



Ekonomická
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Jihočeská univerzita
v Českých Budějovicích
University of South Bohemia
in České Budějovice

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BACHELOR THESIS

Cyber tournaments and tourism

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1. Introduction

In the context of the development of the media sphere, new trends and new phenomena appear every second. No one is surprised at the prevalence of social networks or the emergence of new trends in the field of information or entertainment. The reason for this is the almost ubiquitous spread of the Internet and the development of information transfer technologies.

The Internet does not need to be introduced, because it is already a part of almost everyone's life. It is a global information and communication network that has significantly changed the whole world. It (the network) has not only changed the notion of the concept of the word communication, but almost completely transformed communication into virtual reality, where each person not only communicates, but also actively works to improve it.

To every person the Internet has brought its own benefit in life. However, not all the consequences of the development of IT technologies people consider positive. One of these phenomena are considered online games. From their very appearance, people considered games to be some kind of entertainment for children or a way to spend the time not in the best way. Moreover, many online games were and are considered silly or even dangerous, especially in comparison with other ways of entertainment or self-development through the game process. And if there were serious statements about the games among the masses, in most cases, these statements are about their detrimental impact on people's lives. This situation is the main reason for writing this work. The fundamental idea of this work is to change people's perception about online computer games and show the real picture of the development of cyberindustry. The main objective of this bachelor thesis is to offer a project of an eSports event for České Budějovice. This thesis focuses on creating a concept of an eSports event for the city of České Budějovice, of an event that would help to solve the main tourist problems of this destination, which are presented in the Tourism Development Strategies of České Budějovice.

This work consists of two parts: theoretical and practical. In the theoretical part, the notion of the definition of eSports, the description of basic cybersport disciplines, the history of its appearance and development and its transition from the category of video-games to the category of sports disciplines are given. Also, eSports tournaments and their components have been examined.

In the practical part, the target destination was determined, the main tourist problems presented in the Tourism Development Strategies of České Budějovice were studied and a concept of an eSports event was developed, which allows to influence their solutions.

If you pay attention to the world as a whole, you can see that many countries have long been related to this field more seriously, for example, for a long time there have been cybersport faculties in universities, and professional players are stars and idols, just as the stars of cinema and television. In the Czech Republic, the situation is different. The eSports industry is not very popular, despite the presence of players and teams playing at a high level. However, they practically have no chance to enter the professional level due to the lack of sponsorship, technical or fan support. The reason for this is the low awareness of people about eSports in general. Therefore, this industry is something like "neglected media".

2. The basic principles of eSport

2.1 Esports

A good video game makes for an exhilarating experience – a rush of light, sound, and adrenaline. Video games require quick reflexes, careful thought, and the will to overcome a worthy opponent. All these things make them fun to play, but they also make them excellent spectator sports. This has led to the rise of eSports – competitive gaming leagues with thousands of fans worldwide and lucrative prizes for the crème de la crème.

2.1.1 History of eSports

1980-1990: The First Tournaments

Competitive gaming has existed almost as long as video games themselves. Even the earliest arcade games inspired some fierce competition. Early on, a lot of that competition took the form of friends challenging each other to best their high scores, but it didn't take long for organized tournaments to begin popping up.

Atari held the first video game competition, the Space Invaders Tournament, in 1980. It attracted more than ten thousand participants. This tournament, and others like it in following years, sowed the seeds of what would eventually become eSports.

By the time the 1990s came around, tournaments for arcade and console games had become increasingly common, with companies like Nintendo and Blockbuster sponsoring world championships. Competitive gaming was at this point so new that some tournaments offered brackets for children and teenagers to compete in, a concession no longer necessary today.

1990-2000: Rise of the PC

The 1990s saw the rise of PC gaming, and along with this came the first true eSports competitions.

Red Annihilation tournament

1997's Red Annihilation tournament for the first person shooter (FPS) "Quake" is widely considered to have been the first real instance of eSports, drawing over 2,000 participants. The winner received a Ferrari previously owned by John Carmack, lead developer for "Quake." "Quake" is generally considered to be the first eSports game.

The Cyberathlete Professional League

Just a few weeks after Red Annihilation, the Cyberathlete Professional League, one of the first major gaming leagues was founded. Later that year, the CPL held its first tournament. By the next year, it was already offering \$15,000 in prize money. The CPL was just one of the more prominent of many new tournaments and leagues founded during this period.

At this time, most eSports focused on first person shooters, sports games, and arcade-style games, but the late 90s also saw the release of the breakout real-time strategy (RTS) hit "StarCraft: Brood War."

While shooters focus on twitch skills and fast reflexes, RTS games also require careful thought and long-term planning and have been compared to a modern version of chess. With its asymmetrically balanced races, each with their own unique troops and abilities, "StarCraft" offered nearly limitless strategic potential and became one of the driving forces of the eSports world, though it would not reach the height of its popularity until after the year 2000.

2000: The Flourishing of eSports

eSports truly started to come into its own after the turn of the millennium, with the rise of both popular tournaments and the games that now make up the backbone of the eSports world.

The year 2000 saw the launch of the World Cyber Games and the Electronic Sports World Cup, both major international tournaments that continue to be held every year. These helped set the tone for the kind of big name tournaments that have come to define the eSports world. *Major League Gaming (MLG)*

Major League Gaming (MLG) launched in 2002 and is now the largest and most successful of the eSports leagues, featuring numerous games in a variety of genres – from shooters to RTS games – and offering lavish prize pools. How lavish? The 2013 Winter Championships awarded gamers with over a hundred and seventy thousand dollars in prizes.

MLG was also the first tournament to be televised in North America, with a 2006 “Halo 2” series being shown on the USA Network, though it did not succeed in establishing a major television presence over the long haul.

These days MLG, like most eSports tournaments, is primarily viewed online, though it draws huge numbers. The 2012 spring championship brought in over four million viewers, even beating “real” sporting events, like the 2012 NBA All-Star Game, in certain key demographics.

Dreamhack tournaments

Other major tournaments to arise in recent years include an eSports tournament at Dreamhack – a massive Swedish computer festival drawing attendees from all over the world – and the Global StarCraft II League (GSL), a South Korean league widely considered to be the most prestigious “StarCraft II” competition and thus arguably the pinnacle of the RTS gaming world. The GSL has been doubling its viewers every year since its launch in 2010 and currently boasts more than fifty million viewers around the world. If this trend continues, it will crack one hundred million by the end of the year.

eSports tournaments would be nothing without exciting, spectator-friendly games for competitors to play. The last decade has seen the release of most of these games. “Starcraft 2” took the eSports world to a new level

Sci-fi FPS franchise “Halo” is a pillar of the FPS world, enticing players and spectators alike with its intense, fast-paced gameplay. As previously mentioned, “StarCraft II” – launched in 2010 – sits atop the RTS world, having taken everything that made the original “StarCraft” great and improved it with enhanced graphics and new strategic possibilities.

New era of eSports. Rise of the MOBA games

A relative newcomer to the eSports world is the MOBA, or Multiplayer Online Battle Arena, genre. Based on the fan-made “Defense of the Ancients” mod for “Warcraft III” – another game from Blizzard Entertainment, developers of the “StarCraft” franchise – MOBAs are similar to RTS games but allow players to control only a single hero on the battlefield. This forces them to rely on other players to defeat the enemy army.

MOBAs have exploded in popularity and now dominate much of the eSports world. Most popular among these is “League of Legends” or “LoL.” Released in 2009, some claim “LoL” to be the most played video game in the world, with over 30 million players and tournaments that attract thousands of viewers and offer millions in prizes.

Table 1: Development of League of Legends tournaments

Tournament	Viewers	Prize pool
Dreamhack 2011	1 600 000	\$250 000
Season 2 World Championship	1 100 000	\$1 970 000
Season 3 World Championship	1 800 000	\$2 050 000
LoL 2014 World Championship	2 500 000	\$2 130 000
LoL 2015 World Championship	3 000 000	\$2 130 000
LoL 2016 World Championship	3 400 000	\$5 070 000

Source: Self-made work on the base of <http://www.esportsearnings.com/games/164-league-of-legends/largest-tournaments>

The 2011 “LoL” tournament at Dreamhack is reported to have had over 1.6 million viewers worldwide. The following year, 2012’s “LoL” Season Two World Championship attracted eight thousand live viewers, 1 100 000 worldwide viewers, and a prize pool of over 1 970 000 million dollars. The matches were cast on Twitch.tv 8.2 million viewers tuned in to the World Championship broadcast, with a maximum of 1.1 million concurrent viewers, making the Season 2 World Championship the most watched eSports event in history at the time. This record has since only been surpassed by the Season 3 World Championship. The Season 3 World Championship was a tournament to crown the League of Legends Season 3 world champions with prize pool 2,050,000\$.

The International Dota 2

The International Dota 2 Championship took place during the five day trade show GamesCom in Cologne, 2011. The venue was used by Valve to unveil Dota 2 to the worldwide audience and offered a staggering \$1.6 million prize pool.

The International 2012 was announced in May 2012 and held during PAX Prime. The total prize pool remained \$1.6 million USD, with \$1 million USD for the winning team, and it was again broadcast in multiple languages.

Valve announced The International 2013 on April 25, 2013. It was again hosted at the Benaroya Hall in Seattle from August 7 to 11. The total prizepool awarded to the winners was \$2,874,381.

The International 2014 was the fourth annual edition of The International, an electronic sports *Dota 2* championship tournament, which took place at the KeyArena Center in Seattle, Washington. US\$10.93 million were awarded at the event, making it the largest electronic sports event by prize money to date. The 10,000 tickets went on sale soon after and sold out within an hour of going on sale

The International 2015 was the fifth iteration of Dota 2's flagship annual championship. Hosted by Valve Corporation, it took place at the KeyArena Center in Seattle, Washington. Tickets went on sale in March, selling out in around 5 minutes.

An interactive compendium was again announced, being released in May 2015, with purchases of the compendium going towards the tournament's prize pool.

With a prize pool of over US\$18 million, The International 2015 is the largest tournament to ever take place in eSports, breaking the record held by its previous iteration.

Table 2: Development of eSports tournaments

	2006	2007	2008	2009	2010	2011
Total Prize Money	\$4,601,221.21	\$6,440,667.88	\$6,563,675.94	\$3,659,752.48	\$5,550,993.28	\$9,946,298.35
Total Tournaments	301	353	432	563	829	1513
Total Active Players	1190	1623	1776	2000	2792	3135
Average Tournament Prize Pool	\$15,286.45	\$18,245.52	\$15,193.69	\$6,500.45	\$6,696.01	\$6,573.89
Average Earnings/Player	\$3,866.57	\$3,968.37	\$3,695.76	\$1,829.88	\$1,988.18	\$3,172.66
Median Tournament Prize Pool	\$8,480.50	\$8,900.77	\$4,980.79	\$901.73	\$278.09	\$213.60
Median Earnings/Player	\$894.08	\$750.00	\$576.62	\$356.80	\$251.60	\$325.00
	2012	2013	2014	2015	2016	2017 (09.03.2017)
Total Prize Money	\$13,599,200.24	\$21,218,055.92	\$36,762,460.37	\$65,515,034.42	\$94,091,909.39	\$10,369,810.03
Total Tournaments	1797	2078	2804	4703	3958	429
Total Active Players	4195	5153	7289	12823	13878	3047
Average Tournament Prize Pool	\$7,567.72	\$10,210.81	\$13,110.72	\$13,930.48	\$23,772.59	\$24,172.05
Average Earnings/Player	\$3,241.76	\$4,117.61	\$13,110.72	\$5,109.18	\$6,779.93	\$3,403.29
Median Tournament Prize Pool	\$500.00	\$411.17	\$530.00	\$463.52	\$600.00	\$718.40
Median Earnings/Player	\$361.84	\$397.13	\$325.41	\$234.27	\$331.28	\$400.00

Source: Self-made work on the base of <http://www.esportsearnings.com/history>

The dynamics of the development of the main indicators of eSports show that the first step of the so-called new era was made with the introduction of the Valve tournament “The International”, which later played a major role in the growth of this sphere. The main motivator for growth is the prize pool, which since 2011 has grown at a tremendous pace. However, it is worth noting that there was also a negative side to this growth. Unfortunately, the Valve company was the only company to conduct tournaments of such scale and with so many prizes. And if in 2011-2012 it had a competitor, Riot Games, in the following years the attention of spectators and players was focused only on one discipline and the main tournament of the year The International. For example, in 2015, with a total of 4703 tournaments, the prize pool of this tournament was almost one-third of the total amount of prize pool money of the whole year. Despite an incredibly large number of tournaments, The International has always had the largest prize pools and, in a sense, limited the development of other cybersport disciplines, because there has always been a

leader who is incredibly far away from its competitors. Therefore, most of the attention of players, eSports organizations and spectators was paid to only one discipline.

