

Introduction to Esports

- Esports Case Study

Introduction to Esports

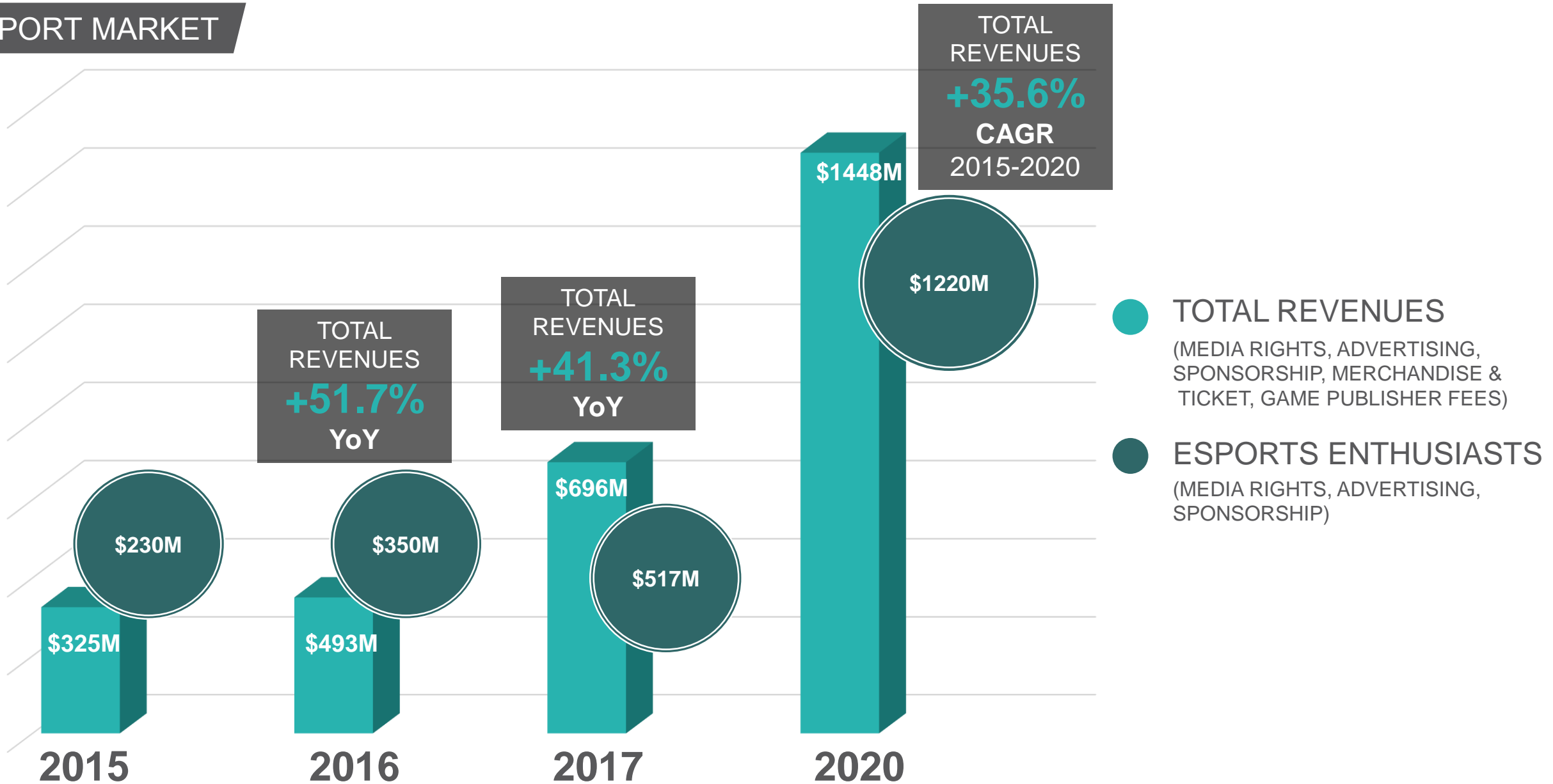


eSports definition

'Compound word of "Electronic" and "Sports", to describe a competitive sport performed in a virtual environment'

