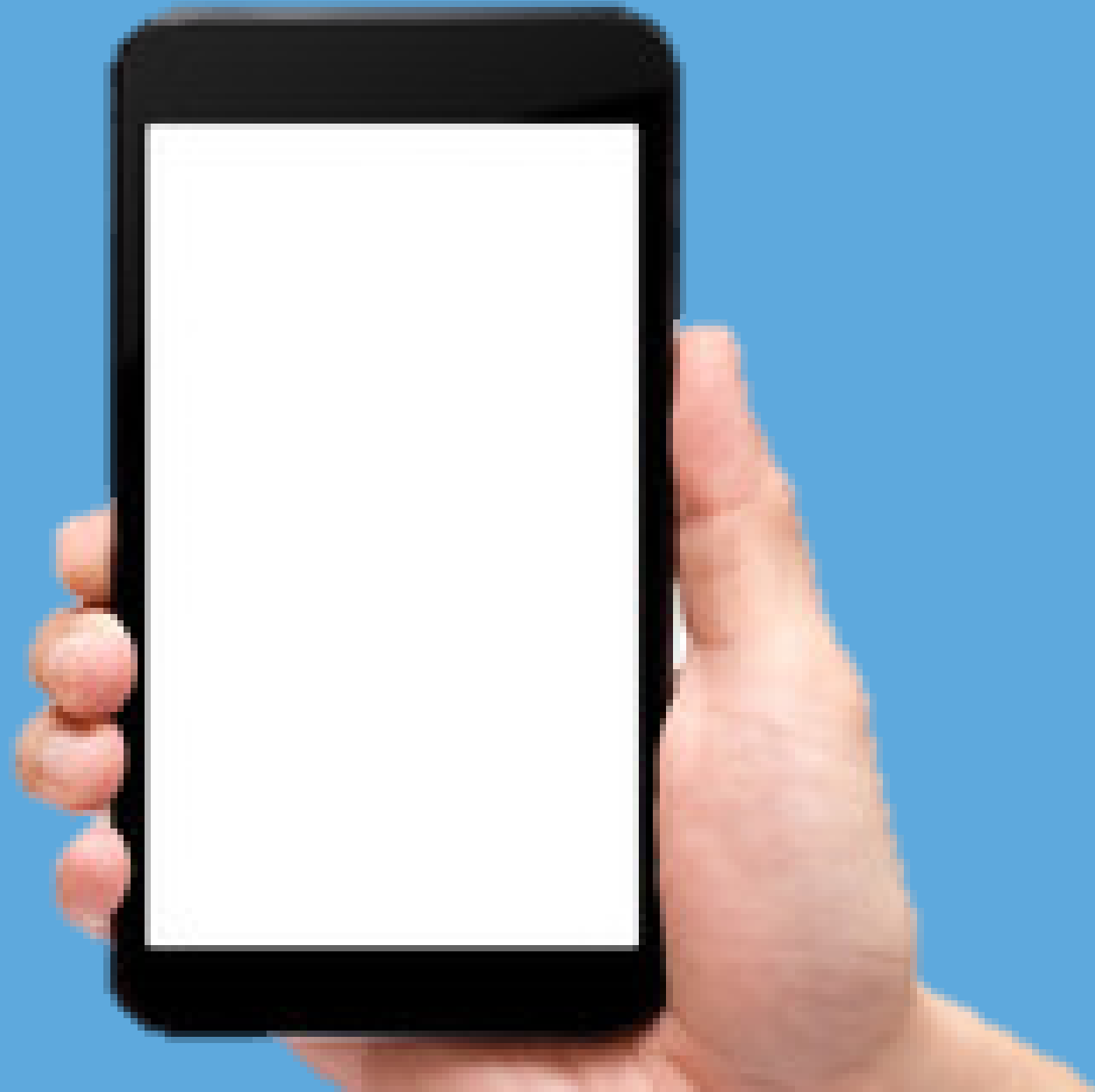
This year's International, which begins tomorrow and runs through the 21st of July, is being held in Seattle and will be broadcast on ESPN2 and ESPN2---though one suspects it's only a matter of time before video game m

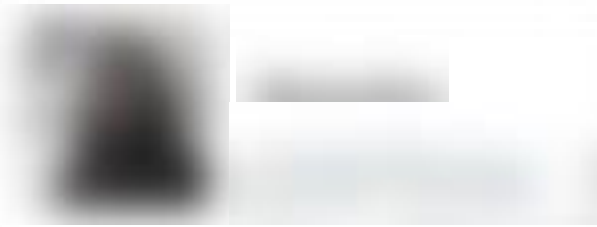
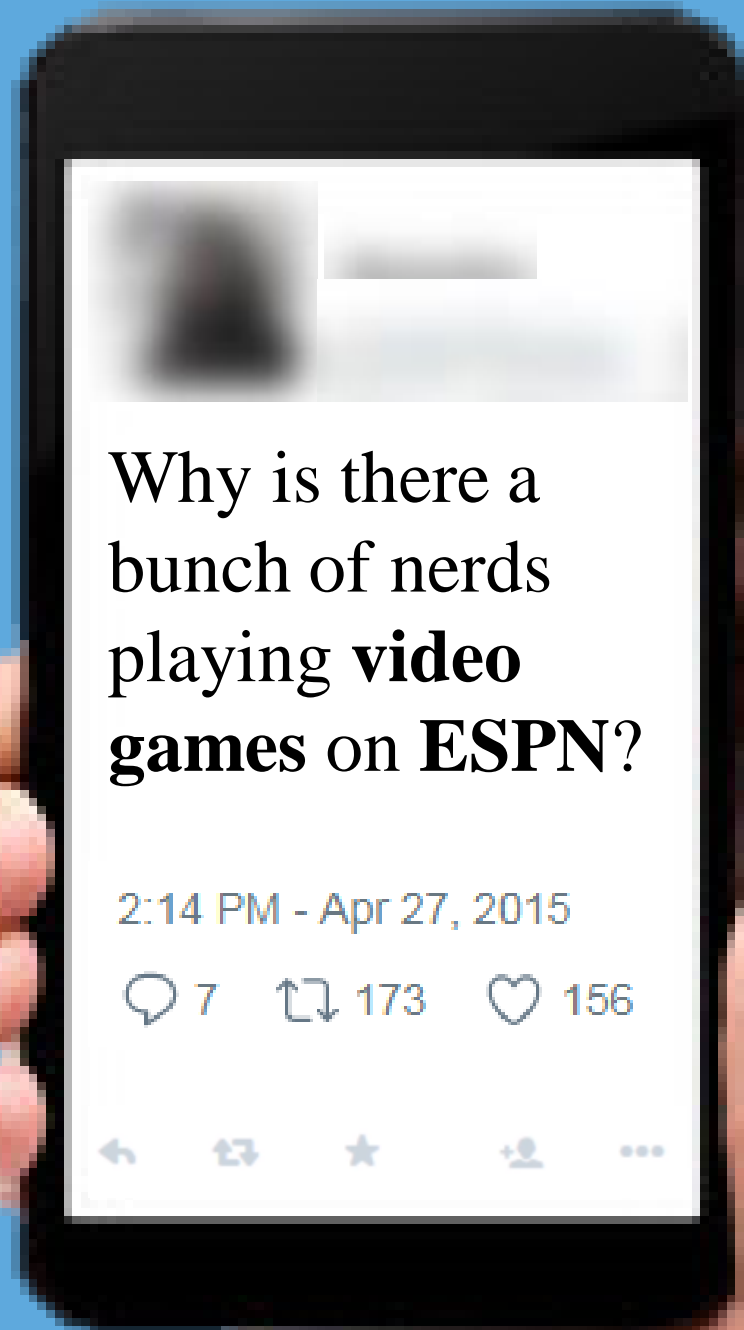


SHARP









Why is there a bunch of nerds playing **video games** on **ESPN**?

