

ESPORTS IN EDUCATION

Lesson 1

H-FARM

QLASH

acer
for education

LESSON 1

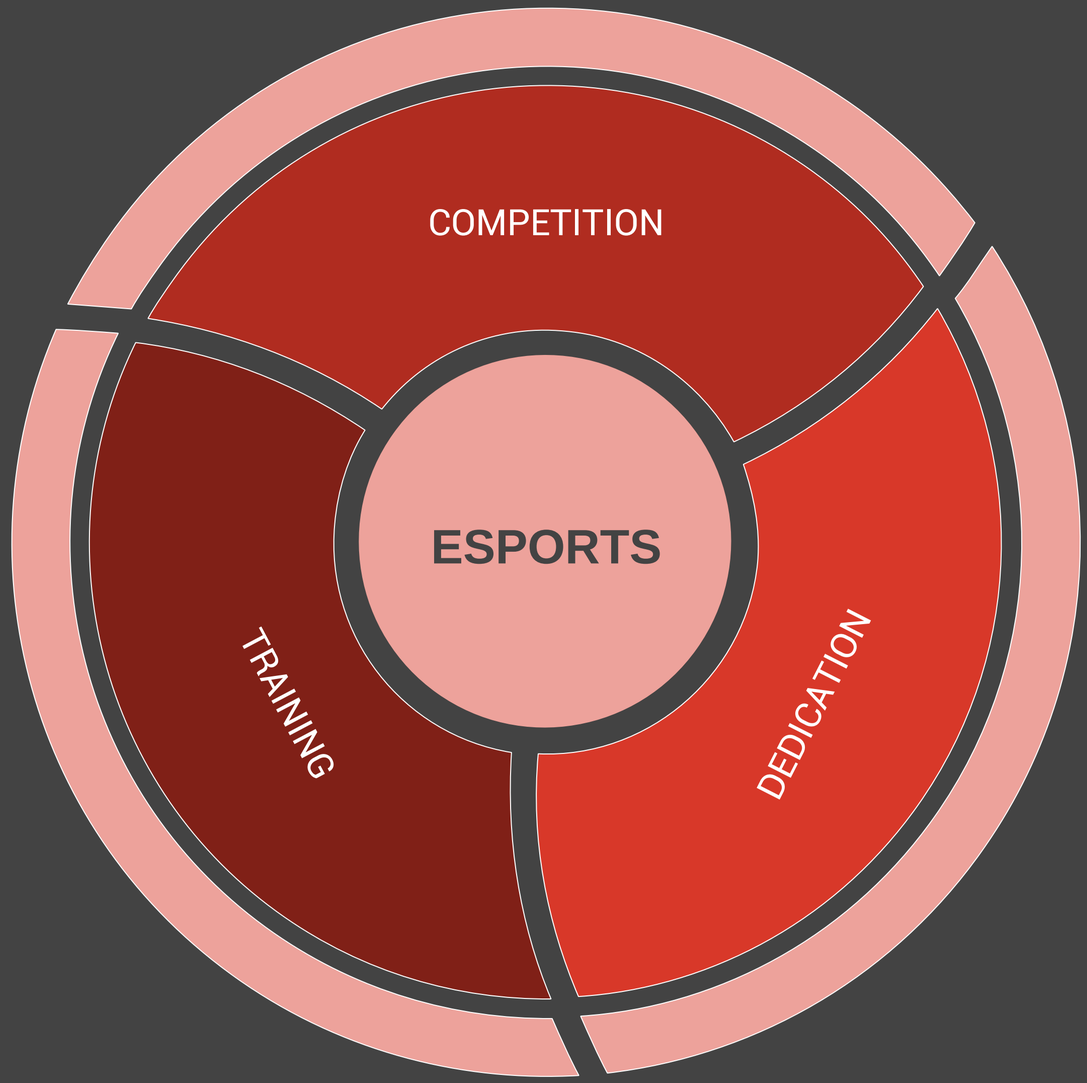
Presentation and Introductions

The History of Esports

Spacewar! Tournament

The Evolution of Gaming

WHAT ARE ESPORTS?



HISTORY

I) The Beginning: 1970-1990
II) The Consolidation: 1990-2000
III) The Springboard: 2000-2010
IV) Consacration: 2010-Today



Amusement arcades is where the first generation of video games was born. Players had to go to public game rooms where video games were inside heavy and awkwardly large playing stations. These playing stations were coin operated, and players paid to purchased single matches.

Between the end of the 1980s and the early 1990s, the production on a large scale of the first game consoles, made gaming platforms much more economically accessible.

In 1989, **Nintendo GameBoy** became the first real portable console, and four batteries guaranteed hours of entertainment. In 1998, the colour version, GameBoy Color, was a worldwide success less than a month after its launch on the Japanese market. In those years, video games became quickly popular and people bought the physical copy of the game and all its content directly from the manufacturers and developers of the game.

In the new millennium, the Internet became widely available from home at lower costs and with good connectivity, revolutionising the world of video gaming, which was the first to experiment this new technology for the development of multiplayer games.



HISTORY

Video games were transformed: players were no longer alone, they played online with more than one other player at the time, all connected to the same match of the same video game downloaded online.

Over the last few years, the mobile gaming industry has been rapidly expanding, and virtual reality is becoming increasingly more affordable, reliable, precise, and powerful. Imagining a future with a new concept of full-immersion gaming is no longer a fantasy.

At **H-FARM**, ***BigRock*** is the computer graphics and virtual reality school that trains generations of artists working in the largest movie and video game production companies in the world. With BigRock's Research & Development (RED) Team, participants discover that many professional figures with different training backgrounds are involved in the production and development of video games.

In addition to those who programme and manage the dynamics and interactions between elements and between elements and the game environment, there is a more creative team that develops the concepts, mechanics, levels, and characters of the video games.

The same creative team is also in charge of designing and animating, in 2D or 3D, characters, objects, and all game environments.




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THE BEGINNING: 1970 - 1990

1972 — SPACEWAR!

1982 — Arcade Magazine

1984 — Starcade

1988 — Netrek

Spacewar!

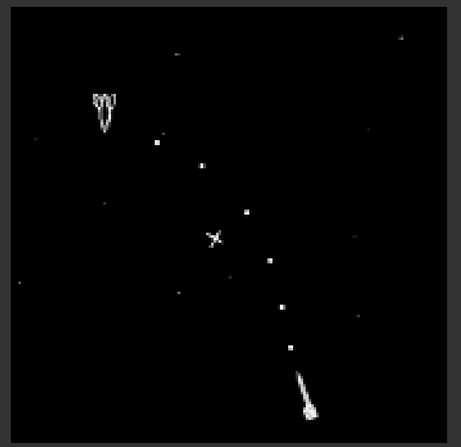
Creator: Steve Russel

Year: 1962

Genre: Multiplayer Shoot 'em up

Title of the first video game competition held at Stanford University in 1972: the first competitive video game!





Spacewar!

Participants relive the experience of the first esports tournament in history through a **Spacewar!** match. A space combat video game developed in the 1960s in which two players engage in a battle each controlling a different shaped spaceship that can accelerate and turn.

The round is won by the first player who hits their opponent with a missile, avoiding the mines scattered around the game field.

