

Explore Esports: Competitive Video Gaming

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Introduction

1. What is Esports: E and sports
2. Esports Industry
3. Esports Management
4. Esports and IOC

Q&A!



Your speaker today!

Dr Lucy Zhu

(University of Exeter) BA Accounting and Finance

(University of Exeter) MSc International Management with Marketing specialism
(Loughborough University) PhD in Sport Management with an Esports focus

Esports PhD

Esports Tutor

Esports Team Manager

Esports Researcher

Esports Project Manager

Esports fanfiction writer..(shhhhh)

League player (more like a TFT player now)

Motion sickness victim

...



01

What is Esports

E and sports

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What is Esports: E and sports?



Activity 1.1 Please type in your 3 key words
for Esports

(www.menti.com, use the code 84165368)





Activity 1.2 Esports Genres



“A style or category of art, music, or literature.”

(Oxford Languages Definition).

Can represent a definition of a style/type of game, often referring to HOW the game is played, sometimes alongside the narrative style of the game.

Can you think of any Esports genres?



Activity 1.2 Esports Genres

- MOBA (Multi -player Online Battle Arena)

League of Legends, Dota2...

- FPS (First Person Shooting)

CS:GO, Valorant , Overwatch...

- RTS (Real Time Strategy)

Starcraft II, Age of Empiror II...

- Battle Royale

Fortnite, PUBG, Apex Legends...

- Fighting
- Sports games (Arcade/real - world)
- Simulation

...



Activity 1.3 Sports that not in Olympics

Can you think of one sport that is not in Olympic yet?



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x x x x
x x x x

Activity 1.3 Sports that not in Olympics

Sport has been elevated from mere games precisely because sport competitions exist in the physical realm (Jeu, 1972).

Sport (Møller, 2009, p. 15):

- (a) The activity is played out as a competition, which is taken seriously even though it serves no external purpose and, in that sense, can be regarded as not serious;
- (b) The aim is to win and to move upwards within the activity's hierarchical structure;
- (c) The activity is organised and functions in an institutionalise framework, in which results are recorded and are ascribed significance;
- (d) The activity is governed by a written set of rules, which are administered by a judge who ideally is impartial.

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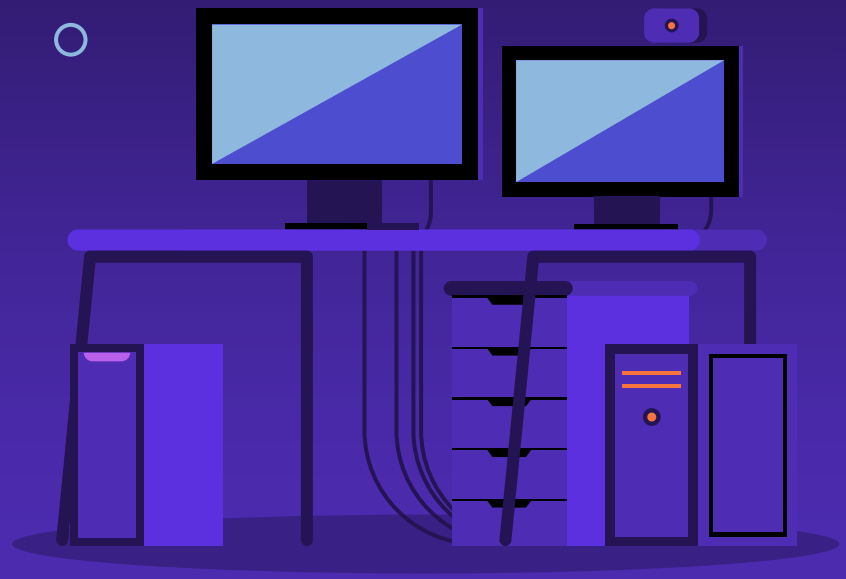
Discussion: Does it truly matter to discuss if esports is sport?