2:14 PM - Apr 27, 2015

7 173 156

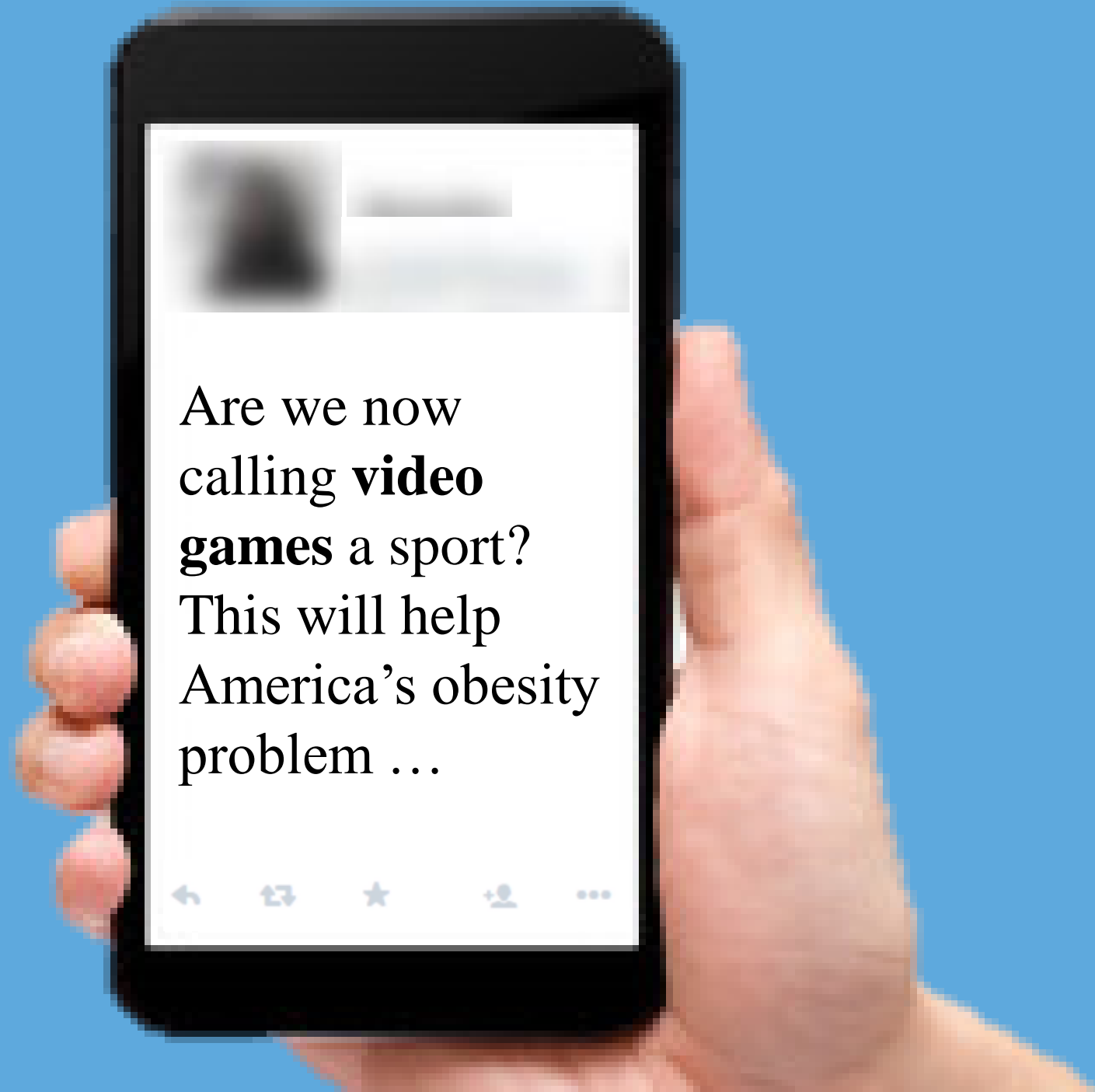




ESPN is reporting
on the pinnacle of
athletic competition
right now ...

2:22 PM - Apr 27, 2015

6 52 70



Are we now
calling **video
games** a sport?
This will help
America's obesity
problem ...







MAYWEATHER
PACQUIAO

MGM GRAND

MGM GRAND

MGM GRAND

MGM GRAND

LIVE AT

MGM GRAND

















Competitive Online Video Gaming



MEDIA

INTERNET

TELEVISION

RADIO

MAGAZINES

NEWSPAPERS

sky NEWS



Courtesy: Sky News

09:43 HASSAN ROUHANI SAYS RECENT PROGRESS IN NUCLEAR TALKS 'CAN BE A FOUNDATION FOR A FINAL AGRE

Sports

A human activity capable of achieving a result requiring physical exertion and/or physical skill, which, by its nature and organization, is competitive and is generally accepted as being a sport.

(Australian Sports Commission, ASC)

Sports

Criteria:

1. a human activity involving physical skill and exertion.
2. governed by a set of rules or customs.
3. undertaken competitively and capable of achieving a result

(Australian Sports Commission, ASC)

Sports

Criteria:

1. a human activity involving physical skill and exertion.
2. governed by a set of rules or customs.
3. undertaken competitively and capable of achieving a result

(Australian Sports Commission, ASC)



“If you don’t break a sweat (then) I don’t consider it a sport”



MakeAGIF.com

Sports

Criteria:

1. a human activity involving physical skill and exertion.
2. governed by a set of rules or customs.
3. undertaken competitively and capable of achieving a result

(Australian Sports Commission, ASC)



FS WEST



Physical Performance

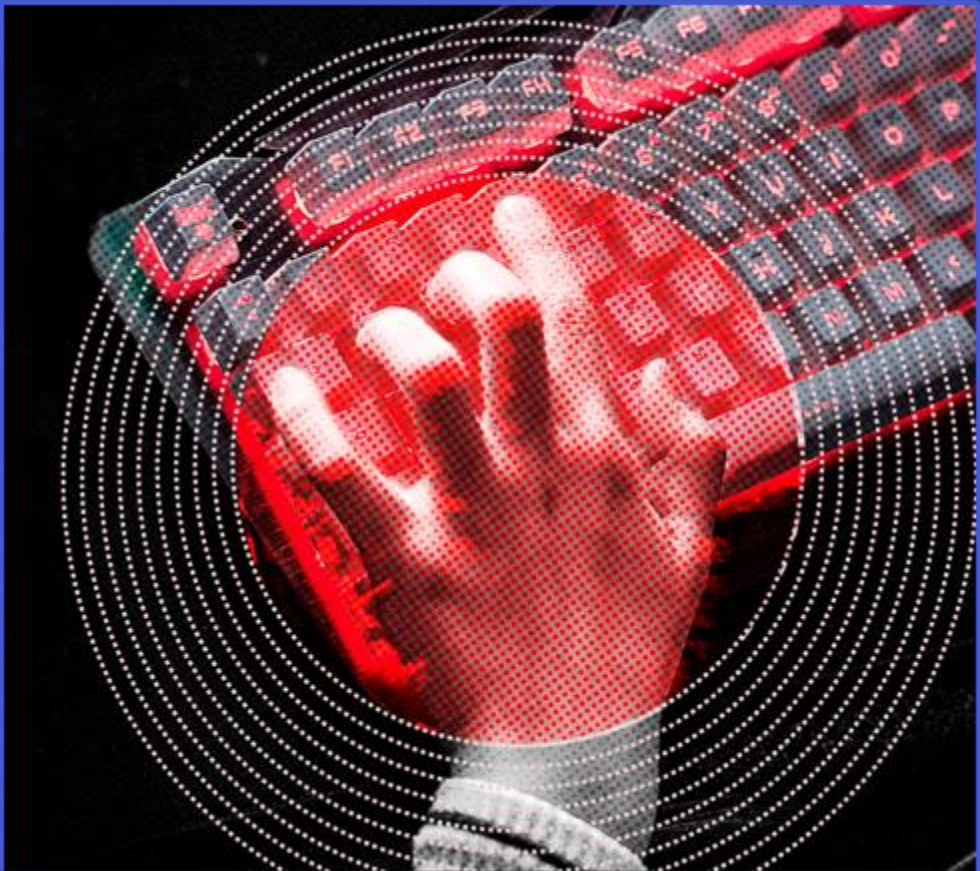
Physical Performance

Actions Per Minute (APM)

- A measure of total number of actions per minute from one individual
- Normal / amateur players APM typically vary between **70 - 100**
- The Elite / Pro scene average APM : **206 - 470**



Physical Performance



Physical Performance

Visual Fixation (VF)

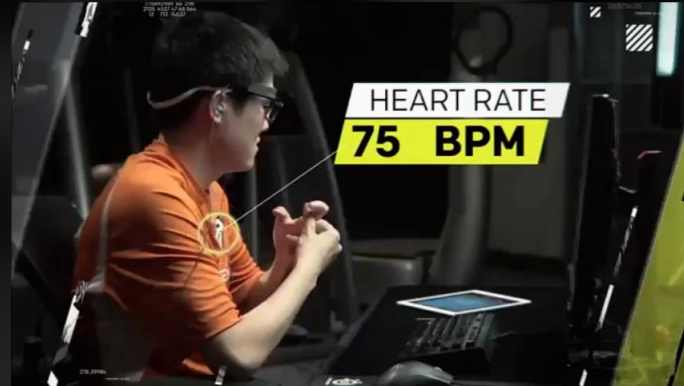
- In this test, the average visual fixation (evasive) lasts **0.167 seconds**
- With his ocular movement averaging (defensive) **0.07 seconds**
- The average time it takes a person to read a single word is **0.220 seconds**



Physical Performance



Heart Rate



Pre-game HR: 140bpm

- Good for improving gross motor skills



Physical Performance



In-game HR: 80bpm

- Control of heart rate for fine motor skills

Phys

rmance

No

lapsed lung



Hai Lam ✓

@Hai



Cannot go to Allstars anymore, sorry everyone :(

10:00 PM - Apr 28, 2014

1,258 1,333 1,852

Sports

Criteria:

1. a human activity involving physical skill and exertion.
2. governed by a set of rules or customs.
3. undertaken competitively and capable of achieving a result

(Australian Sports Commission, ASC)

Sports

Criteria:

1. a human activity involving physical skill and exertion.
2. governed by a set of rules or customs.
3. undertaken competitively and capable of achieving a result

(Australian Sports Commission, ASC)