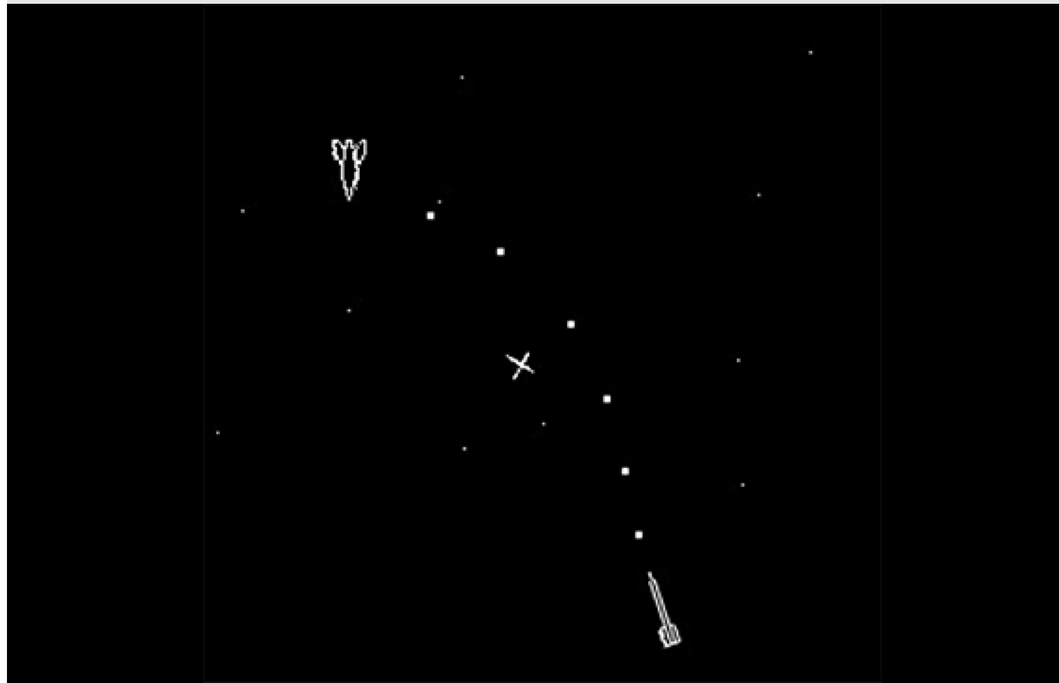
This trip back in time serves to demonstrate the evolution of video games to Academy students. Even the use of just a few pixels, with a geometric and rudimentary gameplay, can create competitive events and excitement among players and spectators.

Fifty years later, we are here talking about an industry worth a billion dollars with millions in prize money; the first Spacewar tournament prize was a yearly subscription to the magazine Rolling Stone.



The game run on a PDP-1

Spacewar! in Java



THE BEGINNING: 1970 - 1990

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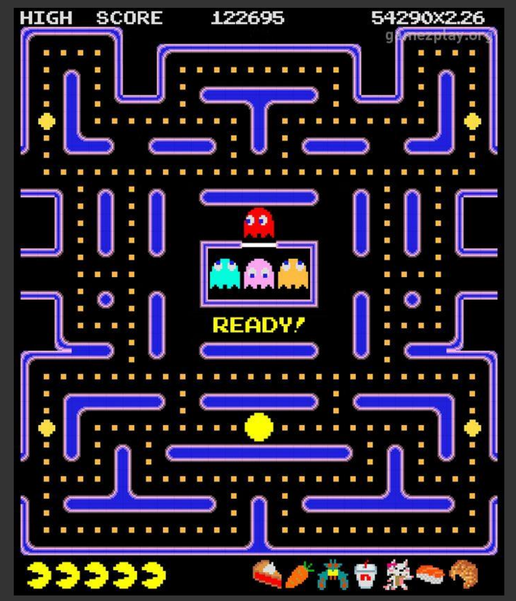


18 January 1982

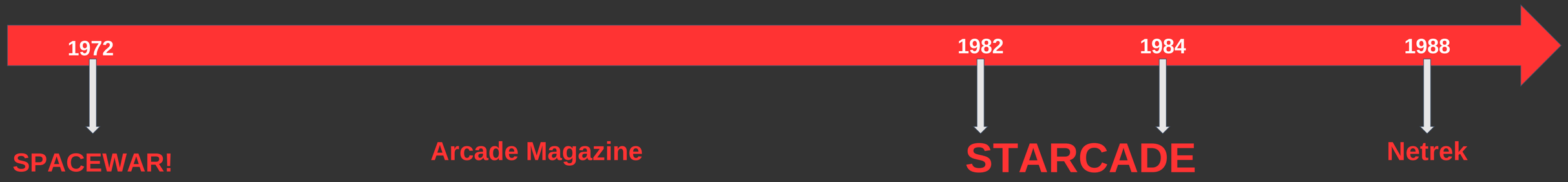
1980

Pac-Man and Donkey Kong feature on the cover of influential magazines, such as “Time” and “Life”





THE BEGINNING: 1970 - 1990



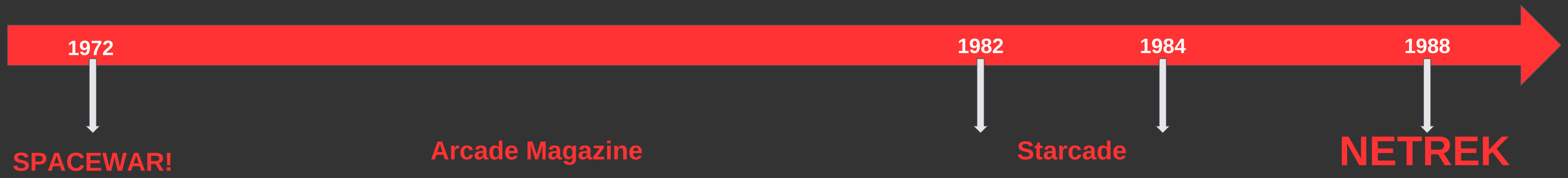


STARCADE: 12/1982-09/1984

A 25-minute television show in which contestants competed against one another answering questions and playing arcade video games.



THE BEGINNING: 1970 - 1990





1988: Netrek

A RTS multiplayer game with multidirectional shooting.

The evolution of Spacewar! Played by up to 16 players divided into teams of 2 to 4 people.



THE CONSOLIDATION: 1990 - 2000

1990 — 1994 — 1996 — 1997 — 2000

QuakeCon — CPL and PGL — KeSPA

NINTENDO WORLD CHAMPIONSHIPS

08/03/1990: Nintendo World Championships

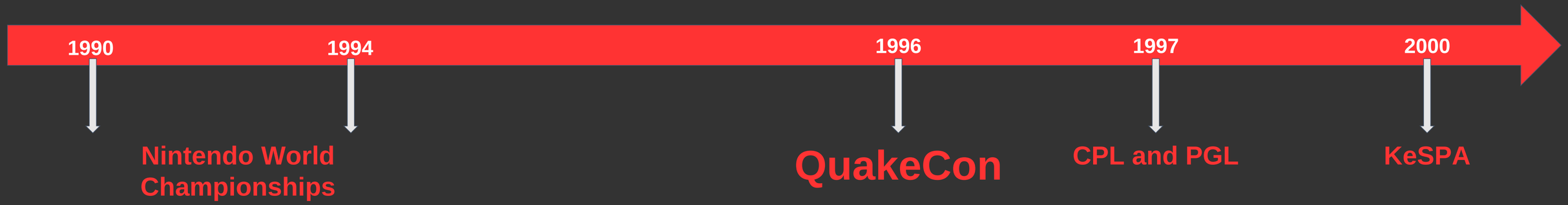
- **3 categories**: >11, 12-17, 18+
- **$47,500 prize pool** + extras

Live Championships with stages in 29 towns across the USA, in which the two top players of each stage gained access to the grand final.
The final took place in Los Angeles, between 7 and 9 December 1990, and involved 3 titles: **Super Mario Bros - Rad Racer - Tetris**

A similar championship was held in 1994 for SNES (Super Nintendo Entertainment System) in California



THE CONSOLIDATION: 1990 - 2000



15-18/08/1996: QuakeCon

Annual convention to celebrate and promote the major franchises of **id Software**.
It includes the main tournament valid for the Quake saga FPS title. In the 1996 edition, players challenged each other at **Quake** and **Doom 2** in deathmatch mode. In the first edition, the prize pool consisted of gadgets, while in the **2017** edition it was worth over **$1M**.

