



## RISE OF E-SPORTS

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### ABSTRACT

*Back 10 years ago Video Games was considered as one of the most distracting mode of Studies, Career extended to our life as it was bringing in loss of concentration from studies as well as aggressive behaviour among the individuals. However, times have changed and now video games are no longer considered as a distraction, rather it is now considered as the most life changing career we can ever imagine ranging from gaining reputation to building a long successful life as well as recognition among everyone around the world. However, choosing the career as a ‘Gamer’ isn’t easy. Just like being a sportsperson or athlete takes a lot of effort and hard work, similarly being a gamer requires our reflexes, our hand eye coordination as well as our mental capacity at its core to be so called as a professional gamer. Gaming not only helps us escape from our real-world stress but it gives us a sense of relaxation which comes in the form of interaction with random friends online to enjoying our time.*

**Keywords.** Career, Reputation, Gamer, Coordination, Interaction

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### 1. INTRODUCTION

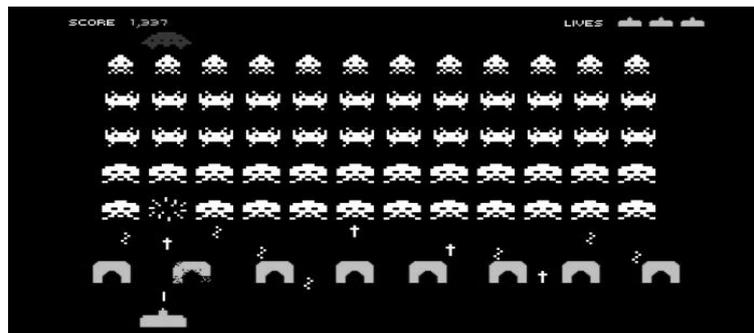
E-sports is sports based on electronic based in the form of video games played via PCs, Laptops even consoles like Sony PlayStation, Microsoft X-Box etc. E-sports is now a worldwide trend that is going on around everywhere around most of the countries where competition is being portrayed by professional players coming from all around a world in a centralized location supported by gaming companies and franchisers. E-sports like any other sports requires skills and good reflexes that is needed to create an impression either on the eye of the pro league teams or in the eye of the gaming organisations. One of the prime examples of being a E-sports player is “Shroud” who is a pro league gamer once played for the pro league team named “Cloud 9”.

### 2. HOW IT ALL BEGAN

E-sports first found its name back in 1972 where participants competed in the arcade game called Space war and the winner got a long-term subscription of magazine of the famous rock bank rolling stone. But it was later on 1980 that the biggest esports tournament was held



attended by 10,000 audiences where the game Space invaders was played. On 1990 the rise of Nintendo gaming started taking place with players competing in the game called quake which is still played now. Fast forward to 2000s where now more than 100 gaming tournaments are held ranging from FPS games to RPG games and much more and this kind of games are now being live telecasted with the help of YouTube and Twitch.



**Fig. 1 Snapshot of Space War Back In 1972**

*Source: Bountie Gaming, Medium.com, 3<sup>rd</sup> Jan, 2018*

### **3. MARKETING ANALYSIS ON E-SPORTS**

Since our childhood we have been playing video games from Gameboy to Nintendo and now to next generation consoles like Xbox and PlayStation, but have we ever thought about a career on it? It sounded absurd but now E-sports is in such a position that big companies want their Marketing Team to focus on E-sports companies like Logitech, Samsung, Asus etc. on July 19<sup>th</sup>, 2019, A US Teenager of 16 year old won a World Championship Tournament of Fortnite where he won \$3 Million which grabbed the attention of a lot of recognised news channel like BBC and Fox news along with main stream media as well as magazines like Wired and digit as a part of promotional Marketing Mix on E-Sports. Logitech ever since they started collaborating with E-sports gained \$161 million out of their total \$720 million on 2020 with 22% of their total sales and a net income of almost \$73 Million.

Some of Big Marketing Strategies are as follows:

- LG and Valorant hosting Valorant Tournaments for Indian Gaming community with a chance to win a huge sum of amount around 2 or 3 lakh rupees.
- Coca Cola with Riot Games Collaborating to Promote E-Sports on League of Legends World Championship Series with League of legends characters being portrayed in their Coke Zero Cans.
- Airtel Partnering with Nordwin Gaming of Indian E-Sports to expose the potential of young Indian talents on E-sports.