Multipl
Online
Battle
Arena

LEAGUE OF
LEGENDS



DOTA 2









RULE
BOOK





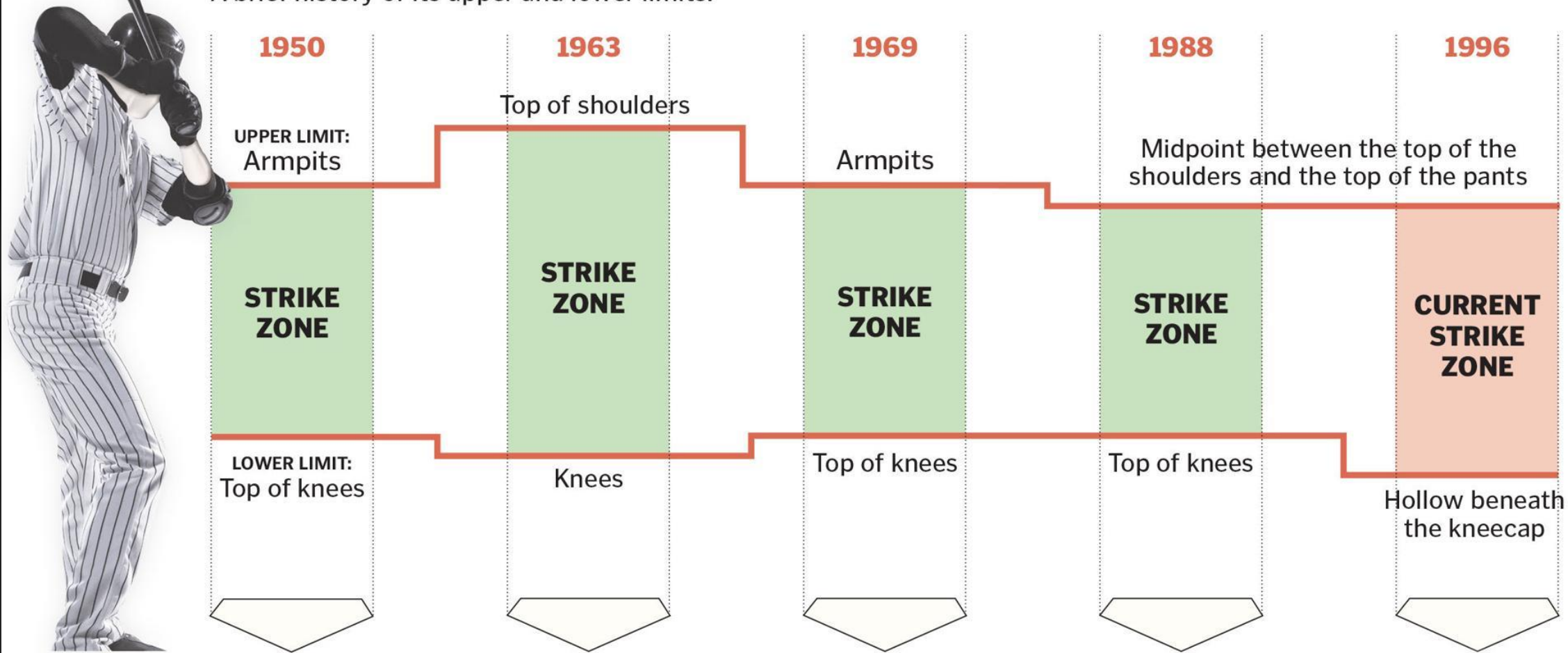




Swing shift

The official shape of the strike zone has been changed by MLB five times since 1950.

A brief history of its upper and lower limits:



General Rules for Professional Dota 2 Competitions

The following rules apply for all Dota 2 competitions that are organized and professionally broadcasted by Freaks 4U Gaming.

Besides these general regulations for professional tournaments, there are several individual rules for each competition. You will find these on the particular tournament website.

Current competitions in this category include (but are not necessarily limited to) [joinDOTA League](#) (Division 1-2), [MSI Dragon Battle](#) (Day 3).

1. General

1.1 Administration & Announcements

1.1.1 Everybody who is authorized by Freaks 4U Gaming to administrate the competition based on its rules and regulations will be called an "admin" or "referee" in the following, the collectivity of all admins will be called the "administration". A list of the current referees can be found on the [joinDOTA Staff Page](#) and - if existing - on the website of the competition.

1.1.2 Any news article posted on [joinDOTA.com](#) and/or the official competition website serves as an official announcement for the competition.

1.1.3 Official announcements as well as statements of referees at any place (e.g. competition website, support ticket reply, skype, steam) can ignore or overrule the following rules in order to

2. Teams & Players

2.1 Team Size

A Team has to consist of at least five participants. Those persons will be called "team members" or "members" of the team in the following.

Note: The administration highly recommends a lineup of at least 6 or 7 players. Unexpected issues for one single player are not a valid reason to postpone matches.

2.2 Lineup Info

2.2.1 All teams have to provide the administration the following information upon request:

- full names of all members
- steam accounts of all members
- primary nicknames of all members
- nationality of all members
- identity of the captain and optionally of the manager
- clan logo (100x100px or bigger)
- Skype account of the captain and/or manager

2.2.2 The team's official lineup for the competition is its teamprofile on joindota.com and can be found in our [team database](#)

2.3 Lineup Changes

























Aussie League Of Legends Team Cops \$4000 Fine For Using Non-Approved Accounts



Alex Walker

Mar 14, 2017, 10:30am - Filed to: Australian Stories

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Chiefs at the IEM Challenger event at Paris Games Week, October 2016. (Image: Chiefs Esports Club Facebook)

One of Australia's best *League of Legends* teams has found themselves in a bit of a pickle. Yesterday afternoon, Riot announced that four of the five starting players for Chiefs Esports Club have been banned for two games and the team fined for using unofficial *League* accounts during a bootcamp in China.



Sports

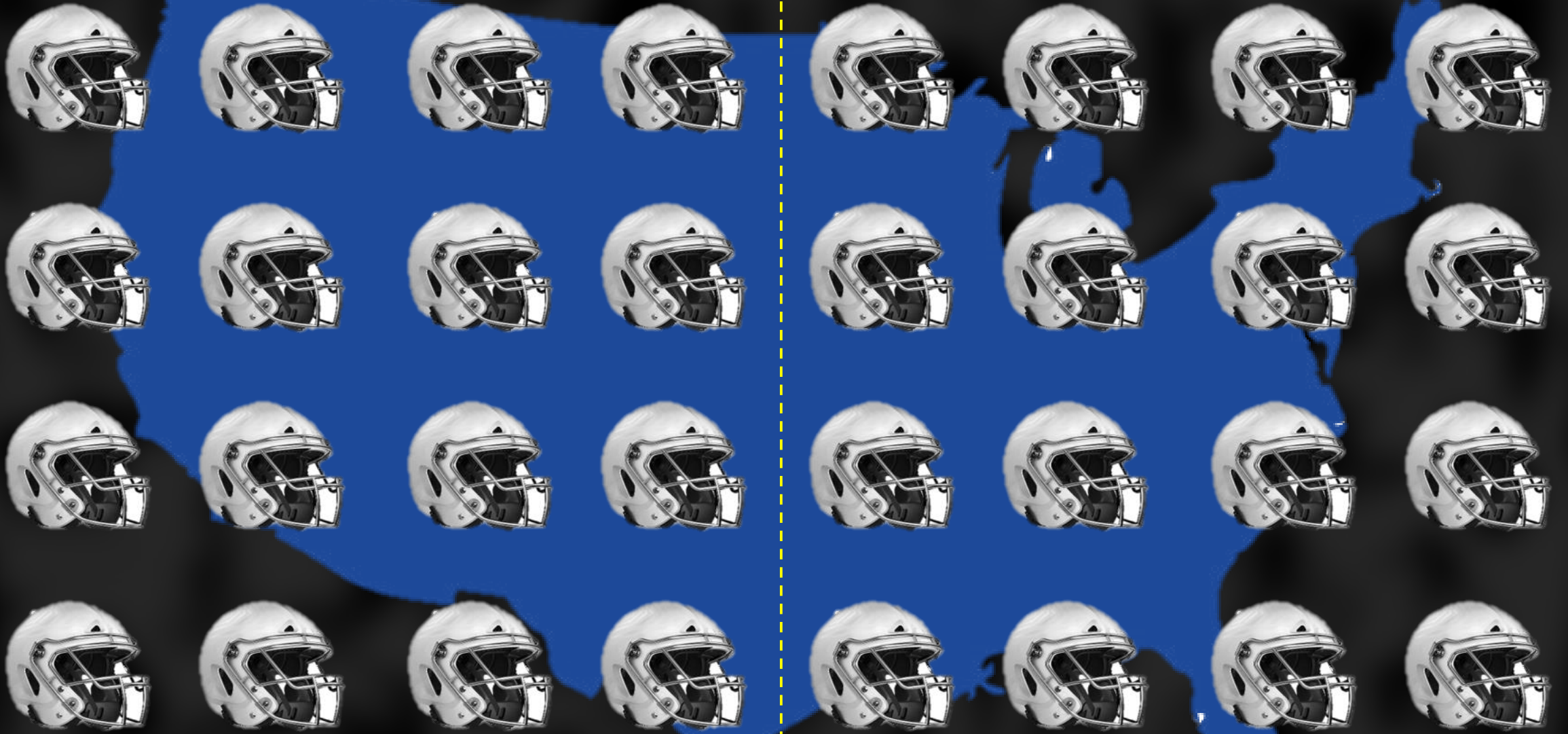
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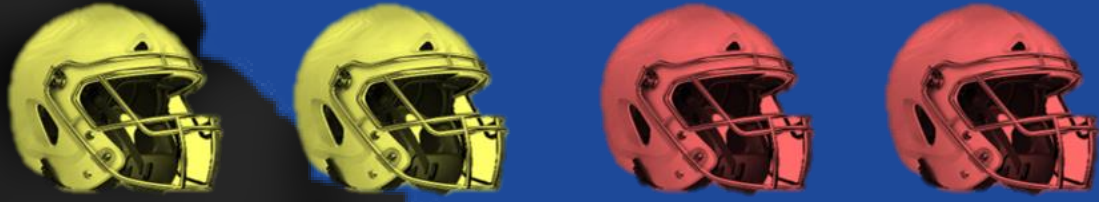
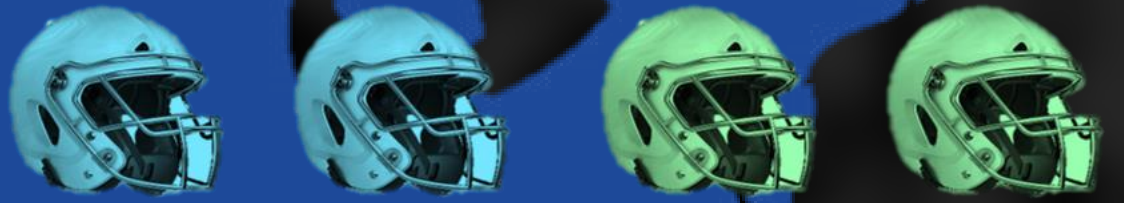
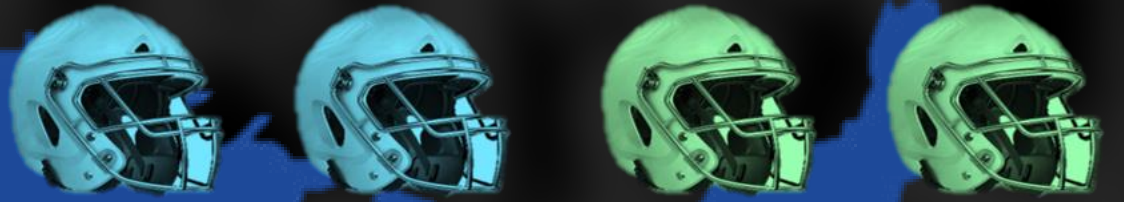
1. a human activity involving physical skill and exertion.
2. governed by a set of rules or customs.
3. undertaken competitively and capable of achieving a result