Table 3: The International's prize pools impact to the total prize money in eSports

	The International 1 2011	The International 2 2012	The International 3 2013	The International 4 2014	The International 5 2015
Prize money	\$1,600,000.00	\$1,600,000.00	\$2,874,407.00	\$10,931,103.00	\$18,429,613.05
The International proportion	16,09%	11,77%	13,55%	29,73%	28,13%

Source: Self-made work on the base of <http://www.esportsearnings.com/tournaments>

At the same time, Valve has shown what the cybersport industry is capable of in general. Later, new tournaments, leagues, federations, young talents, organizations and new disciplines began to appear. At this moment, the world of eSports has completely stabilized and to date, every cybersport discipline has its niche, the entrance threshold for amateurs and professional players, and its distinctive characteristics.

Esports definition

An activity involving physical exertion and skill that is governed by a set of rules or customs and often undertaken competitively.

Often sports(used with a sing. verb) Such activities considered as a group: Sports is a good way for children to get exercise.

a. A usually challenging activity undertaken for amusement: "the sport of trying to eat [a bratwurst] with anything fewer than four paper napkins" (Jane Kramer).

b. Fun; amusement: balanced on the curb just for the sport of it.

(<http://www.thefreedictionary.com/sport>)

An athletic activity requiring skill or physical prowess and often of a competitive nature, as racing, baseball, tennis, golf, bowling, wrestling, boxing, hunting, fishing, etc.

(<http://www.dictionary.com/browse/sport>)

An activity involving physical exertion and skill in which an individual or team competes against another or others for entertainment.

(<https://en.oxforddictionaries.com/definition/sport>)

What is sport? This is a question that not many people think about. Sport really just is. Give people an activity and they will be able to group it as sport or a non-sport. But what really is a sport, what are the fundamentals of sport, and what does it include and not include? While people can somewhat easily engage in the separation of sport and non-sport, the definition of sport is a very elusive thing to arrive at.

(<http://faculty.elmira.edu/dmaluso/sports/members/matt/whatissport.html>)

Because of these definitions is really hard to identify eSports as real sport. People don't understand how it could be, that playing computer games become a sport without any physical activity except clicking mouse.

eSports (also known as electronic sports, eSports, e-sports, competitive (video) gaming, professional (video) gaming, or pro gaming) is a form of competition that is facilitated by electronic systems, particularly video games; the input of players and teams as well as the output of the eSports system are mediated by human-computer interfaces.

(<http://www.esports-conference.com/what-is-esports/>)

eSports can be considered "real sports" by definition, much in the same way chess or poker can be. There are many parallels between traditional athletic sports and eSports. However, the virtual environment and lack of physical activity call into question whether we can truly define eSports as "real sports" without any qualifiers (for instance eSports could be considered "mind sports"). The debate over whether an eSports are "real" sports or not is ongoing and somewhat semantic, with that in mind, we explore the ways in which eSports are and aren't like more traditional athletic competitive sports below.

(<http://factmyth.com/factoids/esports-are-real-sports/>)

Despite the large number of games and their genres, only some of them are popular in eSports. The main reason is that not all games have a competitive basis.

For eSports, as for sports in general, it is very important that there is a winner and a loser. The overwhelming number of developed games is aimed at the passage of the story line by one or several players, so the confronting (warring) sides in them are the person (people) VS computer, and in cybersport people always play against each other. That's why the main eSports genres are MMO, simulators, RTS, FPS, MOBA and card games.

2.1.2 The basic eSports genres

Massively Multiplayer Online role-playing game (MMORPG)

Short for massively multiplayer online role-playing game it is a type of game genre. MMORPGs are online role-playing multiplayer games which allow thousands of gamers to play in the game's evolving virtual world at the same time via the Internet.

(<http://www.webopedia.com/TERM/M/MMORPG.html>)

The worlds of MMORPG, in a sense, can be called other worlds and alternative universes. They live and change regardless of whether any particular player is online or not. The influence of one player on the gameplay is minimal, he is only a part of the whole gaming system and is forced to follow the framework and rules of the virtual reality in which he is located. For example, one of the main features of such games is the creation of a game character and the choice of its class or role and, as a consequence, its class features. Most often these roles are as follows: a tank, a healer, a fighter, a magician. Tanks are classes that have a large health reserve and absorb most of the damage, healers replenish health, fighters inflict major physical damage on the opposing team, and magicians inflict magical damage. Depending on the game, the number of classes can increase up to 10. In this genre, players compete in 3x3 battles, while choosing a certain combination of classes and abilities of the characters. Not only the skills of a certain game character are important, but also the personal skill of each player, as well as the ability to work in a team.

Most often, these games have many servers not only in different parts of the world, but also in one region in order to reduce the load on each particular server and provide players with the highest response speed. The number of servers depends on the capacity of each and the number of players who play in each specific region.

This eSports genre is one of the least popular and is represented by only one discipline - World of Warcraft. World of Warcraft (WoW) is a massively multiplayer online role-playing game (MMORPG) released in 2004 by Blizzard Entertainment. It is the fourth released game set in the fantasy Warcraft universe, which was first introduced by Warcraft: Orcs & Humans in 1994. In the following years, a lot of add-ons to the game were released, which added new locations, changed the gameplay and brought in new characters. This strategy of the company-developer has helped to keep interest to this game

for quite some time. However, the low popularity of this eSports discipline is due to the fact that only one developer, Blizzard, maintains the competitive status of the game, arranging annual competitions.

Simulators

Games which try to accurately depict real world situations, physics, and events as accurately as possible. There are several varieties of simulation games, but are probably only three that are very well known, specifically Racing Simulators, Fight simulators and Sport type games.

(<https://www.lifewire.com/simulation-games-3409922>)

At this moment the number of people playing and showing interest in this genre is very high. But there are so many types of simulators and games in each of them, so the number of people playing within the same discipline is extremely small and as a result the interest in this genre is scattered.

The most popular eSports disciplines of this genre are sports simulators, and in particular football. Each player controls his team, and the rules are the same as in the traditional sport. The only difference is that the action takes place on a virtual field, and under the player's control are 11 athletes, instead of one. Most often competitions are held in the games of the FIFA series from the “Electronic Arts” developer, which are updated every year, improving mainly the graphics performance and mechanics of the game.

Slightly less popular are fighting games, where two players meet on the battle arena to find out which of them possesses higher skills in the game. However, this is one of the genres that are now experiencing rising. The revival of this genre and the emergence as a cyber-discipline began in 2015 with the appearance of the game Mortal Kombat X. For a long time this series hasn't been updated and was almost forgotten, but has always lived in the hearts of the fans, so, with appearance of a new game of the series, interest in this genre has also increased. This is one of the fastest and dynamic disciplines in general, each battle lasts no more than one and a half minutes, as a result, the heat is always at the limit and the viewer is constantly captured (focused on the game process) by the gameplay.

The least popular discipline is racing. The popular genre of racing has long been represented by a series of games Need for Speed and since 2005 has been often represented in online competitions, but each subsequent part of the series was much worse than the previous one, which caused a storm of indignation from fans and brought the interest to the game to minimum.

Particular attention deserve games-simulators of war, where the player has the opportunity to manage a unit of military equipment, for example, a tank, an airplane or a military boat. Players in teams of 5 people meet on the battlefield, each in his "vehicle", the winner is the one who will remain on the battlefield alive. Games of this genre are mixed and combine not only the elements of the simulator, but also shooters and strategies. The most popular representatives of this type of games are products of the company Wargaming.net. The first game of the studio, which fell into the category of eSports disciplines was the game World of Tanks - a simulator of tank battles. This game was a huge success, so later there were similar simulators, such as World of Warships - simulator of air battles, and Hybrid Wars - simulator of battles in the cars of the future. Now this discipline is experiencing its decline, it is less common in tournaments, and many teams close their units for this game.

Real-Time Strategy (RTS)

Real-time strategy (RTS) refers to a time-based video game that centers around using resources to build units and defeat an opponent. Real-time strategy games are often compared to turn-based strategy games, where each player has time to carefully consider the next move without having to worry about the actions of his opponent. In real-time strategy games, players must attempt to build their resources, defend their bases and launch attacks while knowing that the opponent is scrambling to do the same things.

from <https://www.techopedia.com/definition/1923/real-time-strategy-rts>

This genre is one of the most difficult among all cyberdisciplines. The gameplay here is quite complex. The player controls a variety of elements, for example, building constructions, selecting certain improvements or managing his army as groups, or directly by each unit. In this genre both macros, that affect the process of the game in general, and micro skill - the ability to control a lot of characters simultaneously, are equally important. For a long time the cyber-arena was dominated by the game WarCraft 3 by Blizzard. The

game provided players with a variety of maps and scenarios for various types of combat. But the game was almost never updated in terms of graphics and gameplay, so it is outdated and the dominant position was taken by the game Star Craft 2, which is popular in most eastern countries to this day.

First Person Shooters (FPS)

A first person shooter (FPS) is a genre of action video game that is played from the point of view of the protagonist. FPS games typically map the gamer's movements and provide a view of what an actual person would see and do in the game.

(<https://www.techopedia.com/definition/241/first-person-shooter-fps>)

A FPS usually shows the protagonist's arms at the bottom of the screen, carrying whatever weapon is equipped. The gamer is expected to propel his avatar through the game by moving it forward, backward, sideways and so on using the game controller. Forward movements of the controller result in the avatar moving forward through the scenery, usually with a slight left-right rocking motion to properly simulate the human gait. In order to increase the level of realism, many games include the sounds of breathing and footsteps in addition to the regular sound effects

The most popular cybersport discipline of this genre is Counter-Strike: Global Offensive. The game was released on August 21, 2012. This is the latest released game of the Counter-Strike series, released since 2000. Compared to its predecessors, the game uses the brand new Source 2 engine, which essentially changed the graphics of the gameplay and the mechanics of the game, improving the mechanics of combat simulation. In the cybersport arena, this discipline has no competitors due to the small number of similar games and the weak interest to them.

MOBA - Multiplayer Online Battle Arena

A MOBA is a new gaming genre - the acronym stands for Multiplayer Online Battle Arena. The objective of the MOBA Genre is for each team to destroy the opponents' Base, heavily guarded structures at opposing corners of the map. Players use powerful units known as heroes, and are assisted by allied heroes and AI-controlled fighters called "creeps". As in role-playing games, players level up their hero and use gold to buy equipment during the mission. Each player must control one Hero.

(<http://www.urbandictionary.com/define.php?term=MOBA>)

This genre is the most popular among all genres in eSports. There are a lot of games in this genre, but only two of them are leading: DOTA 2 from the Valve company, and League of Legends (LoL) from Riot Games. The games were developed by different companies and as a result are the rivals, although they are quite different from each other. For example, LoL is considered to be a more casual game. Playing at a professional level in LoL is much easier than in DOTA, so many players prefer this particular game. As a consequence, LoL enters the leading positions in average numerical values, such as the average number of people in the game or the average number of spectators on the players' streams. LoL takes the first place on streaming services when no tournaments are active, while DOTA is on the 3-4 place. However, DOTA leads in absolute terms, for example, the maximum prize pool, the largest number of spectators on stream or the number of tournaments per year.

Collectible card game (CCG)

A collectible card game (CCG), also called a trading card game (TCG) or customizable card game, is a kind of card game that first emerged in 1993 and consists of specially designed sets of playing cards. Successful CCGs typically have upwards of thousands of unique cards. Typically, a CCG is initially played using a starter deck, or intro deck, which has a basic complement of cards that can be used to play the game. This deck may be expanded or modified with cards from booster packs, which contain a random selection of cards of varying rarities, usually between 8 and 15 cards. One of these cards is a rare or unique card that is much harder to obtain than the remaining cards and often has a higher value than the rest. These values can change over time as distribution changes, cards become banned in playing formats, or the metagame is altered by interactions with new cards. Eventually, with enough cards, players may create new decks from scratch.

For a long time this game had been represented exclusively by the game Magic: The Gathering, which moved from the board game to the category of PC games. It was popular until 2014, when Magic: The Gathering was replaced by the game Hearthstone: Heroes of Warcraft. The new game from Blizzard came out based on the huge and all-beloved universe of the WarCraft game, so immediately received a huge success and the love of the audience. Hearthstone almost immediately became a popular eSports discipline because of its casualness and fascinating gameplay. Each match usually lasts no longer than 15

minutes. Also the game has often been supplemented, and later it was adapted for mobile platforms. This was the decisive factor in its popularity. Now players can play not only on PC and laptops, but also on mobile devices. The game, unlike other cybersport disciplines, does not require high system settings and has a fairly low threshold of entry to the professional level.

2.2 Esports and events

2.2.1 The basic principles of the event

Today, events are central to our culture as perhaps never before. Increases in leisure time and discretionary spending have led to a proliferation of public events, celebrations and entertainment. Corporations and businesses embrace events as key element in their marketing strategies and image promotions. The enthusiasm of community groups and individuals for their own interests and passions gives rise to a marvelous array of events on almost every subject and theme imaginable. Events spill out of our newspapers and television screens, occupy much of our time and enrich our lives.

Event is anything which happens; result; any incidence or occurrence esp a memorable one; contingency or possibility of occurrence; an item in a programme (of sports, etc); a type of horse-riding competition, often held over three days, consisting of three sections, ie dressage, cross-country riding and showjumping; fortune on fate (obs); an organized activity at a particular venue, eg for sales promotion, fundraising.

