



# **Business Case Study of E-SPORTS: THE NEW ADVENTURE**

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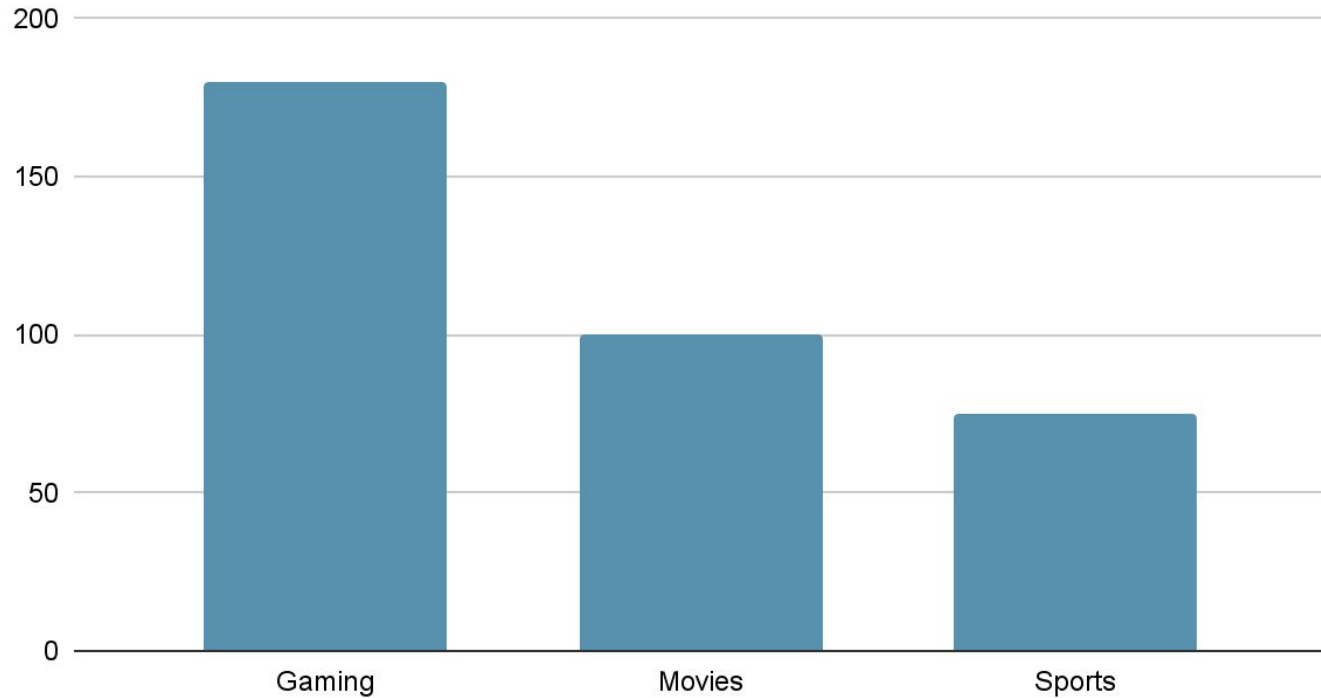
Source: Think School