(Australian Sports Commission, ASC)

Leagues









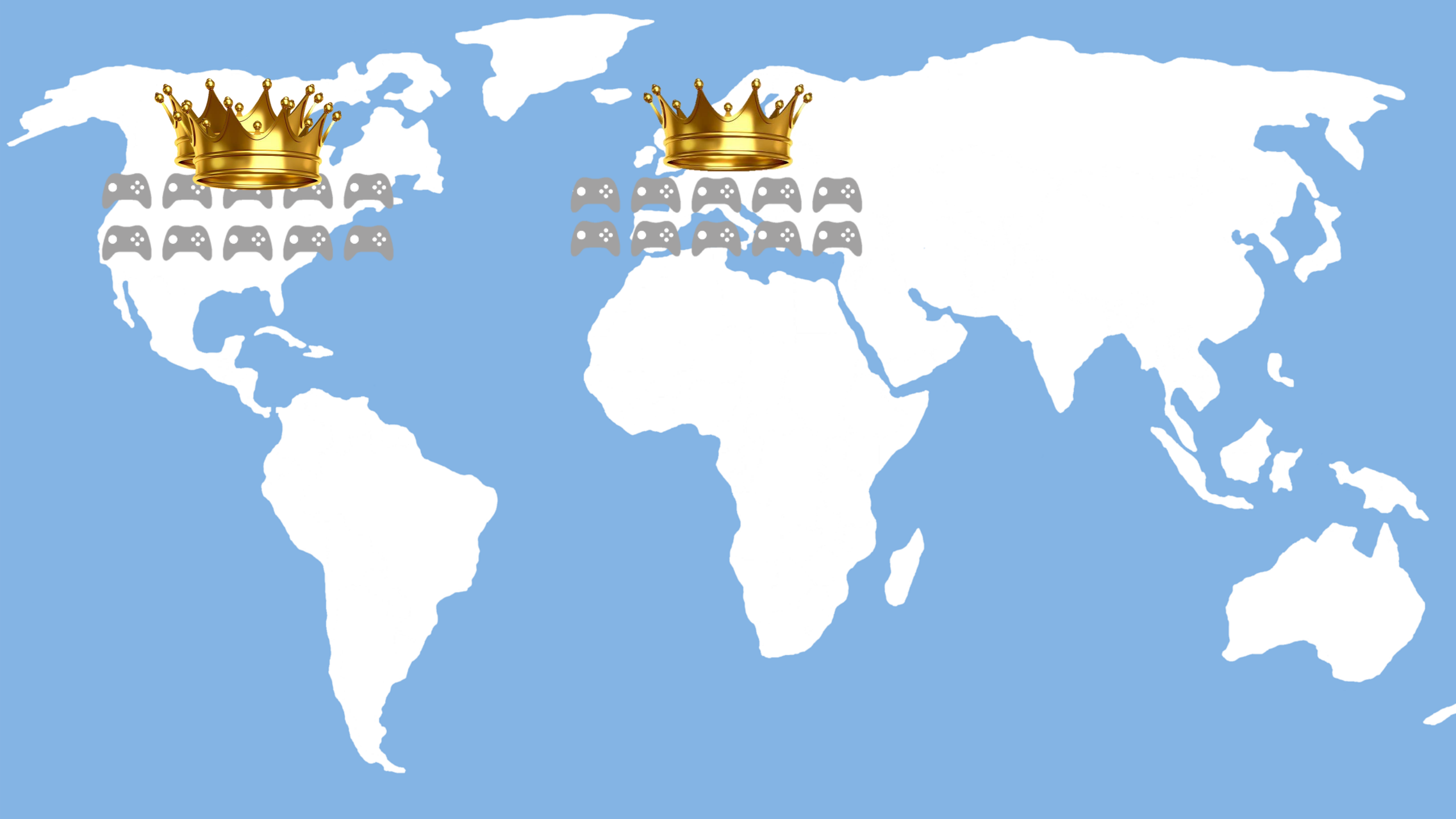
1ST & 10

NETWORK CIN 10 MIA 17 4th 12:54 :12 1ST & 10

J. GRESHAM 2 REC, 17 YDS











LEAGUE of LEGENDS
CHAMPIONSHIP SERIES

\$93 million



\$86 million

\$80 million

\$93 million

\$86 million

\$80 million



\$2.39 million

\$2.37 million

\$2.37 million



2 500 000

2 000 000

1 500 000

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1997

2007

2017

2 393 000



2 500 000

2 000 000

1 500 000

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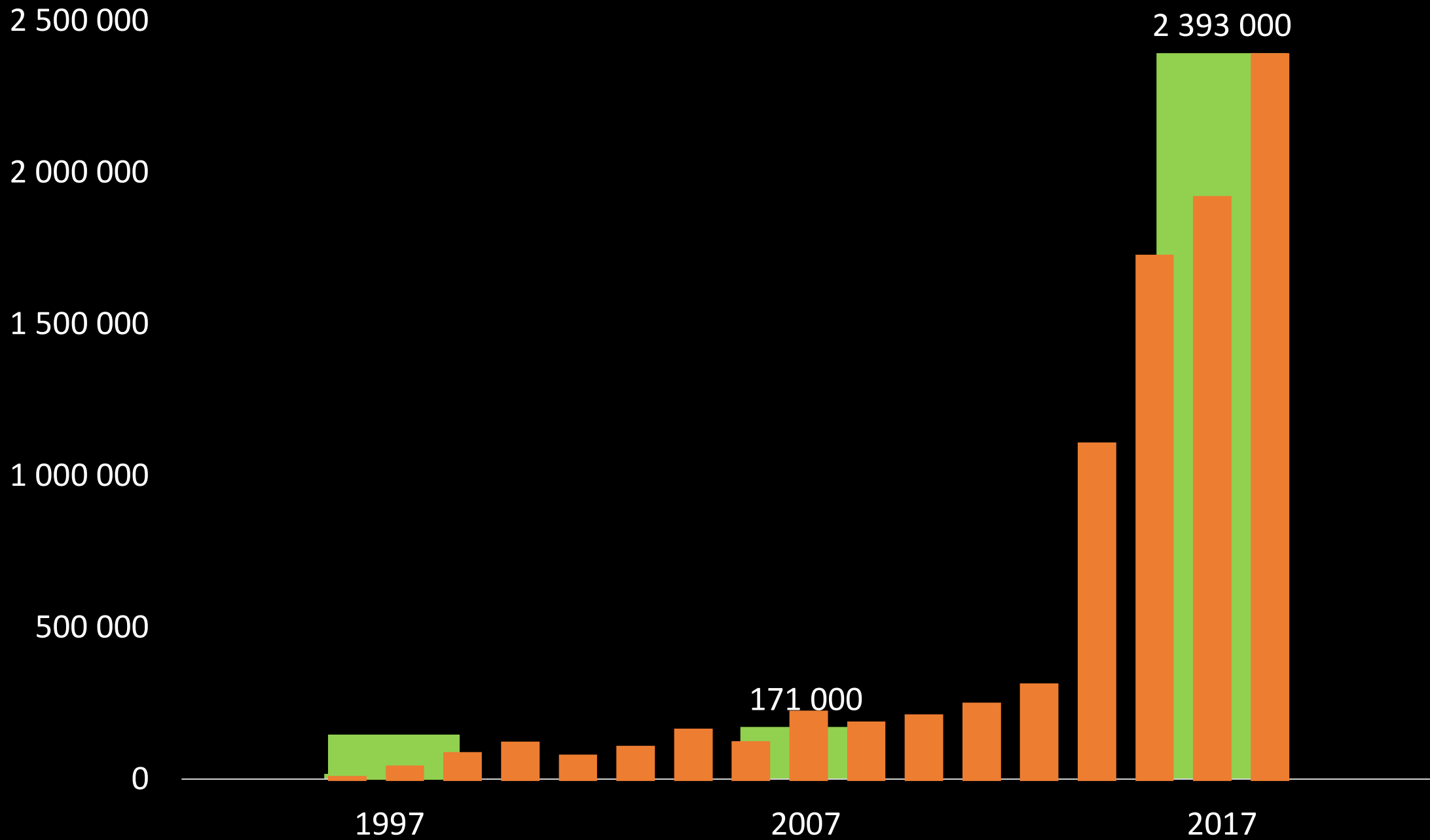
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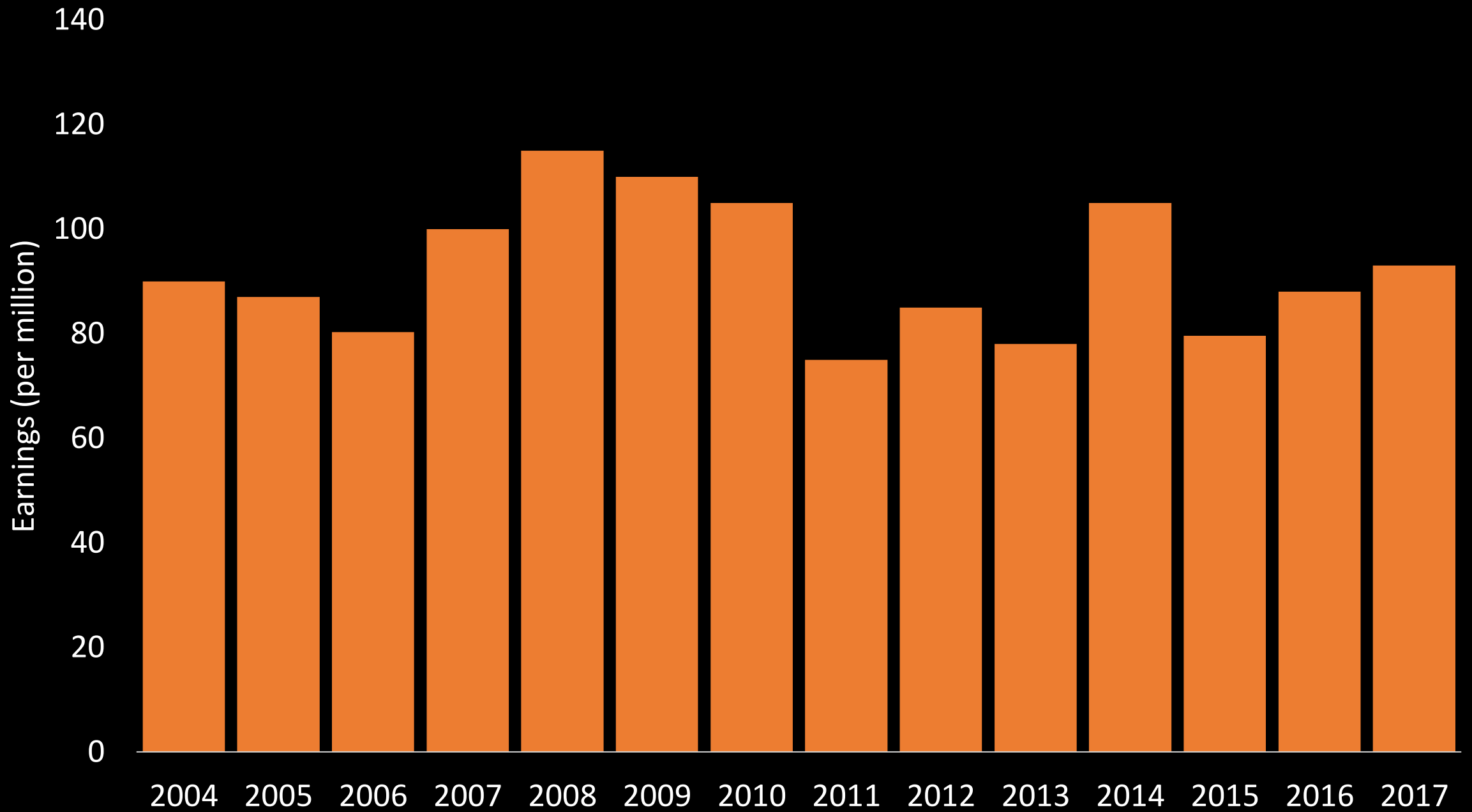
2007

2017

2 393 000







Sports

Criteria:

1. a human activity involving physical skill and exertion. ✓
2. governed by a set of rules or customs. ✓
3. undertaken competitively and capable of achieving a result ✓

(Australian Sports Commission, ASC)

eSports = Sports ???

Like 3.2M Tuesday, Nov 21

Daily Mail AUSTRALIA

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Why esports ARE real sports: Video gamers' talents compare with those of athletes and their tournaments rival viewing figures of sport events

- Professional video gamers are rivaling sports stars in skill and online following
- PSG and Schalke own esports players and teams in FIFA and League of Legends
- Video Games could be brought into the 2024 Olympics as gold medal events

By JACK STEWART FOR MAILONLINE
PUBLISHED: 22:15 AEDT, 24 August 2017 | UPDATED: 22:40 AEDT, 24 August 2017

14 shares View comments

For centuries, crowds have gathered to watch sporting events. The thrill of watching the world's greatest athletes compete compares to nothing else. However, with esports continuing to rise, traditional sports are faced with a new rival.