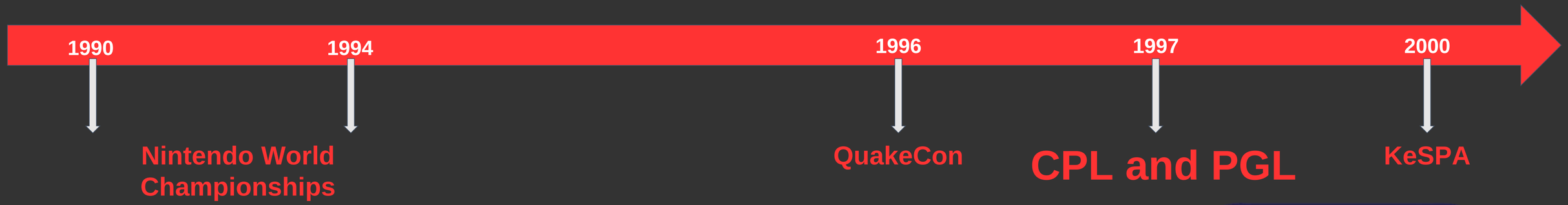
2017 titles and prize money:

- Quake WC 2017 Duel: $350K+
- Quake WC 2017 Sacrifice: $600K+
- 5 minor variations of Quake II: $40K+
- Other (Doom, Elder Scroll, Rage): $15K+





THE CONSOLIDATION: 1990 - 2000



1997 was the year of the first editions of:

- Cyberathlete Professional League (27/06/1997)

- Professional Gamers League (03/11/1997)

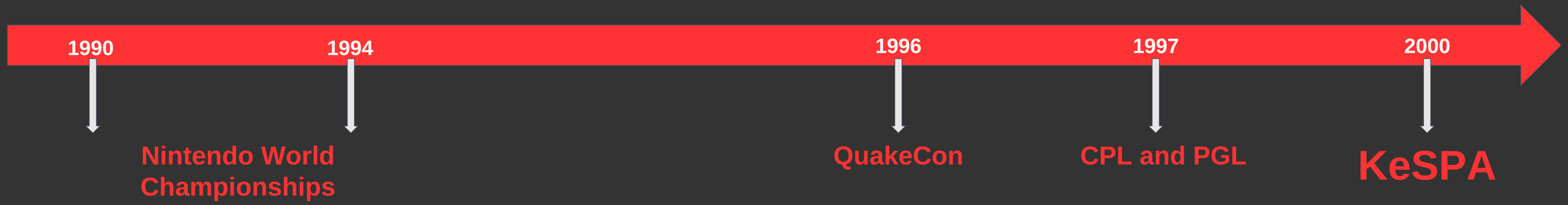
CPL started as a single Quake tournament and evolved over the years until in 2005 it became a World Tour, with a prize pool worth over **$1M.** Over time CPL expanded to include Starcraft and CS:GO titles.

PGL was born in the same year as a Starcraft tournament. It has expanded to include Quake.

Interesting facts:

- In 1997, PGL made $1.2M from sponsorship deals with AMD, Microsoft and Levi Strauss & Co
- PGL was bought by Gamers.com in 2000
- CPL was bought by Singapore company WoLong Ventures PTE in 2010

THE CONSOLIDATION: 1990 - 2000



KeSpa-2000

The establishment, in 2000, of the **Korean eSports Association** contributed to consolidating the presence of esports on a global level.
The KeSPA was born as a secondary branch of the Ministry of Sport, Culture and Tourism of South Korea.
KeSPA is in charge of regulating the esports phenomenon with the aim of promoting it and obtaining recognition beyond the levels achieved to date.

Interesting facts:

- KeSPA is a member of the Korean Olympic Committee
- During the opening of the Winter Olympics in Pyeongchang, the Olympic Committee supported the Starcraft II and IEM Championships

III) THE SPRINGBOARD: 2000 - 2010

2000 — PS2

2002 — MLG

2005 — XBOX 360, YouTube

2006 — IEM

2010

This is the decade in which **MLG** (Major League Gaming), in the USA, and **IEM** (Intel Extreme Masters) in Europe, were born.
These two events have made the history of Esports around the world, organizing tens of competitions that are still held today.

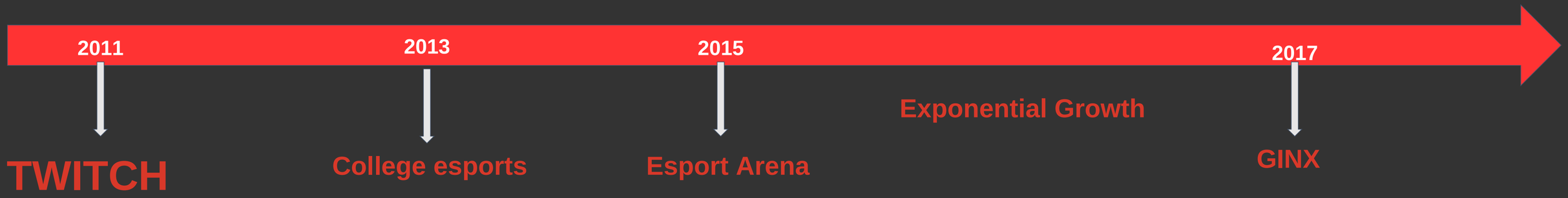
MLG was bought by Activision Blizzard in 2016.





At the start of the new millennium, **broadband** became more widespread and **Sony** (PS) and **Microsoft** (XBOX) sold millions of game consoles across the world (**150 million** and **84 million** respectively). Gaming started becoming popular in the homes of youngsters worldwide, gaining ground in preparation of what would happen in the next decade.

THE CONSACRATION: 2010 - TODAY

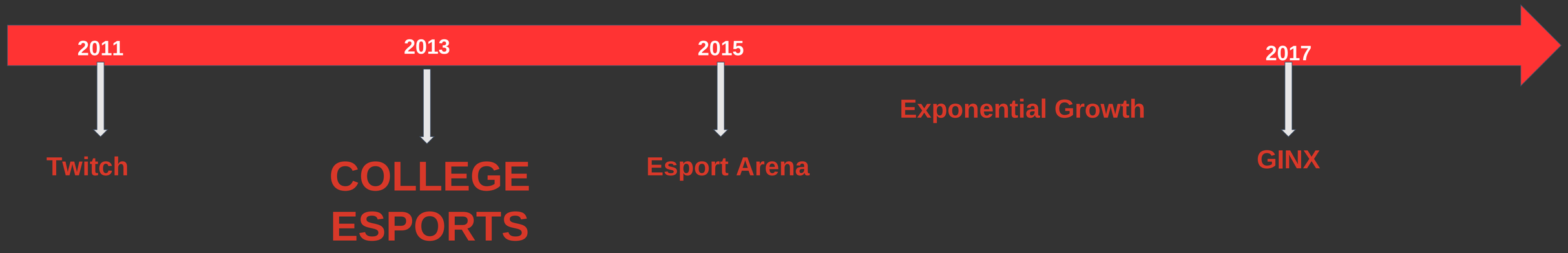


2011 will be remembered as the year in which the greatest esports
catalyst in the world was launched: **Twitch.TV**
The creation of a streaming platform dedicated almost entirely to the world of video games led, over the years, to an incredible audience expansion that inevitably attracted media interest, helping the overall development of esports.