02

Esports Industry



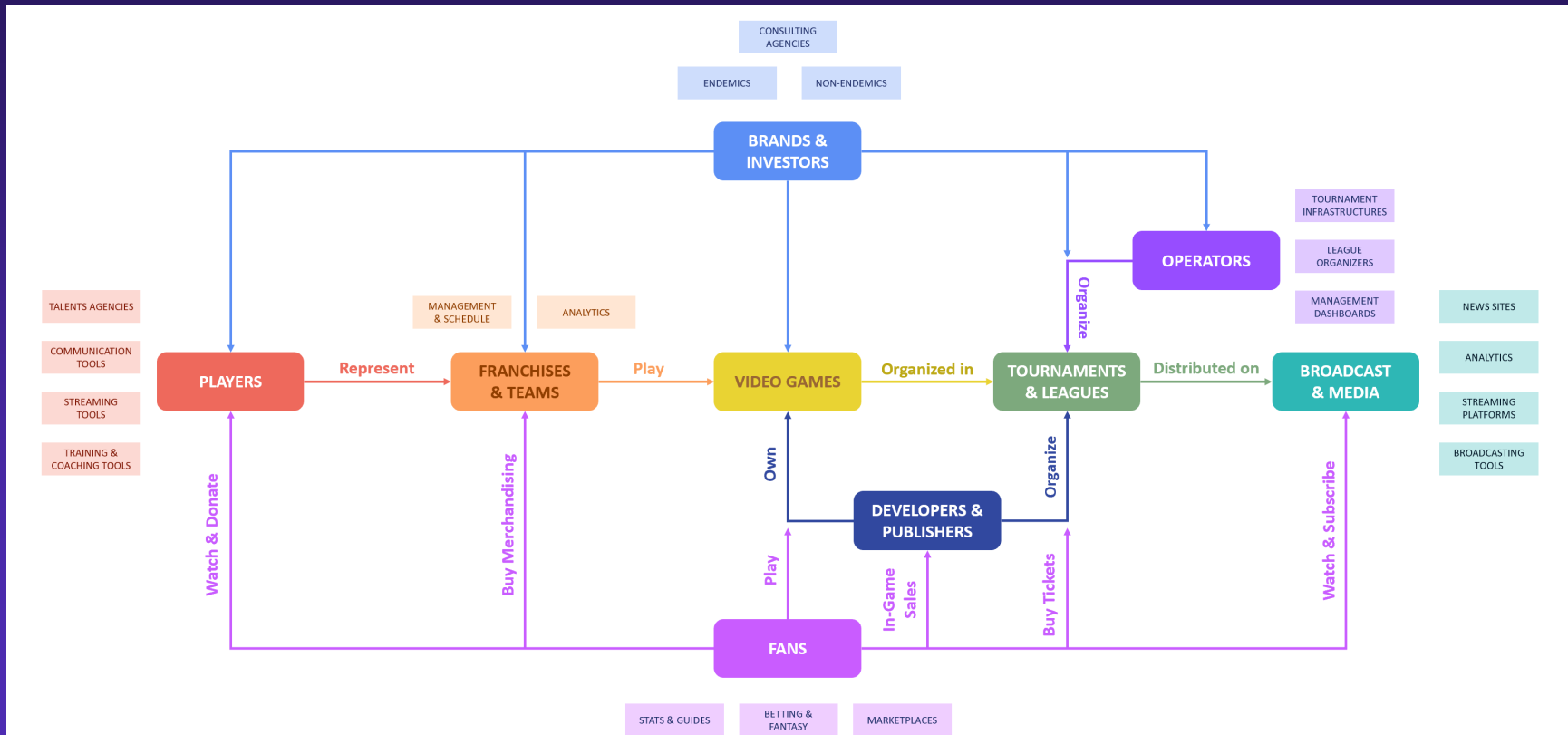
Activity 2.1 Quiz Time!



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(www.menti.com, use the code 33229238)

Esports Ecosystem and Landscape (Besombes, 2019)