Esports events are selling out arenas and stadiums around the world. The SSE Arena in Wembley has repeatedly been filled by League of Legends and Counter Strike: Global Offensive events.

And these tournaments are already moving to bigger venues, the League of Legends

MOTORSPORT F1: Vettel wins in Brazil, Hamilton storms from last to 4th

Seven-figure salaries, sold-out stadiums: Is pro video gaming a sport?

By Henry Young, CNN
Updated 12:00 GMT (2000 HKT) May 31, 2016

Story highlights (CNN) — Hordes of fans queue outside, eagerly awaiting a glimpse of their heroes.

eSports is a potential \$1B industry

Leading player says will "be as big as NHL"

Team boss says "stereotypical gamer is dead"

Also hit by match fixing, doping and injuries

iwonder

Is computer gaming really sport?


1. New kids on the block
2. What is esports?
3. Let's meet those involved
4. So how does it compare?
5. The case FOR
6. The case AGAINST
7. So, is esports really sport?
8. Where next?

New kids on the block

At the 2015 Winter X Games in Aspen, there will be much that is radical – snowboarders, monoskiers, slopestylers and snowmobilers, all performing remarkable feats of athleticism, strength and dexterity. Usually in mid air.

But most radical of all, there will also be men and women hunched over computers, blowing away imaginary baddies (and goodies) with imaginary machine guns, while thousands of real people watch and cheer.

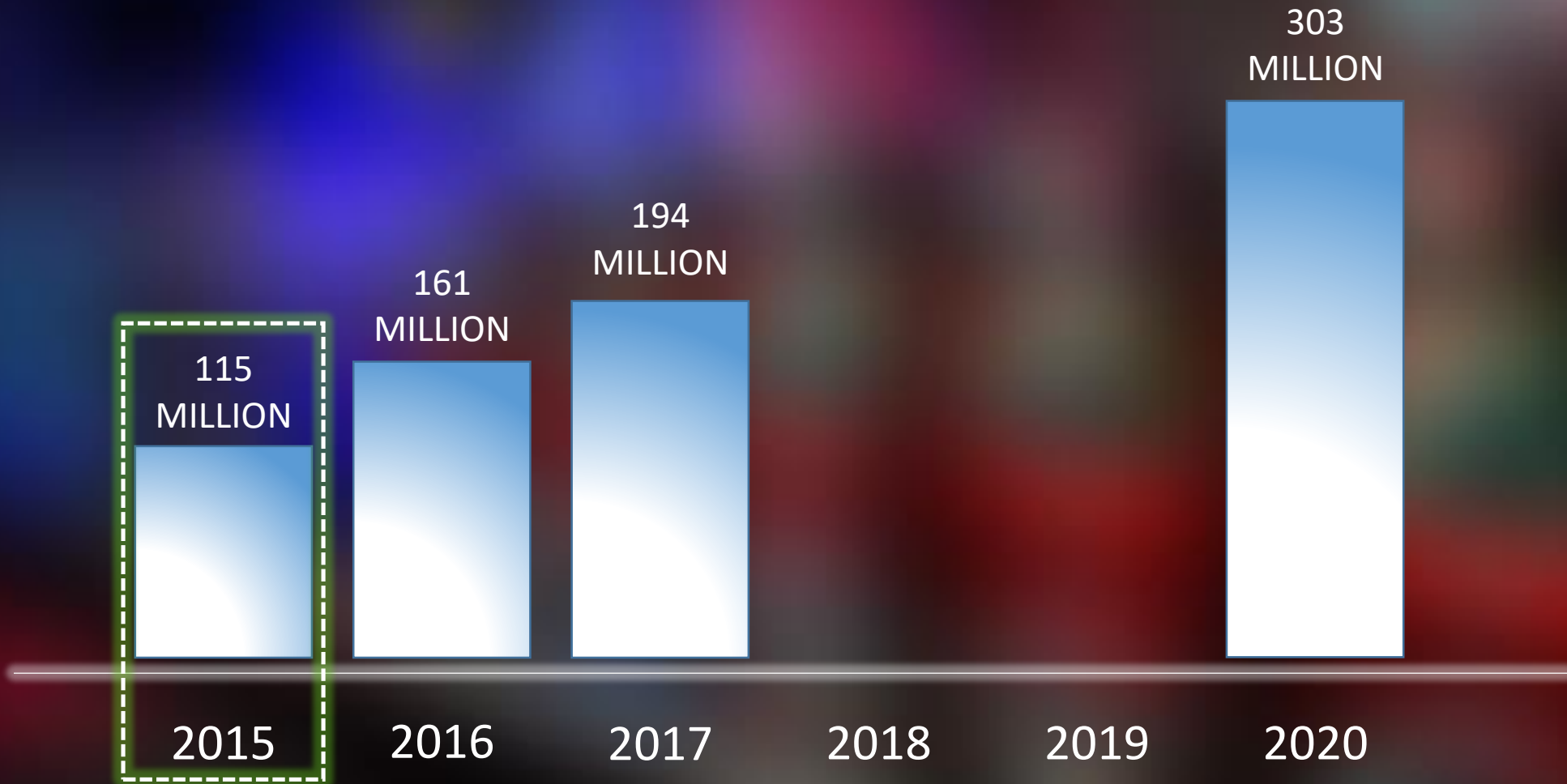
What's more, they will be handing out medals for all this imaginary carnage – just like all the other sports. Which begs the question: is computer gaming really sport at all?



