



and advertisers, keen to¹¹² reach the massive number of online viewers. Recently, revenue has also come from media agreements, as the fight for exclusive broadcast-
ing¹¹³ begins.

Winning in E-sports

The most successful e-sports athletes can make a lot of money in the industry. As well as scooping¹¹⁴ millions in prizes, there are also sponsorship deals¹¹⁵ for individuals¹¹⁶, and even professional teams who pay players a salary¹¹⁷. One such athlete is 15-year-old Jaden Ashman from London – he rose to fame after winning USD 1 mln in a Fortnite¹¹⁸ open tournament in 2019. Since then he's made more money from media deals and has signed a deal¹¹⁹ with the professional e-sports team Lazarus¹²⁰ for GBP 48,000 a year. And he's not alone – the top-earning¹²¹ gamer in the world in 2019 according to¹²² *Forbes* was Tyler Blevins. He made USD 17 mln from activities related to¹²³ gaming in 2019, and is estimated to have a net worth¹²⁴ of USD 25 mln.

Let the Games Begin

As the popularity of e-sports continues to grow, so does the value of the industry, the tournaments and the prize pools. This, in turn, increases the popularity of the industry and the whole cycle¹²⁵ repeats.

Analysts¹²⁶ predict that the power and value of e-sports will continue to grow, eventually being greater than that of conventional¹²⁷ sports. Recognition¹²⁸ of e-sports as a legitimate¹²⁹ sport is something that will surely follow suit¹³⁰, with players already referred to as¹³¹ athletes and even the Olympic Committee¹³² discussing the possibility of adding e-sports events to the games. ■

¹¹² keen to do sth kochać do czegoś, skłonny

¹¹³ broadcasting broadcastowy nadający (przez radio/TV)

¹¹⁴ to scoop sth to skopać, zdobyć, zgarnąć coś

¹¹⁵ sponsorship deal sponsorstwo, umowa sponsorska

¹¹⁶ individual indywidualna osoba, jednostka

¹¹⁷ salary pensja, płaca

¹¹⁸ Fortnite (fortnite) fortnite dwa tygodnie (pot.,

¹¹⁹ arch, UK)

¹²⁰ sign a deal to sign a deal podpisać umowę

¹²¹ top-earning top zarabiający

¹²² according to sb według kogoś

¹²³ related to sth związany z czymś

¹²⁴ net worth neto wartość majątku

¹²⁵ cycle cykl

¹²⁶ analyst analityk

¹²⁷ conventional tradycyjny

¹²⁸ recognition rozpoznanie

¹²⁹ legitimate legalny

¹³⁰ follow suit to follow suit nastąpić po czymś,

¹³¹ refer to sb as X to nazywać kogoś

¹³² Olympic Committee Komitet Olimpijski