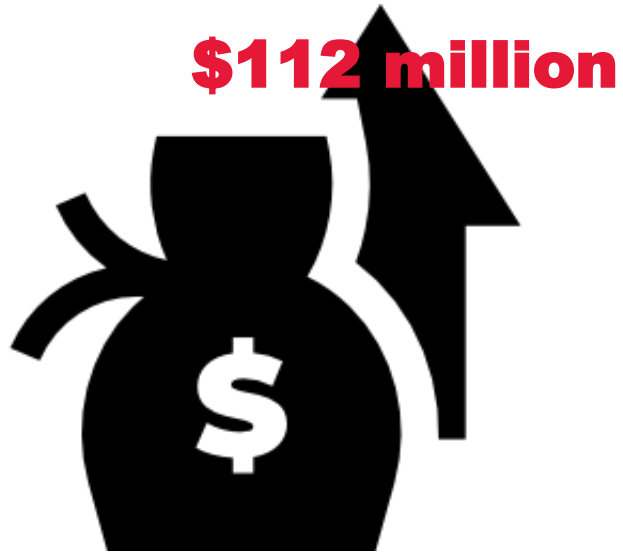
WHAT IS **ESPORTS**?

ESPORT MARKET



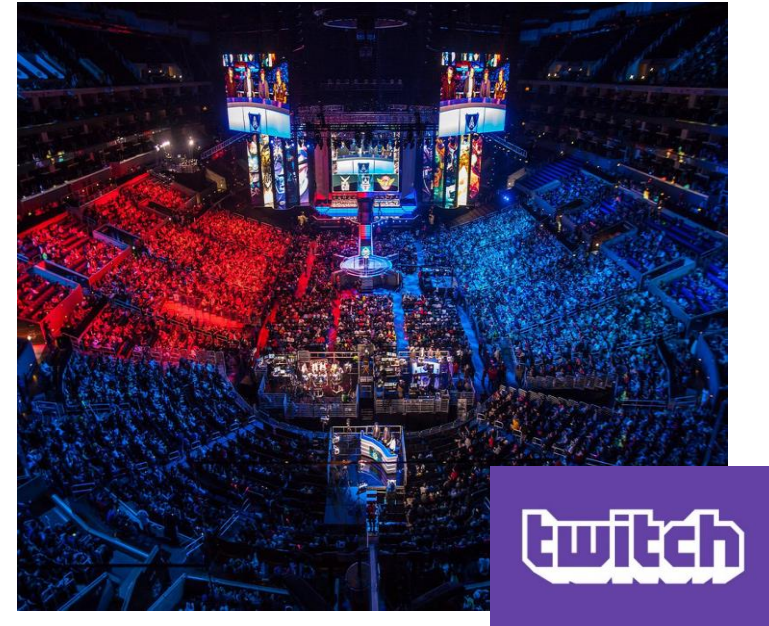
WHAT IS **ESPORTS**?

TOTAL PRIZE MONEY



- ✓ The total prize money of all esports events held in 2017 reached \$112 million, breaking the \$100 million mark for the first year.

THE MOST WATCHED EVENT



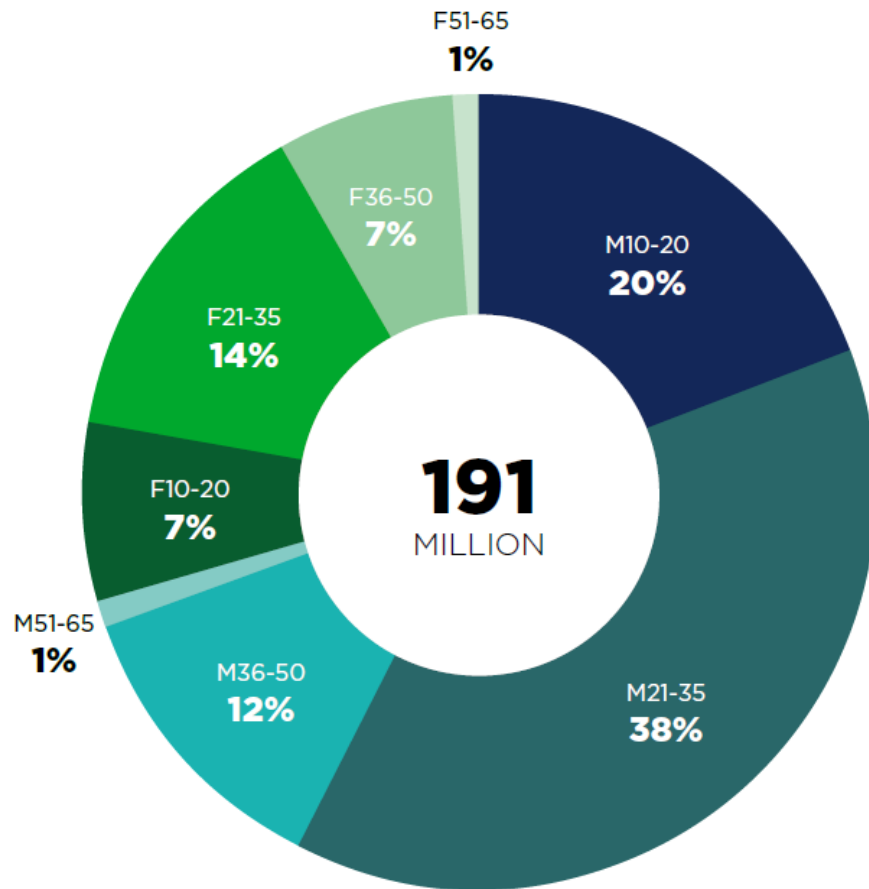
- ✓ The League of Legends World Championship was the most watched event on Twitch in 2017
- ✓ 49.5 million hours.
- ✓ \$5.5 million in ticket revenues.