# Media Sector Earnings 2020

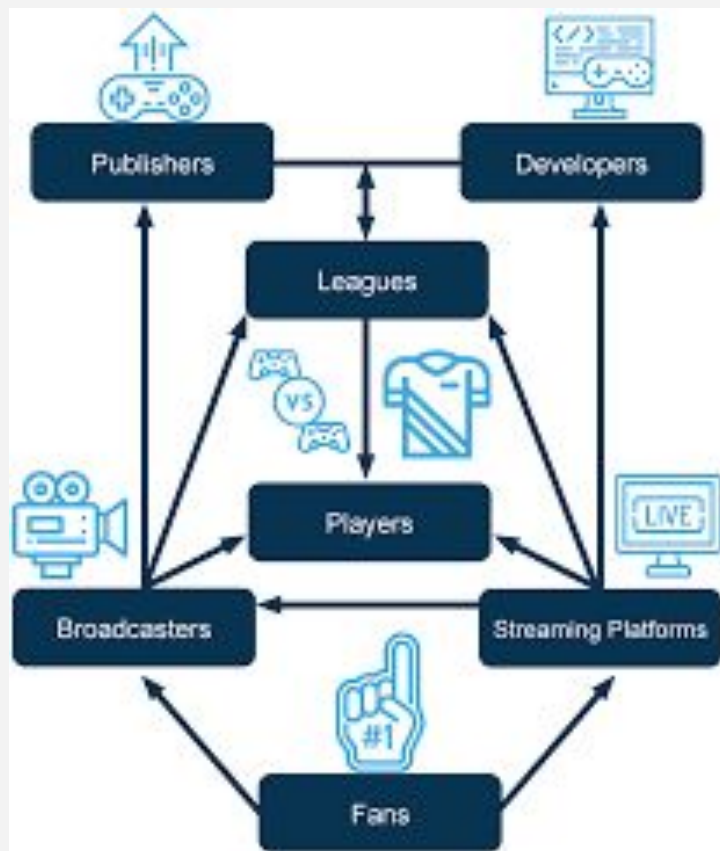
**Earning of Media Sector in 2020**



# The Popularity of ESport

- ESports → Players involved in the game compete against each other focused on using the skills to win the championships in open online platform.
- 11 major stakeholders in the system.
- Revenue is more than movies and sports combined.
- The biggest profitable media industry right now.

# ESport Stakeholders



# ESport Ecosystem



# ESport Ecosystem

## ESPORTS ECOSYSTEM

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# ESports Popularity

- Legends World Championship → Peak viewership of 3.5 million
- Small players get identity with ESports.
- Established players get identity to ESports.
- Publisher put his assets in the leagues.
- Leagues make the publishers more visibility and popularity.