(Glenn A.J Bowdin, Johny Allen, William O'Toole, Rob Harris, Jan McDonnel. Events Management, IInd edition, p.3; p.14)

On the base of business dictionary, we can identify event as *an occurrence happening at a determinable time and place, with or without the participation of human agents. It may be a part of a chain of occurrences as an effect of a preceding occurrence and as the cause of a succeeding occurrence.* (<http://www.businessdictionary.com/definition/event.html>)

The aim of an event is to create mental or physical or adventure in limited time:

- target customer
- venue
- concept
- scope
- content

There are many different ways of categorizing or grouping of events, including by size, form and content, place or concept. Often events are characterized according to their size and scale. Common categories are local community events, major events, hallmark

events and mega-events. Another common means of classifying events is by their form or content. Cultural events, including festivals, are universal form of events that pre-date the contemporary events industry and exist in most times and most societies. Sports events have grown out of similar roots to become a sizable and growing sector of the event industry. Business events are an established arm of the events industry, and generate considerable income for their host cities and, increasingly, for regional centers. Also events could be characterized by place: outdoor events and indoor events or by their concept.

Table 3: Types of events

Size	Form or content	Place	Concept
Local or community events	Cultural events	Outdoor	Product
Major events	Sports events	Indoor	Image
Hallmark events	Business events		Know-how
Mega events			Advantage
			Combined

Source: Self-made work on the base of Glenn A.J Bowdin, Johny Allen, William O'Toole, Rob Harris, Jan McDonnel. Events Management, IInd edition and Šindler, P. Event marketing Jak využít emoce v marketingové komunikaci. 1. vyd.

Organizing of events is really important and difficult process. Where does the event organization process begin? The answer to this question depends on whether the event is being conducted for the first time or if it is a pre-existing event. In the case of a new event the are some key points potential host needs to think out: idea of the event, feasibility, timing, finance, marketing and monitoring.

Picture 1: Key steps in Event Management



Source: <https://www.slideshare.net/MayankTravelport/event-management-12570716>

2.2.2 Esports event

In addition to the main part of a tournament, there are many other ways to entertain the public. Not all matches, especially in the early stages of the competition, are interesting to the public. Among the participants there are many less-known teams, and in addition, most of the matches have initial favorites; that's why these matches usually attract less viewers, and most of the audience is located off-stage. For that reason, many big tournaments offer exhibitions of new gaming devices, presentations of new games, autograph-sessions and interviews with players, and analytics in-between matches. In addition, many other services are offered to the visitors, such as the sale of food and drinks, clothing shops, souvenirs and toys – usually they include the in-game items (secret shop).

Presentation of gaming devices

The most common sponsors of the tournament are electronics manufacturers who present their products at such events. There are only a few companies that focus exclusively on manufacturing gaming devices; usually it's only 5-7% of a company's production. However, these peripherals, tools and hardware offer excellent quality, which results in higher price. That's why these companies are interested in gaming events, because their products are being presented and sold directly to their target audience.

Event organizers also benefit from such cooperation. As a part of sponsorship, not only do they receive financial aid, but also the company's products to improve the technical side of the event. Most of the time it includes monitors, accessories, audio equipment, microphones, and cameras.

However, these cooperations don't always run smoothly. In certain gaming disciplines players use their own equipment, for instance, keyboards and mice, and even chairs. Sponsorship requirements, in most cases, may counter the needs of players, and that's why such details must be negotiated in contracts and tournament rules be changed.

Presentation of gaming innovations

About 6 years ago eSport competitions were held within game shows such as E3 (Electronic Entertainment Expo), Gamescom, Tokyo Game Show, and "IgorMir". The manufacturer of the game just rented a booth for themselves or made an announcement of a game within the exhibition, allowing the visitors to try out the game or holding a beta-test tournament.

Now the main large companies have no more than one or two game products within eSports disciplines, paying more attention to improving the quality of gameplay and sales of in-game items, however still announcing large in-game changes with the introduction of a new patch during or after tournaments. Large patches significantly affect the gameplay, changing it so that they may maintain the interest of the audience for the games.

However, there are companies that have a few games combined into a single game universe. For example, Blizzard has 5 games within one universe that have eSports disciplines. They have been expanding their universe over the past 20 years, announcing not only the patches and add-ons, but also new games. Therefore, many of the characters in the company's games have long been familiar to the players. Such strategy allows customers to play different genres of games, still remaining within the same universe.

Autograph sessions and press conferences

An integral part of any eSports event or tournament have long been autograph sessions and press conferences, which must at least be well organized. Usually the larger the press conference and the more important guests are present on it, the more time should be spent on organizing it: the selection of premises for its implementation, the invitation of advertisers and journalists, conducting pre-clearance areas, where these events take place.

During cyber events, autograph sessions and press-conferences are always of great interest among fans, and it happens very often that people make long lines just to get an autograph of their beloved players. That's why it is very important that everything goes smoothly and on high level, without any mistakes and deviations. We must ensure that autograph sessions have stars of cyberscene, for whom people come to ask questions. That's why it is of great importance to negotiate with them about their presence long before the beginning, since they're usually very busy training and preparing for upcoming tournaments.

Studio analysts

In the traditional sport, pre-match and post-match analysis have already become a common deal. However, in e-sports, analysis is a fairly new phenomenon. Until recently, there was simply no one to analyze the games. Commentators could not do this because they are not outstanding players, and all the top players paid more attention to competitive games since they bring more money.

Now the situation has changed. With the growth of attention to the cyberscene, the demand has increased for top-level players, who could play the role of analysts and thoroughly analyze the game. Only the players that have their audience's trust are needed. It is this interest that allowed some pro-players to hang their mice on the nails and not disappear inactive.

Now, eSports analysis draws lots of attention. In major tournaments there are usually several studios in 3 -4 different languages, each of which has 2 analyst crews. This is due to the fact that most of the tournament games in total last longer than 12 hours, and in addition, up to 4 games may be streamed simultaneously on different channels. During qualifications or qualifiers, broadcasts may last up to 24 hours due to a large number of games while only the regions change.

Cosplay shows

Cosplay, short for "costume play", is a type of performance art whose participants outfit themselves, with often-elaborate costumes and accessories, as a specific character. Characters are usually sourced in various Japanese and East Asian media, including manga, anime, tokusatsu, comic books, graphic novels, video games, and fantasy movies *Cosplay participants ("cosplayers") form a subculture centered around wearing their costumes and reenacting scenes or inventing likely behavior inspired by their chosen sources. In some circles, the term cosplay has been broadened to include simply wearing a costume, without special consideration given to enacting characters in a performance context.*

(<https://www.cosplayhouse.com/what-is-cosplay.html>)

Currently, almost no game event passes without a cosplay show. Many people want to not only visit such event, but often participate in it themselves. There are many admirers of this art in the world and none of them want to miss a chance to demonstrate their skills at such events.

Also among the cosplayers there are stars, who people often come to see. For tournament organizers such people are of special value, because such stars can attract additional viewers, and hence additional profit. Many of these people have contracts with gaming companies, so many of them will one way or another visit the tournament within the exhibition. It is also worth noting that for cosplay shows, gaming companies provide some equipment, stands and suits, or robotic models of game characters, for example, a reduced model of gaming equipment. As a part of the show, there are also master classes on crafting weapons from games, exhibitions of such craftsmanship, or make-up master classes. Thus, everyone can absolutely for free try to repaint their face to look like their favorite character or buy a weapon from their favorite game.

2.3 Crisis management

Crisis management is the application of strategies designed to help an organization deal with a sudden and significant negative event.

A crisis can occur as a result of an unpredictable event or as an unforeseeable consequence of some event that had been considered a potential risk. In either case, crises almost invariably require that decisions be made quickly to limit damage to the organization. For that reason, one of the first actions in crisis management planning is to identify an individual to serve as crisis manager.

Other crisis management best practices include:

- *Planning in detail for responses to as many potential crises as possible.*
- *Establishing monitoring systems and practices to detect early warning signals of any foreseeable crisis.*
- *Establishing and training a crisis management team or selecting an external crisis management firm with a proven track record in your business area.*
- *Involving as many stakeholders as possible in all planning and action stages.*

(<http://whatis.techtarget.com/definition/crisis-management>)

With the growth of eSports, the need for crisis management is also growing. Every day there are new competitors. Often these newcomers are trying to get a part of the audience, so they violate many of the rules of this market. Tournaments are getting bigger. The number of visitors to events and the overall level of quality is increasing. Therefore, for organizers, problems with crises situations are increasingly emerging.

3. Objectives and methodology

This thesis focuses on creating a concept of an eSports event for the city of České Budějovice, of an event that would help to solve the main tourist problems of this destination, which are presented in the Tourism Development Strategies of České Budějovice.

Objectives:

To create the project of an eSports event for České Budějovice.

Simulate the expressions of the project's contributions to the city

To achieve these objectives, the following methodologies have been set:

- 1) *Literature research*
- 2) *Analysis*
- 3) *Classification analysis*
- 4) *Synthesis*

The algorithm and process of bachelor thesis there are:

- 1) *Study of scientific literature*
- 2) *Analysis of the development of eSports*
- 3) *Classification analysis of eSports disciplines*
- 4) *System analysis of tourism in České Budějovice*
- 5) *Formation of a concept of an eSports event for České Budějovice*
- 6) *Determination competitiveness and unique of this e-sport event*

This work consists of two parts: theoretical and practical. In the theoretical part was made literature research, the notion of the definition of eSports, the description, analysis and classification of basic cybersport disciplines, the history of its appearance and development and its transition from the category of video-games to the category of sports

disciplines are given. Also, eSports tournaments and their components have been examined.

In the practical part, the target destination was determined, the main tourist problems presented in the Tourism Development Strategies of *České Budějovice* were studied and on the base of synthesis information from the theoretical part was developed a concept of an eSports event, which allows to influence their solutions.

Within the framework of the concept, a tournament, which is associated with one of the most famous and interesting legends of the field, was proposed, which allowed to go beyond the framework of an ordinary eSports event and offer the potential visitors not only another typical tournament, but also an opportunity to get acquainted with the culture of this region in an attractive to them way.

4. Practical part

4.1 Destination České Budějovice

This part of the bachelor thesis was made on the base of the Tourism Development Strategy of České Budějovice from <http://www.c-budejovice.cz/cz/rozvoj-mesta/Documents/Strategie%20rozvoje%20cestovn%C3%ADho%20ruchu%20m%C4%9Bsta%20%C4%8Cesk%C3%A9%20Bud%C4%9Bjovice.pdf>

Destination České Budějovice is located in the district of České Budějovice. České Budějovice District, located in the middle of the South Bohemian region, was established in its current borders in 1960 during the total reorganization of the administrative structure of the country. České Budějovice district is adjacent to all the districts of the South Region. In the southeast of the district it borders with Austria. With an area of 1638 km² is the second largest district in the South Region, and is the fourth within the Czech Republic.

At the end of 2015 the city had a total of 93,500 people. It represents almost 49% of the population of the district, and about 15% of the population of the South Region. For almost 150 years since the first major census in 1869, the population of the city increased more than fivefold. In terms of population, České Budějovice is the eighth largest city in the Czech Republic (after Prague, Brno, Ostrava, Pilsen, Liberec, Olomouc, Ústí nad Labem).

4.1.1 Tourism in České Budějovice

Main tourism directions in České Budějovice

Existing tourist services and tourist attractions of České Budějovice currently rely on five basic pillars: historical monuments, culture, exhibitions, interesting places around town, and gastro-tourism.

According to the tourism development strategy, the role of tourism in České Budějovice is difficult to identify. According to an expert study, this issue should be considered from several points of view. Within the historical offer, the city has several interesting historical sites, but despite this they are in the shadows of more significant historical places, like the castle in Český Krumlov or in Hluboká. The city, according to

most respondents, lacks pull motives to attract tourists. At the same time, the city has a good structure of collective accommodation establishments, which is an excellent base for more tourists.

Historical monuments

Historical monuments "are linked to the history of the city and reflect the patriotism of its inhabitants" they are therefore known mainly between South Bohemians. These include places like: Square of Premysl Otakar II, Piaristické Square and the Dominican Monastery, South Bohemian Motorcycle Museum, Black Tower, Samson fountain, and others. However, their importance remains in the shadow of other sites of the region. According to a study conducted to plan a tourism development strategy, most respondents believe that "České Budějovice lacks important historical buildings, like in Cesky Krumlov" However, if we look at the number of protected monuments and national treasures, the Bohemian Region gets to the forefront of Czech Republic. In the district of Czech Budejovice is located approximately a quarter of protected monuments of the region.

An important indicator of tourist attractiveness of České Budějovice is the statistics of visitors of cultural heritage objects. The most visited buildings include the South Bohemian Theater in České Budějovice, as well as the Bohemian Museum and the Budvar Brewery.