WHAT IS **ESPORTS**?

ECONOMIC PROJECTION / AGE/GENDER

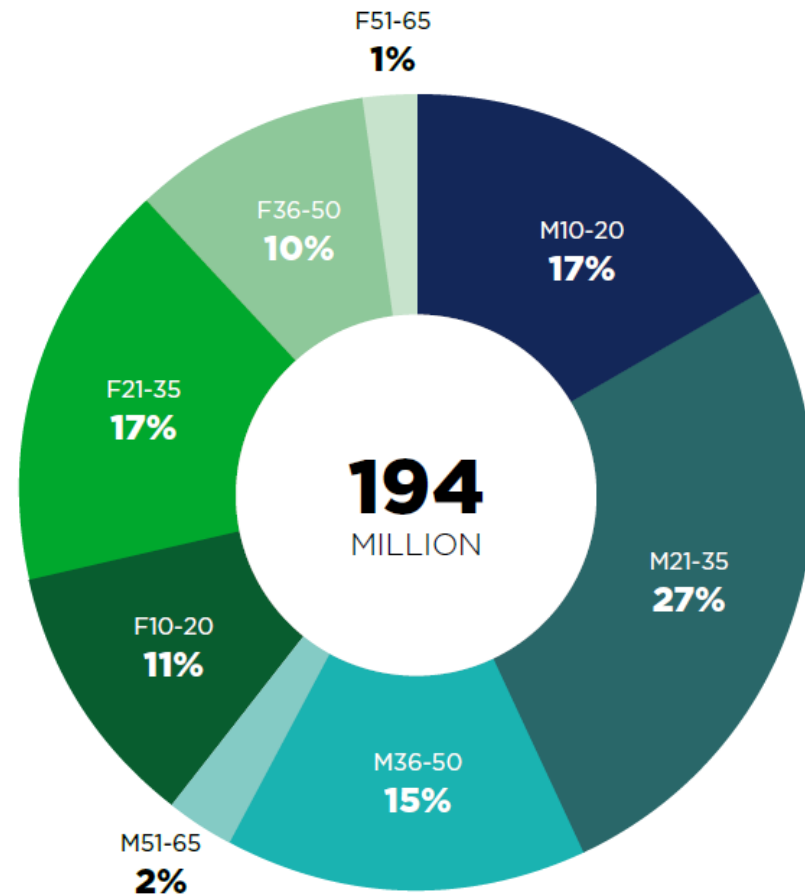
AGE/GENDER: ESPORTS ENTHUSIASTS

GLOBAL | 2016



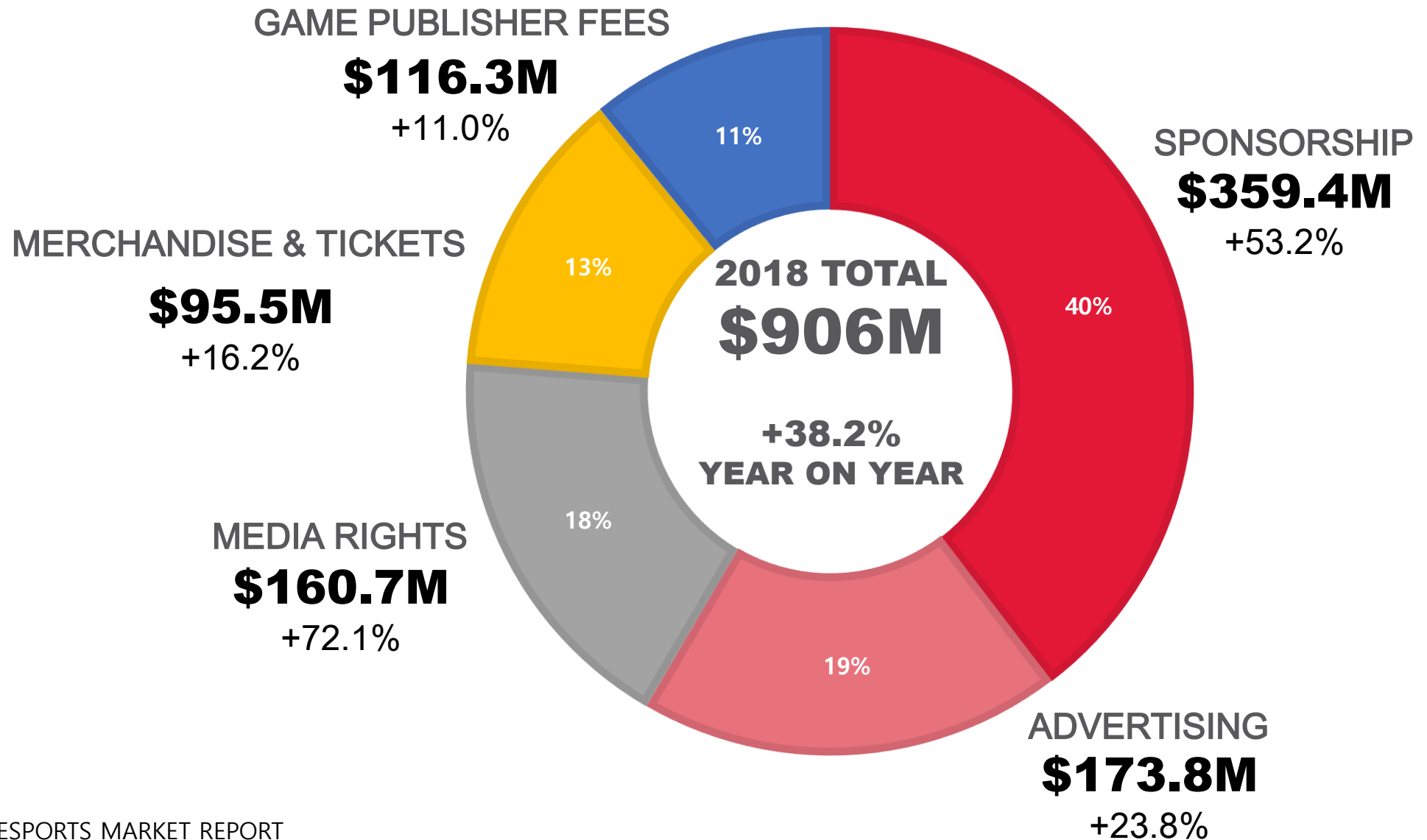
AGE/GENDER: OCCASIONAL VIEWERS

GLOBAL | 2016



WHAT IS **ESPORTS**?

ESPORT REVENUE STREAMS



Source: 2018 GLOBAL ESPORTS MARKET REPORT



International e-Sports Federation



WHAT DOES **IESF** DO?



ORGANIZATION

- NON-PROFIT ORGANIZATION
- INTERNATIONAL FEDERATION representing esports.
- MEMBERS are NATIONAL FEDERATIONS

VISION

- Promote **GROWTH** of ESPORTS
- Support **SPORTS** ADAPTING INTO DIGITAL CULTURES

OBJECTIVE

- **STANIBLE** GROWTH of ESPORTS
- Promoting **ESPORTS AS OFFICIAL SPORT**

WHAT DOES **IESF** DO?

DOPING

OFFICIAL SIGNATORY OF



SINCE 2013

TO PROMOTE ANTI-DOPING MOVEMENT within ESPORTS INDUSTRY

MOVEMENT

- **WORLD CHAMPIONSHIP**
 - ✓ ATHELETS EDUCATION
- **NATION FEDERATIONS**
 - ✓ Local level ANTI-DOPING MOVEMENT

WHAT DOES **IESF** DO?