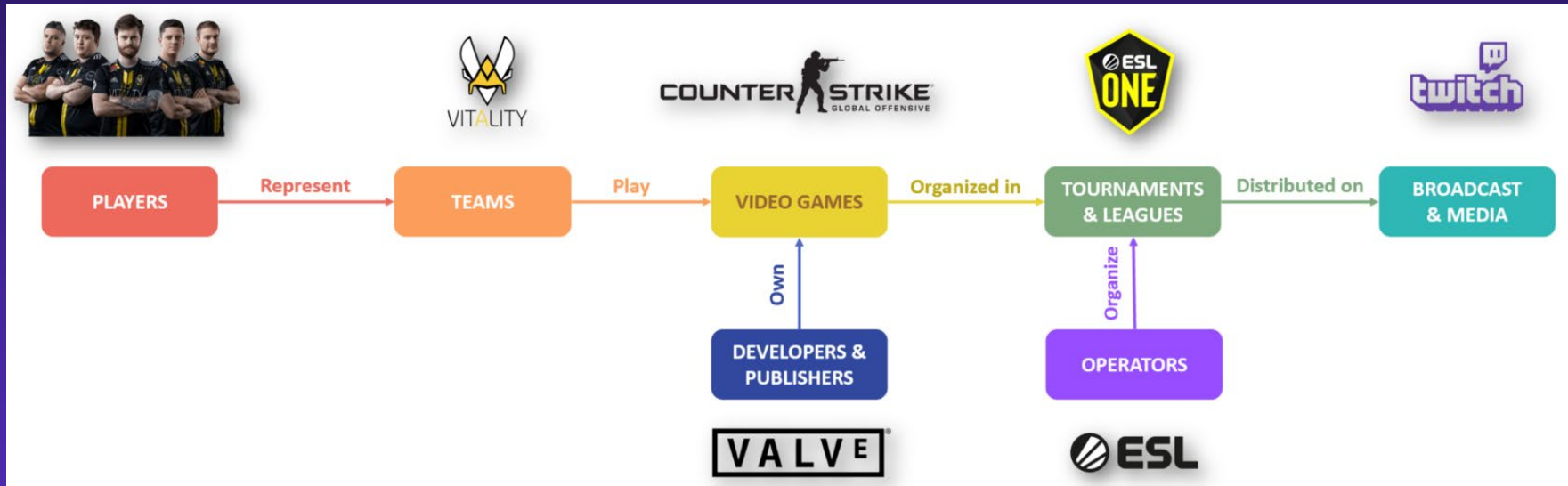


1st Model: League-oriented



(Besombes, 2019)

2nd Model: Tournament-oriented

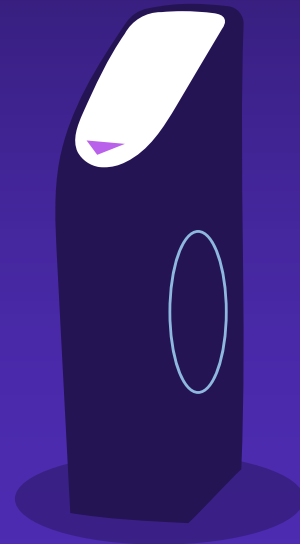


(Besombes, 2019)



03

Esports
Management



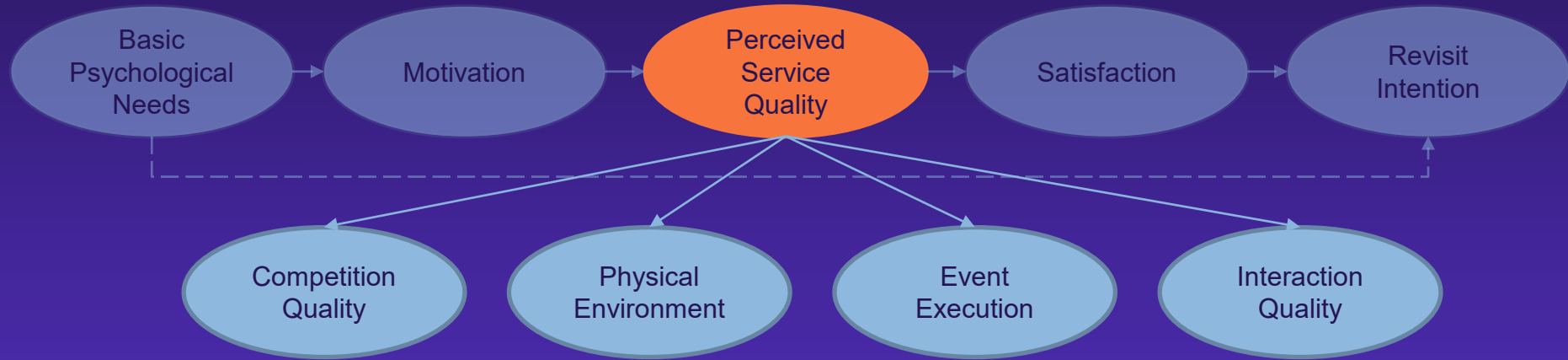


3.1

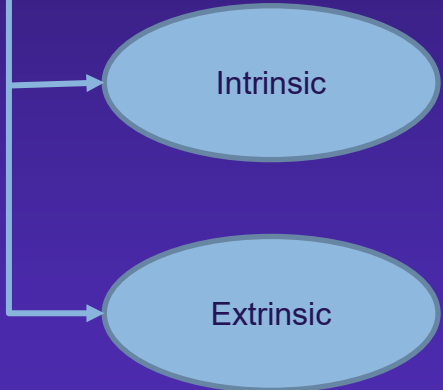
Esports Event Management

Perceived Service Quality of eSports Events

(Zhu et al., 2021)