Introduced by OJ Borg, Radio 5 live
Words by Ben Dirs



Global Audience





ON

Audience



LEAGUE
LEGENDS



NBA



MLB

LLIC

FORTUNE

What Investors Need to Know About ESports



By [John Gaudiosi](#) December 10, 2015

ESports is big business today, and it's only just begun.

The eSports ecosystem, a \$278 million industry, could surpass \$1 billion as early as 2018, according to research firm Newzoo. The firm estimates there are over 205 million eSports fans globally and that number could grow to over 335 million by 2017.

With all of these lofty projections, there are investment opportunities in this global video game landscape for those who know where to look. Ashish Mistry, managing partner at private investment firm BLH Venture Partners, knows eSports. His company, KontrolFreek, makes accessories for Xbox One and PlayStation 4 controllers that pro gamers use to get a competitive edge in games like *Halo 5: Guardians* and *Call of Duty: Black Ops 3*.

Mistry points to opportunities beyond the traditional media buys for live-streamed eSports events across Twitch, YouTube, and the upcoming Turner ELeague with

Forbes

The Business Of eSports Is On Pace To Explode



Darren Heitner, CONTRIBUTOR

I cover the intersection of sports and money. [FULL BIO](#)

Opinions expressed by Forbes Contributors are their own.

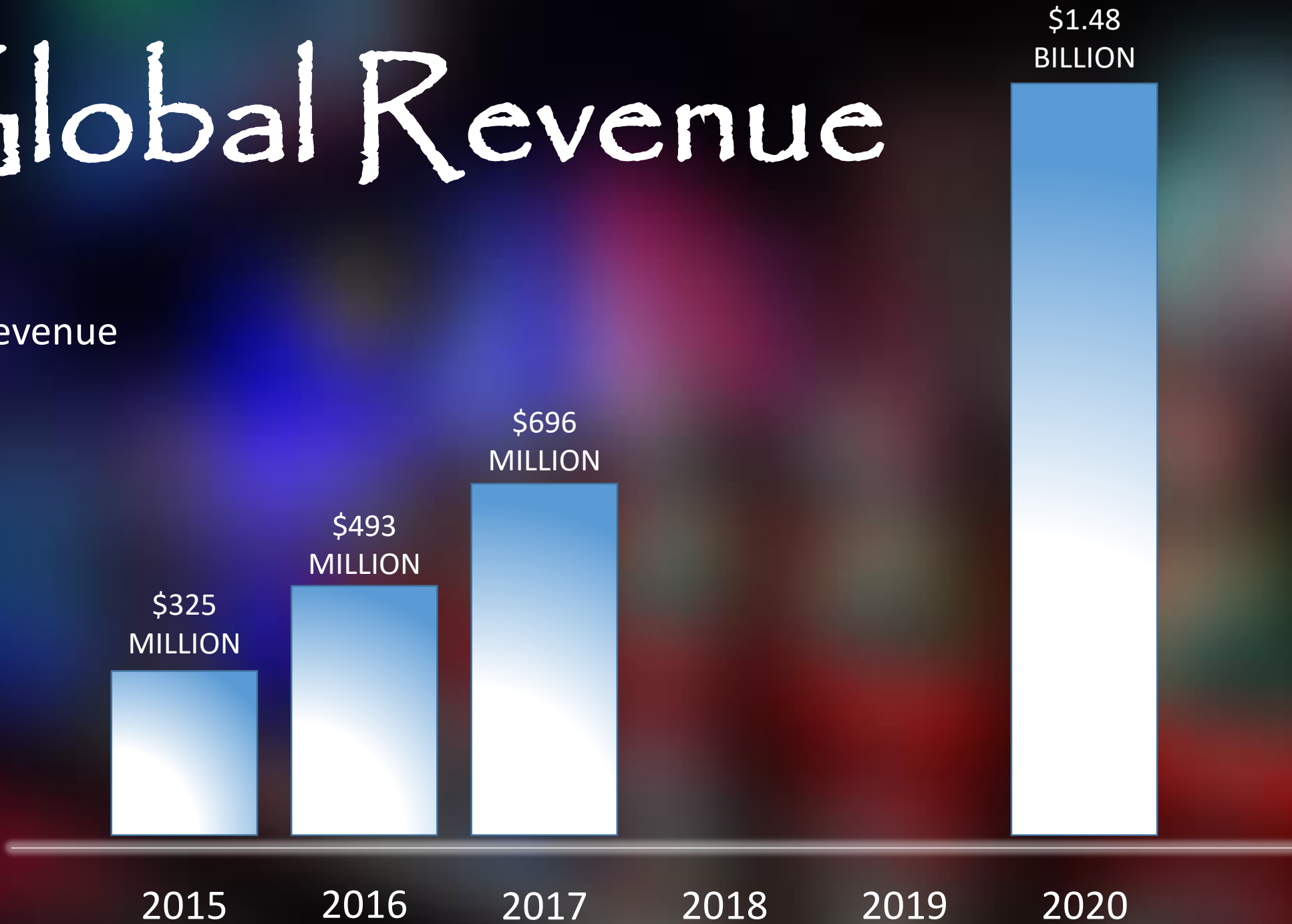
TWEET THIS

Seemingly out of nowhere, the eSports industry started to be taken seriously

One year ago, the word 'eSport' had no real significance. A culture of hardcore video game players existed, but they were just that -- people with a serious interest in playing video games for pleasure. Seemingly out of nowhere, the eSports industry started to be taken seriously . Mega-agency WME | IMG is representing professional eSports players and teams. Marketing and media agency rEvolution has made acquisitions in the space and created a new eSports consulting subsidiary rEvXP. Now, award-winning global engagement marketing agency GMR is getting involved in the eSports space with the

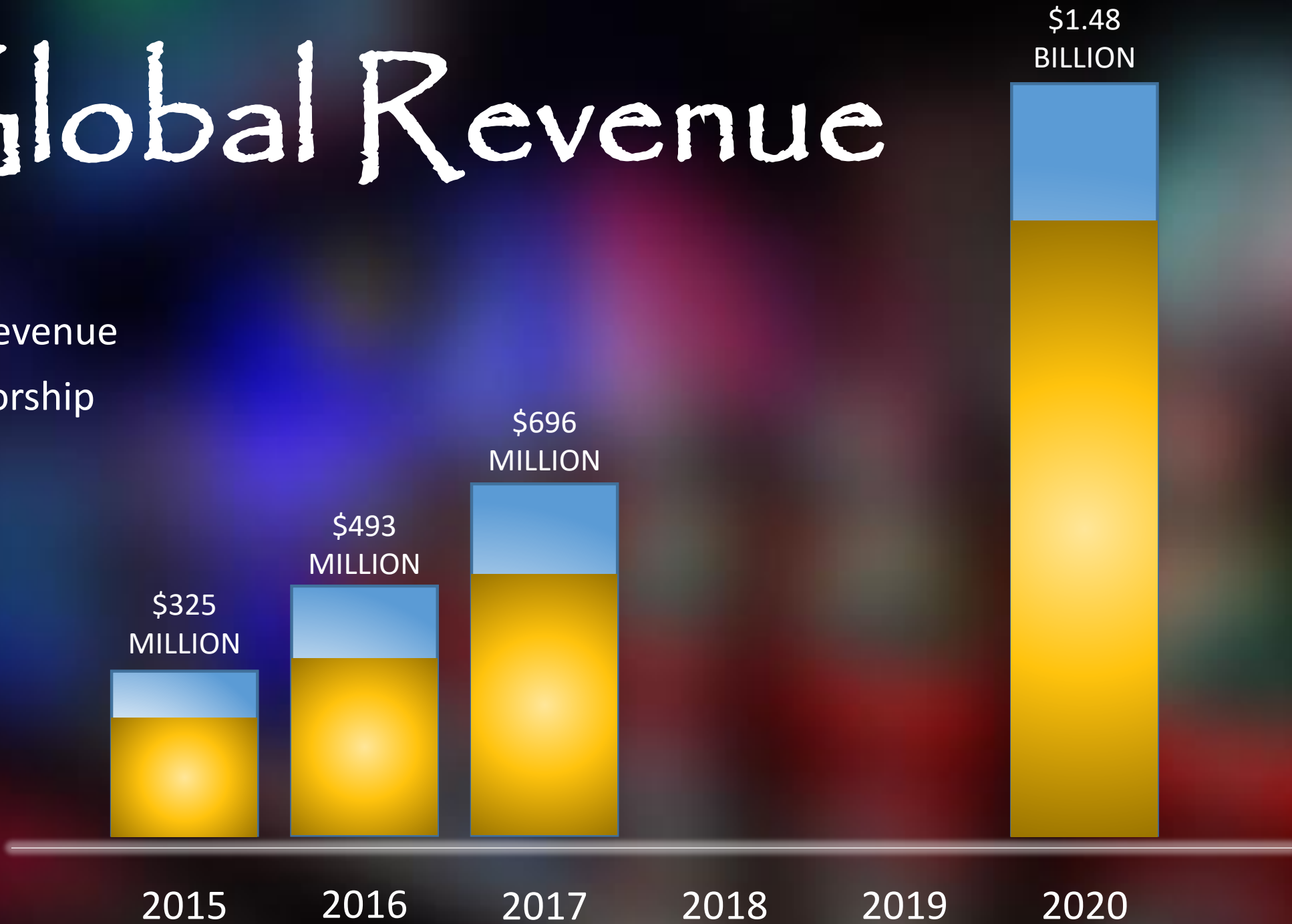
Global Revenue

■ Total revenue



Global Revenue

- Total revenue
- Sponsorship



McDonald's to Sponsor StarCraft II World Championship Series



Graham Ashton [Twitter](#) @Graham_Ashton Jun 23, 2017



This year's *Starcraft II* World Champion Series will feature one of the world's most recognizable brands as a sponsor: Mcdonald's. Or, at least, it will in Australia.

