

Esports express

E-Sports and its industrial

Keypoints

- ~~history~~
 - industrial / how it runs
 - compare companies
 - team and story
 - ~~amator matches~~
 - exclusive interviews
 - where there is still value in the growing eSports space
-

Keypoints, final version

```
graph TD;

subgraph E-eSports

subgraph pending_problems

gender_difference
cheating
gambing

end

subgraph propersity

capital
ecosystem

end

subgraph society_influence

subculture_of_esports

subgraph regulation

intel_property
tax
```

```
parential_notification
end

end

end
```

Passage 1. Esports industrial: from the league to eSports participants.

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todo: add details, add data, add examples

1. Introduction

It has not been so many years since the word *e-sports* came into the eyes of general public, and this word had been long considered to be equal to simply game playing. People who are not concerned about e-sports may find it difficult to understand why so many people are boosting e-sports now and hard to believe that many people can live by their jobs about e-sports. Yet the industrial of e-sports has been on its track since 1998 in Korea, and it is blooming faster and faster with the help of the Mobile Internet.

In old days, people underlooked esports's future because at that time, esports depend heavily on their sponsors. These sponsors are often giant companies and the money they paid on esports were only a small amount of money, compared with the vast cost for their advertising. In recent days, however, esports are becoming more and more like traditional sporting events, in which the organizer of the game benefits both from the audiences and the advertisement publishers, which lead to the effect that more and more investors are becoming interested in esports.

In this passage, we will discuss about how esports runs, how its all involvers get benefit from it, and what will esports be like in the future. Perhaps, it will reveal the answer to the question: why the word "esports" are so popular now.

2. The industry chain of e-sports

```
graph TD;

subgraph content-provider

participants
game-providers
competition-organizers
league
club

end

subgraph spectators
```

```

spectators

end

participants-->competition
competition--benefit-->participants
game-providers-->competition
competition-organizers-->competition
league-->competition
club-->competition

competition-->TV
competition-->live-streaming

TV-->cast
live-streaming-->cast

cast-->spectators

competition--report-->spectators

spectators--become-->sponsors
spectators--benefit-->investers

sponsors--benefit-->content-provider
investers--benefit-->content-provider

regulator

```

As this picture shows, the industry of esports has become a closed cycle, and everyone in the cycle gets benefits from the industrial, though people in different position of the picture may have different kinds of benefits. Besides this, this picture is also a panoramic picture for esports, which shows how a esports event is organized.

Organizers

An esports event starts from a organizer. Organizers prepare match field and invite players or teams to join the match. Usually, the organizers draw players by providing promising awards. The organizer then cast the match on TV, on Live-streaming platform, or on traditional video websites, and get reward from the audience and the advertisement providers.

The identities of the organizers are varied. Take China for instance. In the past, the organizers may be millionaires who are in fancy with games, companies which want to advertise for their products in a different way, or game firm that want to sell more copies by holding competitions to draw people's attention. There were also companies focus on providing esports related things and organizing contests, but most of those companies lead a difficult life.

Things changed because of the development of technology. The Mobile Internet and the fast growing of live-streaming lead esports into the sight of everyone. At this time, with the accumulation in the past years, even a grandmother aged woman in the supermarket can tell what esports is, that is to say, esports is becoming

acknowledged by the society, then came the spring of esports. The investors find the market hide behind the enormous number of people who care about esports, and set foot into this area. The professional gamers, the team, the organize companies both benefited from the capital surging into this area.

- todo: influence of capital.

With the surging money from the capital market, the players in this field has changed greatly. Game manufacturers now regard esports not only an advertisement for their games, but a new source for income, and a boost for the company on share market. (Blizzard, for instance)

Professional esports players, teams and leagues

How can a professional esports players make his live on esports.

Professional players can get income from the rewards for the match. Usually, matches provide high award for the champion of the game, and much lesser for the others, which makes the champion for a match really attractive. Except several special events, like exhibitional games for Olympic games, the easiest way to judge the level of a match is the amount of rewards it provides. High awards attracts high level players, and that makes the game more appreciation-worthy.

