

# Why Should You Care About Esports?

...

Zack Gilbert



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5th/6th Grade - Social Studies  
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Illinois State University  
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[edgamer.net](http://edgamer.net)



# My Expertise

- Playful Learning
- Game Clubs
- Esports - University High School - Normal
- Illinois State University
- IHSA - Emerging Sport Status

# What is Esports?

Competitive digital gaming with teams or as individuals.

Our Game | League of Legends - Riot Games

How esports changed the game: From media laughingstock to media craze - A history of esports from theScore esports

# What Games Are Played? (Top Prize Money)

- DOTA 2
- League of Legends
- Counter-Strike: Global Offensive
- Heroes of the Storm
- Call of Duty

# What Games Are Played? (at University High School)

- League of Legends
  - Rocket League
  - Super Smash Bros.
- 

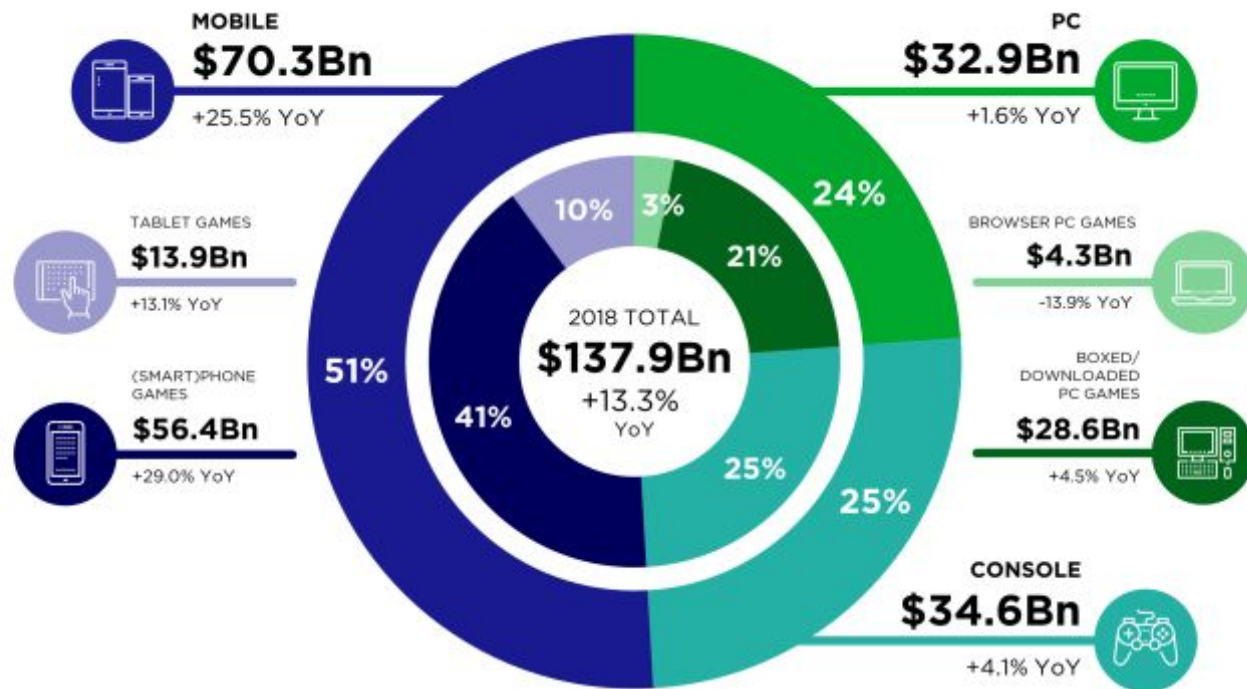
- Overwatch?
- Fortnite?
- Minecraft?