The fast food chain will be the first company to support the WCS with on-ground activations, content integration and branding for two Australian events. Mcdonald's have actually advertised to an esports audience before – in 2013, its Swedish restaurants sold a limited edition burger called the "McNip" to promote *Counter-Strike*

The fast food chain will be the first company to support the WCS

McDonald's ends Olympics sponsorship deal early

- McDonald's has ended its 41-year-long Olympic Games sponsorship deal three years early.
- The fast-food giant had a contract running through the 2020 Tokyo summer Olympics.
- McDonald's has been a sponsor since 1976 and is part of the IOC's top sponsors program that contributes more than \$1 billion in every four-year cycle for the Games.

Published 10:44 AM ET Fri, 16 June 2017



Justin Sullivan | Getty Images

A sign stands outside of a McDonald's restaurant

U.S. fast-food giant McDonald's has ended its 41-year-long Olympic

76ers acquire esports teams Dignitas and Apex



Darren Rovell
ESPN Senior Writer

27 Sep, 2016

The Philadelphia 76ers will become the first North American professional sports team to own an esports team.

The team will announce Monday that it has acquired long-time franchise Dignitas and upstart Apex, which offers a guaranteed spot in the highly coveted League of Legends Championship Series, and operate under the Dignitas name.

Terms were not disclosed, but more established esports team brands have been offered in the marketplace at valuations between \$5 million and \$15 million. WME-IMG represented Dignitas in the transaction. The acquisitions come about a year after a presentation on the growth of esports was made at the NBA Board of Governors meeting.

76ers CEO Scott O'Neil said, "We



THE OFFICIAL WEBSITE OF THE
ADELAIDE FOOTBALL CLUB

NEWS SEASON VIDEO AFLW CLUB FANS MEMBERS SHOP HOSP

Crows strike eSports agreement

afc.com.au | May 17, 2017 7:15 PM

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RSS Newsletter



The Adelaide Football Club has entered into an agreement to acquire a professional eSports team in what is a first for Australian mainstream sport.

Sydney-based Legacy eSports is one of eight top-tier League of Legends professional teams competing in the Oceanic Pro League (OPL).

eSports is competitive video-gaming with tournaments played online and in stadiums where teams of professional players battle each other in a variety of games, including League of Legends.

The Oceanic competition provides a direct path to the global contest, the League of Legends World Championship, which last year attracted more viewers than the NBA finals.

eSports has an international audience of close to 250 million people, the majority of whom are aged 14-34 years, and in Australia the professional competition is complemented by hundreds of semi-professional and amateur outfits.

The Crows group follows successful competing leagues, teams and individuals investing in eSports in the past 18

The University Of Utah Offers Scholarships To Play Varsity Esports



Kevin Murnane, CONTRIBUTOR

[FULL BIO](#) ✓

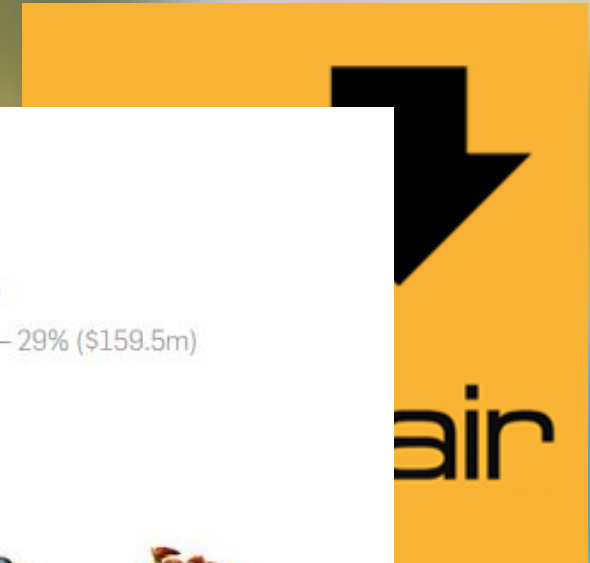
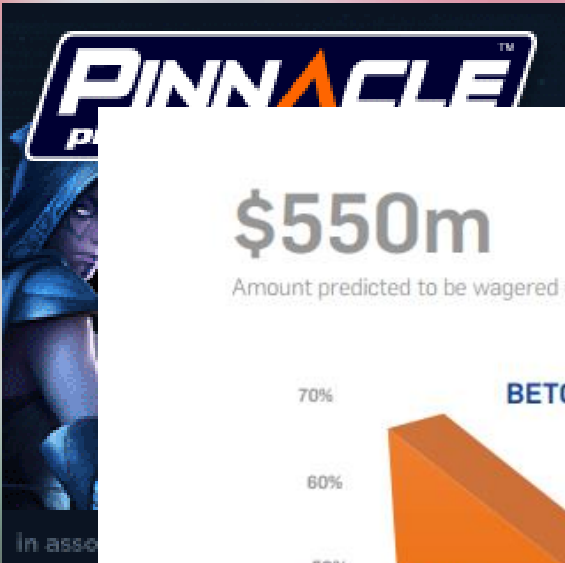
Opinions expressed by Forbes Contributors are their own.

The University of Utah just [announced](#) they are sponsoring a varsity esports program. The Utah varsity team will begin competing in the League of Legends Collegiate League this Fall with participation in more competitive esports leagues to be announced in the near future.

As reported by [Bloomberg](#), all students who play on the varsity team will receive partial scholarships. A.J. Dimick, Utah's Esports Director, says the plan is to grow the program to the point where they can offer full scholarships to 35 students. A [recruitment form](#) is available online.

The University of Utah's decision to sponsor esports at the varsity level is significant for several reasons. Although, esports are extremely popular on college campuses, most of the teams competing in the League of Legends Collegiate League are club teams, not university-sponsored varsity teams. Michael Sherman, college esports lead for Riot Games, the parent company of League of Legends, said that League of Legends has more than 750 college club teams but only "more than 20 official varsity programs across North America".

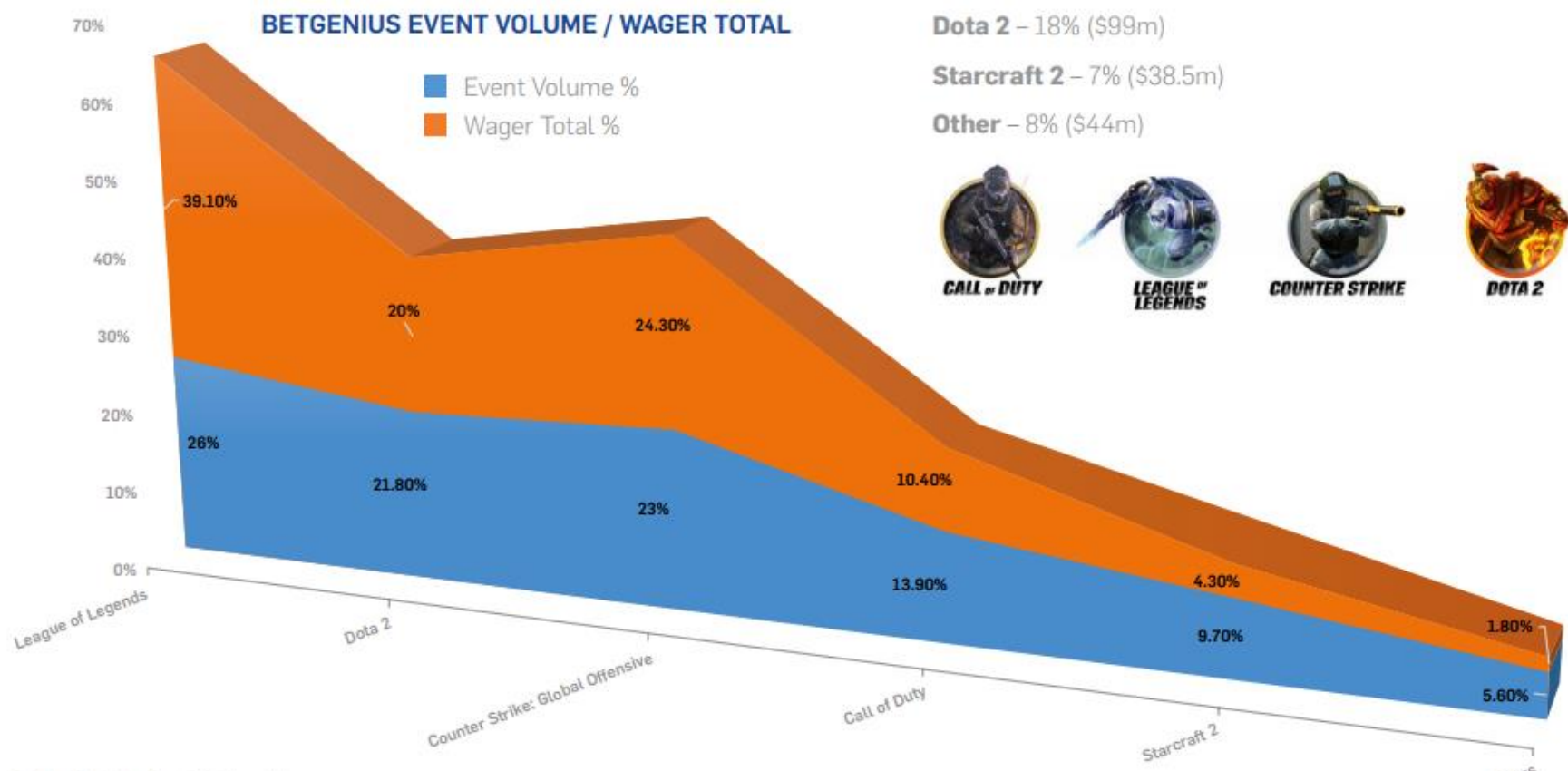
Before the University of Utah entered the picture, most of the colleges and universities that offered varsity esports programs were



