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**Extended Abstract of Bachelor Thesis**

**Growth and Economics impact in E-sport, is it a  
real sport?**

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## **Summary**

The Bachelor thesis will observe and study the phenomenon called Esports and will try to give a perspective on the topic, while staying true to the facts that are published. The research paper stating theoretical part will bring closer the reader to the topic. Esport is a new trend therefore, the study will have a brief explanation on the topic, stating definitions, organizations involved, and a general perspective of esports as a key for the reader to understand the new trend. The study takes emphasis on the topics by observing the events of the parties engaged. Professional teams, broadcasting, audience has been tagged as keywords, for its importance and relationships of the mentioned data. The goal of the research paper is to make an analysis based on observation and make valuable statement about the new trend of Esports and its longevity. Will it fade away with time? Has it reached its peak? Bachelor thesis will answer questions based on the data published, as it is the base of the final statement of the thesis “Growth and Economic Impact on Esports” and possibility of becoming a real sport.

## **Keywords:**

Esports, broadcasting, reader, perspective, ESL, competitive gaming, Valve, twitch.tv, audience, Counter Strike: Global Offensive, StarCraft, League of Legends, professional player (progamer).

## **Objectives and Methodology:**

The main objective of the study is to evaluate the growth of esports (1980-2017) and the economics how the trend shifted over the years in game preferences, viewership. The study will compare the most important E-sports with each other and also with current upcoming growing sports. The study will analyze the phenomenon twitch and how it impacted the growth of competitive gaming.

Theoretical part: introduction, body, history, economics analysis, and conclusion (qualitative analysis)

Practical part: The focus of the study will be Observing current most important organizations and events in esport (ESL, PGL, Riot, Blizzard) and comparing the differences.

The study will use documentable analysis to compare the historical background to the oncurring situation.

**Theoretical part:**

The thesis goal in the theoretical part is to observe and analyze a new market, called: ,esports‘. The thesis will study the historical background of the phenomenon and how it reached in such a short time it’s market position. Theoretical part will go through the organizational structure, organizations involved, competitive game study, sponsorships and viewership.

**Practical part:**

The Practical part of thesis will study the trend through analyzes and known sources and data. The thesis will predict the future prize money involved at Counter Strike: Global Offensive tournaments. The thesis will also analyze the revenues of esports and number of tournaments each year in order to predict if the revenues in esports will increase or decrease in the future.

**Conclusion:**

The study main question has been How serious is Esports and will it survive in the long run? As established at the beginning of this thesis, the main focus was to observe the phenomenon Esports, it’s strengths, threats, opportunities and weaknesses in order to do that, the study emphasized on the known literature to therefore use as knowledge. The bachelor thesis made analyses to focus on viewing the organizational structure and broadcasted tournaments its customers and the future longevity of competitive gaming. The study has used trend analysis to test this theory. Trend Analysis shows that in 2014 prize money in Counter Strike Global Offensive has been estimated at 250,000 Dollars and in only 2 years it has increased of a total number, 750,000, reaching a total number of 1,000,000 Dollars. The Trend analysis also established that prize money in tournaments will increase in 2018 of a number 705.000 Dollars, reaching a total number of 1.705.000 dollars. The use of analyzes enabled the thesis to determinate that Esports will keep to

increase its prize money and revenues in the future. Viewership count will also keep on increasing as the table.2 shows, viewership in 2013 peaked 2.3 million and in 2015 13.5 million of viewers on twitch.tv, however globally in 2012 it peaked to 58 in 2014 it peaked to 89. The Estimated market in 201 in Esports is to be 612 million of Dollars and in 2012 it was estimated to be 2012, 130 million of Dollars. (ESPN, 2015)

Esports have shown massive growth over the years, but it has weaknesses and it could be potentially a risky investment without the knowledge of the market and its customers. On the other side it has a massive potential to grow and initial investment should not be so high as in any other professional sport as Esports players require less equipment investments, no expenses for a need of a stadium or a gym. Esports and the gaming industry has unlimited potential as Don Quixote once said 'The sky is the limit' and with such a global and vast market, anyone can become an investor, journalist, merchandize designer or anything if the person of interest will have the determinate knowledge. The Study concludes with the statement; Esports is a trend that will keep at increasing its viewership and revenues, diminishing its risks and with improving of the technology, regulations as it will stabilize the Esports market

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