- More fans, more revenue for the publishers.

# World ESports League



# Legends World Championships



# Fans as Stakeholders

- Industry accelerated merely due to the power of influencers.
- Important stakeholders are fans.
- Fans play the sports and watches for entertainment.
- Manchester United made 102 million pounds just by selling merchandisers in 2019.
- More fans → More visibility → More sponsors → More money.

# Paradigm Shift

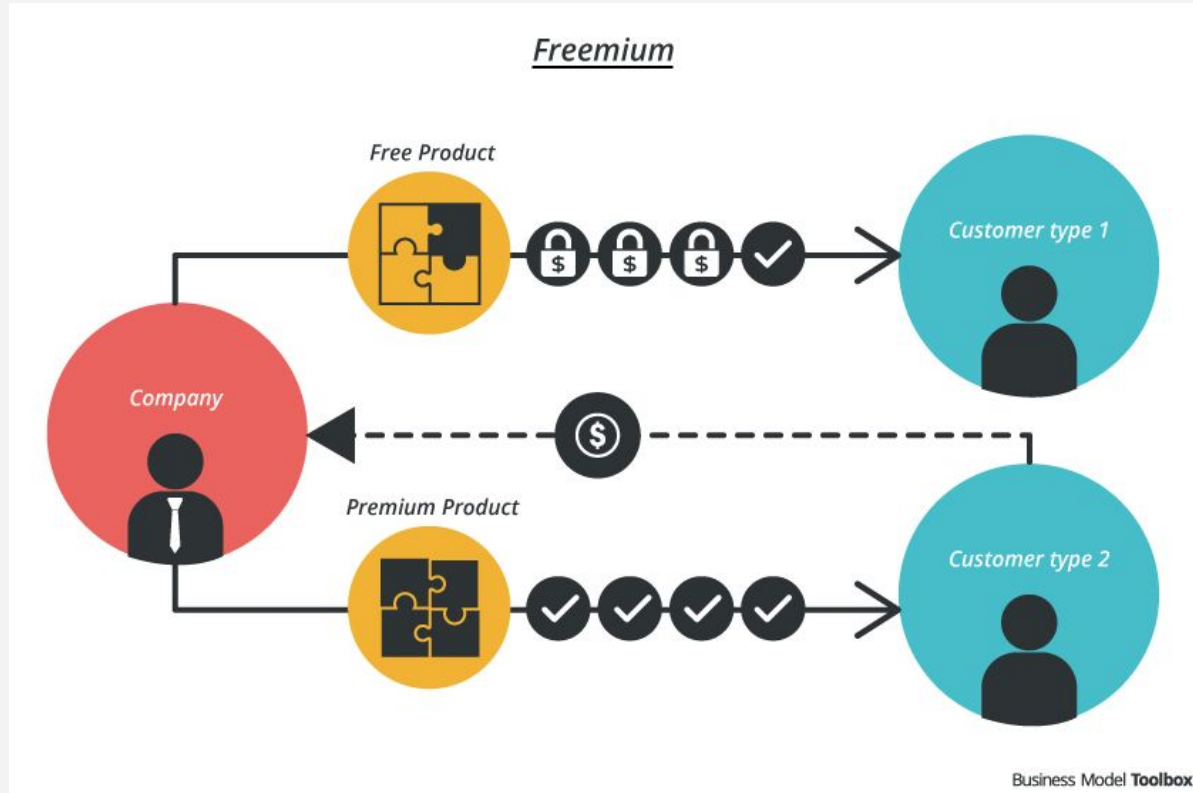
- Accessibility & Visibility brings more fans.
- There's disruption happening in accessibility.
- 30000 Rs for gaming console.
- 3000 to 5000 Rs for buying the game.
- Entry barrier issue → Affordability
- Unless you play the game, you won't be able to appreciate the skills of the players at professional level.