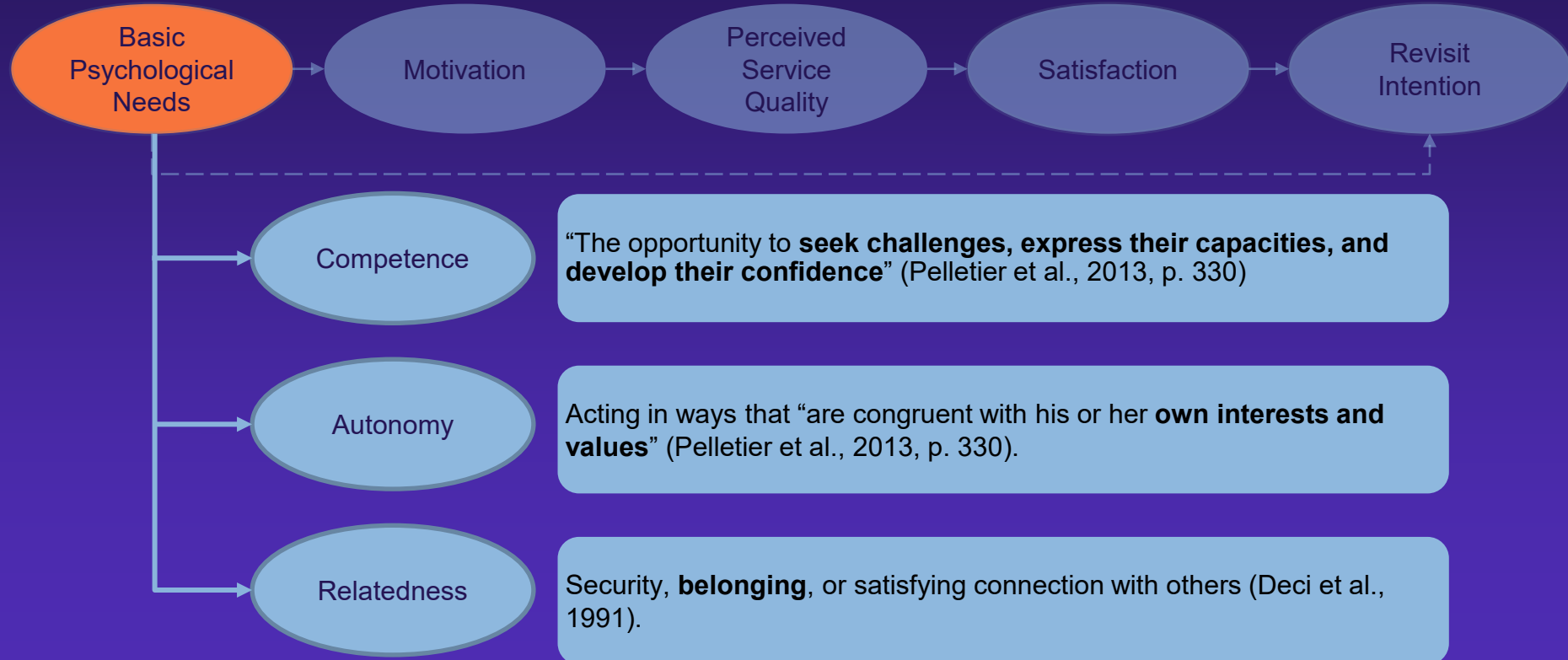
Antecedents: Motivation and BPNs



No apparent rewards except the activity itself (Deci, 1971).

Meeting an **external goal of a behaviour** separate from the inherent satisfactions from doing the activity per se (Deci & Ryan, 1985).