Table 2: Attendance rate of monuments and cultural facilities

Objekt	Návštěvnost
Státní hrad a zámek Český Krumlov	340 478
Zoologická zahrada Hluboká nad Vltavou	272 827
Zámek Hluboká nad Vltavou*	184 877
Jihočeské divadlo	137 413
<i>z toho otáčivé hlediště v Českém Krumlově</i>	55 000
Jihočeské muzeum	60 653
Pivovar Budvar	48 800
Černá věž	31 425
Informační centrum JE Temelín	26 000
Klášter Zlatá Koruna**	19 861
Alšova jihočeská galerie Hluboká nad Vltavou (včetně Wortnerova domu)	5 747
Muzeum Budvar	4 320
Muzeum historických vozidel a zemědělské techniky	2 000

*Pozn.: Údaje za rok 2003

**Pozn.: Údaje za rok 2001

Source: <http://www.c-budejovice.cz/cz/rozvoj-mesta/Documents>

Culture

Cultural events now appear as one of the fundamental pillars for the revival of tourism in the city. České Budějovice have both good potential and cultural heritage, but also a "well-established" clientele, especially from within the region.

Some events have the potential to attract tourists from more distant regions, especially from abroad, or these events can positively affect the development of the marketing mechanism. Among the projects that have special popularity in the city are the musical festivities called Emy Destinnová, the music festival Múzy na vodě, which can be called a festival without sound barriers, which is aimed at the general public, including people with hearing problems. The absence of language barriers at this festival is of great interest for foreign audiences. Days of Slovenian culture are also very popular, where traditions and customs of both cultures are represented. In České Budějovice, the festival of Celtic music Lugnasad has been held for the third year, which features many famous international performers of this repertoire. This festival has a good potential for attracting tourists from neighboring countries. Similar potential in the future have the Intersalon exhibition or the international festival of skills Luventars. The rest of the shares are more of a regional importance.

Some events have the potential to attract visitors even from remote areas, possibly from abroad, or they may develop the already well set marketing mechanism.

The cultural events of the city are currently more or less oriented to visitors from the region (except for some major summer festivals) and most interesting events are a matter of the summer season. The target visitors are usually young people and families with children.

Gastro-tourism

Gastronomy, in the case of České Budějovice, serves two key functions. First, it is a strategic tourist product and at the same time is a significant image sequestering element of marketing communications. The local gastronomy is based on the beer Budvar: "Famous European beer attracts Budejovice, Czech and foreign tourists." One of the goals of the research was to define a typical meal in České Budějovice. References pointed to a rather traditional South-Bohemian cuisine - "carp", or the traditional Czech cuisine - "roasted goose" or "dumplings, sauerkraut, and pork."

A strong tradition in České Budějovice is owned by the gastronomic festival Gastrofest, which in mid-November brings a few thousand visitors to the city. It may therefore be an example of recovery outside the summer season, and it also helps to increase the awareness of České Budějovice, thanks to the presence of the media and representatives of the professional public. The ambitions of city events should "go beyond the horizon of regional and borderline scale and move to the level of the whole republic and the nearest states."

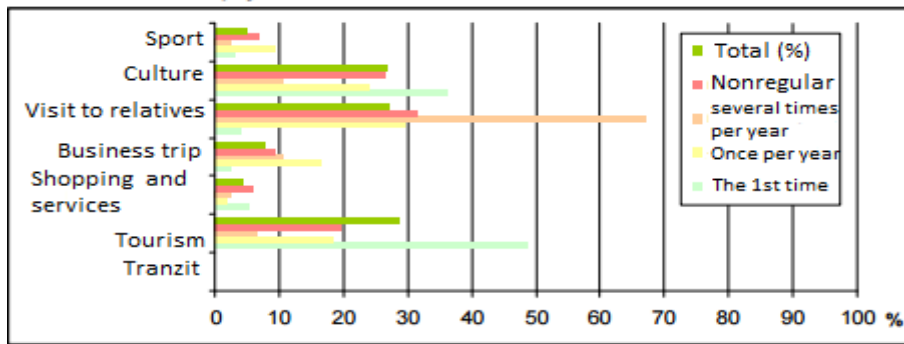
Exhibitions

In the exhibition complex of České Budějovice, more than 20 major exhibitions are held throughout the year, for example "Země živitelka" in 2008 was held for the 35th time. The exhibition complex Vystaviste received a lot of positive reviews for its progressive approach and keeping the traditional character. Also, two of the most famous events in the exhibition complex of České Budějovice are gastrofest and tourfest. Also the complex is not only in the high season. There are often exhibitions of smaller sizes, school balls and science fairs. The complex of these activities could ensure the growth of the segment of this type of tourism, despite the overall decreasing trend.

Attractive places in the vicinity of the city

According to some experts, České Budějovice has an excellent geographical position in the center of the region, which allows to develop tourism not only in the city, but also in its surroundings. Outside the city there is a very large number of interesting offers: the possibility to use an extensive network of bicycle roads, the opportunity to visit an observation platform, or look at the complex of village buildings in Holašovic, which is a UNESCO monument. A little farther from the city are the castle Hluboká nad Vltavou, the small town of Rudolfov with its interesting history, the castle of Zlatá Koruna, Vrbenské rybníky - ponds, which themselves are tourist products. Such favorable location of the city, in comparison with other cities, plays an important role in the decision of tourists about the purpose of their trip. According to experts, all the interesting places are extremely close to the city.

Table 4: Reasons of tourist arrival



Source: <http://www.c-budejovice.cz/cz/rozvoj-mesta/Documents>

Collective tourist accommodation establishments

Table 5: Guests at collective accommodation establishments

Year	2012	2013	2014	2015
Guests at collective accommodation establishments	189 339	187 875	204 929	233 191

Source: Personal work on the base of <http://www.c-budejovice.cz/cz/rozvoj-mesta/Documents>

The number of guests at collective tourist accommodation establishments, in comparison with previous years, is steadily growing, it is especially noticeable in 2015. In 2013 there is a marked decrease, and in 2014 again growth. One way or another, the trend of tourist growth continues from year to year.

According to the tourism development strategy, the tourism sector in the city of České Budějovice provides work for 1,700 people. In the accompanying regions, 8,100 workers are involved. The current tourist offer of the city in relation to the service can be divided into 5 main areas: historical monuments, cultural events, gastro-tourism, exhibitions and interesting places in the vicinity of the city.

The concept proposed in this work is aimed at organizing an event that could attract tourists directly to this area, so special attention should be paid to the shares that are now popular in the region. Among the projects that have special popularity in the city are the musical festivities called Emy Destinnová, the music festival Múzy na vodě, which can be called a festival without sound barriers, which is aimed at the general public, including people with hearing problems. The absence of language barriers at this festival is of great interest to foreign audiences. Days of Slovenian culture are also very popular, where traditions and customs of both cultures are represented. However, most of the shares have

more regional significance or additional points in the tourist program. They are more focused on regional tourists, except for some summer festivals.

Thus, it becomes clear that the main problem of popular events is that they are more aimed at tourists from the regions, most of them take place in summer. And despite the rather diverse offer of the tourism sector in České Budějovice, according to the tourism development strategy, the attractiveness of the city decreases with time. Most often, České Budějovice is just a stop on the way to the final destination of the trip, for example to Šumava, Lipno, or Český Krumlov.

Thus, it is worth noting that the project that is proposed in this work can directly or indirectly affect each of the above problems. This event is aimed more at attracting a foreign audience, it allows tourists to be attracted directly to the city of České Budějovice, rather than to nearby cities, and it can also be held during a non-prime season.

4.2 Project of eSports event The Rose Tournament

This tournament will be held in two disciplines: Hearthstone and Heroes of the Storm, with a prize pool exceeding \$15,000. Also at the event there will be a cosplay show. These games are products of one company Blizzard, which has one of the largest fan bases. In one of its reports, Activision-Blizzard stated that they had set a record - the largest monthly number of active players in history - about 42 million.

The choice of these disciplines is determined by the following factors:

- Blizzard is one of the most open to cooperation organizations: *Let's discuss it. We'd like to work with you on running a competition that fits your needs while also serving the needs of players and viewers. Start with the Competition Submission Form, and we'll be in contact to see how we can work together*

- With a prize pool exceeding \$ 15,000, the host has the opportunity to get Major status or the status of an official tournament. *For larger tournaments like this, we can often help promote your event in the appropriate region, or offer other assistance. That process starts with obtaining a competition license from Blizzard (<http://us.blizzard.com/en-us/company/legal/community-competition-license.html>)*

- The company provides significant assistance in organizing Major events.

- Games are united by one universe, which guarantees great interest from visitors.

- The company provides support with the material and personal supply of the organization: interior decoration elements, lighting equipment, full-size statues of game characters that can be used with cosplay shows, specialized booths for players, broadcast studios and qualified employees.

- Hearthstone is a game that is available on a large number of platforms: PCs, tablets, smartphones. The game has a low entry threshold, so it causes great interest from the audience. It also takes top spots on twitch.tv broadcasts. HOTS is less popular, even problematic, but Blizzard is extremely interested in promoting this game, so the presence of a tournament for this game will interest the company in cooperation. Thus, due to the popular Hearthstone game and the presence of the cosplay show, a large audience of not only fans but also ordinary visitors will be attracted. And due to the presence of the "problematic" game HOTS, interest from the company-developer will be attracted.
- The absence of similar tournaments on the territory of Czech Republic and the nearest countries. At the moment there is not a single meaningful tournament on the territory of central Europe, which means a complete lack of competition.

4.2.1 Venue of the tournament

In České Budějovice there are 2 places that meet the requirements of this event: the Budvar Arena and Vystaviste.

Budvar Arena

Budvar Arena is the ice hockey stadium in České Budějovice , with artificial ice surface and with a total capacity of 6,461 viewers. It was completed on October 27, 1946 and reopened on October 4, 2002. Since then it bears the name “Budvar Arena” after the significant sponsor of Czech hockey - Budweiser Budvar.

The winter stadium is located 500 meters from the historic center of České Budějovice.

Vystaviste

The České Budějovice Exhibition Grounds are located near the centre of the city. The company Výstaviště České Budějovice a. s. is one of the largest organizers of exhibitions and trade fairs in the Czech Republic

Pavilion

Z

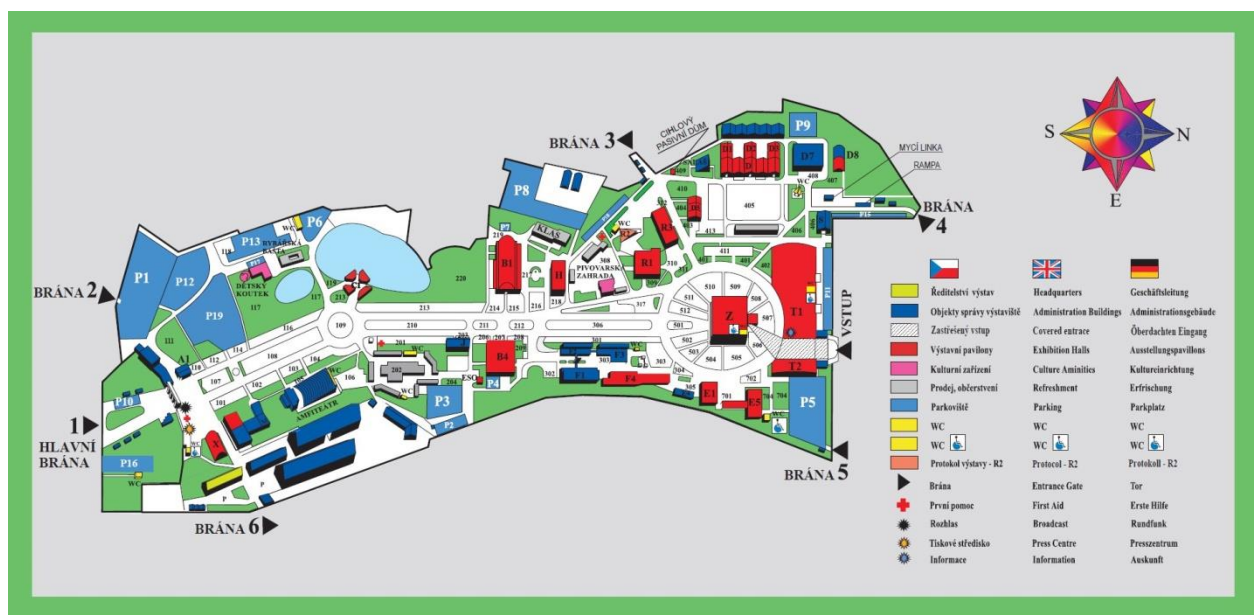
The first storey offers many spatial options with its variable and movable walls. It houses two halls that may be divided into two or three smaller halls as needed. The size of rooms is variable, from 77 m² to 241 m² as necessary. The capacity of the rooms is from 1 to 184 persons with arranged tables and 1 to 304 persons with the conference arrangement. For conference purposes, the Pavilion's ground floor may also be used - the capacity for conference arrangements is ca. 800 persons.

Pavilion T

The multifunctional Pavilion T is one of the dominant features of České Budějovice, the largest city in South-Bihemia, with its exclusive location in the town centre, on the left bank of the River Vltava, and near the international roadway E55. Pavilion T is an important multifunctional and exhibition centre in the Czech Republic, since its large capacity of 4,541 m² large enables our clients to realize events for as many as 2,240 participants, in halls and lounges with varying capacities. The usable exhibition area is 2,120 m².

