

# The Guide to Esports

Esports, also known as competitive gaming, are leagues, tournaments, or similar competitions where individuals or teams play video games, typically for spectators, for the purpose of entertainment, prizes, or money. Esports are revolutionising the way consumers watch, follow and engage with video games. As a result, global video game trade groups have created The Guide to Esports, a comprehensive, global resource that details the state of esports today including their impacts on economic growth, demographics, job creation, educational and social opportunities, and more.

Authored by



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## Without video games, there are no esports

Video games are at the centre of the esports phenomenon. Video games are creative works of art protected by copyright and other IP rights.

Video game publishers are vital in the esports ecosystem. Publishers own the intellectual and industrial property rights to video games and establish their essential qualities - features, design, value proposition, etc. The “DNA” of a video game and IP rights have a huge impact on enabling and shaping esports competitions. Publishers are both central and vital to the esports ecosystem.



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## Esports are part of a highly creative and rapidly evolving industry

From action/adventure to strategy and simulations, esports include multiple genres spanning hundreds of titles played on different hardware or software platforms in a variety of tournament formats or competitive structures. Different competitions cater to varied audiences: from competitive players to social ones or just fans getting together for the game, teams or stars they love.

It is an ecosystem that is always evolving to meet the demands of customers.

## How are esports structured?

**Video game publishers** structure and standardise their titles' ecosystems across different territories and competition levels. They also sometimes organise their own competitions.

**Tournament organisers** design and produce video game competitions, amateur or professional, in accordance with the publisher's terms and conditions for each game.

**Teams** are organisations that employ players to participate in competitions on their behalf.

**Players** range from highly paid professionals hired by teams to compete in top-tier competitions to amateurs.

## Esports opportunities

In 2020, esports generated US \$947.1 million in revenues. Globally, it is estimated that there are over 205 million esports enthusiasts.<sup>1</sup> The esports sector is, nevertheless, still only in the early stages of its development. As a result, it is booming today, creating jobs, generating economic growth, and boosting tourism, education, and digital skills.

Esports can be more inclusive and accessible than traditional competitive endeavours due to the wide range of video games available and the low entry barriers in terms of access and equipment, as well as competitions being open to any gender.

<sup>1</sup> Revenues and audience data provided by games and esports analytics firm Newzoo.