Antecedents: Motivation and BPNs



Consequences: Satisfaction and Revisit Intention



Results

Basic
Psychological
Needs

Competence

Autonomy

Relatedness

Motivation

Intrinsic

Extrinsic

Perceived
Service Quality

Competition

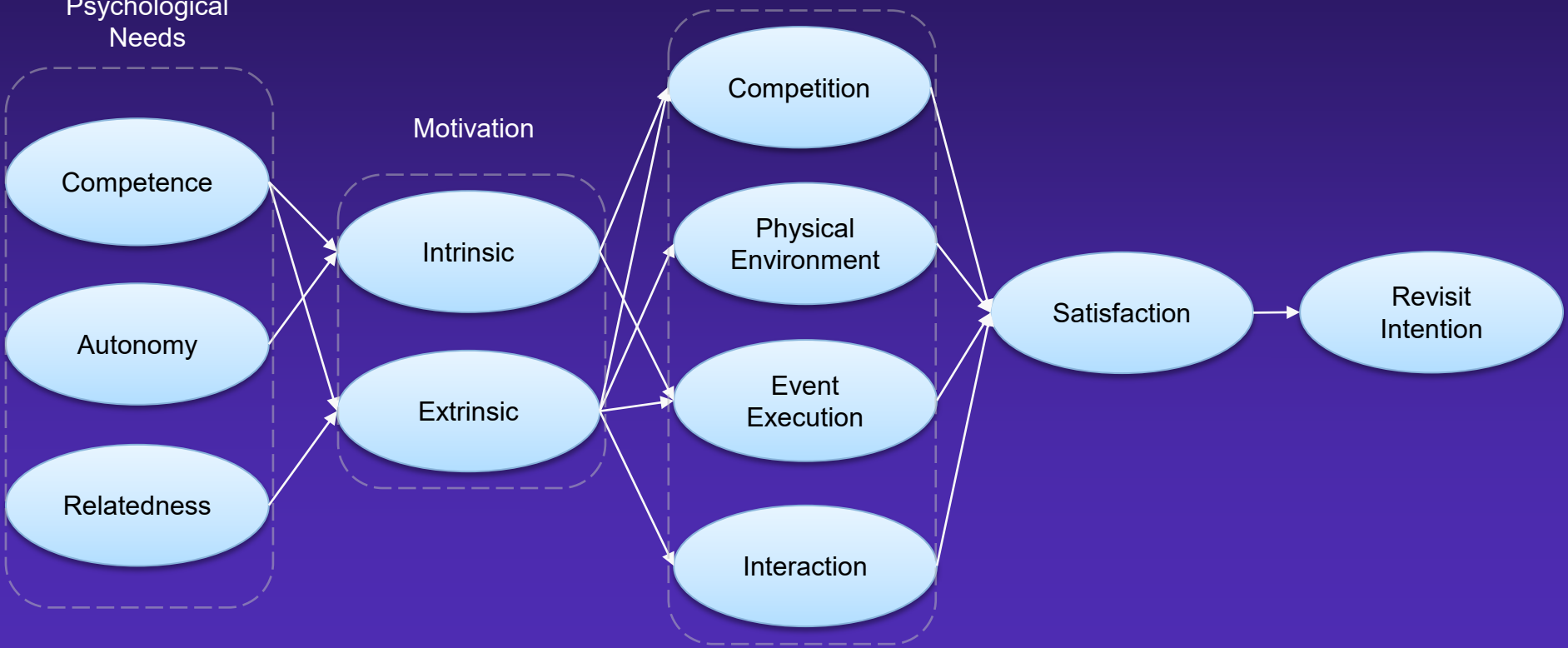
Physical
Environment

Event
Execution

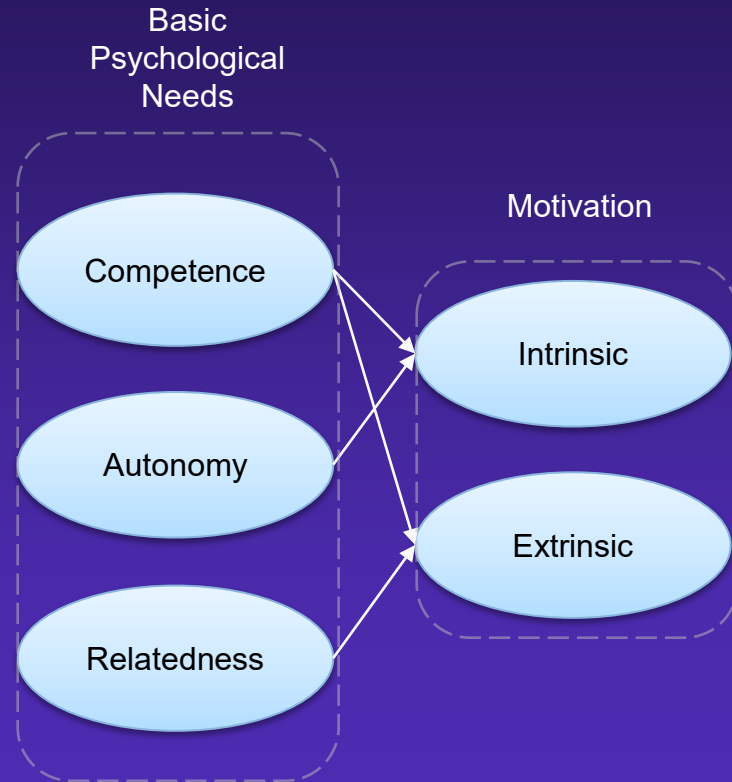
Interaction

Satisfaction

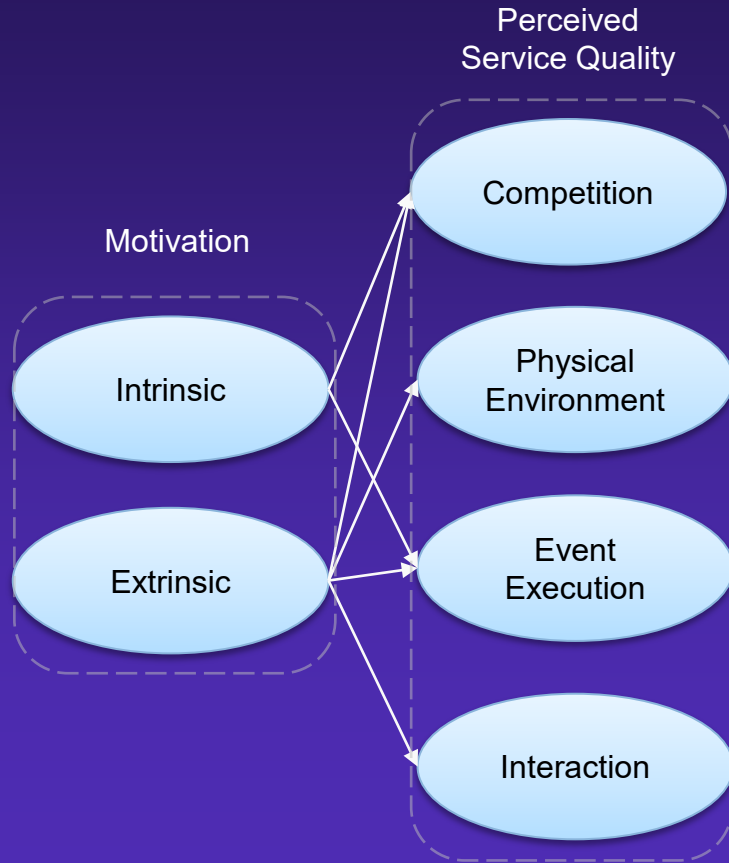
Revisit
Intention



BPNs -> Motivation

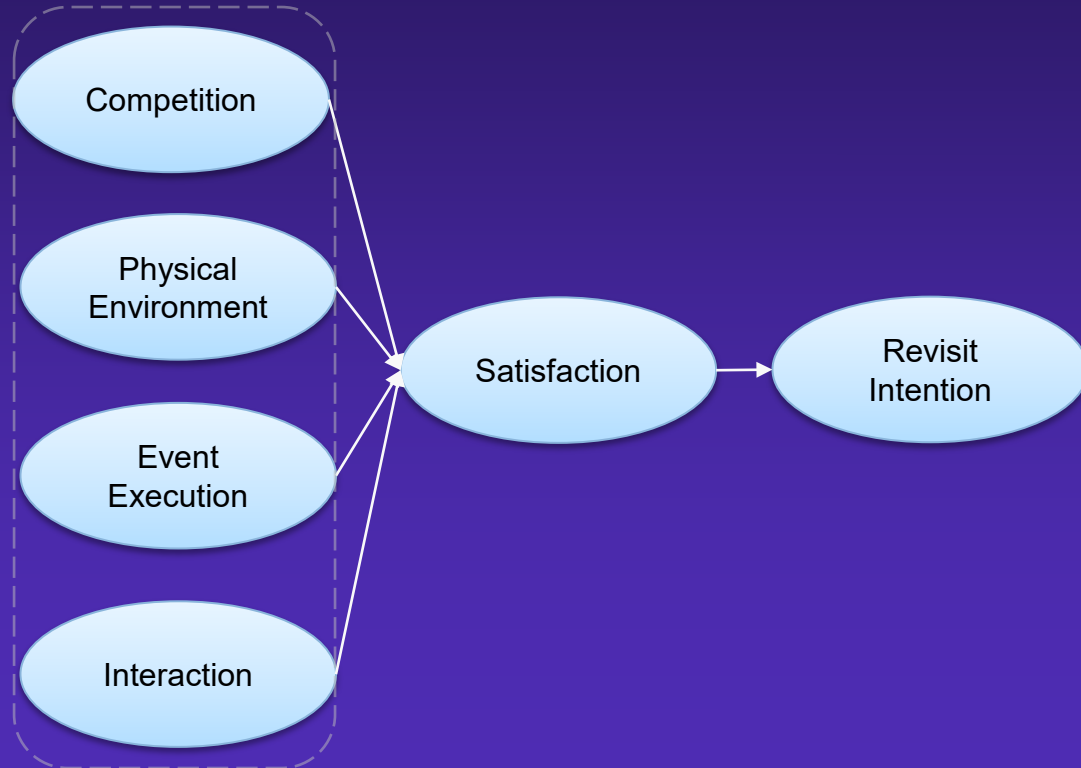
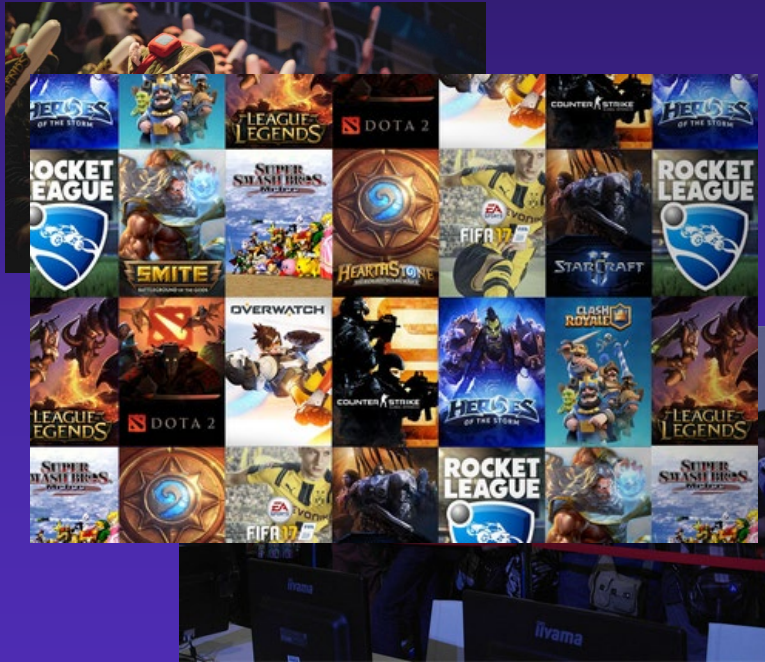


Motivation -> Service Quality



Service Quality -> Satisfaction -> Revisit Intention

Perceived
Service Quality





3.2

Esports Industry Regulation and Governance

Example: Esports money problem

“That was a major problem in League of Legends,” Devin Nash, former CEO of Counter Logic Gaming (CLG) and co-founder of NOVO, told Dexerto. “For teams, you could put one skin [in-game cosmetic item] in the game and you would have funded a team for like two years. ... The revenue verticals that are available to teams through actual in-game monetization are non-existent. As a whole, publishers are still very oppressive entities in esports.”

[Riot Games made more than \\$32 million](#) from its Valorant Champions skins bundle, which was released alongside the Valorant competition of the same name. Half of this was shared with competing teams. Each team made around \$1 million. To illustrate how vital this income is for teams, Danish esports org Astralis, a leading org globally, [lost \\$850,000 in the first half of 2022](#). If Astralis had a team competing at Valorant Champions, revenue-sharing for one set of skins would have negated the org’s financial losses for half a year and still left them with \$150,000 to spare.



