eSports : A GAME OR A SPORT

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What is eSports?

- eSports describes the world of competitive, organized video gaming. Competitors from different leagues or teams face off in the same games that are popular with at-home gamers: Fortnight, League of Legends, Counter-Strike, Call of Duty, Overwatch and Madden NFL, to name a few.

- These gamers are watched and followed by millions of fans all over the world, who attend live events or tune in on TV or online.

- Streaming services like Twitch allow viewers to watch as their favorite gamers play in real time, and this is typically where popular gamers build up their fandoms.

(CNN, August 27, 2018)

The 2018 Overwatch League Grand Finals were held at the Barclays Center in New York City. (17,000 seats)

Who watches eSports?

- Short answer? A lot of people.

- According to a report from Newzoo, a market analytics company, 380 million people worldwide will watch eSports this year, including 165 million eSports enthusiasts (a term that describes frequent viewers, as opposed to occasional viewers).

- The bulk of these enthusiasts watch from North America, China and South Korea.
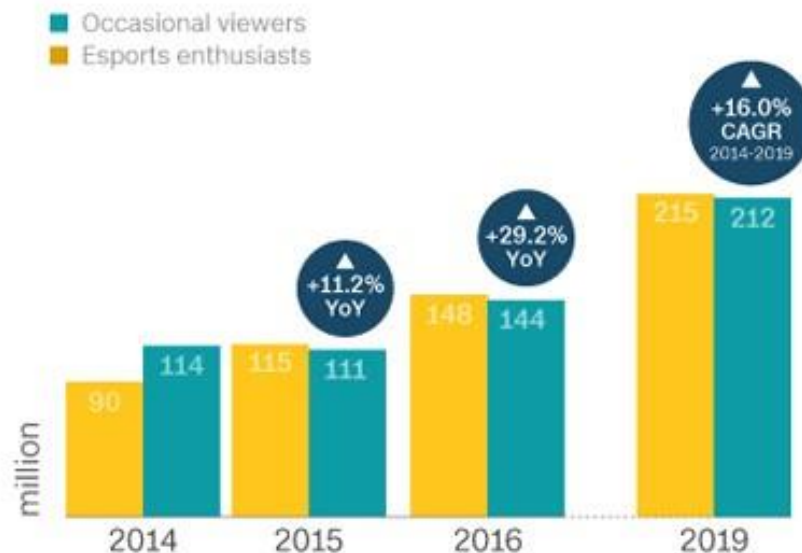
eSports Market

The global esports market
Audience and revenue projections 2014-2019

Global Esports audience growth
- Occasional viewers
- Esports enthusiasts

2014: 90, 114
2015: 115, 111 (+11.2% YoY)
2016: 148, 144 (+29.2% YoY)
2019: 215, 212 (+16.0% CAGR 2014-2019)

million

Global Esports revenue growth
- Media rights, merchanndise & tickets, online advertising, brand partnerships, additional game publisher inestments

2014: 194
2015: 325 (+67.4% YoY)
2016: 463 (+42.6% YoY)
2019: 1072 (+16.0% CAGR 2014-2019)

$ million

Source: Newzoo 2016 Global Esports Market Report

CNN

Who plays eSports?

- More than 50 colleges have varsity eSports programs, recognized by a governing body called the National Association of Collegiate Esports. NACE championships dole out thousands of dollars in prize money, which is put towards scholarships for the winners.

Should schools have eSports teams?

- "eSports" are enjoyed by many children and adults who enjoy getting competitive with their computer gaming.

https://www.bbc.co.uk/newsround/37773832

'Playing on national pride': eSports is coming home at the Overwatch World Cup

- We saw the UK and France face off to defend their undefeated records in the Overwatch World Cup, competitive gaming's answer to the global football tournament https://www.theguardian.com/sport/esports

You have to keep fit to stay in gaming

- https://www.theguardian.com/sport/shortcuts/2018/oct/16/keep-fit-to-stay-in-gaming-esports

eSports: Doping is rampant, industry insider claims (New Scientist, 2014)

- With millions of dollars at stake and tens of thousands of fans watching your every move, the pressure to perform as a professional video-gamer, or esports player, can be huge. And so can the temptation to dope.

- On 4 August, Bjoern Franzen – a consultant and marketer formerly with one of the world's largest esports companies – publicly declared that doping in esports is rampant(猖獗). In a lengthy blog post, Franzen wrote that gaming firms and the media are turning a blind eye to the substance use right under their noses.

- "I have seen players pop a pill even an hour before important games either to calm them down or push themselves," he told *New Scientist*.

- Some prominent esports leagues have already [banned such substances](). Nonetheless, Franzen says he's seen players take a host of drugs, including:
- Ritalin(利他林), which improves concentration; *(Prohibited)*
- Beta-blocker propranolol, which blocks the effects of adrenaline and helps players stay calm under pressure;
- Selegiline, a drug used to treat Parkinson's disease that is claimed to improve mood and motivation during tournaments. *(Prohibited)*
- *"The real danger here is the temptation to escalate," says Brendon Boot, a neurologist at Harvard Medical School in Boston. Players may end up on ever higher doses.*

Philosophic Inquiry in Sports

Philosophy of sport is an area of philosophy that seeks to conceptually analyze issues of sport as human activity.