Pavilion T houses two separate parts, Pavilion T1 and Pavilion T2, with a joint passage from the north gate of the exhibition grounds. It is connected to Pavilion Z by a roofed corridor.

Picture2: The map of Vystaviste



Source: <https://www.vcb.cz/en/map>

4.2.2 Slots and format of conducting

In each discipline will participate 10 teams/participants, so there will be 10 slots, 8 of which will be occupied by invited teams/players. Participants will be selected according to the rating of the strongest or at the request of the organizer. According to information from the Blizzard website, the company takes over the costs of transfer and placement of players. The remaining two slots will be decided through the qualifiers. This qualifier represents an ordinary tournament grid: the participants are divided into pairs and play according to the single-elimination format. The 2 strongest participants will take the remaining free slots.

The main theme of the tournament will be the legend of the division of the rose.

According to the Ursini legends, the forefather Víték came to the Bohemian lands in either the 6th or 10th century AD from Rome. His division of his own dominion resulted in these succeeding families:

Jindřich - gold rose on blue background (Jindřichův Hradec)

Vilém - silver rose on red background (Landštejn, Třeboň)

Smil - blue rose on gold background (Stráž and Nová Bystřice)

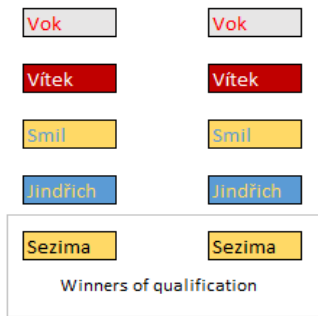
Vok - red rose on silver background (Rožmberk and Krumlov)

Sezima (son out of wedlock) - black rose on gold background (Sezimovo Ústí)

The reality is of course quite different from the legend – the royal administrator Víték of Prčice lived in Bohemia in the 12th century and had only four sons. The sons of Víték of Prčice (+1194) were actually named:

Jindřich of Hradec (1205-37), Víték II. the elder (1213-1236) – the predecessor of the line of the Lords of Krumlov, Víték III. the younger (documented 1194-1236) – predecessor of the line of the Lords of Rožmberk, and Víték IV. (1220-1234). The Lords of Krumlov, the original founders of this estates, are actually missing from the picture. Their symbol was a green rose on a silver background. In the end, all 10 participants in each discipline will be divided into 2 groups, 5 teams in each, where each participant will defend the honor of a particular son.

Picture 3: Slots and format of conducting



Source: self-made work

Next, each of the groups will play in a group-stage system (each player/team plays against all other participants in the same group) in the BO2 format - that is, up to two wins or a draw.

Picture 4: Group-stage system

	2	3	4	5	Score
1					
	2				
		3			
			4		
				5	

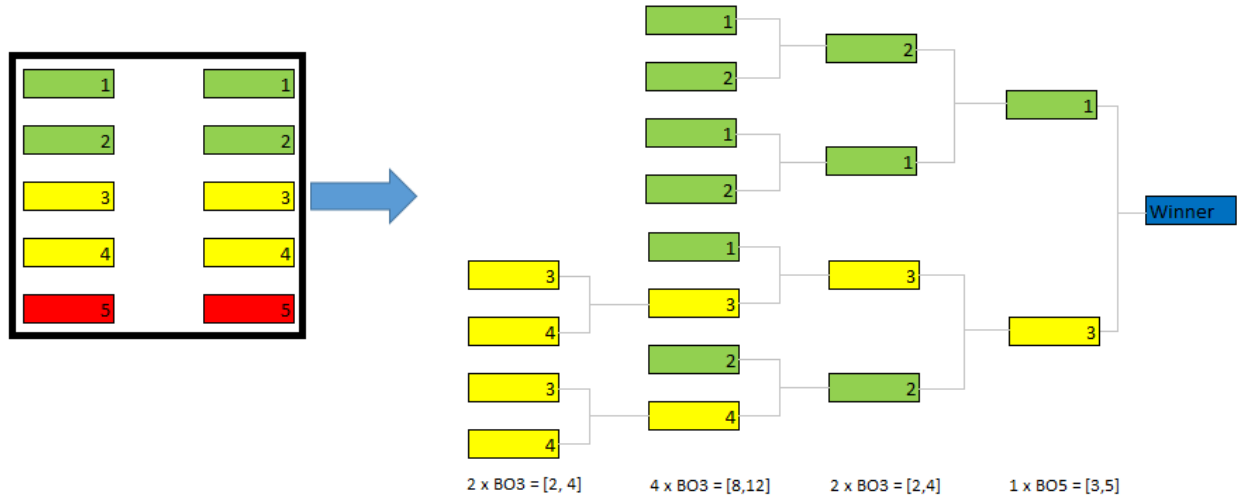
W = 2
D = 1
L = 0

Source: self-made work

Points will be awarded based on the results of the matches: 2 points for a victory, 1 for a draw and 0 for a loss. In general, 10 meetings will be played in each of the groups for 2 matches, so the total number of games will be 20. Based on the results in each of the groups, participants will be assigned to the places from 1 to 5. Participants who took the last places in each of the groups drop out of the tournament. The remaining are divided into 2 brackets: upper and lower. The top bracket includes participants who took 1-2 places in each of the groups, the remaining ones fall into the lower bracket. Games are played in accordance with the format of BO3, the losers in the top bracket fall to the bottom, and the losers in the bottom are eliminated from the tournament. Thus, the total number of games

played in two brackets will be from 15 to 25. On average, about 20 games will be needed to identify the winner.

Picture 5: Upper and lower brackets



Source: self-made work

Usually for this kind of event, 3 days are allocated. On the first day, group-stage games are played, that is, 20 games in each discipline. The total number of games will be 40, which is quite a lot, so the games will be parallel to each other and will be broadcasted on multiple channels: 2 channels per discipline. Thus, on each channel, 10 games will be played throughout the day.

On the second day, the play-off games will begin, first the first stage of the lower bracket takes place to identify the first eliminated, then the matches of the upper bracket. On the second day, all games up until the semi-finals will be played, in the amount of 10 to 16 games, an average of 13. The games in each of the disciplines are played and broadcasted at the same time.

On the third day there will be semifinals and grand finals of both disciplines. First, the semi-finals for HOTS will be played, then the Hearthstone semi-finals, and then the grand finals will be played in the same order. Thus, viewers will be able to attend important matches in each discipline and players will have time to prepare for the grand-finals. For the purpose of filling in the time, you can increase the number of games in the Grand Final to BO7.

4.2.3 Stakeholders

Host organization

In eSports events host organization could be represented by corporate sector or community sector. Some companies make events to promote their goods and services in the marketplace, to launch new products, increase sales or enhance their corporate image. Any company game-creator may be a good example of host organization from corporate sector. They need to promote their product, their game. That's why these companies usually organize the biggest events on cyberscene. These tournaments are positioned as World's Championships. They are characterized by big prize pools, big amounts of sponsors, gamers, from different countries and viewers.

Developers are game manufacturers

One of the main stakeholders are the game manufacturers. It is thanks to their products that there is the possibility of eSports events. First and foremost, it is up to them to decide whether a tournament organizer receives a license or not. In most cases, when organizing amateur tournaments, the organizer is not required to obtain a license. In this case, the organizer will have a number of restrictions, for example, the maximum value of funds spent on the tournament, the income received from the event, the lack of ability to sell the products of the developer at the event, or the use of trademarks. Provided that the tournament is not amateur, each organizer is required to fill out the form and obtain a license. In this case, the producer actively participates in the organization of the event and will take part of the organizational expenses.

Sponsors

Recent decades have seen enormous increases in sponsorship and corresponding change in how events are perceived by sponsors. There has been a shift by many large companies from seeing sponsorship as primarily a public relations tool generating community goodwill, to regarding it as an important part of the marketing mix. Events also

provide important opportunities for relationship-building through hosting partners and clients.

BDS Sponsorship Ltd (2005), define sponsorship as, 'a business relationship between a provider of funds, resources or services and an individual, event or organization which offers in return some rights and association that may be used for commercial advantage in return for sponsorship investment. It is important to identify exactly what sponsors want from an event, and what the event can deliver for them.

Sponsorship depends on a few things:

1. eSports discipline you have chosen
2. Popular teams/players on a tournament
3. Personality
4. Influence of the player or teams on fans.

Media

The expansion of the media, and the proliferation of delivery system such as cable and satellite television and the Internet, have created a hunger for media products as never before. The global networking of media organizations, and the instant electronic transmission of media images and data, has made the global village a media reality. The revolution in the media has, in turn, revolutionized events. Events now have a virtual existence in the media at least as powerful, sometimes more so, as in reality.

In eSports it is really important to have a big fan base. That is why social media have a great importance in cyber world. For example:

SK Gaming joined twitter in January 2009 and currently have 89.1k followers with 10.4k tweets.

Fnatic joined twitter in February 2009 and currently have 480k followers with 25.1k tweets 5762

Optic Gaming Joined twitter August 2009 and currently have 1.18 million followers with 17.7k tweets

These 3 organizations joined twitter around the same time and have very different number of followers. Social media isn't something you have just to have. The value in social media is real and the doors are open to succeed. A smaller org could have a bigger fan-base than a larger org because of a successful social marketing team. The world finals of Dota 2 were watched by 20 million people this year; last year, League of Legends picked up more than 27 million for its finals, and 11.2 million of them watched it live.

A strong fan-base means more merchandise sales, more money from sponsors, and a stronger infrastructure for the tournament to succeed. These numbers are used when organizations negotiate for deals.

Spectators and viewers

It is worth noting that viewers in eSports, just as in traditional sports, can be divided into two groups: physical – those who are directly present at the event, and virtual – those who watch the event through broadcasts. eSports have an audience of regular and occasional viewers of close to 120 million people. Today, a major eSports event may attract 40,000 people watching live, and tens of millions watching over the Web. This could be interpreted as meaning that “eSports is bigger than basketball”. That may be true when measured by audience size for an individual event. However, there are far fewer major events for eSports than for traditional sports, which means that in dollar terms eSports is not yet playing in the big leagues

Esports entertains a young and desirable demographic with Enthusiasts aged 21-35 representing 54% of the Esports Audience. This age group is increasingly difficult to reach through traditional advertising as they spend less time watching TV, listening to the radio and reading printed media. Several brand have entered the eSports industry as sponsors. Initially, these were mostly endemic brands, but last year saw a big increase in non-endemic brands entering the space. We might expect even more non-endemic brands to make their move into the eSports industry in 2016.

Experts

One of the most important stakeholders are the analysts. The main purpose of the existence of analytical studios is the educational function. It is very important to correctly and constructively explain the game actions and the result of these actions to less professional players. Studio analysis in eSports appeared relatively recently, hence the main problem is searching for experts - they simply do not exist. Most often in the role of experts are the players who have long "hung the mouse on a nail" or just media personalities, such as popular streamers or employees of online news portals. These people do not understand the constantly changing game as thoroughly as the active professional players. That is why studio analysts are quite often the main problem of large tournaments simply because of their main function failure.

In general, e-sports analysis is very similar with the traditional one. A few people sit around the table and discuss the last match or predict the outcome of the upcoming one. The audience screens show teams' statistics of previous matches, tell about players' positions, regularly picked characters, important statistical figures, etc. During the postgame analysis, the analysts break down and analyze any mistakes of the latest match while the viewers watch the highlights.

Event agency

Event management is the application of project management to the creation, development planning and management of festivals, events and conferences. Event management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually launching the event.

When organizing international eSports events, the event-agency also takes on the legal and taxational responsibility, being a legal entity. In fact, it becomes the link between the organizer of the event, the game developer, and the state where the event is held.

However, the event-agency is not a mandatory stakeholder, the participation of the agency in the organization of the tournament depends on many factors: scale of the event, venue of the tournament, prize fund, number of participants, etc.

Volunteers

Volunteer is a person that that actively takes on a task, responsibility, or project on his or her own accord without needing to be assigned, ordered, or told to do so. Often a volunteer is not paid for the work that they provide. For example, a volunteer may desire to work at a company's charitable events with or without pay and may even request to do so without being asked or told to.

Act of taking the initiative on a task, responsibility or project. This could be as a response to a request or by making the initiative to do so. For example, a group can volunteer to research an issue as a response to a request.

Most of work while organizing eSports events is done by volunteers. Mostly, they care about the players' convenience, control tickets, set up stages, technical equipment, arrange chairs and other small tasks.

Ticket sellers

In cyber industry, tickets for events are usually sold through gaming clients, game developers' websites or on tournament websites. Due to the fact that gaming clients work on the principle of shops, tickets for events are quite ordinary products along with in-game products. Moreover, buying tickets through the gaming client or on the websites of the game developer or the organizer is more advantageous, because along with the tickets, bonuses are usually offered, which the player receives directly in the game, for example, in-game currency, skins or gifts.