## **4. LITERATURE REVIEW**

### ***4.1 How Does E-sports Benefits Us***

#### ***4.1.1 Hand Eye Coordination***

As we have seen in sports like football or baseball even in cricket the players have perfect combination of their eyes and their hands in order to either catch the ball, save the ball or hit the ball with the bat which cannot be done without proper training. Similarly, E-sports requires a proper tracking of our eyes along with the movement of our in-game character by keyboard or with a controller. Not only it benefits players on becoming better, but also it helps us in real life on tackling multiple tasks at once. The one benefit of E-sports is that we can practice with the help of aimbot training applications or directly in game whereas in physical sports the only form of practice is in nets on the eyes of the coach.



**Fig. 2 Snapshot of Aim Lab Trainer for Improving in Hand Eye Coordination**

*Source: Steam, 7<sup>th</sup> Feb, 2018*

#### ***4.1.2 Own Utopia***

Our Lives aren't as simple and easy as the rich people, people with crippling anxiety or depression tends to lose interest and mood from certain things. Gaming and its community help this kind of people to engage in certain activities which lets them have fun and enjoy their time in on online environment surrounded by people around the world who comes together. When someone is engaged in gaming, they tend to spend hours on it without worrying about anything else which keeps their mind distracted from real life worries and stress.



#### 4.1.3 Recognition

Various games have access to competitiveness mode where the stakes are high and people with much better skills comes to play which is termed as rank mode. This rank mode gives the players an opportunity to test someone's skills and ability on how they play it. When someone with extraordinary skills portrays their talent On Live stream like on YouTube or twitch, catches the attention of some of the members that belongs to a pro league team and gives that person a chance to be part of their team and play for team on international level that not only gives them chances to improve but that person will be recognised around the world just like when someone gets a contract to play for a football team like Barcelona or Bayern Munich.



**Fig.3 Content Creator Tfuue getting FaZe Contract**

*Source: James hale, Tube filter Article, 20<sup>th</sup> may, 2019*

#### 4.2 Emerging Trends of E-Sports

We have been playing games all our lives from consoles that used to cost around \$15-\$20 to buying consoles of \$300-\$500 with added new features and peripherals but why do we buy it? As a part of young Generation is it hard to find certain interest that suits our calibre. E-sports provides an opportunity to this young generation to reveal their skills and talent on E-sports something which they are unable to showcase due to lack of opportunities on their individual countries.

As time progresses on, new features gets added and adapted and this youth knows exactly how to adapt and cope to changes around them and not afraid to try new things similarly, in E-Sports the competition is always high and that's exactly how this youths uses that high heated tension to their advantage as a way to overcome their fear. New Marketing Management gives this companies opportunity to diversify their brand recognition with collaboration from gaming industries giving them a head start of their competitors and this



youths actually go to an extent to purchase their gaming products to show their love towards E-Sports. More recently people have been started to Invest in the Professional E-Sports team Fnatic to become a member of their team or to apply for a role as marketer or HR for this pro league teams to show their interest.

## 5. WHY CHOOSE E-SPORTS AS CAREER?

### 5.1 Self-Employment

One who chooses to be a gamer has an option to either Stream their gameplay or make content videos to be added on YouTube in order to gain subscriber and views for monetisation. In both cases its worth a lot of money at our own comfort as all we need is a good gaming device, a camera and some editing tools to start. Grinding for views and followers gives this people a chance to earn in order to live their life.

At present time, when unemployment is at huge numbers and athletes not getting enough chances to compete, they are slowly moving towards content creation and gaming which is earning them money in huge amount which also comes with recognition.

Athletes like Virat Kohli, Leonel Messi, even Hollywood superstars like Henry Cavill started streaming their gameplays as a second profession.