Global Esports R&D Center

VISION

- ✓ Supporting industrial growth
through Esports academic research
- ✓ Creating a Knowledge platform
for all Esports stakeholders to access and share

5 YEAR PROJECT (2018 – 2022)

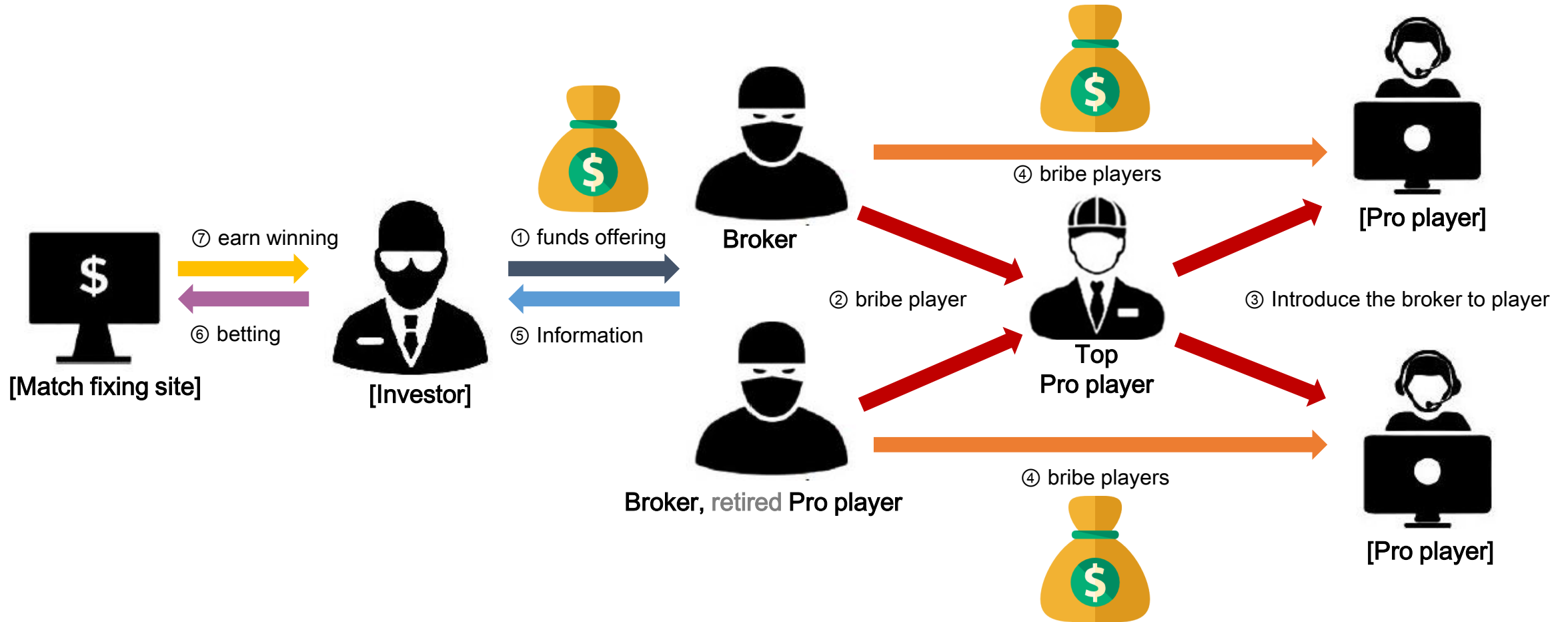
- ✓ International Esports Academic Research Center
- ✓ International Esports Training Center
- ✓ International Esports Referee Academy