Nevertheless, the organizers sometimes use the services of local Ticket sellers, whether it is a ticket sales point or a platform to promote sales. However, this is not what the host has to do necessarily. An example is the cybersport tournament Epicenter, held in May 2016 in Moscow, for the first place in which \$500,000 was given. The best teams in the world came to the competition along with 6000 spectators. \$2-3 million was spent on the organization of the tournament, most of it was compensated by sponsors and ticket sales. At the tournament, tickets were not sold through regular cash registers and external advertising was not launched, but all tickets were sold at the expense of the organizers' resources. The company-organizer owns the portal CyberSport.ru (3 million unique visitors a month, according to Similarweb), tens of pages in social networks and channels on YouTube.

4.2.4 Calculation of The Rose Tournament concept

This calculation is used to demonstrate the expected expenses for this concept and to assess the revenue potential of this project. Based on the previously described information, the expenses for the concept of The Rose Tournament were calculated as follows:

Ticket selling

The total capacity of the Budvar Arena is 6,661 people. If you take into account the sale of tickets at an average price of \$12 for 3 days and the expected occupancy of at least 60%, the organizer will receive \$46,519.

The capacity of the two pavilions of Vystaviste is 3000, with the ticket price of \$12 and the expected occupancy of 60%, the organizer will receive \$21,600 from ticket sales.

Sponsorship

The most usual sponsors of teams and tournaments are BenQ, Intel, ASUS, Lenovo and others. In tournaments, the minimum price of a contract starts from \$20,000 for a playing season. On average, tournaments have three general sponsors, which indicates the possibility of obtaining financial support up to \$60,000 during a playing season.

YouTube channel

To estimate the approximate revenues, the Hearthstone StarLadder channel was taken from Youtube, on which a similar in scale tournament is presented: SL i-League StarSeries S2. There are 126 videos of games, and the total number of views is 226,082. Based on this data, we can calculate the average video length and the average number of views.

Total quantity of videos	126
Total number of views	226082
Average duration of video in minutes	50
Average amount of views	1794,3

Table 6: Statistics of the Hearthstone StarLadder channel on YouTube

Source: Self-made work on the base of www.youtube.com/channel/UCBg1GqObYXuJTToLXok_xQAg

Next, we need to calculate how many similar videos the Rose Tournament channel will contain. For this we use the following formula:

$$\text{Number of videos}(V) = \text{number of meetings}(M) \times \text{average number of games}(G)$$

$$\text{Day 1: } M = 40, G = 2; \quad V = 40 \times 2 = 80$$

$$\text{Day 2: } M = 26, G = 3; \quad V = 26 \times 3 = 78$$

$$\text{Day 3: } M = 4, G = 5 \text{ and finals: } M = 2, G = 4; \quad V = (4 \times 5) + (2 \times 4) = 28$$

Also, the average number of qualifier games was taken from the channel, which is 70. In two disciplines, the approximate number of games will be equal to 140.

Table 7: Approximate number of games per each day of broadcasting

Day	The quantity of videos
Day 1/ videos	80
Day 2/ videos	78
Day 3/ videos	28
Qualifications/ videos	140
Total	326

Source: Self-made work

In order to calculate the estimate revenue from the channel, we need to multiple the number of videos by the average number of views. YouTube charges advertisers when a viewer watches 30 seconds or more of the ad, and typically charges around \$.18 per view. According to the data from Youtube, only about 15% of viewers will be counted as a “paid view” since many of them skip. Approximate revenue from YouTube channel will be:

$$326(\text{the quantity of videos}) \times 1794,3(\text{average amount of views}) \times 0,15(\text{“paid view”}) \times 0,18(\$) = 15\,793 \$$$

Twitch.tv channel

To determine the income from Twitch, the total number of hours of broadcasting is more important. To do this, multiply the total number of videos by their average duration.

Table 8: Approximate number of hours of broadcasting on Twitch.tv

The day	Amount in hours
Day 1 /hours	66,7
Day 2/hours	65
Day 3/hours	23,3
Qualifications in hours	116,7
Total	271,7

Source: Self-made work

The total time of the broadcasts, including delays, will be more than 272 hours.

The channel will use Revenue Share. If the platform sells advertisements for \$20 (cost per thousand views), then the broadcaster gets \$10 for every thousand viewers who watch the ad. Advertisements will be showed two times per on hour. On Twitch.tv only 25% people watch videos without Adblock. It means that the total amount of viewers should be multiplied 0.25 to know how much people watched advertisements without Adblock.

Table 9: Calculation of revenues from the Twitch.tv channel.

Amount	Day 1	Day 2	Day 3	Qualifications
Average amount of viewers	10000	15000	40000	5000
Amount of hours	66,7	65	23,3	116,7
Amount of money for 1000 views	\$10	\$10	\$10	\$10
Total	\$3,335	\$4,875	\$4,660	\$2,918

Source: Self-made work

Thus, the total expected amount of money earned from advertisement sales, based on this data, will be equal to \$15,788.

Expected Gross Result

The prize pool is \$15,000 and is divided in half between the two disciplines, \$7,500 for each, renting the Budvar Arena costs \$14,000 - according to the price indicated on the website. (<http://www.cbsport.cz/ceniky/cenik-pronajmu-v-budvar-arene/>). Broadcasting, equipment, and staff salaries expenses are equal to \$20,000 - equivalent to the number of employees on the venue. Logistics costs \$30,000 based on the rate of \$500 per person participating in the competition. And the cost of promotion is \$10,000.

Table 9: Expected Gross Result of The Rose Tournament

Revenues		Expenses	
Ticket Selling	\$46,519	\$15,000	Prize pool
Sponsorship	\$60,000	\$14,000	Rent of a venue
YouTube chanel	\$15793	\$25,000	Brodcasting, equipment, staff salaries
Twitch.tv chanel	\$15,788	\$30,000	Logistics
		\$10,000	Promotion
Total	\$138,100	\$94,000	
Expected Gross Amount		\$44,100	

Source: Self-made work

Thus, the expected gross result from the tournament will be \$44,100

Also, with a high probability, Blizzard will take the costs associated with the logistics of the participants, so the total costs may decrease by \$25,000. According to organizers, the company pays for this type of expenses. In this case, the expected profit from the tournament will be \$69,100.

Table 10: The 2nd expected Gross Result of The Rose Tournament

Revenue		Expense	
Ticket Selling	\$46,519	\$15,000	Prize pool
Sponsorship	\$60,000	\$14,000	Rent of a venue
YouTube chanel	\$15793	\$25,000	Brodcasting, equipment, staff salaries
Twitch.tv chanel	\$15,788	\$5000	Logistics
		\$10,000	Promotion
Total	\$138,100	\$94,000	
Expected Gross Amount		\$69,100	

Source: Self-made work

4.2.5 The basic eSports tournament expenses

Cybersport tournaments are divided into two types: commercial and non-commercial. The organization of non-commercial tournaments is carried out by different people - from the fans of the discipline to the state structures from the category of federations. Commercial tournaments can be divided into two types: major and minor. The organization of a major tournament is always carried out by developers, conducting them under the auspices of their organization. The organization of minor tournaments is carried out by cybersport organizations, commercial associations or people with the help of specialized or ordinary event-agencies. Sometimes agencies do this on their own. Within the limits of competitive games, the overwhelming number of tournaments are commercial. The expenses for such tournaments generally depend on the following factors:

Format of the tournament

Tournaments come in two formats: online tournaments, they take place on the Internet, and offline tournaments: participants gather in one place and compete on stage. Of course, offline battles (LAN-tournaments) are much more prestigious, but more expensive. Often, such championships are held in several disciplines at the same time.

Organizing online tournaments does not require a lot of money, because they take place in the virtual space and very few people are involved in their organization. For example, no more than 5 people are need to organize an average tournament.

The cost of holding an offline tournament is many times more due to the fact that you need to spend a large amount of money for its organization: venue rent, logistics, staff salaries, hiring event-agencies and much more. Moreover, usually before a LAN part, an online part is held, the so-called qualifiers, so the costs are summed up.

Cybersport discipline

It is very important for organizers to choose the right discipline, according to which the competitions will be held. For the calculation of expenses, the choice of discipline is important in the first place. Game developers usually support the organizers in their efforts, paying part of their expenses. Depending on the company, the scale of the competition and

its status, the developer can support the organizer by taking only part of the expenses, or investing quite a lot of money, paying for the transportation of players, part of the prize pool and promotion.

Despite the fact that eSports is relatively young, it has already managed to settle, and in the competitions its standards have already appeared. For example, MOBA-tournaments are considered to be the most expensive to organize, primarily due to the high prize pool and the large number of participants. According to the statistics, the biggest LANs in terms of prize pool and number of players were conducted in the disciplines of DOTA 2 and LoL. Undoubtedly, the organizer is not obliged to invest such huge amounts of money in the prize pool and it can be much less, but on the other hand, it is not a fact that smaller prizes will attract tier-one teams. As a consequence, the attention of the audience to this tournament will be much less.

Cybersport is inherently accurate in term of numbers. For a potential tournament organizer, there are already many stable numerical indicators in each discipline that are interrelated. If you do not violate them, then you can pretty accurately predict almost any indicator. For example, in the top-4 games on Twitch.tv there are always 4 games: LoL, Dota 2, Hearthstone and Counter Strike. As a consequence, the most popular tournaments usually take place in these disciplines. In each game, the average prize pool, the number of teams or participants and the average duration of the tournament/season are already indicated. Each discipline or tournament on average is watched by the same amount of viewers, and for each event it is enough to just predict the attendance, both physical and virtual.

Table 10: Top 10 the biggest prize pools in eSports

Tournament	Prize pool	Game	Teams	Players
The International 2016	20 770 640 \$	Dota 2	16	80
The International 2015	18 429 613 \$	Dota 2	16	80
The International 2014	10 931 103 \$	Dota 2	14	70
LoL 2016 World Championship	5 070 000 \$	League of Legends	16	86
DAC 2015	3 057 521 \$	Dota 2	20	100
The Boston Major 2016	3 000 000 \$	Dota 2	16	80
The Frankfurt Major 2015	3 000 000 \$	Dota 2	16	80
The Manila Major 2016	3 000 000 \$	Dota 2	16	80
The Shanghai Major 2016	3 000 000 \$	Dota 2	16	80
The International 2013	2 874 407 \$	Dota 2	8	40

Source: self-made work on the base of <http://www.esportsearnings.com/tournaments>

Scale of the tournament

Under the scale of the tournament, two things are meant: the duration and scale of the LAN part. Usually LANs last from 2 to 4 days. As a consequence, it is very important to understand in advance the hour schedule of the finals and the expected number of viewers, both virtual and real. First of all, these items determine the size of the venue where the event will take place and the amount that will have to be spent on renting a venue, which directly depends on the duration of the tournament. Also, these factors depend on the costs of promotion or other events: opening ceremony, presentation of gaming novelties or devices, cosplay shows and so on, which for the organizer can become unnecessary expenses if the necessary amount of people doesn't attend the event.

Certainly, there are other equally important factors that affect the costs of organizing a tournament, for example, the venue, infrastructure, housing the players and much more. However, the beauty of eSports is that it is flexible enough in terms of organization. In eSports, many tournaments are not held in the main season. Major tournaments are held in spring and autumn. Good tournaments gain large numbers of viewers even when they take place at small towns, for example, one of the most popular Dreamhack tournaments, which takes place in the city with about 100,000 people JÖNKÖPING, Sweden in early

December. Despite its not convenient geographical location and small size of the city, this tournament has already managed to enter the history of eSports.

In 2007 DreamHack was awarded with a Guinness World Record for “Guinness World Record of number of computers in a LAN” with 10 455 connected devices in the network. At DreamHack Winter 2015 the network had 23425 unique devices in the network, the largest DreamHack Network and LAN ever built. DreamHack Winter 2015 crew consisted of 809 people. During 2015 DreamHack broadcasts reached 210 million stream starts from 100 million unique viewers who watched over 95 million hours. During 2015 192,000 people visited DreamHack events.

Expenditure

Organizing the venue of the tournament means renting a place for the event. Finding a venue that meets all the requirements, and even with a beautiful design and in a good condition, is not so simple. For large tournaments, this expenditure is the most expensive, considering the fact that a stadium may have to be rented for more than 3 days for the play-off part.

Staff

A lot of people is needed to organize a LAN tournament. Their number directly depends on the scale of the event. For example, over 300 people worked on The World of Tanks Grand Finals 2015, which was held in Warsaw and gathered 15,000 spectators on the venue. These are Wargaming employees, ESL contractors, judges, analytical studios, broadcast studios, moderators, team managers, service personnel and partners involved in various fields. Most of the employees were volunteers who worked for free. However, organizers usually provide volunteers with food and accommodation at their own expense.

Equipment

In the case of LAN tournaments, the biggest priority and the most important technical component is the Internet on the venue with a 100 Mb/s channel. Also, you should take care of the "supply" of electricity for a specific number of watts in advance, which is calculated based on the energy consumption of all equipment and lighting. Without this, nothing happens.

Further in the list of mandatory technical tasks of any organizer of offline tournaments are the sizes and opportunities for venue development, the degree of remoteness of the venue from the city public transport lines, catering and other services.