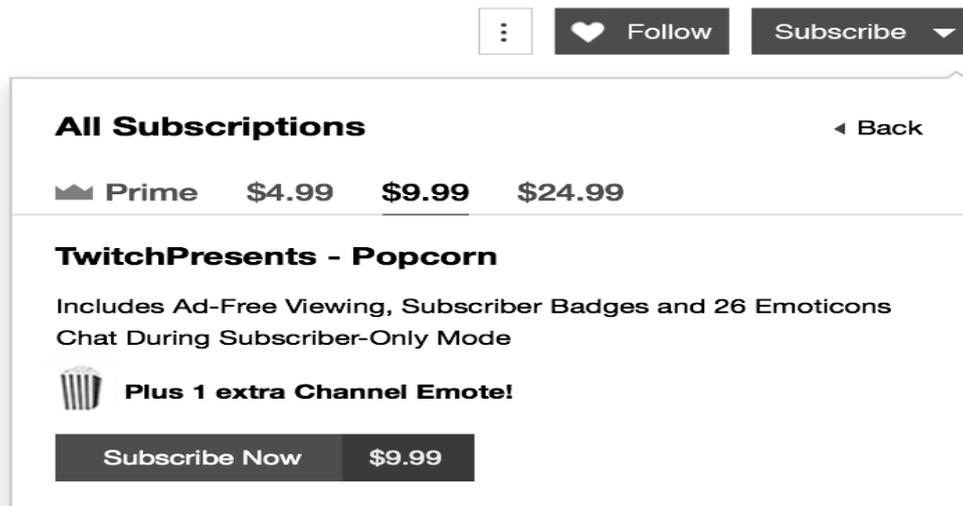


Fig. 4 Twitch Subscription Prices As Means of Getting Paid

Source : Twitch Official Site

## 5.2 Franchisers, Merchandises and Partnerships

When someone possess some remarkable skills in gaming while also being a good content creator, Some Brands and companies like Ubisoft, EA, even Samsung collaborates with that certain person to launch products with their names or their logo on it which not only promotes that brand but also the revenue earned from it goes to them in certain amount. Games like Rainbow Six Siege or Counter Strike has in game collectibles of professional players and content creators that is hand made by them. Not only that but certain Gaming Stores like Digital Storm gives away Free gaming PCs to content creators and professional gamers who are under the contract of a professional team.



**Fig. 5 Logitech Collab with Professional Player Shroud**

*Source: Essentially sports by shwetang parthsarhy, 16<sup>th</sup> September, 2020*

## 6. TOURNAMENT OPPORTUNITIES

Just like Various sports conduct different tournaments where players gets a chance to showcase their talent in order to get a chance to be a part of a bigger team like cricket having IPL and football having Champions league, Similarly there are gaming tournaments like Gamer Connect tournaments hosted by NVIDIA which is free for all, LG WD Black tournaments that gives players a bigger chance to play on a much bigger tournament played by professional players. This Tournaments gives huge amount of profit as winning price that goes up from thousands of dollars to millions of dollars some of which goes towards charity so not only it promotes the players but helps the economy as well.



**Fig. 6 Twitch Rivals Call of Duty Warzone Tournament**

*Source: Game byte blog by Lara Jackson, 23<sup>rd</sup> march, 2020*

## 7. DATA PRESENTATION OF E-SPORTS

### Logitech

Logitech which is as equal as Microsoft in terms of proving the perfect PC peripherals has gained total of 17% total share growth on 2020 from 9% on 2019. They gained \$297 Million from USA as revenue, \$232 from Europe and \$191 from Asia-Pacific all on 2020 so far compared to \$690 Million on 2019.

### SONY

Sony raised a total annual profit of \$6.7 billion on 2020 out of which July-September itself raised It to \$3.2 Billion out of \$6.7 Billion because of their pre orders of PlayStation 5, PS plus subscription and newly added PS4 Games as a result they purchased Crunchyroll, an animated web series platform company for a billion dollars and invested an amount of \$64 Billion for which they expect a return of \$640 Billion.

### Microsoft

Microsoft recorded a 64% growth in revenue in the fourth quarter of 2019 for which it got an annual of \$1.2 Billion or 65% as a result of people staying home due to covid-19. Their New launch of Xbox Series X and Series S gave them a boost of extra 49% Revenue on their pre orders and launch.