# Is Esports Popular?



# 2018 GLOBAL GAMES MARKET

PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES



## \$70.3Bn

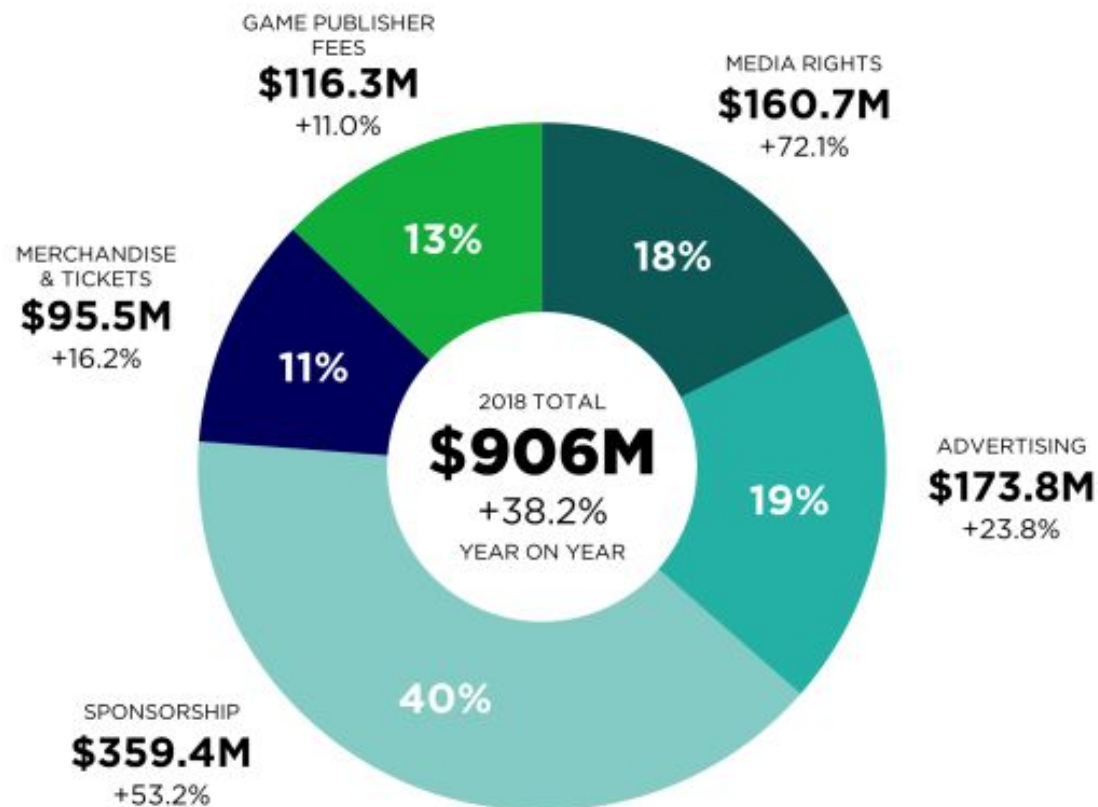
Mobile game revenues in 2018 will account for 51% of the global market.





# 2018 ESPORTS REVENUE STREAMS | GLOBAL

INCLUDING YEAR-ON-YEAR GROWTH



# 2018 INSIGHTS INTO THE U.S.' GAMES MARKET



**\$30.4BN**

GAME  
REVENUES

**#2**

WORLD  
RANK

**178.7M**

PLAYERS



OF THE ONLINE POPULATION  
WATCHES GAMING  
VIDEO CONTENT

# Can You Compete In School?

ILLINOIS HIGH SCHOOL ESPORTS ASSOCIATION



IHSEA



Congratulations to our 2018 IHSEA League of  
Legends Champions!

Oswego East High School



# High School Esports

[ABOUT](#)[EVENTS](#)[CLUBS](#)[LEAGUE](#)[NEWS](#)[VIDEOS](#)[RESOURCES](#)

## WELCOME TO THE NORTH AMERICA SCHOLASTIC ESPORTS FEDERATION

[Learn more >](#)





# College Esports

[nacesports.org](https://nacesports.org)

## Championing Collegiate Esports Nationwide

The National Association of Collegiate Esports (NACE), headquartered in Kansas City, Mo. is a nonprofit membership association organized by and on behalf of our member institutions and is the only governing body of college esports in North America. Since 2016 our members started developing the structure and tools needed to advance collegiate esports in the varsity space.