Twitch in numbers:

- Bought by Amazon in 2014 for **$970 million**
- In February 2018 it had over **15 million** active users per day
- In 2018 it signed a two-year deal for the **Overwatch League**
- 21.3% of Twitch views are esports
- **355 billion** minutes viewed (2019)

THE CONSACRATION: 2010 - TODAY



2013 – Sports study grants

Robert Morris College (Illinois) & University of Pikeville (Kentucky)

In 2017, **Tespa** (Texas Esports League, founded in 2010 and bought by Blizzard in 2013) decided to award approximately **$1M** per year in prizes and study grants to e-athletes.

NAC ESPORTS

Between 2017 and 2018, the university programme was joined by:
-Columbia College
-Indiana Institute of Technology
-Harrisburg University of Science and Technology

Currently, a total of **130** Universities across the USA support the **National Association Collegiate Esports**

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THE CONSACRATION: 2010 - TODAY

2011 — Twitch

2013 — College esports

2015 — ESPORT ARENA

Exponential Growth

2017 — GINX

In 2015 the new esport Arena opened in Santa Ana, California.
The almost 1500m^2 venue was the first to be entirely dedicated to esports and became known as a kind of “gym”.

Between 2015 and 2018 other E-Sport Arenas opened across the USA, including a "mobile" version, and in 2018 the Luxor Arena was inaugurated.
Located in Las Vegas, it was crated with the support of the renowned Luxor Casino. With its **3000m^2 floor**, it is the most imposing to date.





THE CONSACRATION: 2010 - TODAY

2011 — Twitch

2013 — College esports

2015 — Esport Arena

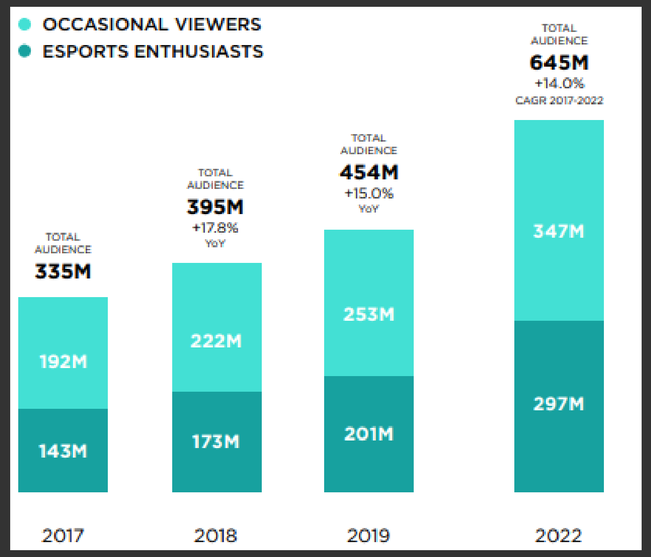
EXPONENTIAL GROWTH

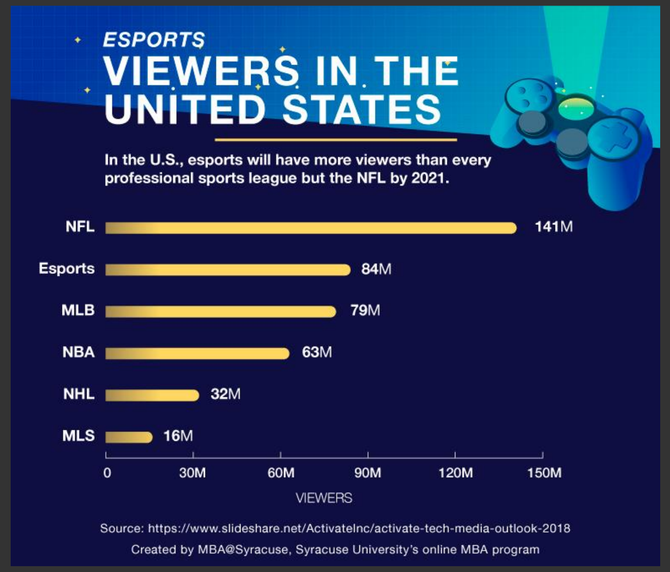
2017 — GINX

Sky launches GINX eSports TV, a channel entirely dedicated to the world of competitive gaming. On GINX viewers can follow the main tournaments – including LoL, Dota 2, CoD, CS:GO and others – with live technical commentary.

Esports enter mainstream media!