Besides awards from the match, some players can also get income by selling goods to their fans online. Also, live-streaming their first person perspective can win gifts from their fans and contract from live-streaming platform. In China, this two ways offers much more income the match awards for famous players.

Yet this lead to a problem. When a player spend too much time on live-streaming or managing his online store, it will undoubtedly has a negative effect on his competition skills, and that is the paradox: the temptation of money for players do sometimes hindered the audience to see more splendid match. After all, when you can simply can money from talking with the audience and playing freely, few people will choose to train 12 or more hours for less money.

At the same time, online-streaming also provide professional players a sound way to make a live after their retirement. In recent years, most retired players choosed to stay in the field of esports in the identity of a coach, a commenter or a live-streamer, and some of them may also setup company or online shop. Either way, the reputation they get from their professional career would be a great boost to their new career.

What's the relationship between players, teams, clubs and leagues.

Like traditional sports, esports also have teams and leagues. In the field of esports, "teams" have different meaning for different games, while "league" is almost the same as the leagues in traditional sports. For single player games, like RTS(Real Time Strategy), players in a team practice with each other, and compete with each other in competitions, while in MOBA(Multiplayer Online Battle Arena) games, players in a team are like a soccer team, corporate with each other to fight against another team. Player are usually not alone, though there do be some independent players, most players have coaches, game analyzers and team managers as their backup. These people, as well as the team sponsors, make up an esports club. In usual, an esports club only have one team belong to it, so the word club is, in most times, used the same as the word team.

Some games have the conception of "league". The league is usually controlled by the game manufacturers, sometimes TV channels or club associations. The function of the league is to setup a rule for the matches, to harmonize different competitions organized by different organizations, and to make sure the clubs have

strong constrain on the players. To make it simple, it is just like NBA in professional basketball and NFA in professional American Football.

Audiences

Audiences are the reason that esports can exist. In fact, it is because of the vast number of audiences and potential audiences that the industrial is liked by capital. Audiences watch the competitions through Live-streaming, video websites and TV. Meanwhile, they will also follow their favorite players on twitter or weibo, give out gifts in those players' live-streaming and shop in players' eshops. The following table shows how can a audience support his favorite players and the game:

How audiences support the esports system:

1. Buy tickets.
2. Online shopping.
3. Sponse to their favorite players or live-streamers
4. Watch advertisements.
5. Buy virtual items. (Dota2, for instance)

Virtual items is an interesting idea, and it is first invented right in esports. The organizes of the competitions sell virtual decorations can be used in games, and a part of the sell income will be added to the award of the competitions. This business mode has been provided to be parctical in TI series(the Global Invitive Competitions of Data2). Both the funs, the players and the game organizers gain from it.

3. Conclusion

To surmmrize, we can see that esports has become an industrial just alike traditional professional sports, which is proved to be a feasible way to run. What makes esports more promising than trditional sports is that the market is, unlike traditional professional sports domained by giants like NFL, MLB and NBA, still a piece of virgin land. The industrial is still in its upraising phase now, and the market has not yet solidized. Therefore, along with the growing attention people paid to esports and the decline of people's prejudge of esports, esports is still a valuable lore waiting to be mined.

Passage 2. The difference between countries about esports

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Introduction

Though esports in the world run similarly the same commercial logic , there are still different for esport-industiral in different area. The differents may the caused by varied reasons, like history, the economic level of the area, the attitude of the government, etc. These factors lead to the slight difference in business patterns.

1. The US, Canada and Europe
2. Korea
3. China

4. And other developing countries

Passage 3. Exclusive interview: Sasha "Scarlett" Hostyn

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Passage 4. Analyzation: what will esport be like in the future

Main part of the article.

Maybe it is better to part it as an independent article? There are too much to discuss.

- closer and closer to traditional sports
- how will the change of game influence the match, how long can a game survive (SC, 1998-now, for ex.)
- potential market (use TI reward curve)