[www.nacesports.org](https://www.nacesports.org)

# College Esports

- 80+ member schools
- 1,500+ student-athletes
- \$9 million in esports scholarships and aid
- Annual national convention
- Private discord server (voice-over software) for athletic directors, coaches, and more



## 80+ Member Institutions



### Institution Membership

- 45% NAIA
- 40% NCAA
- 10% NJCAA
- 5% CIS & Independent



### Startup Considerations

Averages according to NACE members:

- Average Esports Program Startup: **\$32,000**
- Average 1st year recruitment: **15 Students**



### Enrollment & Retention

- Opportunities to increase net tuition revenue
- Student-athletes focused on STEM majors
- Increase student-athlete participation

*Based on NACE membership statistics & reporting*



# College Esports



# Positives From Esports

- Goals for Esports (from Riot Games)
  - Collaboration/Teamwork
  - Respect for oneself and others
  - Disciplined practice and play

# Positives From Esports

- Goals for Esports (from Riot Games)
  - Responsibility individually and with team
  - Resilience/Grit
  - Positive Attitude

# Positives From Esports From My Experience

(My experience - high school soccer & golf coach for 11 years)

- Expectations (Student Athlete)
- Skills
- Teamwork
- Mental AND Physical

# Positives From Esports

Stanford Report, April 28, 1999 - Garry Kasparov

<https://news.stanford.edu/news/1999/april28/kasparov-428.html>

- Kasparov on sports: 'Human actions in extreme conditions' at Stanford
- *“By working out in the gym, swimming and rowing, Kasparov said, he tries to keep himself in peak shape.”*

# Positives From Esports

- Gender doesn't matter
- Reaching students who don't participate in traditional sports
- Games bring all students together through a shared experience.

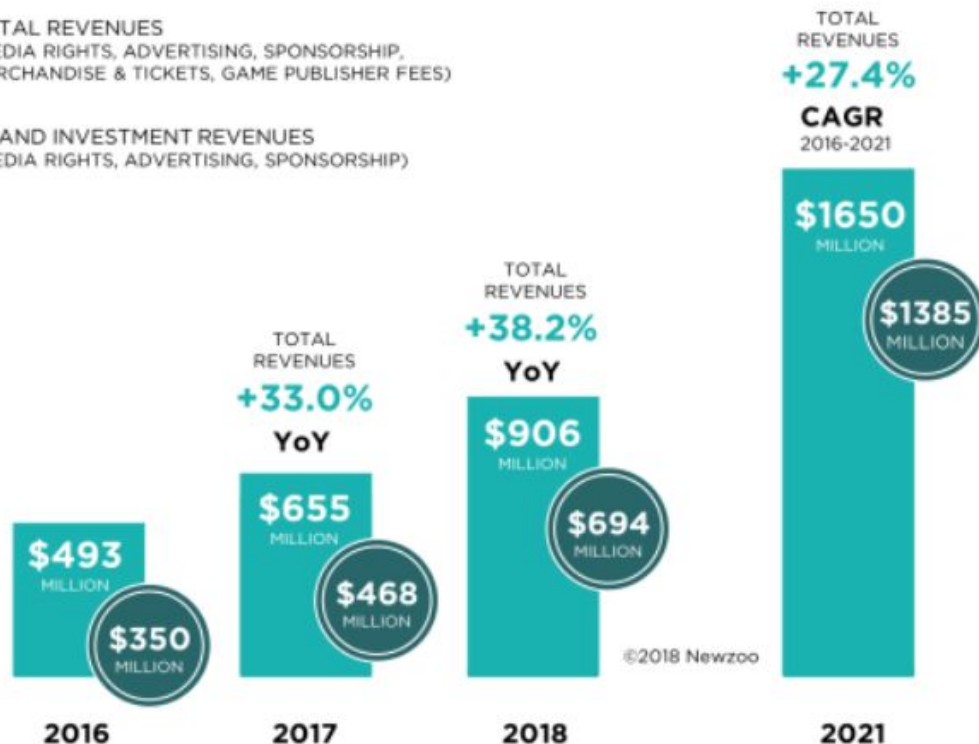
# Why Is Esports Growing Now?