Esports viewers in numbers





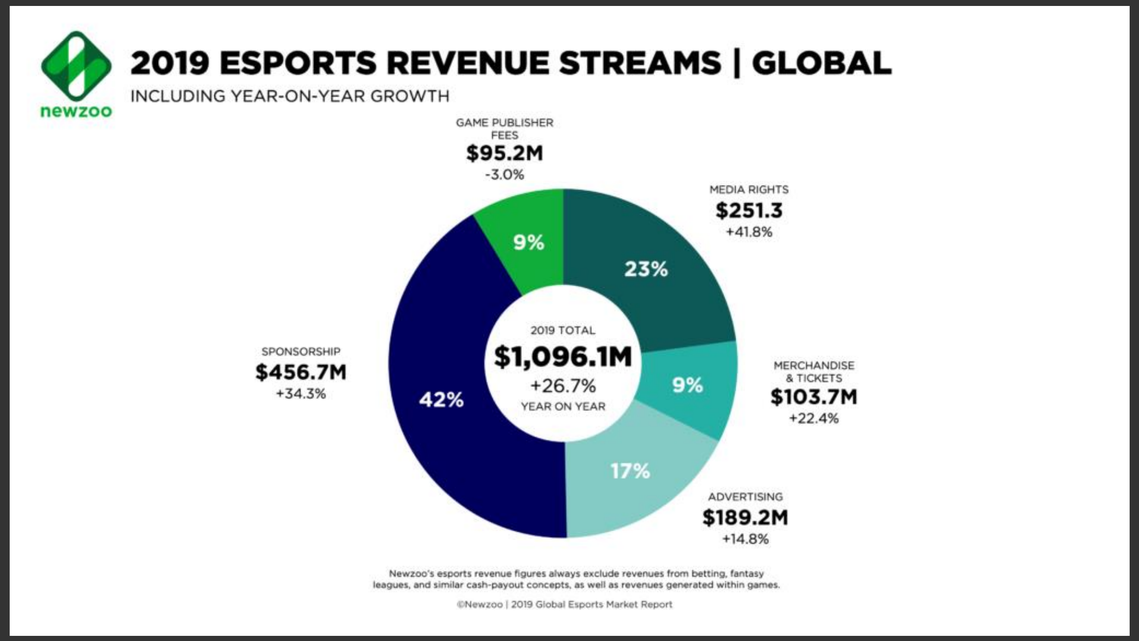
THE CONSACRATION: 2010 - TODAY

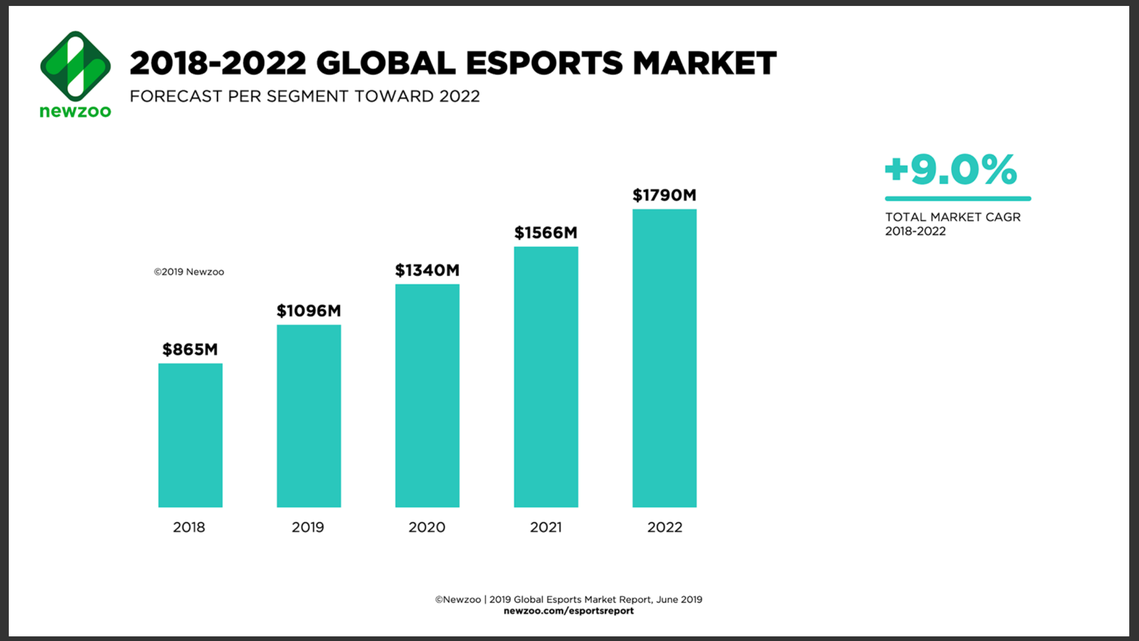
2011 — Twitch

2013 — College esports

2015 — Esport Arena

2020 — EXPONENTIAL GROWTH





THE CONSACRATION: 2010 - TODAY

2011 — Twitch

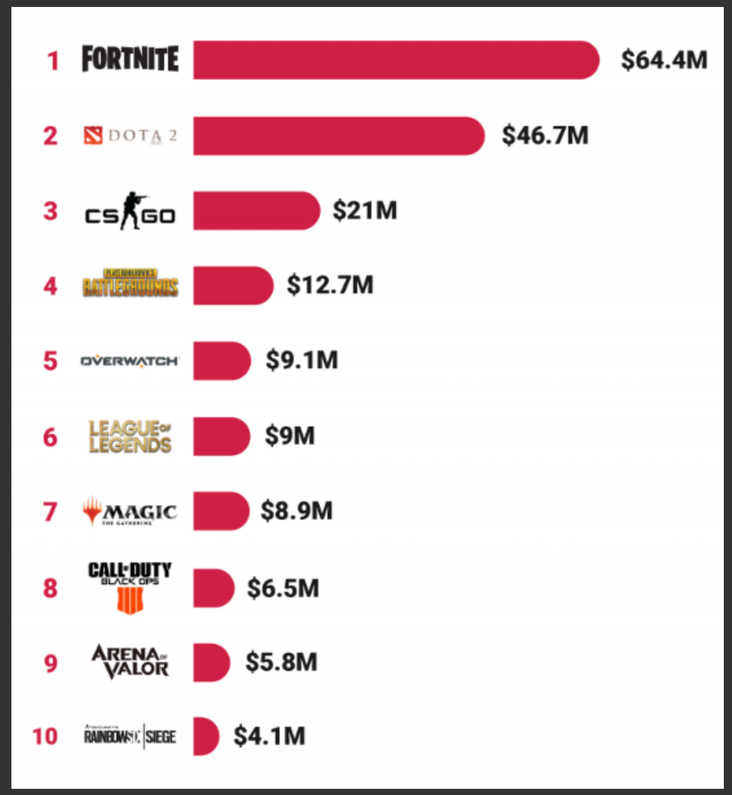
2013 — College esports

2015 — Esport Arena

2020

EXPONENTIAL GROWTH

2019 prize money total:



1.	The International 2019	$34,330,069.00	*Dota 2*	18 Teams	90 Players
2.	The International 2018	$25,532,177.00	*Dota 2*	18 Teams	90 Players
3.	The International 2017	$24,687,919.00	*Dota 2*	18 Teams	90 Players
4.	The International 2016	$20,770,460.00	*Dota 2*	16 Teams	80 Players
5.	The International 2015	$18,429,613.05	*Dota 2*	16 Teams	80 Players
6.	Fortnite World Cup Finals 2019 - Solo	$15,287,500.00	*Fortnite*		100 Players
7.	Fortnite World Cup Finals 2019 - Duo	$15,100,000.00	*Fortnite*	50 Teams	100 Players
8.	The International 2014	$10,931,103.00	*Dota 2*	14 Teams	70 Players
9.	LoL 2018 World Championship	$6,450,000.00	*League of Legends*	24 Teams	130 Players
10.	PUBG Global Championship 2019	$5,999,999.99	*PLAYERUNKNOWN'S BATTLEGROUNDS*	32 Teams	128 Players
11.	LoL 2016 World Championship	$5,070,000.00	*League of Legends*	16 Teams	86 Players
12.	LoL 2017 World Championship	$4,946,969.00	*League of Legends*	24 Teams	128 Players
13.	Fortnite Fall Skirmish Series - Clubs Standings	$4,000,000.00	*Fortnite*	8 Teams	498 Players
14.	Overwatch League - Season 2 Playoffs	$3,500,000.00	*Overwatch*	8 Teams	77 Players
15.	Fortnite World Cup Finals 2019 - Creative	$3,250,000.00	*Fortnite*	8 Teams	32 Players
16.	DAC 2015	$3,057,521.00	*Dota 2*	20 Teams	100 Players
17.	The Boston Major 2016	$3,000,000.00	*Dota 2*	16 Teams	80 Players
18.	The Frankfurt Major 2015	$3,000,000.00	*Dota 2*	16 Teams	80 Players
19.	The Kiev Major 2017	$3,000,000.00	*Dota 2*	16 Teams	80 Players
20.	The Manila Major 2016	$3,000,000.00	*Dota 2*	16 Teams	80 Players