Logistics

And, of course, logistics. It is always difficult, and usually expensive. Most competitions are international, so a lot of things have to be kept in mind, including visas and passports of all participants and players.

Depending on the amount of work, there are three possibilities for solving this issue: the organizer appoints a separate manager who works with the teams, a logistics company is hired or the organizer allocates a certain amount of money to each invited team to cover part of the cost of the trip. The third option is the most convenient for tournament organizers. In this case, team managers themselves solve most of the issues that concern the transfer, accommodation and catering of players.

Awards

The main award of a tournament is the prize pool. The higher the prize pool, the more professional teams will be interested to participate in that tournament. Depending on the scale of the event and the game discipline, the prize pool may vary from \$50 to \$20,000,000.

For example average prize pool in Dota 2 big minor tournament is 300 000\$ and in 2016 there were 74 tournaments. There is no chance to attract people in this discipline without big prize pool. On the other hand in Hearthstone average prize pool in minor tournament is only 8000\$ and in 2016 there were 69 tournaments. In this case we could suppose, that will be more easier to attract people in this discipline.

Also within the framework of an event, competitions among spectators, lotteries and giveaways are usually held. Most often these are gaming devices, such as mice, keyboards, monitors, accessories or small peripherals. Typically, such prizes are provided by sponsors, who are often the manufacturers of these products.

Promotion

Compared to traditional sports, the promotion of cybersport events is much cheaper. If the organizer makes a tournament, with a big prize pool, or if the tournament by

agreement with the developer will be have qualifiers, then the game developers actively support such events in terms of advertising, for example, with the help of game clients.

The game client is a digital distribution platform, which offers digital rights management (DRM), multiplayer gaming, and social networking services. The gaming client provides the user with the installation and automatic updating of games on multiple computers, and community features such as friends lists and groups, cloud saving, and in-game voice and chat functionality. Also in these clients there is an opportunity to announce tournaments or other eSports events. In fact, with this method of announcing every person using this client will see the announcement of the event. The most famous clients are: Steam by Valve, Battle.net by Blizzard, LoL client by Riot Games, Origin by Electronic Arts Inc, World of Tanks by Wargaming.net.

Also in the cybersport world there are many news portals, such as reddit.com or cybersport.ru, which on a free basis announce tournaments and make reviews of such events. Also, any well-known eSports organization/team has its own website or account in the social networks, where they post a lot of information about the events they visit, for example, video blogs, website reviews, interviews with players and tournament organizers and much more. Of course, the tournament organizer also pays for advertising, for example, for the production of commercials and overall design of the event or on streaming services, for example, twitch.tv. The costs of such advertising mostly depend on many factors: the amount of design work, the number of commercials, or the average daily views of the streaming channel. Also, in cybersports, traditional advertising methods are also used, such as advertising on radio, TV, print out flyers to hand out, posters, banners to design a background promoting the event, and others.

4.2.6 Financial sources of The Rose Tournament

The money available to a business for spending in the form of cash, liquid securities and credit lines. Before going into business, an entrepreneur needs to secure sufficient financial resources in order to be able to operate efficiently and sufficiently well to promote success.

(<http://www.businessdictionary.com/definition/financial-resources.html>)

There are two main sources of finance, these are internal sources and external sources:

- internal - funds raised from within the business
- external – money raised from outside the business

Internal sources:

Personal sources

These are the most important sources of finance for a start-up. On the base of personal sources of organizer will be settled 60% of total amount of expenses. It means, that organizer will invest \$56,400.

Retained profits

This is the cash that is generated by the business when it trades profitably – another important source of finance for any business, large or small. **Retained profits can generate cash the moment trading has begun.** Before the start of the LAN part of the tournament will be generated expected profit \$2,918 by the channel on Twitch.tv

External sources:

Sponsorship

Sponsorship can be a normal and major source of funds for some sports organizations and virtually non-existent in others. On this tournament expected sponsorship will be \$60,000 during the whole season. The first payments usually start after qualification games in the beginning of season. It could be used as a source of finance.

Developer's investment

Blizzard company actively participate in the organization of the tournament. Developer takes important part of the expenses. Thus, the total cost of the tournament reduces.

Blizzard will take the costs associated with the logistics of the participants, so the total costs may decrease by \$25,000.

4.2.7 The basic eSports tournament revenues

Ticket Selling

Despite the fact that most of the e-sports events take place online, the final games of large tournaments have long been held in large stadiums, where everyone can buy a ticket and see the event live. In general, such e-sports events look the same as traditional ones: the stands are filled with fans who watch the players on stage, and large monitors broadcast the game for fans. Usually the LAN part lasts from three to five days, and sometimes even more, but tickets are sold only for the final part or for the last day. On other days, anyone may attend the event for free. However, not even such approach always helps. For example, one of the first major tournaments that was held in Frankfurt was not so popular with viewers. The main reason was that the tournament ran from Monday to Saturday (16-21.11.2015) and most of the games were played on weekdays, and the games started early in the morning, thus many viewers simply didn't have the opportunity to attend the event. However, on Friday and Saturday the stands (9850 seats) were crowded with spectators. Tickets to the Frankfurt Major finals cost € 50.

In general, medium and small tournaments are held for two days and gather a fairly large number of spectators. A good example would be the event held on October 3-4 in Prague, 2015 Road to Blizzcon. In fact, the tournament was only a European qualifier for the World Cup and combined several e-sports disciplines (Hearthstone, Heroes of the Storm, World of Warcraft). The ticket price was about \$ 35, however, anyone could attend the event for free. The only difference was that the ticket owners received an in-game cosmetic set for one of the characters, had a VIP entrance and the opportunity to attend the event earlier at 10.00 am, the rest of the visitors were allowed to enter at 11.00 am and had to wait in huge lines.

Also there are big tournaments that are in great demand among visitors, usually the world championships, for which the tickets are sold out almost immediately. For example, tickets for The International 2015 were sold out in less than 10 minutes. They were sold in two waves of 10,000 tickets each, with a difference of 12 hours. The first wave of tickets was sold out in 6 minutes, and the second wave in 4 minutes. Thus, all 20 thousand tickets were sold out in just ten minutes. This development of events, unfortunately, has pushed some people to resort to fraud. Some ticket owners resell them on eBay, setting a very high price.

Sponsorship

Sponsoring is a special form of trade between the sponsor and the sponsored. Such a business has its clearly defined rights and obligations. The sponsor provides material/financial resources, and in exchange for it can expect the opportunity to use the sponsored in his marketing communications.

Sponsoring can be defined as investing financial or other means in activities, the potential of which can be used from a commercial point of view. Thereby, firms can maintain their marketing communication or connect their work or brand with any significant event.

Sponsoring is a special kind of significant funds used as a source of additional financial resources, which mainly serve to realize cultural, scientific, charitable and other events. The purpose of sponsorship is rather the construction of a good business entity brand for the public.

Sports sponsorship is the relationship between a firm or company on one side and sports on the other, as a result of which both sides receive their bonuses. Sponsoring is a special form of trade between the sponsor and the sponsored. The principle of sponsorship is “service for service”. For their financial aid, the sponsor gets benefits from the sponsored, for example, the expanding of the company’s advertising or its products. Sponsored organization uses sponsor’s funds for its own purposes: sports, economic or social. Each sponsorship relationship should usually be based on openness, mutual benefit and moral and ethical principles.

For the most part, sponsors in eSports support tournaments with manufactured products, which often reduces the cost of equipment renting and buying prizes for any kind of competitions. However, some sponsors still provide tournaments with financial support. In eSports, sponsors are represented by the companies, their target audience is gamers: computer hardware and electronics companies offer desktops, motherboards, graphics cards, monitors, networking equipment, multimedia products and devices for their clients. For example, ASUS with ROG line, AMD, Nvidia, Intel, Alienware, HyperX, Logitech and other. Trading and betting platforms try to attract players to their sites. There are a lot of additional paid in-game items like skins, treasures, arcanas, boosters and characters (EGB, G2play, Dota2lounge, CsGoLounge, G2A). All these websites and companies need clients and often fund some events.

Table 11: Top 10 sponsors in eSports

	Sponsor	Type of business
1.	IGN	TV media network
2.	Twitch	Streaming giant that focuses mostly on gaming streams
3.	Gamestop	American video game, consumer electronics, and wireless services retailer
4.	Nerdist	online media network
5.	YouTube	Social on-line network
6.	Google	IT
7.	Microsoft and Sony	IT / electronic technologies and media
8.	Coca-Cola	Food industry (beverage)
9.	Doritos	Food industry (flavored tortilla chips)
10.	Red Bull	Food industry (beverage)

Source: Self-made work

Sports advertising

Sports advertising is a paid form of presentation of products, services or thoughts of a subject, institution or organization through media. Sports advertising relates to advertising with sports motives, as well as to advertising which uses special media communications in the field of sports. Such advertising has an informative, motivating and reminding function. Advertising becomes an important factor for certain subjects of physical development and sports. Revenues from such advertising become one of the important sources of income for a sports organization.

In any case, eSports is also a sport, so the forms and types of advertising in it are the same as in normal sports. However, many of them were adapted to the eSports format. Some of them are widely spread everywhere, and some are used rarely.

Forms and types of sports advertising:

1. Advertising on sportswear and players' uniforms - a team that has sponsor logos on its uniform constantly represents its sponsors in tournaments. Each eSports organization has its own uniform where any sponsor can place their logo to represent their brand. In the format of an eSports event, such advertising is used on the clothing of service personnel.
2. Advertising on the participants' numbers - only in some sports. However, eSports doesn't belong to such.
3. Advertising on the boards, fences, ice rinks - one of the most frequent forms of advertising, mostly used in hockey. Also during the event there is an opportunity to switch such advertisements. Usually, for larger events, real sports stadiums are used, such as the Key Arena in Seattle or the Mercedes-Benz Arena in Shanghai. In such premises there are many advertising spots for sale, which are actively used.
4. Advertising on sports equipment - linking the team's success with the equipment that it uses: knives, tennis raquets, clothes, shoes, etc. In eSports, a player's success is usually associated with the gaming devices he uses, such as mouse, keyboard, headphones, chairs, etc.
5. Advertising on the scoreboards and indicators - these forms are used mainly by the manufacturers of these devices.
6. Advertising on tickets, posters of sports program, with photographs of athletes - a specialized form of promoting the sponsor, which allows to influence the community.
7. Advertising on promotional materials - a form of advertising that allows a firm or company to present the company's products to the community.
8. Advertising on video recordings, photographs - video clips of sports events or the life of the club and its athletes. It serves to promote the sponsor.
9. Advertising on billboards.
10. Internet - advertising via web portals, depends on the number of viewers per day. For the purpose of streaming eSports events, streaming platforms such as YouTube and Twitch are usually used.

11. Advertising on TV - one of the most expensive types of advertising. Such advertising is rarely used in eSports. This is due to the fact that very few tournaments are broadcasted on television. However, open platforms on the internet are actively used for broadcasting.
12. Virtual advertising - innovations in technology bring more new effects and possibilities of sports promotion and advertising.

Streaming on Twitch

Twitch has more than 55 million of unique viewers every month, who watch videos from all kinds of devices, and about a million of active "Broadcasters" who broadcast their gameplay. Twitch is integrated with two of the most popular game consoles in the world - Sony PlayStation 4 and Microsoft Xbox One, which gives Twitch a huge advantage.

Twitch is an open platform where anyone can broadcast their games in Live mode. Through Twitch, people can not only demonstrate their gaming skills, but also communicate with the audience. Each streamer has their own channel, where they arrange broadcasts at any suitable for them time. Usually, each streamer has its own group in social networks, where they make the stream announcements shortly before the start, or the website itself notifies the followers that the stream has begun.

The same applies to tournaments - each tournament runs on its own channel, or on several channels at once, with only a slight difference in the name of the broadcast. After the event all VODs (videos on demand) remain on the website, which allows the viewers to watch the videos at any time.

The website is arranged in such a way that the viewers may see the screen with the broadcast, a brief information about the streamer and a window with a chat where everyone can write their opinion on the game, send a question to the streamer, or just chat with other viewers. Also, any viewer can help with the development of the channel. There are two ways for this: you can subscribe to a channel or donate money to the streamer.

Monthly subscription costs \$5, half of the amount goes to the streamer, and the other half goes to the website. Subscription gives several privileges: exclusive emotes that can be used on any channel in any stream chat. Also, whenever a large amount of viewers watches the stream, the streamer can turn on the slow mode (viewers may only write one message

in a certain period of time) or the subscriber mode (only the viewers with a subscription may write in the chat). In both modes, viewers with a subscription can write to the chat without limitations. And the main reward is a personal gratitude from the streamer, which he/she personally broadcasts live on stream, addressing it to a specific subscriber.

People may also subscribe to a tournament's channel, just like to any other channel, with the same bonuses, however, subscribing to a tournament's channel doesn't give the subscribers any extra privileges. For organizers such support is one of the lowest sources of income, because these tournament channels are usually active only during the tournament, or the activity is seasonal, once every few months, that's why viewers rarely subscribe to such channels.