# ESports in Mobile

- More barriers → Less players → Less viewers → Less engagement → Less money
- Call of duty revenue → 1.1 billion USD.
- Pubg revenue → 1.51 billion in short time.
- Pubg eliminated the entry barrier, increase accessibility through mobile compatibility.
- Money earned from in app purchases, advertising.
- All mobiles don't have good enough processor for ESports, so the adaptability to mobile devices will be a challenging task.

# Freemium Model

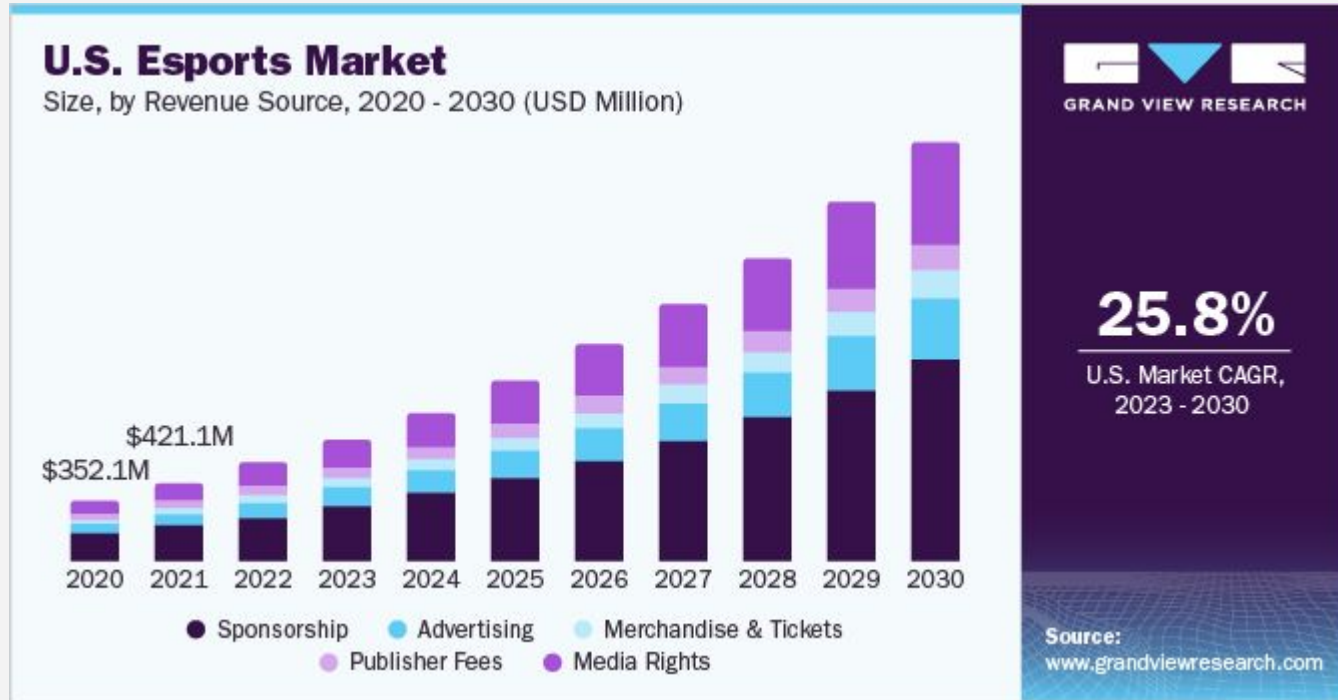


# Cloud gaming

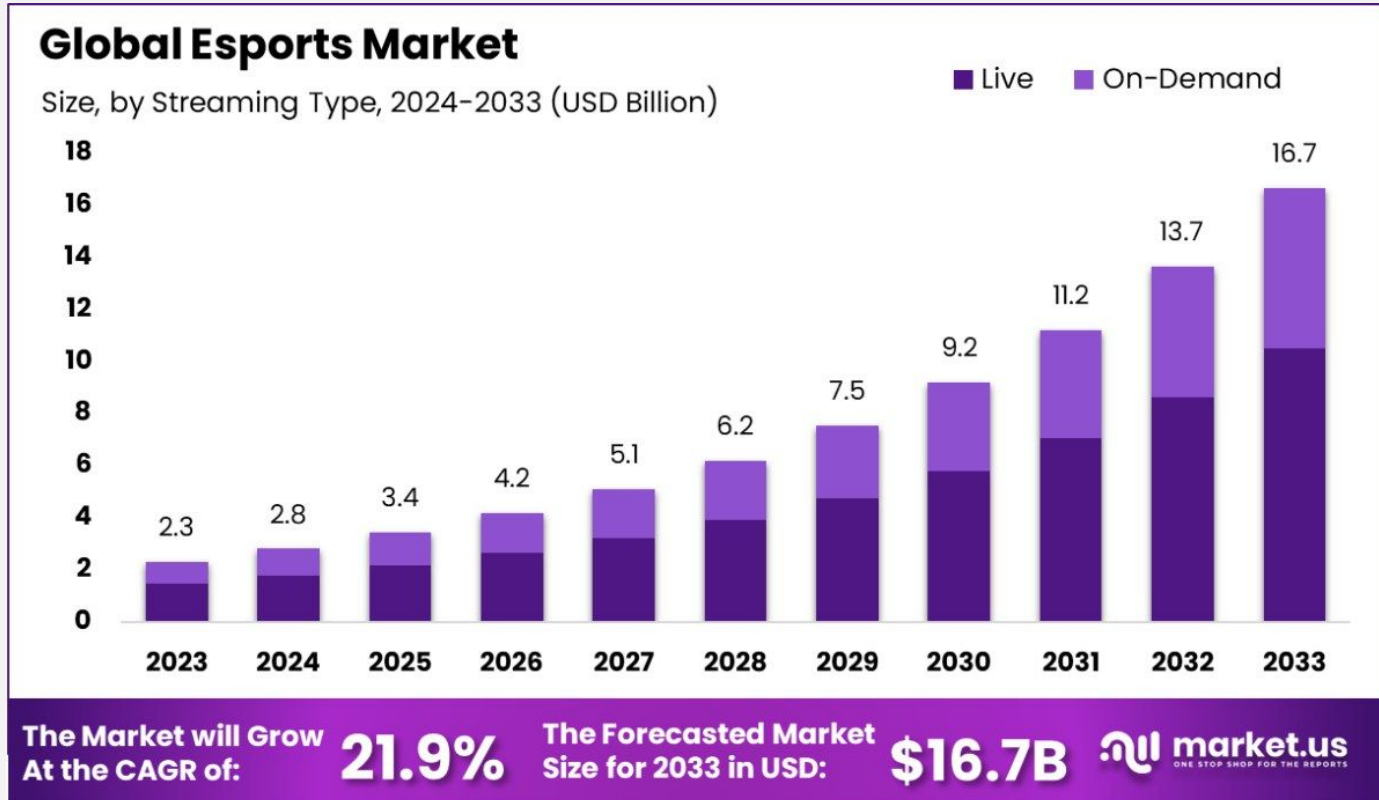