ADDITIONAL INTERESTING FACTS

ESL ONE 2019 - The greatest esports event ever

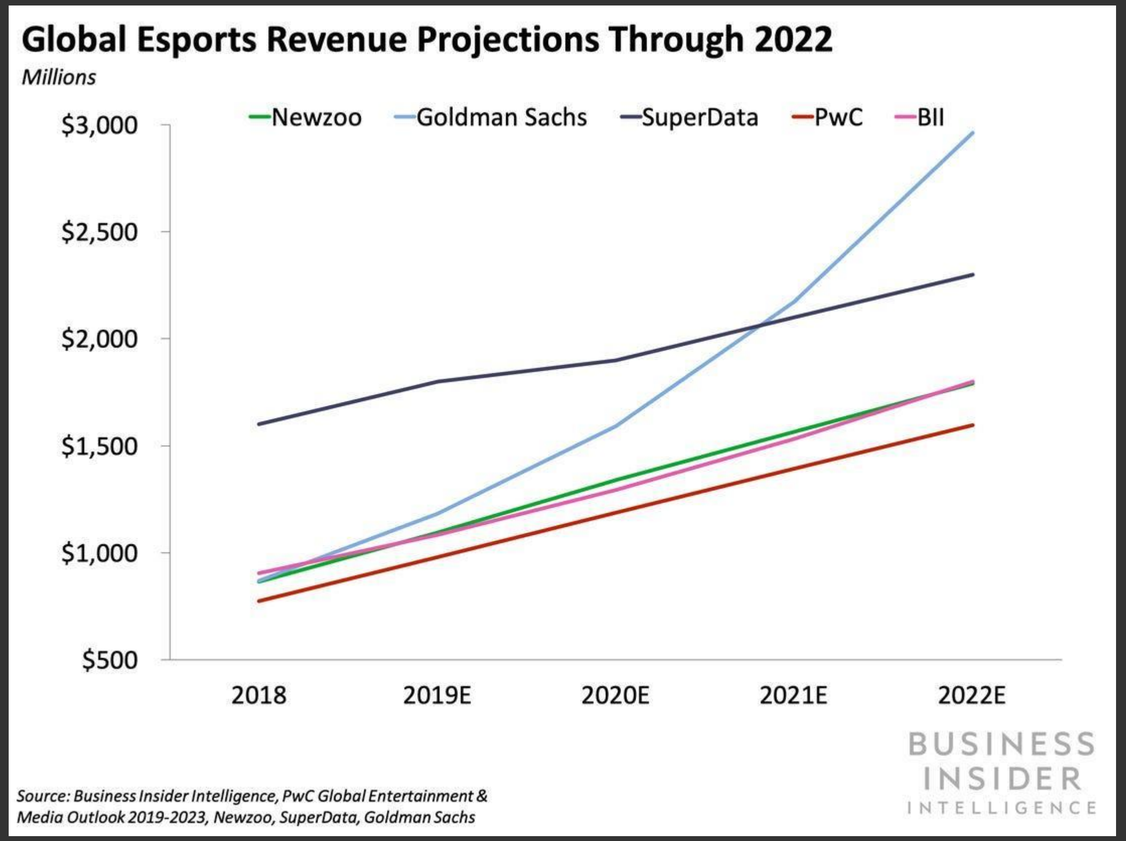
- Held in Katowice, Poland
- 174,000 live participants
- 232 million views in total
- 20 million views per day
- 4 main games: Dota 2, Starcraft II, CS:GO, Fortnite
- Broadcasted live in 21 languages
- 2.5 million dollars prize money

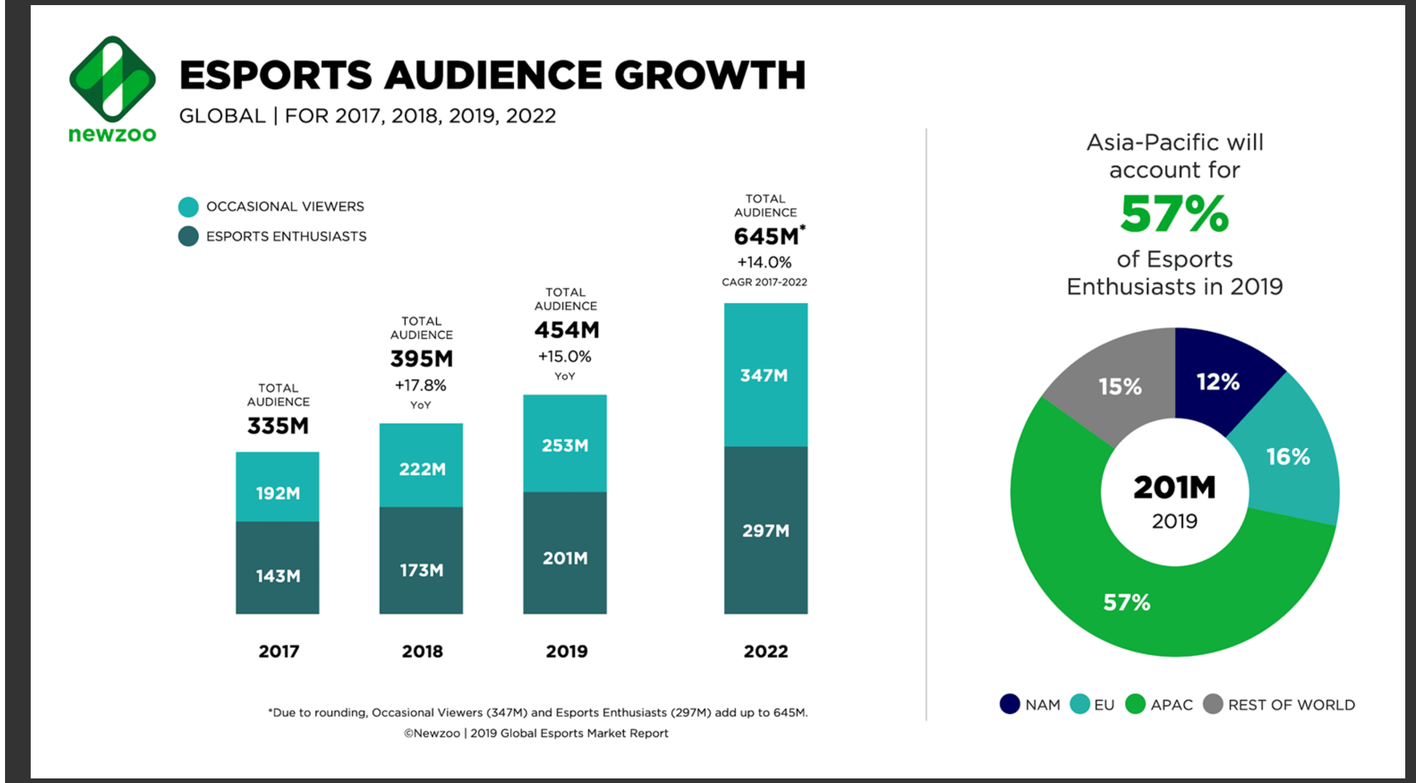






GROWTH?


Global Esports Revenue Projections Through 2022
Millions
Newzoo
Goldman Sachs
SuperData
PwC
BII
$3,000
$2,500
$2,000
$1,500
$1,000
$500
2018
2019E
2020E
2021E
2022E
BUSINESS INSIDER INTELLIGENCE
Source: Business Insider Intelligence, PwC Global Entertainment & Media Outlook 2019-2023, Newzoo, SuperData, Goldman Sachs


newzoo
ESPORTS AUDIENCE GROWTH
GLOBAL | FOR 2017, 2018, 2019, 2022
OCCASIONAL VIEWERS
ESPORTS ENTHUSIASTS
TOTAL AUDIENCE 335M
192M
143M
2017
TOTAL AUDIENCE 395M +17.8% YoY
222M
173M
2018
TOTAL AUDIENCE 454M +15.0% YoY
253M
201M
2019
TOTAL AUDIENCE 645M* +14.0% CAGR 2017-2022
347M
297M
2022
*Due to rounding, Occasional Viewers (347M) and Esports Enthusiasts (297M) add up to 645M.
©Newzoo | 2019 Global Esports Market Report
Asia-Pacific will account for
57%
of Esports Enthusiasts in 2019
15%
12%
16%
57%
201M
2019
NAM
EU
APAC
REST OF WORLD

THE GAMING MARKET

I) The Origines
II) The Era of Home Video Game Consoles
III) Today
IV) The Future

THE ORIGINES

How it all started: the coin

As we have seen together, the history of video games started in **amusement arcades**. To play, you had to leave your home and go to a game arcade where the heavy and awkwardly large playing stations were too expensive for the average player to afford them.

The business model was quite simple: entertainment arcades bought (or rented) the game stations (each could run only one game) and charged players per single match (often with a maximum time limit).

Players pay for how long they play.

