

# 电子竞技生意 The business of eSports

Hello and welcome to 6 Minute English.

大家好，欢迎来到《六分钟英语》。

I'm Neil.

我是内尔。

And I'm Sam.

我是萨姆。

Now Sam, how would you define eSports?

那么萨姆，你怎么定义电子竞技？

eSports?

电子竞技？

Well, this is essentially competitive video gaming.

嗯，基本上它指的是竞技性的视频游戏。

Individuals and teams take part in competitions where they play video games.

个人和团体参加竞赛比拼玩视频游戏的技术。

So just like me and my kids at the weekend?

就像我和我的孩子在周末那样吗？

Well, no!

当然不是！

eSports is enormous.

电子竞技规模庞大！

Tens of thousands of people turn up to watch these events.

数以万计的人会观赛。

The players are professional and get paid huge salaries-the best ones are millionaires.

选手们都是职业的，而且拿着数量不菲的薪水——顶尖的选手都是百万富翁。

Well, maybe I'm not quite in that league yet!

嗯，也许我还没到那个程度！

But the business of eSports is our topic for this programme.

但是电子竞技生意是我们本期节目的话题。

Before we press 'play' on the subject though, a question.

不过在我们为这个话题按下“开始”键之前，先问一个问题。

Approximately how much was generated by eSports and video games in the last year?

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电子竞技和视频游戏去年大约产生了多少营业额？

Was it a) \$130 million, b) \$13 billion, or c) \$130 billion?

是 A. 1亿3千万美元, B.130亿美元, 还是 C. 1300亿美元？

What do you think then, Sam?

那么你怎么认为呢, 萨姆？

I'm going to say \$130 billion.

我要选1300亿美元。

It's a huge amount, but I think it's that successful at the moment.

这个数额巨大, 但是我认为目前它就有如此成功。

OK, we'll find out if you're right at the end of the programme.

好的, 我们会在节目结束的时候知道你是否回答正确。

Not so long ago the idea of making a living playing computer games would've seemed impossible.

不久以前, 靠打电脑游戏谋生似乎是不现实的。

However, times have changed as technology has improved.

然而时代已经随着科技的发展发生了改变。

eSports are even going to be included in the 2022 Asian Games.

电子竞技甚至会成为2022年亚运会的比赛项目。

So it might not be long before they make an appearance at the Olympics.

所以也许不久以后它们会在奥运会上出现。

Gabriël Rau is a pro-eSportsman.

Gabriël Rau是一名职业电子竞技者。

He was interviewed for the BBC programme In Business.

他接受了BBC节目《In Business》的采访。

He thinks eSports are going to grow and grow, but does he think that's a bad thing?

他认为电子竞技会不断成长, 不过他认为这是件坏事吗？

It's becoming more of a normal sports thing with this generation about to have children and moving forward I feel like it might even become a staple.

随着这代人将要有孩子, 它会成为一个很正常的运动项目, 并且我认为假以时日它甚至会成为  
一个必备品。

Might become as normal as sports are right now.

也许会像如今的各项运动一样常见。

I don't think it necessarily has to be a bad thing.

我认为它不一定是件坏事。

It is time-consuming though, so I feel like, if you do want to introduce anybody, especially children, into video games, discipline is the way to go.

不过它很耗时间, 所以我认为如果你确实想要带某人玩视频游戏, 尤其是孩子们, 那么原则是很重要的。

So, is the growth of eSports a bad thing?

所以电子竞技的发展是件坏事吗？

Not, according to Gabriël.

在Gabriël看来不是的。

He thinks that people having children now have grown up with computer games and these are beginning to be seen in the same way as traditional sports.

他认为如今有孩子的人是伴随着电脑游戏成长起来的，而这些游戏将会被当做传统运动看待。

In fact, he thinks they will become a staple.

事实上他认为它们会成为必备品。

And what does he mean by that?

他这样说是什么意思？

Something that is a staple is a basic element, something we expect.

必备品指的是基本元素，我们期待的东西。

For example, in the UK we talk about potatoes being a staple food and football being a staple of the school curriculum.

比如，在英国我们说土豆是主食，而足球是学校课程的必备科目。

But he does mention a disadvantage, doesn't he?

但是他确实提到了一个弊端，不是吗？

Yes.

是的。

He speaks quite quickly but he says that it is time-consuming. It eats up a lot of time!

他说得很快，但他说这很耗时。会花费很多时间！

Oh yes, I know that from my own experience.