## State of Play: Cloud Gaming



# US ESports Market

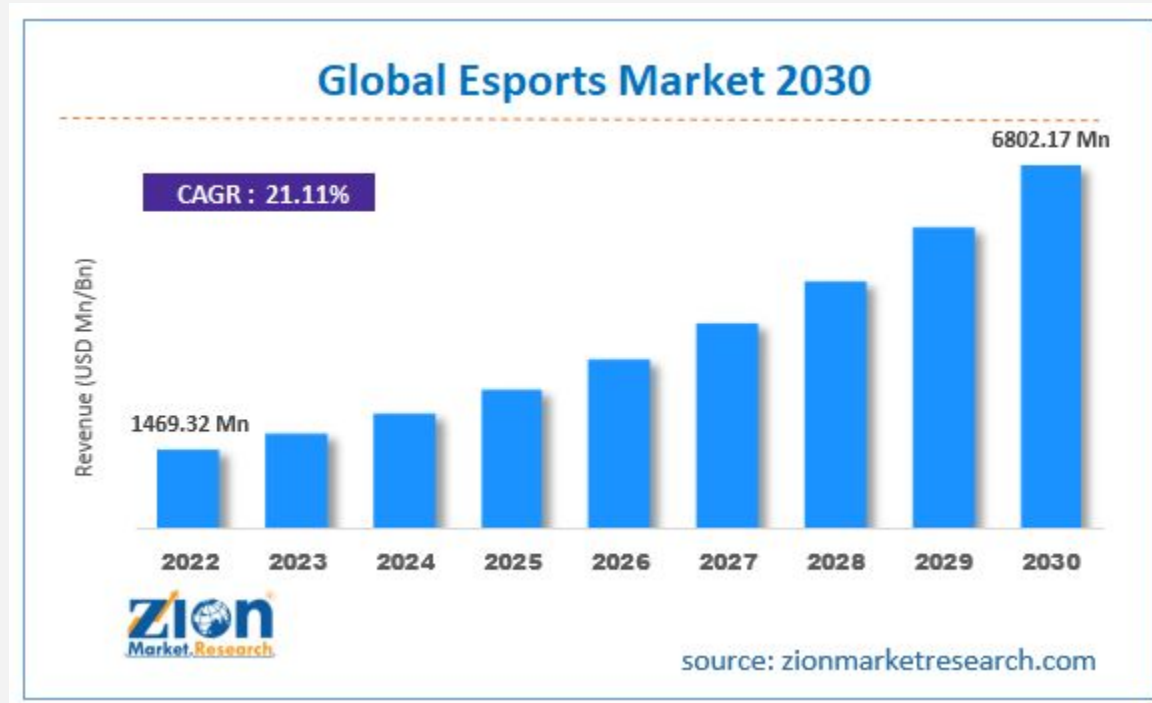


# Global ESports Market





# ESports Potential Market Growth



# ESports Market



# The Potentials

- Call of Duty → 500 million downloads, 1 billion USD in mobile spending in 2019.
- How can we increase the accessibility of these heavy games without getting people to buy expensive devices? Through Cloud gaming.

# Business Factors

- What are the major drivers of growth common in all of that?
- Studying different business model to look for by which ESports stakeholder can make money.