These issues cover many areas, but fall primarily into five philosophical categories:

1. metaphysics(形而上學),
2. ethics and moral philosophy(倫理學和道德哲學),
3. philosophy of law(法哲學),
4. political philosophy(政治哲學),
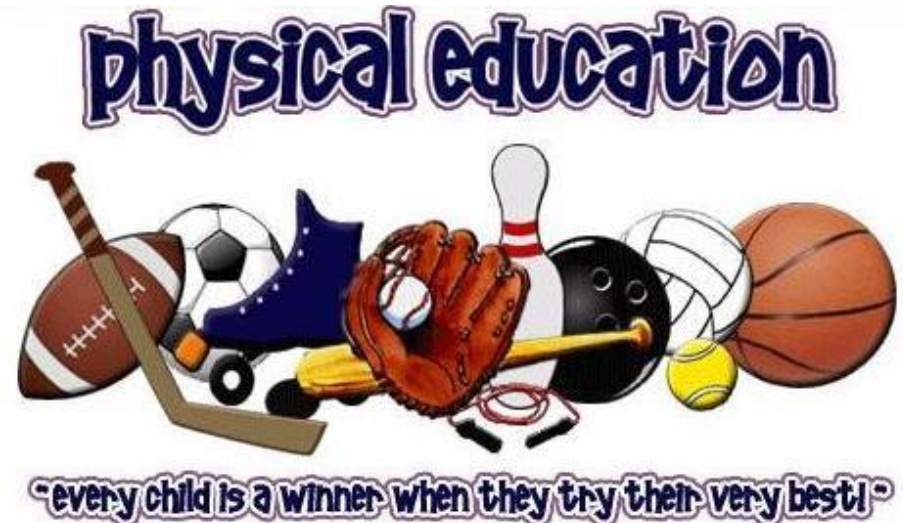5. aesthetics(美學).
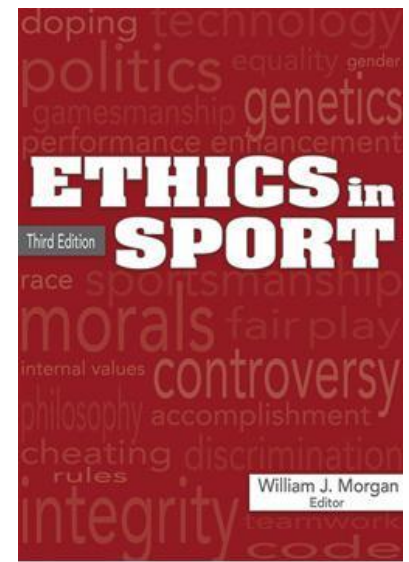
Do you see the differences ???

Sports(運動)vs Physical Education(體育)

- Physical Education –

  Education of Physical

  Education through Physical

- Coaching in Sports vs Teaching in Physical Education

P.E. Curriculum Aims (HK EDB)

PE curriculum aims to help students:

- develop motor and sports skills and acquire knowledge through physical activity, and cultivate positive values and attitudes for the development of a habit of doing exercises;

- acquire good health, physical fitness and body co-ordination through leading an active and healthy lifestyle;

- promote desirable moral behaviour, co-operation in communal life, ability to make decisions and appreciation of aesthetic movements; and

- become responsible citizens who contribute to the building of an active and healthy community.

Review

eSport management: Embracing eSport education and research opportunities

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ABSTRACT

Consumer demand for eSport and the growth of organized video game competitions has generated considerable attention from the sport, event, and entertainment industries. eSport therefore represents a novel and popular area for sport management academics to conduct research, educate students, and service industry. However, despite growth and acceptance by consumers and practitioners, academics debate eSport's position within the domain of sport management, their debates largely concentrated around the question of whether *eSport can be classified as sport*. In this article, the authors argue for the inclusion of organized eSport events and competitions within sport management vis-à-vis eSport's meeting certain defining criteria of sport in general. eSport's connection to traditional sport and defining characteristics are addressed to support eSport's role as a sport entertainment product recognized by industry as representing a substantial growth opportunity for sport and related organizations. As eSport continues to evolve, practitioners face managerial challenges that are similar to those in traditional sport, particularly in areas of governance and diversity. Sport management academics should embrace the potential of eSport in order to examine this evolution and provide guidance to industry through education and research.

eSports Management :

- eSport, organized video game competitions, is increasingly receiving industry recognition as sport entertainment.

- Competitive gaming has rapidly institutionalized with the establishment of national and international governing bodies

- eSport features many of the trappings of traditional sport, including professional players, teams, uniforms, coaches, managers, agents, leagues, competitions, mega-events, endorsement deals, player transfer fees, commentators, college scholarships, and a darker side with match fixing, doping, etc.

Defining characteristics of sport

Sport as games that meet four requirements: (Suits, 2007)

(a) they require skills (as opposed to pure chance);

(b) the skill is physical;

(c) they have a wide following; and

(d) stability, as represented by the development of ancillary roles and institutions (e.g. coaches, research and development, criticism or commentary, archived records).