Total volume: **$20 billion** (late 70s - early 80s)





THE ERA OF HOME VIDEO GAME CONSOLES

The turning point: home gaming

With the arrival of the first game consoles produced on a large scale (the real global sensation outside Japan was **GameBoy Color**, in **1989**), the cost of gaming platforms dropped dramatically and video games entered many homes.
The business model changed drastically: developers started selling the **physical copy** of the game, with **all the game's content**, while manufactures sold consoles directly to players.
The marketing era started and the industry expanded incredibly.
Arcade games disappeared and became items for nostalgics.
The first gaming giants started appearing, major publishing companies that released the most popular titles: **Triple-A titles**.

Players pay to use developer companies' products as much as they like.

Total volume: **$70 billion** (late 90s - early 00s)







TODAY

The second revolution: multiplayers

As we move further into the new millennium, the domestic use of the **Internet** is expanding further: the gaming world was one of the first to experiment with this new technology by launching **multiplayer titles**. Players play from home but no longer on local networks. The first multiplayer-only games are born. At the same time the player-base is growing exponentially.
The business model has changed again: developers no longer need to produce physical copies, as games can be easily downloaded online. This encourages new business models that didn't exist before: **freemium**, **peer-to-peer**, **subscriptions** and the **razor-blade** model. The world of mods is expanding, having to pay for extra content (DLC) and subscriptions to access on-line services is standard practice.

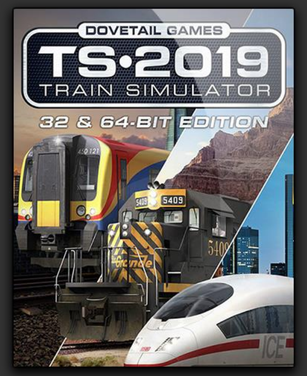
Players pay to have access to certain content, service fragmentation.

Total volume: **over $150 billion dollars** (today)



XBOX LIVE

PlayStation.Network



442 DLC
Cost on Steam:
approx. $5000

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THE FUTURE

The next step: a discussion

Over the years, technology has closed the gap between console gaming and PC gaming, creating much smaller consoles (telephones, VR), more powerful, and able to support increasingly more complex games.

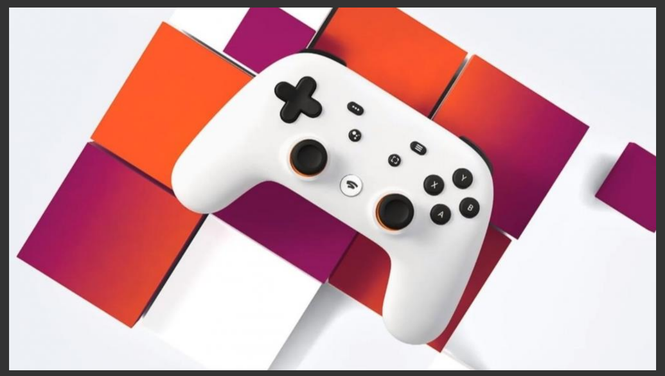
At the same time, a new way of playing appeared to take over: **Cloud Gaming**. The enthusiasm around **Stadia**, Google's maxi-project, seems to have faded, but time will tell.

The **mobile** game industry, on the other hand, is growing rapidly: could it be the future?

Virtual reality is becoming cheaper, more affordable, reliable, precise, and powerful. In a less dystopic and nearer future, a completely **immersive** new concept of gaming is looking more likely.

What do you think?





VIDEO GAME VS ESPORT

Does video game always mean esport?

Esports

- League of Legends
- CS:GO
- Dota2
- ...



vs



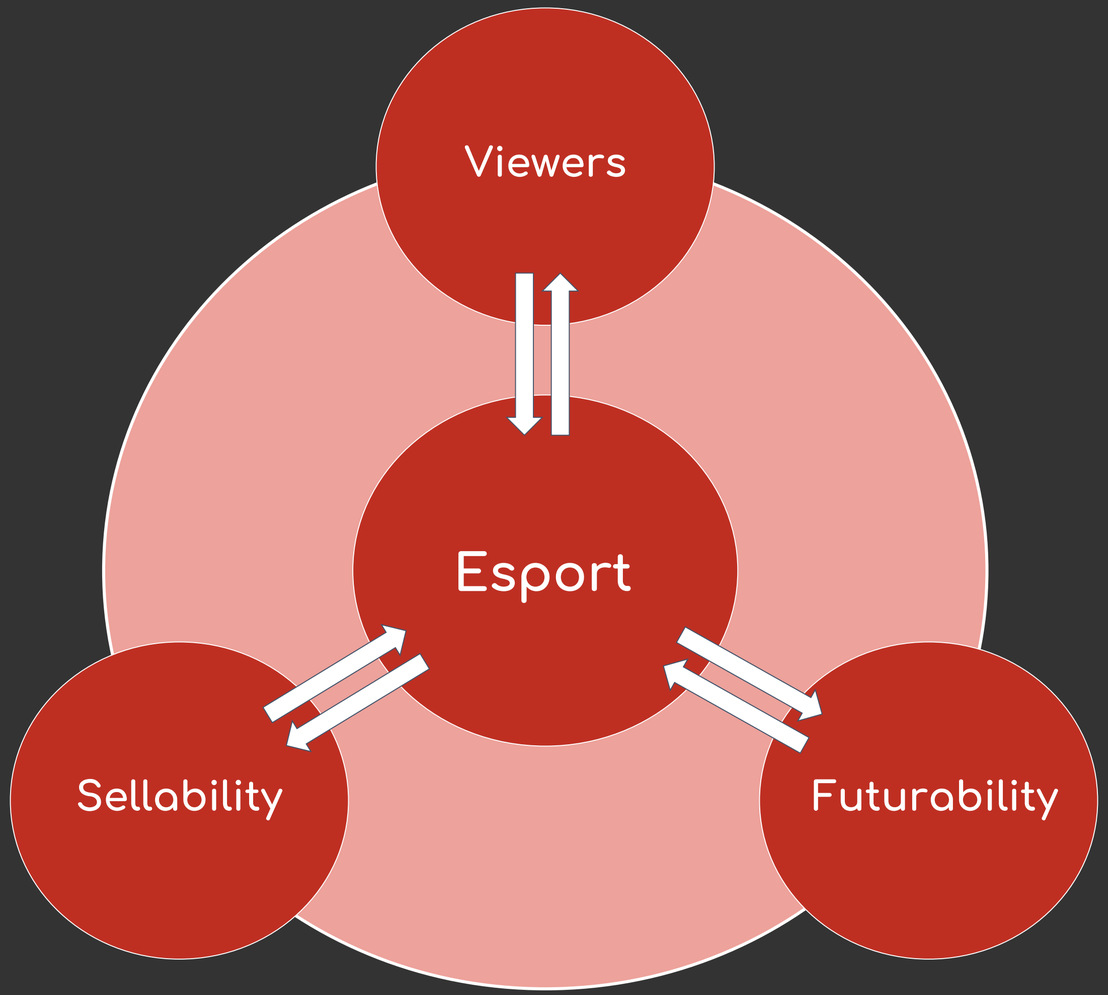
Video Games

- World of Warcraft
- Assassin’s Creed
- Minecraft
- ...