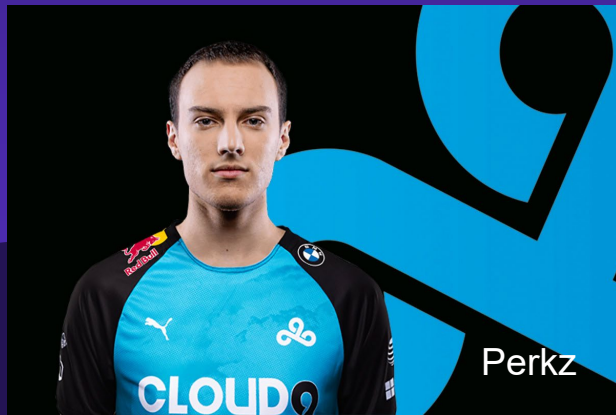
The problem has historically been that publishers rarely make things easy for teams. In 2020, Activision Blizzard mandated Overwatch League (OWL) teams, after already spending [\\$20 million-plus](#) to bag a spot in the league, foot the bill of renting out venues like the Hammerstein Ballroom in New York to be used for competitive fixtures, as [reported](#) by WIRED. Team owners were worried these venues would cost hundreds of thousands of dollars per day, and that ticket and merchandise sales wouldn't be enough to recoup costs. "There was no way to make money off that," one anonymous team owner told WIRED.

Discussion: Esports money problem

Don't hate the player

While they surely cannot be blamed for it, players are paid far beyond what they return for teams in almost all major esports titles.

Dot Esports [reported](#) last year that League of Legends player Perkz was earning \$2 million per year on a three-year contract as a Cloud9 player. In 2020, Jensen agreed to a three-year, \$4.2m deal with Team Liquid. Based on financial returns, players are just not worth that kind of money.



Potential Solution: Esports money problem

“What realistically is going to happen is the [venture capitalist team investors] and LPs [limited partners] are going to say, ‘We don’t have money to give you,’ or, ‘We do but we don’t want to give it to you – here is your budget for the year, figure it out,’” former CLG owner Nash said.

“Then when these negotiation periods happen in October, [teams are] going to have a serious conversation with their players and say, ‘Hey, we need to pay you one-tenth of what you were getting paid before.’

“Then the player goes, ‘No thanks, I’m going to another team,’ and what previously would have happened is that there would have been a bidding war, but [bidding teams] are going to say, ‘Our VCs and LPs say the same thing,’ and this is just going to drive down prices and the ecosystem will just naturally correct, because the money won’t be there.”



DI 电竞-CEO-羅萬乘

现在的赞助商都很务实了

昨天 11:39



超竞教育-校区负责人-KW

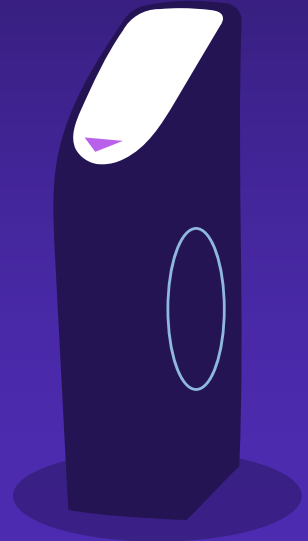
俱乐部的竞争引起的选手成本上涨，主要还是要限制俱乐部之间的不良竞争引起的价格战，之前推了一波工资帽，但效果不理想，然后又回到了游戏运营版权在一家公司内这个问题，行业的虽然联盟化，但联盟内部和其他传统体育联盟化区别太大，各家俱乐部话语权和运营商实体的利益不完全一致，其次就是现在赞助商也明显倾向选手个人品牌，选手个人形象起来了，这部分经纪约单拎，对俱乐部来说更亏，反正做俱乐部费力不讨好，夹在中间的永远没好果汁吃，经纪约单谈后的影响对俱乐部是降维打击，对选手发展也不利，总体来说什么模式都学，学了个五花八门最后还是乱七八糟的，行业不够规范

Your Thoughts



04

Esports and IOC





Which one(s) below joined the Olympic Esports Week in Singapore 2023?

A



B



C



D





OLYMPIC ESPORTS SERIES OLYMPIC ESPORTS SERIES OLYMPIC ESPORTS SERIES OLYMPIC ESPORTS SERIES

Key Takeaways

- Esports nature: E, sports, and video gaming.
- Meaningless to discuss whether esports should be considered a sport.
- Event is the core of the industry.
- A lot of challenges regarding industry regulation and governance.
- Esports and IOC: potential opportunities, and lots of uncertainties

Thank you!
Any questions?

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University of
Northampton

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