Two elements are especially prominent in sport:

(Morgan & Meyer, 1988)

Emphasis on good performance

Element of contest

SPORTS!

Criticism of eSport as Sport

The primary argument against eSport as a form of sport centres on its perceived lack of physicality.

- It can be conceptualized both narrowly and broadly.
- Physical Training ? Aerobic vs Anaerobic
- Reaction Time ?
- Motor Skills ?
- Mental Training ?

Implications of eSport for sport management

- eSport faces many of the same challenges present throughout the sport industry and that sport management is already equipped to address and research.

- eSport represents a sport entertainment product with substantial growth potential, requiring management expertise related to events, merchandise, sponsorship, endorsements, marketing, technology, human resources, social media, governance, legal issues, celebrity culture, and athlete well-being.

- A useful managerial perspective to highlight the need for practitioners and academics to devote attention to eSport would be to examine how consumers and existing organizations are using eSport.

eSport governance

These challenges include:

(a) collegiate eSport, e.g. athletic scholarship

(b) legal issues of eSport as sport, e.g. gambling

(c) labour issues, e.g. contract terms

(d) diversity and gaming culture, e.g. racism, sexism

(e) who owns eSport, e.g. license rights

Compare with Current Olympic Events:

- e.g. Shooting
- Energy Expenditure
- 10,000 hours rule

It's time to embrace video games as an Olympic sport (NewScientist, 2018)
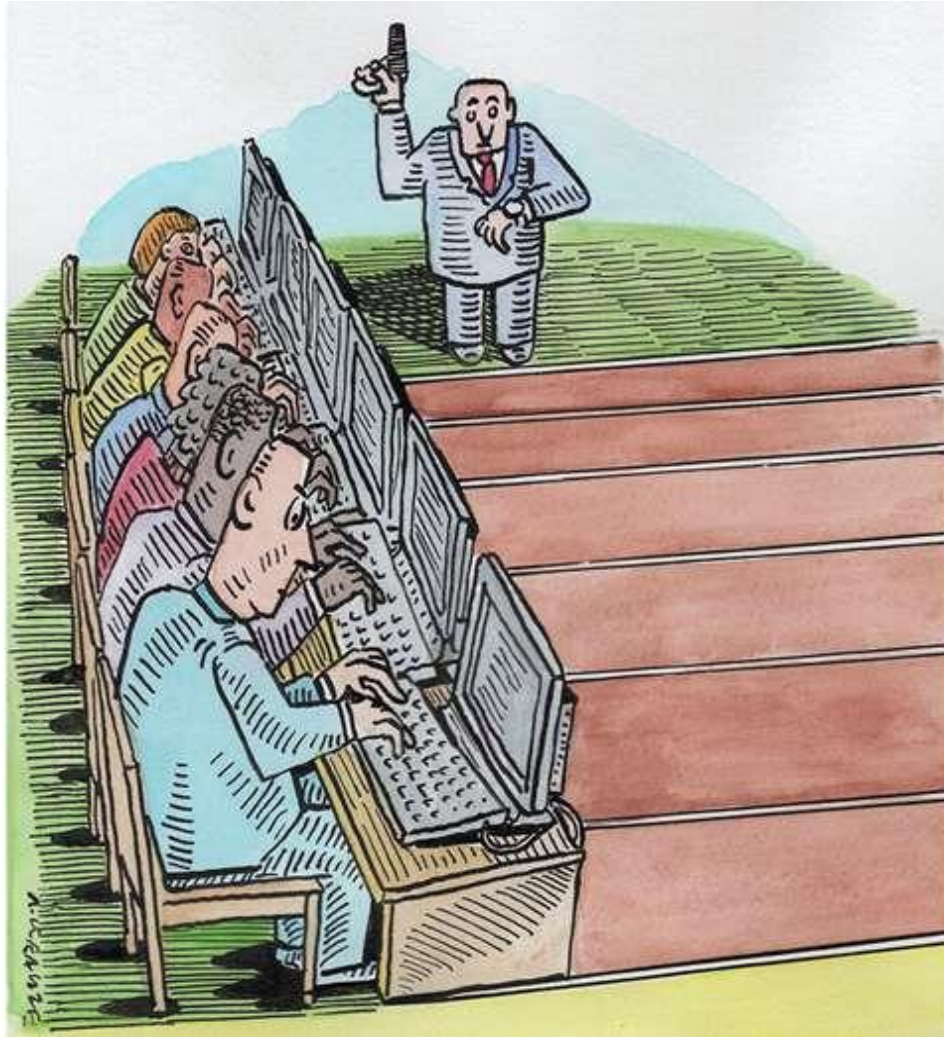
Becomes Olympic event ???

- At the 2018 Asian Games, currently taking place in Indonesia, video gamers are competing for the first time alongside athletes, swimmers and weightlifters.

- The International Olympic Committee is reportedly considering introducing eSports at the summer games in 2024.

Is eSport a Sport ???

**Yes
No
Maybe
I don't know**

**Can you repeat
the question?**