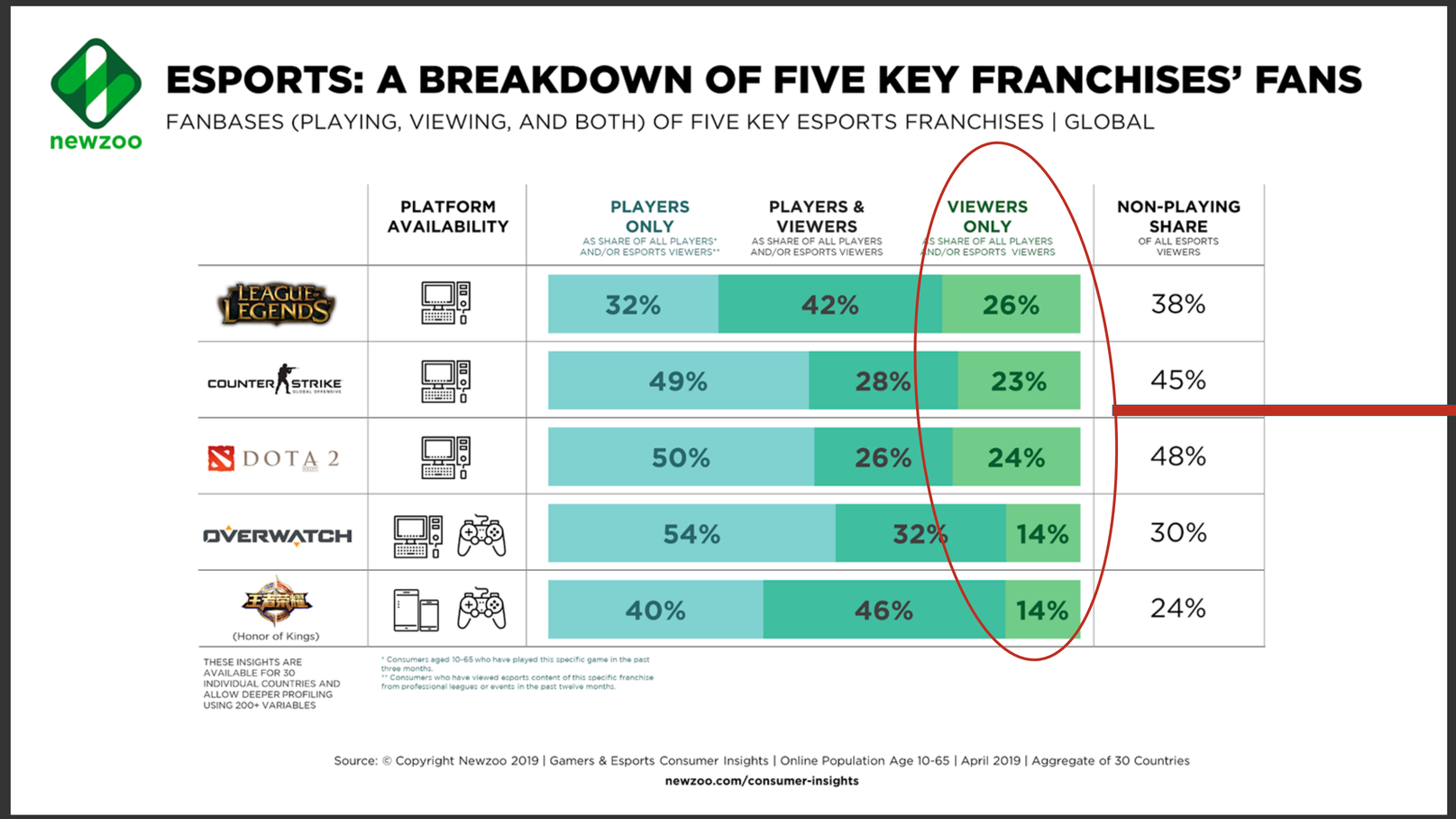
VIDEO GAME VS ESPORT

Why?



VIDEO GAME VS ESPORT

Viewers



Viewers only:

Esports have the ability to attract a **vast audience**, which is also formed by non-players and occasional players.

A vast audience translates into **profitable advertising returns** and sponsor attention

VIDEO GAME VS ESPORT

The factors that impact on viewership

Intuitiveness

A game must be intuitive to viewers:
they must be able to understand quickly a player's movements.

I don’t have to concentrate hard on what I’m watching, so I enjoy the gameplay.

Enjoyability

The graphic interface must clearly show score, life bars and the state of play.

Even if I join late or don’t follow constantly, I am able to get into the game quickly and understand the situation.

Accessibility

How much knowledge of the game is needed to understand the dynamics?
Entry barriers for new viewers must be low.

I can follow even if I am not a player or have only started playing recently.

VIDEO GAME VS ESPORT

Sellability

The materials made available by the title must be suitable to create different content: **storylines**, **rivalries**, **merchandising**, **podcasts** and other extra materials.

All these elements help expand the game in different ways, attracting new players, viewers, and sponsors.



These elements help explain the extraordinary profitability of free-to-play titles

Some examples



League of Legends K/DA: **320 million** views



By the Numbers: a CS:GO weekly podcast that has been streaming for 4 years

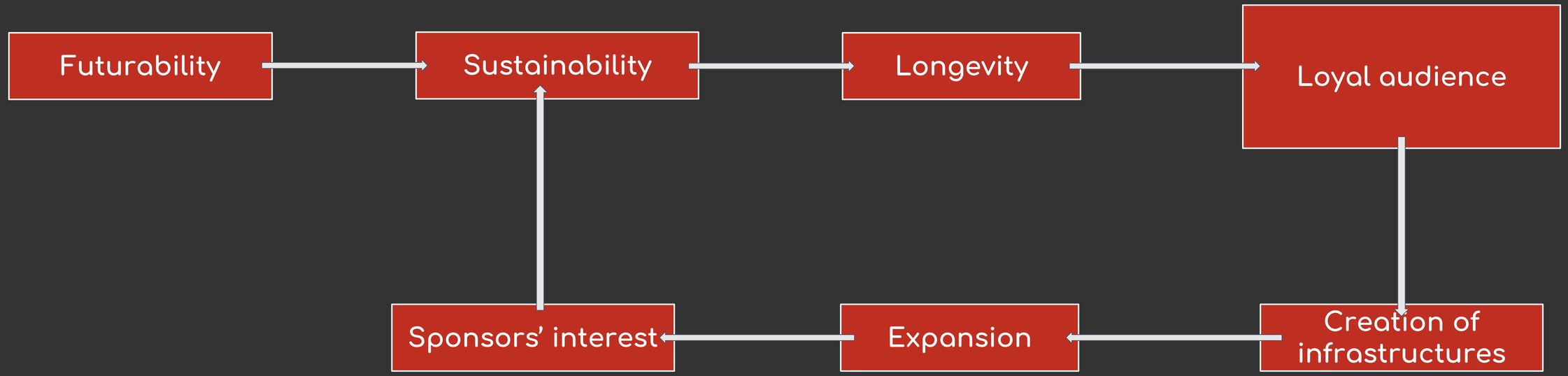


OpTic vs FaZe: when rivalry reaches beyond arenas

VIDEO GAME VS ESPORT

Futurability

Building a successful eSport requires a stable culture and infrastructures connected to it.
Therefore, the **longevity** of a title is essential. This is why it is so important to keep the game fresh, moving the goalposts regularly to keep the interest in the game alive.
So, in addition to the **balancing** considerations made previously, all competitive titles release **patches** on a regular basis.



VIDEO GAME VS ESPORT

Individual Case: Fortnite

FORTNITE

Is Fortnite an eSport?

Yes, it is

- 2019 price pool: **$100 million**
- Consolidated infrastructure and competitive tournaments
- High viewership numbers

No, it's not

- The game is not high on competitiveness: the RNG component is high.
- Most viewers follow Streamers/YouTubers rather than competitive tournaments
- It doesn’t have a well-structured season

H-FARM

QLASH

acer
for education