哦，是的，我从自身经历就能够知道。

I can start playing a game then find that many hours have passed and it's the middle of the night.

我可能会开始某个游戏，然后发现好多个小时过去了，不知不觉就到半夜了。

And that's why Gabriël goes on to talk about the need for discipline.

这也是Gabriël接下来谈到需要原则的原因。

This is having strict controls and restrictions and importantly sticking to them.

这指的是有严格的控制和限制，而且重要的是要坚持。

So, for example, if you say you are only going to play for an hour every day, you have to stop playing after an hour, even if you want to carry on.

所以，比如，如果你说你每天只玩一个小时，那么玩了一个小时之后你必须停下来，即使你还想继续。

That's discipline.

这就是原则。

And he makes the point that this is important if you are introducing children to video games.

而且他提出如果你要带孩子玩视频游戏这一点很重要。

Not everyone involved in eSports wants to be a player.

不是每个涉足电子竞技的人都想要成为选手。

It's now possible to study the business of eSports at university where you can learn how to manage eSports events.

现在可以在大学研究电子竞技生意，你可以学习如何管理电子竞技赛事。

These are the thoughts of a student on one of those courses talking about her response to seeing a big eSports event.

以下是上其中某个课程的学生的想法，谈论她对于大型电子竞技赛事的反应。

When you look at the background of how it all comes together and the people that spend all that time getting into it, for me I would love to put something like that together, not so much to play it but to put that together and create that experience for other people and that was just my main aspiration really.

当你了解了这一切是如何组织起来的以及花时间参与其中的人们时，对我来说，我想要组织赛事，我不是很想玩游戏，而是组织赛事然后为其他人创造体验，这才是我的主要抱负。

So she doesn't want to play, does she?

所以她并不想玩游戏，是吗？

No, she doesn't.

是的，她不想。

She seems more interested in putting together an event, which means setting up and managing an event for others to take part in.

她似乎对于组织一个赛事更感兴趣，也就是为其他参与的人建立并管理赛事。

That, she said, was her aspiration, her ambition.

她说那才是她的抱负，野心。

Right, before we review the vocabulary, let's have the answer to our quiz question.

好的，在回顾词汇之前，我们来揭晓今天问题的答案吧。

Approximately how much was generated by eSports and video games in the last year?

电子竞技和视频游戏去年大约产生了多少营业额？

A) \$130 million, b) \$13 billion, c) \$130 billion? What did you say, Sam?

A.1亿3千万美元，B.130亿美元，C.1300亿美元？你说的是多少，萨姆？

I thought \$130 billion.

我认为是1300亿美元。

And, for once, you're right, so well done.

这一次你答对了，干得漂亮。

The actual figure was approximately \$137 billion, which was more than the music industry when you include music sales and concerts.

真实的数据是将近1370亿美元，这比音乐行业的音乐销售额加上演唱会的营业额还要多。

Right, on now to remind ourselves of some words and phrases from today's programme.

好的，现在继续回顾今天节目中出现的一些单词吧。

Yes, we've been looking at eSports, the world of competitive video gaming.

是的，我们一直在谈论电子竞技，竞技视频游戏的世界。

We heard that it was becoming so normal that it might become a staple, an expected basic activity in the same way sports like football are.

我们听到它已经变得如此常见以至于它可能会成为一个必备品，人们期待的基本活动，就像足球一样。

But be warned, playing video games is very time-consuming.

但是要注意，玩视频游戏很耗时。

It eats up a lot of time.

它会吞噬掉很多时间。

So you need to have discipline.

所以你要有原则。

That means you need to have and keep to restrictions such as the length of time you play or the time of day you play.

这意味着你需要有限制并且严格执行，比如你玩游戏的时长或者一天中的什么时候玩。

That is particularly important for children.

这对于孩子们来说尤其重要。

If you organise an event, you can say that you put it together.

如果你组织一个活动，你一个说把它们组建到一起。

And your ambition, your hope for the future is an aspiration.

而你的野心，对未来的希望叫做抱负。

And my aspiration is to beat my high score on my favourite game, so are we done now, Neil?

我的抱负是去我最喜欢的游戏中获得高分，所以可以结束了吗，内尔？

Yes, it's game over for us today.

是的，我们今天就到此结束了。

We'll see you again soon and don't forget to look out for more from the bblearningenglish team online, on social media and on our app.

我们很快会再见，别忘记通过BBC学习英语在线团队、社交媒体和我们的app获得更多信息。

Bye for now.

再见了。

Bye, everyone!

再见了各位。