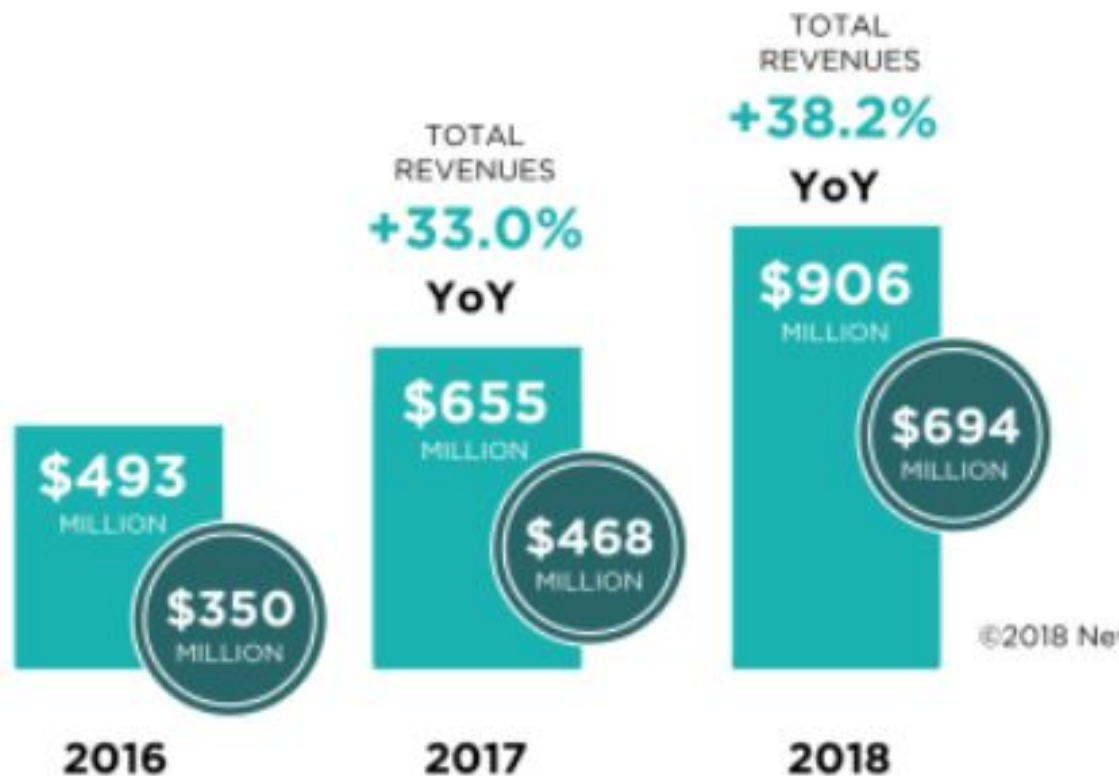
# ESPORTS REVENUE GROWTH

GLOBAL | FOR 2016, 2017, 2018, 2021

- TOTAL REVENUES  
(MEDIA RIGHTS, ADVERTISING, SPONSORSHIP,  
MERCHANDISE & TICKETS, GAME PUBLISHER FEES)
- BRAND INVESTMENT REVENUES  
(MEDIA RIGHTS, ADVERTISING, SPONSORSHIP)