## 8. HOW IT HELPS THE ECONOMY

### Charity for Underprivileged

While Taking part in some major tournaments, The E-sports players not only get rewarded with trophies, but the prize money that they receive, 10 percent of It goes into



the charity or donation to autism centres, orphanages as well as some non-profit making organisations. Not only it raises the recognition of that particular gaming community, but these tournaments are held every month raising more and more money for CSR works that they take part in. Moreover, the money raised from subscriptions and views, the streamer decides to either keep it or donate it for charity when the event calls for. On march 25<sup>th</sup>, 2020, A professional player and streamer named Ninja donated \$150,000 on a charity called “Feeding America” to help relieve those affected by the coronavirus outbreak.

### **Game Stores**

As the Trend for gaming moves up and celebrities and athletes are following the footsteps on being gamers, gaming is now a major trend which is a great opportunity for local people to start a game business by opening up stores that sells gaming products, consoles and hard copy games on a price that everyone can afford thereby making a good profit out of it. One prime example of such is the store called “GameStop” which has over 700 stores around USA that sells games, gaming products and consoles.



**Fig. 7 Games the Shop Store in Mumbai, Maharashtra**

*Source: Games The Shop, Infinity Mall Official Website, 14<sup>th</sup> October, 2020*

### **CSR Projects by the Gaming Companies**

It has been only known that tech companies like Apple, Microsoft etc are known to give a lot to work for the Non-profit making organisation to increase their social responsibility, But recently it has been the gaming companies like Ubisoft and EA who has also been doing a lot of CSR works to not only increase the social corporate responsibility but to also use their revenue for a good cause towards the environment. Recently Ubisoft



worked with UNESCO on preserving and renovating the Notre dame in Paris that got engulfed in fire by providing them the accurate and clear blueprint of both inside and outside of the Notre Dame that was clearly portrayed in their game “Assassins Creed Unity”.

## **9. LIMITATIONS**

**Wrong Decision:** Just because we look at other play doesn't mean it's the same kind of interest that we will get too and end up choosing the E-sports career where our skills are of no match to others in a particular game. To be in a Professional team you have to be committed to one game and cannot switch between. A Person expert in League of Legends cannot be allowed to compete in CS.

**Costly Leap of Faith:** Just because there is a professional team that doesn't mean it's a good one there are E-Sports team who are always at last or who's revenue is not high. If you're a content creator for YouTube or twitch, whatever you earn from there half of it will be taken away by the E-Sports team as part of your contract with them so for that reason its okay to be an individual rather than a team player.

**Skills Mismanagement:** When we work for a certain organisation we are expected to be employed for a certain set of skills even if we don't have it similarly to be in an E-Sports team its vital to have the maximum skills on almost Both consoles and PC along with accurate aim and game knowledge where we go lacking In and takes time to develop as a result we will fall back of others and ultimately may lose our contract due to skills mismanagement.

## **10. THE EVOLUTION (THEN VS NOW)**

As we move ahead, we can now enjoy any game we want back at home, show our skills and get a chance to be in a bigger picture by streaming or making videos of our talents in gaming. From waiting hours in queue in the arcade store and game centres, we can save time and play any game we want by just having a Console, Pc or Laptop which wasn't possible back during 1972.

As time moves ahead, Universities around the world are using VR games as means of graduation ceremony during this time of pandemic when social distancing is a necessity. Furthermore, more gaming tournaments and companies are being launched with new streaming services in Facebook and Microsoft Mixer allowing more players to showcase their game and earn online. A similar case happened when the mobile game PUBG got huge recognition and player activity in India as a result thousands of tournaments got held even by



certain Universities and Schools. The government are now planning to fund for such gaming providing training and salaries to play games and bring in annual return.



**Fig. 8 IIT Bombay VR graduation Ceremony**

*Source: Interesting Engineering article by Deniz Yilmaz, 25<sup>th</sup> august, 2020*

## **11. CONCLUSION**

Though back in 2010 people used to laugh at others who chose gaming and esports as their career as the only job back then were either be in IT, be a doctor or an engineer. With growing time that seemed to change as Technology bought online community and gamers together to not only be a part of a bigger picture but earn through online mode that requires much higher skills and knowledge against equally knowledgeable and skilled E-sports players. Though being a gamer means a lot of funding in terms of purchasing a good system that can run most games but the reward afterwards is a lot satisfying when those skills are being put to good use and being paid off.

Maybe in the next 10- or 20-years E-sports may lose its touch, but it will be marked in history as the most accomplished way of paying off your debts.

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