UNODC - Case Study Share



MATCH-FIXING CASE

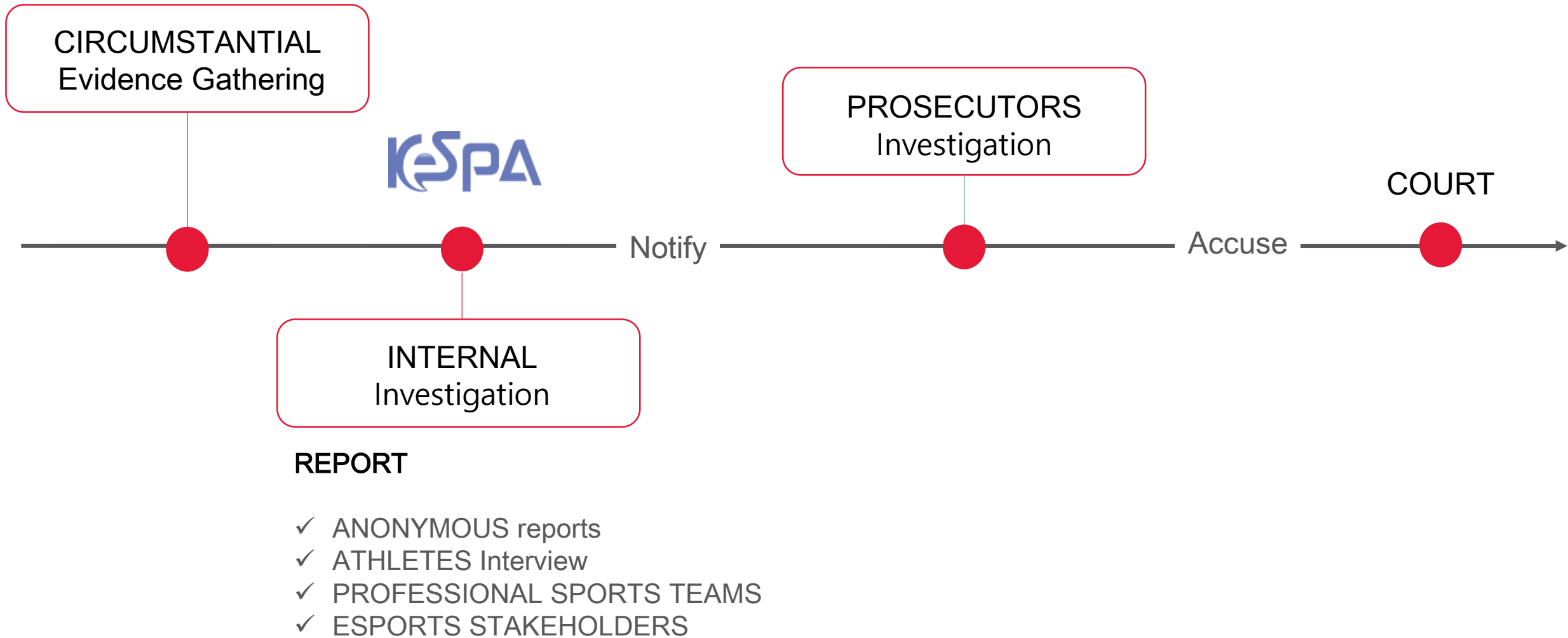
OCCURENCE IN 2010, KOREA



MATCH-FIXING CASE

PROCEDURE

By KOREAN ESPORTS ASSOCIATION



MATCH-FIXING CASE

ACTION

KOREAN ESPORTS ASSOCIATION

CLEAN ESPORTS CAMPAIGN

- ACCESSIBLE Channel where everyone can approach to notify / report
- Promoted at all KeSPA events
- Ethics and Prevention Education to Athletes



MOU CONTRACT

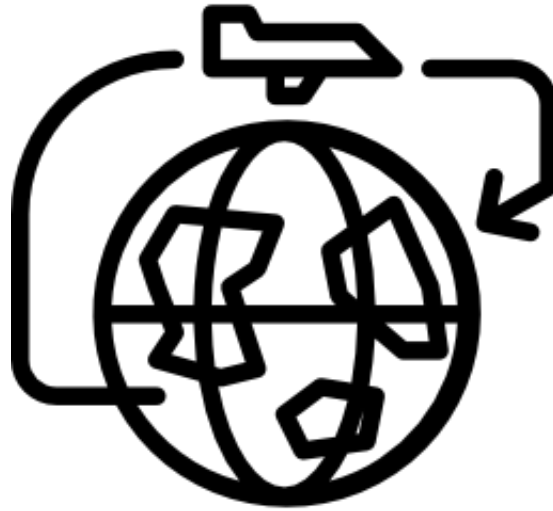
- GOVERNMENT
- POLICE
- Once a report is received,
OPEN INVESTIGATION

MATCH-FIXING CASE

AFTER THE CASE / INTERNATIONAL SACTION



LIFE-TIME BANNED
In Korea



TRY ABROAD

GAME DEVELOPERS

NATIONAL FEDERATIONS

IMPOSE SACTIONS
INTERNATIONALLY



GUILTY

MATCH-FIXING CASE

PREVENTION

INTERNATIONAL COOPERATION

FOR ESPORT'S **FUTURE**

INTERNATIONAL COOPERATION

CONTINUOUS INTEREST

- ✓ FOR HEALTHY and STABLE DEVELOPMENT OF ESPORTS
- ✓ FOR YOUTH GENERATION to ENJOY in HEALTHY ESPORTS ENVIRONMENT

THANK YOU

Leopold Chung
Chung@ie-sf.org
+82 10 6495 4331