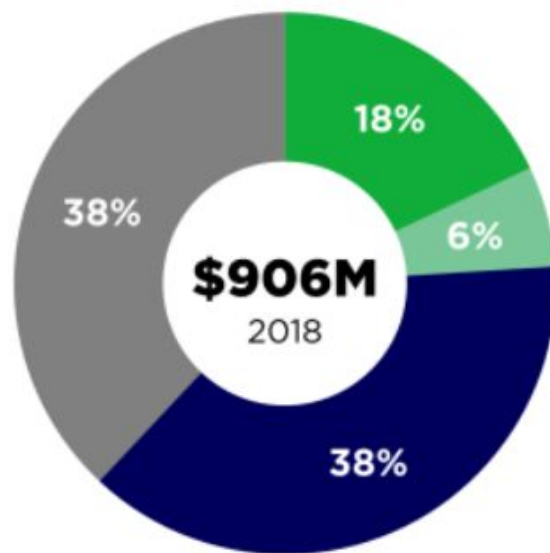
©2018 Net



China & North America  
will generate

**\$509M**

in 2018, or 56% of global  
esports revenues



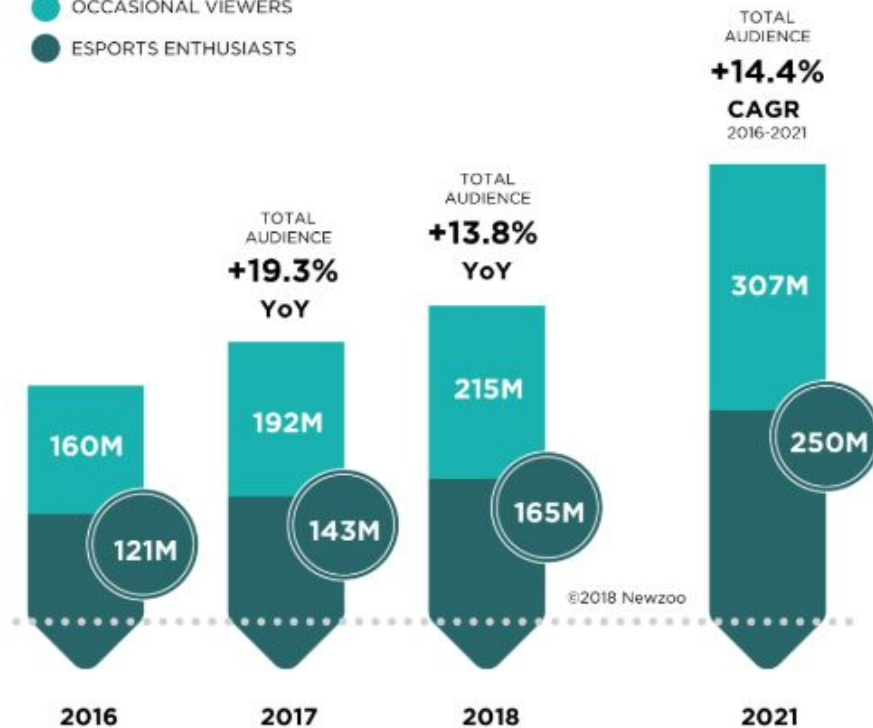
● CHINA ● S.KOREA ● NAM ● REST OF WORLD