\$550m

Amount predicted to be wagered on eSports betting sites in 2016**

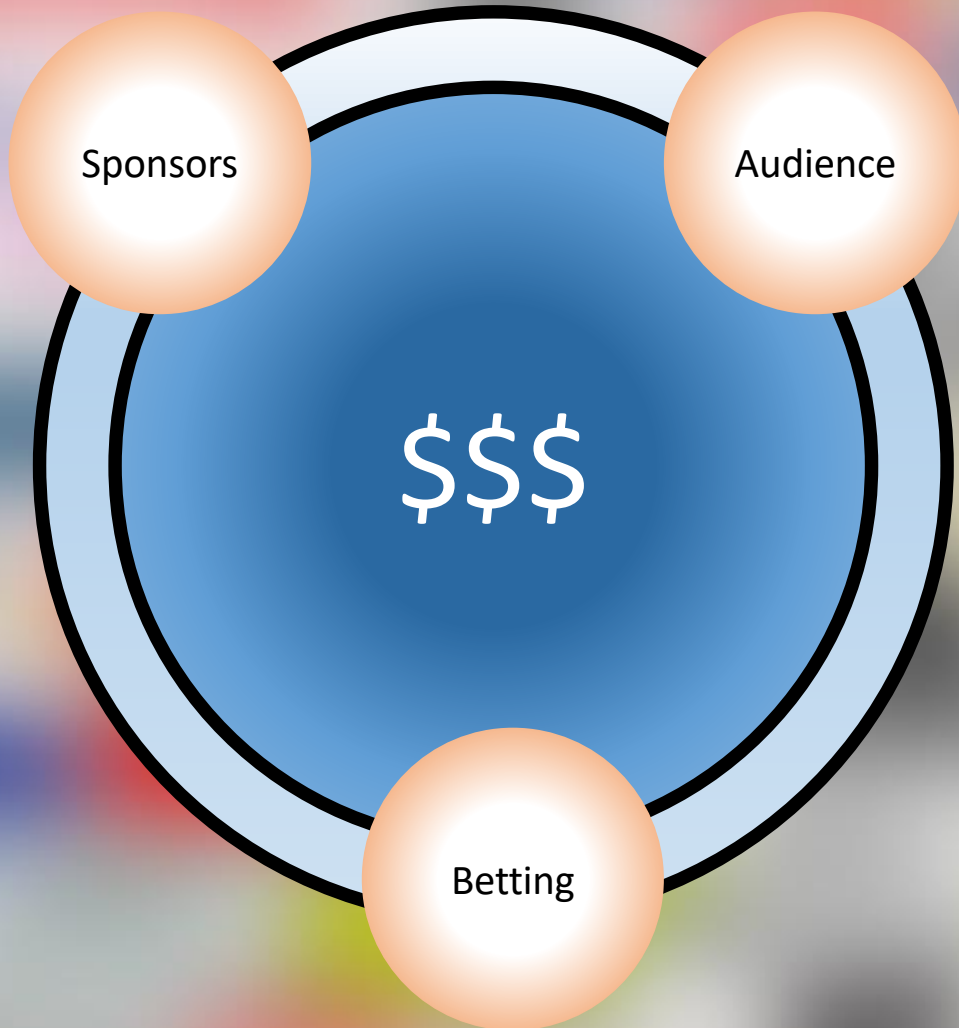
- League of Legends** – 38% (\$209m)
- Counter-Strike: Global Offensive** – 29% (\$159.5m)
- Dota 2** – 18% (\$99m)
- Starcraft 2** – 7% (\$38.5m)
- Other** – 8% (\$44m)



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Betting

SO WHAT?

What does it mean for us?

What does it mean for us?

Researchers, academics and fans

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- 2005 (1) >

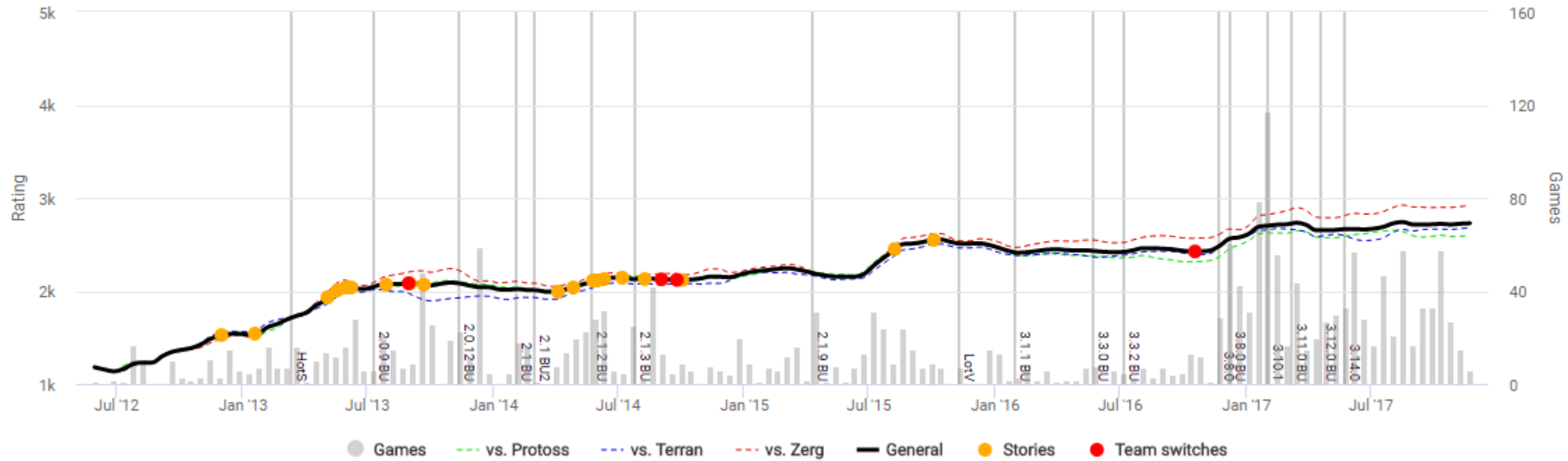
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- 3 Why do people watch o
play video games? An e

#	Name	Team	Rating	vP	vT	vZ
1	INnoVation		2728	2589	2677	2918
2	Zest		2671	2724	2695	2595
3	Rogue	Jin Air	2666	2675	2719	2604
4	herO	ROOT	2644	2573	2713	2646
5	Solar	Splyce	2624	2599	2745	2528
6	ByuN	expert	2624	2603	2541	2727
7	Dark		2611	2528	2782	2512



19	ShoWTimeE	Arma	2395	2308	2367	2510
20	Scarlett	expert	2371	2337	2391	2386
21	Impact	dPix	2368	2582	2367	2154
22	SpeCial	PHYsc	2365	2329	2326	2439
23	Dear		2349	2167	2454	2424
24	uThermal	Liquid	2336	2367	2175	2467

Data

ROLES AND LANES WITH TRUESIGHT

77% SUPPORT

23% CORE

SAFE LANE

ROAMING

MOST PLAYED HEROES

MORE

Hero	Matches	Win %	KDA	LH	DN	GPM	XPM
Oracle	8	62.50%	2.57	37.38	1.13	254	290
Batrider	7	57.14%	3.50	73.14	0.57	267	290
Disruptor	6	66.67%	3.04	22.67	1.00	257	247
Silencer	5	60.00%	4.67	29.40	1.40	266	291
Rubick	5	40.00%	1.96	13.20	0.80	178	148
Witch Doctor	4	100.00%	4.84	21.75	0.25	362	372
Earthshaker	4	25.00%	1.30	84.00	0.50	278	294
Warlock	3	66.67%	5.43	34.33	0.67	282	319
Dragon Knight	3	33.33%	3.54	208.33	3.33	424	476
Invoker	3	33.33%	1.56	125.00	4.67	469	486
Winter Wyvern	3	33.33%	1.74	70.67	1.33	332	351

Time Period

Matches

Win %

KDA

All Time

90

53.33%

2.73

12 Months

41

51.22%

2.62

3 Months

29

44.83%

2.16

1 Month

3

33.33%

2.00

League Tier

Matches

Win %

KDA

Premium

21

76.19%

4.46

Amateur

69

46.38%

2.44

Faction

Matches

Win %

KDA

Radiant

48

50.00%

2.68

Dire

42

57.14%

2.79

Thank you for listening