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?

TOTAL REVENUES
+35.6%
CAGR
2015-2020

TOTAL REVENUES
(MEDIA RIGHTS, ADVERTISING, SPONSORSHIP, MERCHANDISE & TICKET, GAME PUBLISHER FEES)

ESPORTS ENTHUSIASTS
(MEDIA RIGHTS, ADVERTISING, SPONSORSHIP)

Source: New Zoo Global Esports Market Report 2017
WHAT IS ESPORTS?

TOTAL PRIZE MONEY

$112 million

✓ 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.

Source: New Zoo Global Esports Market Report 2018
WHAT IS ESPORTS?

ECONOMIC PROFESSION AGE/GENDER

AGE/GENDER: ESPORTS ENTHUSIASTS
GLOBAL | 2016

AGE/GENDER: OCCASIONAL VIEWERS
GLOBAL | 2016

Source: 2017 GLOBAL ESPORTS MARKET REPORT
WHAT IS ESPORTS?

ESPORT REVENUE STREAMS

2018 TOTAL $906M
+38.2% YEAR ON YEAR

SPONSORSHIP $359.4M +53.2%
ADVERTISING $173.8M +23.8%
MEDIA RIGHTS $160.7M +72.1%
MERCHANDISE & TICKETS $95.5M +16.2%
GAME PUBLISHER FEES $116.3M +11.0%

Source: 2018 GLOBAL ESPORTS MARKET REPORT
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
• STABLE GROWTH of ESPORTS
• Promoting ESPORTS AS OFFICIAL SPORT
WHAT DOES IESF DO?

OFFICIAL SIGNATORY OF

WORLD ANTI-DOPING AGENCY

play true

SINCE 2013

TO PROMOTE ANTI-DOPING MOVEMENT within ESPORTS INDUSTRY

- 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

OCCURRENCE IN 2010, KOREA

- [Match fixing site]
  - ① earn winning
  - ② betting

- [Investor]

- [Broker]
  - ① funds offering
  - ③ Information

- [Top Pro player]
  - ② bribe player
  - ④ bribe players
  - ⑤ Introduce the broker to player

- [Broker, retired Pro player]
  - ③ bribe players

- [Pro player]

KeSPA Report, 2016
MATCH-FIXING CASE

PROCEDURE By KOREAN ESPORTS ASSOCIATION

- CIRCUMSTANTIAL Evidence Gathering
- PROSECUTORs Investigation
- INTERNAL Investigation
- ANONYMOUS reports
- ATHLETES Interview
- PROFESSIONAL SPORTS TEAMS
- ESPORTS STAKEHOLDERS

REPORT

Notify

Accuse

COURT
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

IMPOSE SANCTIONS
INTERNATIONALLY

GAME DEVELOPERS

NATIONAL FEDERATIONS

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

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