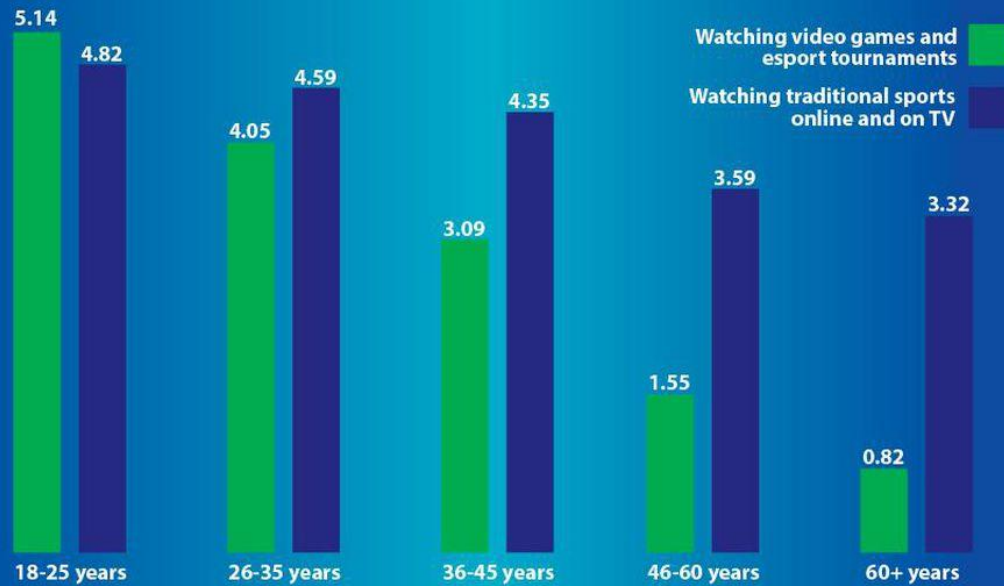
# ESPORTS AUDIENCE GROWTH

GLOBAL | FOR 2016, 2017, 2018, 2021

- OCCASIONAL VIEWERS
- ESPORTS ENTHUSIASTS

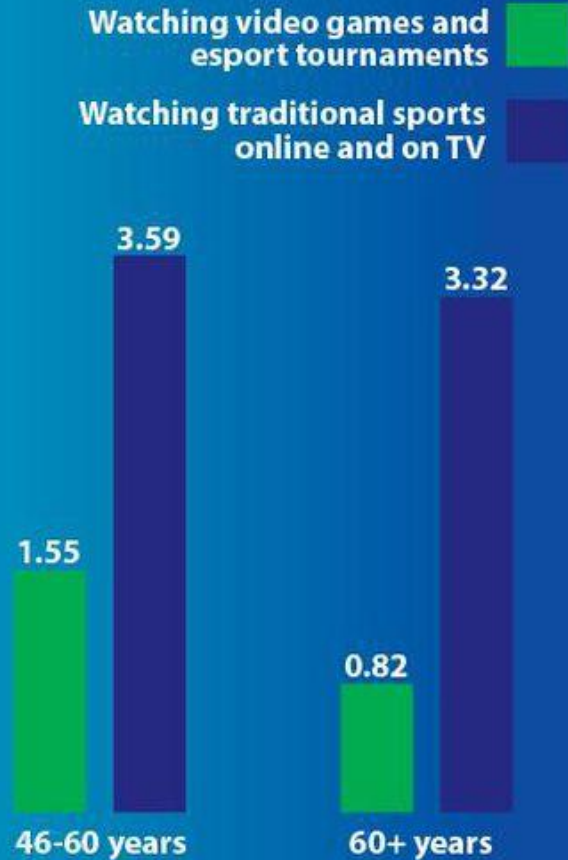
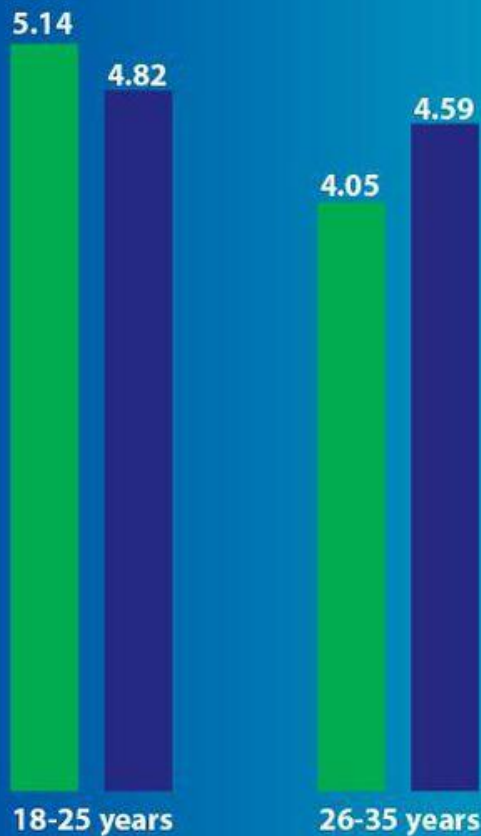


