



prize pool and online viewership<sup>80</sup>, however, are very impressive. The biggest tournament to date<sup>81</sup>, in terms of<sup>82</sup> viewers online was the *League of Legends* Mid-Season<sup>83</sup> Invitational<sup>84</sup> 2018. This tournament was not open for anyone to compete in – it was invite only. As such, the prize pool was not as great as for open tournaments (it was only USD 1.4 mln). The viewing figures, though, are unrivalled<sup>85</sup> to date: online viewers numbered<sup>86</sup> over 60 million for the final! That's nearly two-thirds of the number of viewers of the Super Bowl<sup>87</sup> the following year. The second highest-viewed e-sports tournament was held in Katowice in 2017 – the *Intel Extreme<sup>88</sup> Masters Katowice* attracted a live audience of 173,000 and online viewers of 46 million.

In terms of prize pools, the money that's up for grabs<sup>89</sup> in e-sports tournaments is truly staggering<sup>90</sup>. Open competitions can be entered<sup>91</sup> by anyone – players compete it out until the most successful remain<sup>92</sup> in the final. The finalists are then invited to the event and the prize pool is divided between<sup>93</sup> them (with the winner getting the largest share). The largest-ever prize pool was for *The International* 2019. It totalled over USD 34 mln! This was a large increase on the previous year (and second-largest prize pool ever) of over USD 25 mln.

## Where the Money Comes From

*The International* generates its huge prize money from the sale of a 'battle<sup>94</sup> pass'<sup>95</sup> in its game. Purchase<sup>96</sup> of this addition<sup>97</sup> grants<sup>98</sup> the user benefits<sup>99</sup> throughout<sup>100</sup> play, while 25 percent of the cost goes directly into the prize pool. The tournament itself, though, does not directly make money<sup>101</sup> for the producer *Valve*. The tournament acts as a marketing tool to create and maintain<sup>102</sup> interest in the game. This is true of most e-sports competitions – although money is generated through sponsorship<sup>103</sup> and advertisement<sup>104</sup>, plus ticket sales and specific merchandise, this does not total the cost of hosting. The events themselves often run at a loss<sup>105</sup>, but the games they exhibit<sup>106</sup> and the industry as a whole are massive moneymakers<sup>107</sup>.

The sales revenue<sup>108</sup> of video games has increased dramatically over the past few years. Reports show that the sales revenue of video games in the United States for 2018 totalled over USD 135 bln. As for e-sports (not the sale of video games), the global revenue of the industry topped<sup>109</sup> the USD 1 bln milestone<sup>110</sup> in 2019 and is predicted<sup>111</sup> to be over USD 1.5 bln in 2021. Most of this money comes from sponsors

<sup>80</sup> online viewership 'ɒn,lain 'vjʊərʃɪp widzwowie/  
widownia online

<sup>81</sup> to date tə deɪt na chwilę obecną, dotychczas

<sup>82</sup> in terms of X ɪn tɜːmz əv pod kątem X, pod  
względem X

<sup>83</sup> mid-season 'mɪd 'siːzən odbywający się  
w połowie sezonu

<sup>84</sup> invitational ɪn'veɪtʃənəl turniej na  
zaproszenie

<sup>85</sup> unrivalled ʌn'reɪvəld niezrównany (UK)

<sup>86</sup> to number X tə 'nʌmbə(r) wynosić X, liczyć  
sobie X

<sup>87</sup> Super Bowl 'su:pə(r) bæʊl Super Puchar  
(futbolu amerykańskiego w USA), finałowy  
mecze o mistrzostwo NFL

<sup>88</sup> extreme ɪk'striːm ekstremalny, skrajny

<sup>89</sup> to be up for grabs tə bi ʌp fə(r) græbz być do  
wzięcia (pot.)

<sup>90</sup> staggering 'stægərɪŋ olbrzymi, oszałamiający

<sup>91</sup> to enter sth tu 'entə(r) 'sʌmθɪŋ zapisać się na  
coś, dostać się gdzieś

<sup>92</sup> to remain tə rɪ'meɪn pozostawać

<sup>93</sup> to divide sth between sb tə dɪ'vaɪd 'sʌmθɪŋ  
brɪ'twiːn 'sʌmbədi rozdzielić coś pomiędzy kogoś

<sup>94</sup> battle bætl batalia, bitwa

<sup>95</sup> pass pɑːs tu: przepustka (specjalny rodzaj  
karnetu, który uprawnia do korzystania  
z jakichś dodatkowych usług)

<sup>96</sup> purchase 'pɜːtʃəs nabytek, zakup

<sup>97</sup> addition ə'dɪʃn dodatek, rozszerzenie (np.  
do gry)

<sup>98</sup> to grant sb sth tə grɑːnt 'sʌmbədi 'sʌmθɪŋ  
przysłać coś komuś, dać komuś coś

<sup>99</sup> benefit 'benɪfɪt tu: korzyść, pożytek

<sup>100</sup> throughout θruː'ɔːt w trakcie, podczas  
(czegoś)

<sup>101</sup> to make money tə meɪk 'mʌni zarabiać  
pieniądze

<sup>102</sup> to maintain tə meɪn'teɪn utrzymywać,  
pozostawić

<sup>103</sup> sponsorship 'sponsərʃɪp umowa sponsorska

<sup>104</sup> advertisement əd'vɜːtɪsmənt ogłoszenie

<sup>105</sup> to run at a loss tə rʌn ət ə lɒs nie opłacać się,  
przynosić straty

<sup>106</sup> to exhibit sth tu ɪg'zɪbɪt 'sʌmθɪŋ przedstawiać  
coś, prezentować

<sup>107</sup> moneymaker 'mʌni 'meɪkə(r) złoty interes,  
przebieg rynkowy

<sup>108</sup> sales revenue seɪlz 'revənjuː przychody ze  
sprzedaży

<sup>109</sup> to top sth tə tɒp 'sʌmθɪŋ tu: przewyższyć coś,  
przebić

<sup>110</sup> milestone 'maɪləstəʊn kamień milowy

<sup>111</sup> to predict tə prɪ'dɪkt przewidywać