## Hours Spent Per Week by Age



Forbes

## Hours Spent Per Week by Age





# ANALYST DESK

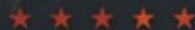






# *The International*

DOTA 2 CHAMPIONSHIPS



[OVERVIEW](#)

[SCHEDULE](#)

[STANDINGS](#)

[MEDIA](#)

[TEAMS](#)

MAIN EVENT

**AUGUST 20-25, 2018**

ROGERS ARENA IN VANCOUVER, BC

[VIEW SCHEDULE](#)



PRIZE POOL

**\$25,532,177**

CURRENT TOTAL

[LEARN MORE](#)



[sixtysixgames.com](http://sixtysixgames.com)

January 12th-13th, 2019



# Esports Resources

[INSIGHTS](#)[SOLUTIONS](#)[COMPANY](#)[CLIENT PORTAL](#)

## Market intelligence on games, esports, and mobile

Through our trusted data, insights, and context, we support leading companies in navigating change and creating daily business value.

[Our Expertise](#)[Our solutions >](#)



## Illinois HS eSports

@IHSEA\_org Follows you

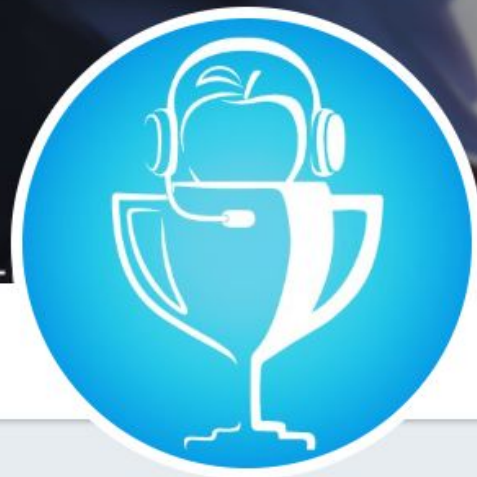
The IHSEA was created by teachers to organize and support students and other teachers who are interested in creating eSports teams for their school districts.

📍 Illinois, USA

🔗 [ihsea.org](http://ihsea.org)

📅 Joined March 2017


🕒 Born on March 10



## NASEF

@NASEFedu

Home of the North America Scholastic Esports Federation 🏆📚

#GAMETOGROW  Sep 10: Tournament  
Opt-in | Discord: [discord.gg/5NdbGjk](https://discord.gg/5NdbGjk)

📍 Orange County, CA

🔗 [esportsfed.org](http://esportsfed.org)

📅 Joined October 2017

[nacesports.org](https://nacesports.org)

## Illinois HS eSports

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# Esports

- Questions?

- Organization-wise, how is your team structured? Are you a club or under the athletics department (or somewhere in between)?
- How many students are on the team? Do you accept all students to the club and field only one or two teams?
- What games does your team play? What do you compete in ? What are your school's views on playing games that may have violence in them like Counter Strike?
- How often does your team meet and for how long? What do your meetings consist of (strategy talk, scrimms, and so on)? Do you act more as a coach or a sponsor?
- Speaking of competition, how do you compete against other teams? Are you a part of the IHSEA, HSEL, and/or another organization?
- How do you communicate with the team? Do you have a team Discord server (and if you do, are you a moderator)? In general, what are the rules you use for communicating with the students outside of school? Can you have the student's usernames?

# Why Should You Care About Esports?

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**Give students a safe place to play!  
(Esports or a game club)**

# Esports Resources and Contact Information

- [zgilber1@ilstu.edu](mailto:zgilber1@ilstu.edu)
- [edgamer.net](http://edgamer.net)
- Twitter
  - @EdGamer
  - #Esportsedu
  - @mr\_isaacs