The second way to support a channel is donations. Usually, streamers write down their banking account numbers in the channel's description, where anyone can transfer their money to in order to support the streamer. Usually these donations, along with a message from the sender, immediately pop up on streams. Streamers often put donation goals to raise funds. For example, to upgrade their equipment.

Event organizers use the same policy only in the cases when the tournament is held for charity. Anyone can donate any amount; the total amount of donations is indicated in the stream window. After the event, the money is sent to charity organizations.

An even bigger portion of profit is made by selling advertisements during streams. Twitch provides the streamers with two opportunities to earn income. Usually, once an hour, the stream is interrupted by advertisements that the platform launches. In addition, the streamer himself can turn on the ads when leaving on a break:

The share from profit (Revenue Share) works this way: for each advertisement the platform and the broadcaster receive the share from profit. For example, if the platform sells advertisements for \$20 (cost per thousand views), then the broadcaster gets \$10 for every thousand viewers who watch the ad. It is easy to calculate that in this case the platform and the streamer divide the money from advertisement sales exactly in half.

The "Flat-Rate" works differently: the broadcaster is paid a pre-determined amount - the most common amount is \$5 per thousand views. In this case, when an ad is sold for \$20, the broadcaster receives \$5, and the company receives the remaining \$15.

Each option has its pros and cons. The advantage of the revenue share is the fact that the broadcaster benefits from more sales (the higher the sale, the greater the cut the partner receives). But the drawback is that although the profit can be predicted, it can not be accurately predicted for each month and there is a risk that the sales will go down.

The advantage of the flat rate is that every month the broadcaster is guaranteed to receive a fixed cut regardless of the number of sales. The disadvantage, respectively, is the same, because the broadcaster will lose money if the sales are high.

Regardless of which method of calculation the broadcaster chooses, both he and the company that provides the platform will receive more money if more ads are sold. The only difference is that in the first case the partner shares both risk and profit with the company, and in the second - risks less, but also receives less money.

Tournament organizers usually prefer to choose the first option, expecting their broadcasts to be watched by a large number of viewers. In addition, space directly on the broadcast screen is sold, which means that sponsors may place their logo in any part of the screen, as long as it doesn't disturb the viewers from spectating the game. Money from such advertisements goes directly to the tournament organizers, and the prices are negotiated in each specific case. Sponsors will not pay money for small and little-known tournaments that attract small amounts of viewers. However, if a tournament can potentially attract attention of a large number of viewers, the prices grow higher.

Youtube

YouTube is an American video-sharing website headquartered in San Bruno, California. The service was created by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim.

Launched in May 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. YouTube is a Google company. YouTube is usually used for storing game content, such as interviews with team members, video blogs, game announcements, teams' and organizations' portfolios, highlights and funny moments (fails), guides, post-production videos, entertainment content and game VODs themselves.

YouTube allows viewers to look at the backstage of a tournament and find out how many people work on creating events, and also more thoroughly assess the entire scale of what is happening at any moment. Unfortunately, during live broadcasts it is possible to show only the tip of the iceberg (a small part of the event). For the broadcast, the script, storyboards, timings, etc. are always prepared in advance, and the format itself is as close as possible to the television format, so during broadcasts, much remains behind the scenes.

In addition, people don't always have the opportunity to watch live broadcasts. There are many different reasons for this: work, lack of time, traveling, technical problems or lack of desire to watch long broadcasts. In general, during any live broadcast or during offline tournaments, the spectator, just like the organizers, is not immune to any sorts of delays, emergency situations or technical problems. Therefore, it is easier for some people to watch the already cut record of the event, thus saving their time. In contrast to viewing a broadcast, VODs can always be fast-forwarded to watch the right moment several times or simply pause.

In fact, Youtube allows the viewers to look at the "internal kitchen" of a tournament. Moreover, Youtube channels are more durable and popular, unlike those on Twitch.

On Twitch, channels are created only for broadcasting, so after a certain amount of time after a tournament they stop existing, stopping making profit at the same time. Youtube channels are much more durable. Even after the end of the event, they are supplemented with content for a long time, gaining views and bringing good profit through partner programs.

How Much do You Pay a YouTuber to Promote Your Product

Obviously this varies widely depending on the YouTuber's audience and the marketing objective. In general, YouTubers typically charge around \$10,000 per 100,000 views. It's difficult to predict how many views a native video will get, so that is the risk an advertiser takes. In this case, we can only guess how much the audience will be interested in a particular tournament, but in general, the gaming theme is very popular on the website. For example, some of the most popular gaming channels, such as PewDiePie, who made \$4 million in 2014 and LittleBabyBum, who made \$3.5 million. Their content is different from typical tournament channels, but reflects the public's interest in the gaming industry quite well.

How Much YouTube Pays YouTubers Per View

Once the YouTuber links Google AdSense to their channel, they make 68% of the ad revenue. YouTube charges advertisers when a viewer watches 30 seconds or more of the ad, and typically charges around \$.18 per view. According to the data from Youtube, only about 15% of viewers will be counted as a “paid view” since many of them skip.

It would seem that such figures look rather ridiculous in the framework of a big tournament, however, to at least roughly estimate the revenue from this platform, it is enough to look at the average number of views of a video with game content:

For example, take the video "Dota 2 WTF Moments 213", which was uploaded on Youtube on 04.02.2017. By 06.02.2017 this video had 1,472,374 views. It is easy to calculate that approximately this video brought the channels owners about:

$$1,472,374(\text{number of views}) \times 0.15(\text{“paid view”}) \times 0.18(\$) = \$39,755$$

A game VOD from "LoL S6 World Championship" scored 161,095 views within three months. In total this video brought the creators:

Formula: you must to present the formula

$$161,095(\text{number of views}) \times 0.15(\text{“paid view”}) \times 0.18(\$) = \$4,350$$

The announcement of the European Road to BlizzCon 2015 World Championship qualifiers was uploaded to the website on September 26, 2015, and by 07.02.2017 scored 177,455 views. It's easy to calculate that this video brought Blizzard \$4,791. And the VOD of the WOW grand finals was uploaded on 10/04/2015 and by 7/7/2017 scored 419,136 views, bringing the creators \$11,316.

It may seem that such a source of income for large tournaments with huge prize and organizational costs is very small and insignificant. However, it is important to not forget that YouTube does not limit the number and duration of videos uploaded to the website. Within a single tournament, dozens of videos are usually uploaded to YouTube: game VODs, interviews with players, team profiles, videoblogs, highlights or simply funny moments from broadcasts that bring quite a good income due to a large number of videos. It is also worth noting that advertisements are usually inserted directly into the videos, they may appear as 10-15 second banners at the end or at the beginning of the video or

advertising through product placement. The money from such advertising is obtained directly by the tournament organizers. The channel can be filled with content every day, thereby increasing not only the number of videos, views or profit, but also warming the public's interest to this event.

Sale of merchandise

Throughout the world, for quite some time now, one of the significant incomes for tournament organizers is the sale of merchandise: accessories, clothing, posters, technical devices and much more. In eSports, a similar way of earning money began relatively recently. Of course, such shops in eSports events existed before, but usually they sold merchandise with the subject of the tournament, which means that the organizers did not have the right to produce licensed products with images from games. Therefore, the profits from such sales were several times lower.

The first official store with the products of the parent companies was introduced at The International 2014 Dota 2 tournament, which was called the Secret Shop, just like the in-game shop hidden in the woods. The principal difference of such store was that anyone could buy products that were related directly to the game, for example, a figure of a favorite hero, a plush toy or a mug with the image of a game character.

A huge selection of Valve game products was presented for the visitors of the tournament, which varied in their exclusivity. The name Secret Shop had a different meaning as well. Only at this tournament you could buy yourself some merchandise. Thus, it was the only and unique store of its kind exclusively for the visitors of this tournament, viewers at home could only watch and envy those who managed to visit this place.

This phenomenon caused a great interest and excitement from the visitors, even despite the high prices. For example, a plastic figure of a hero cost around \$30, and the in-game items cost \$40, the prices for t-shirts started from \$25, other garments cost much more.

Such interest from the audience only motivated the company to continue developing the production of such products. For example, within a year the company introduced the element of random to the purchase. Anyone could buy themselves a so-called Blind Box for \$12 with a small plush toy of a game character in it. However, the point was that the

buyer didn't know what's inside the box until he unpacked it. In addition, a special code was included with the purchase, which allowed to receive an in-game item, however, the cost of which was also completely random.

Now everyone can order official products on the Valve website, and the secret shops are now used only to introduce new products.

Sale of in-game products.

The era of eSports was opened by the games of the MOBA genre, the unofficial beginning of which took place in 2011, when the company VALVE announced the game Dota 2 and announced its first tournament in this discipline "The International" with a huge prize pool of \$ 1,000,000. Of course, eSports disciplines, tournaments and events have existed before, but the prize pool hardly exceeded \$10,000 at the best. Of course, such tournament immediately attracted a lot of attention from players and viewers. However, there was another reason why the MOBA games acquired such popularity at that time. The creators of the game managed to solve one of the most important problems in the online games of that time - the problem of donators. Donator is a player who puts money into the game to receive bonuses, which means that while having the desire and money, any player could buy in-game items to increase the strength of their characters. A good example in this case are games of the MMORPG genre, where any player could buy himself improved weapons, stronger armor or simply raise the level of his character by spending real money. Players have always been attracted by the opportunity to make a brutal warrior from their weak characters while changing not only their physical stats, but also appearance, since high-level armor looks prettier and much more frightening than the weak one. At the same time, it was very difficult for the casual players to pump their characters. More time and energy had to be invested to improve the characters. Therefore, a donator has always been much stronger than a casual player, who didn't invest money into the game.

The VALVE company solved this problem in such a way that both sides were happy, using the "free to play" model. The game was freely available, anyone could download it for free. All the characters were publicly available and everyone could compete on an equal level with their rivals without spending a penny. Moreover, in the games of this genre, there were simply no in-game items that would somehow influence the balance of

the game: no stronger swords, no armor or the ability to quickly pump your character. But the possibility of changing the appearance of the characters remained. Now the game introduced the so-called skins and sets, in other words, sets of ammunition that did not affect the gameplay in any way, but changed the appearance of your character - added new visual and sound effects, or changed the movement animation.

The sets consisted of several items of ammunition of various rarity and price: common, rare, immortal. Also, the random element was introduced again. A player could buy a treasure chest and open it himself, however, until it was opened, no one knew what the player would receive. Usually these treasure chests contain new sets or very rare items.

Now the most important aspects on the battlefield were players' personal skill and the ability to work in a team. Everyone played under the same conditions, which attracted hundreds of thousands of players, who immediately switched to playing this genre.

Later, new items were added to the store, such as HUDs (the design of the game screen), announcers, loading screens, couriers, new treasure chests, team pennants, taunt animations and much more.

Also, the workshop was introduced, where anyone had the opportunity to create their own in-game items, for example, a set or a courier. Then, by voting, the best item was picked by VALVE and implemented in the game, allowing the creator to receive a percentage of each sale.

Similar work is being done with tournaments. However, without voting. For a tournament, a unique item or a set of items with its symbols is usually created. More often, they include original sets for characters, and less often couriers, announcers, etc. Before the start of the tournament, such items are usually not available in the store, and you can get them only by buying a ticket. Such policy allows to not only motivate the players to buy tickets, but also partially replenish the money spent. After the tournament, when no one buys these tickets, these items appear in store and the organizers receive a percentage of each sale. The percentage can be completely different, usually they depend on the scale of the tournament and the contract with the game developer.

Sale of food and refreshments

Usually LAN-tournaments and events take place throughout the whole day, therefore one of the important issues for the organizer is the food at the event. As in normal sports,

selling food during tournaments is an important issue. Fans need to be serviced with the maximum speed in the shortest possible time. At the same time food must not get dirty, be diverse, tasty, and have safe packaging. Therefore, in most cases, especially during large tournaments, stadium or arena personnel, where the event takes place, deal with serving the fans with food and drinks. Such cooperation is usually prearranged in lease contracts, allowing both parties to come to the most beneficial terms of cooperation. The more people attend the events, the more beneficial conditions the landlord offers to the tenant.

The main difference between a classic stadium and a multifunctional arena is in the range of events (and as a consequence, various formats of serving the visitors) that take place at these venues. Stadiums are a fast service at individual spots where a narrow range is presented. At the arenas there are many types of food, from a full lunch to light snacks, which can be handled without using cutlery.

In other cases, the organizer or the event-agency is also engaged in the decision of questions of serving the spectators. However, this process is complicated by the fact that the organizer in this case must additionally receive necessary certificates, which only complicates the process of organizing the event. But in this case, depending on the number of spectators, the sale of food products becomes a good source of income for the organizer.

4.2.8 Progress chart

Step -0: General provisions of the tournament

Even before the preparation of the tournament it is very important to solve the main questions concerning the concept of the event:

What kind of event it will be and what it includes in itself.

Venue of the tournament (selection of the city for the competition)

Time of the tournament (approximate date + dates/program)

The choice of disciplines that will be held in the competition

The format of the tournament (availability of online qualifiers or only LAN tournament)

Number of participants/teams

Team composition (number of invited participants and free spots for qualifications)

Expected number of visitors

Awards and prizes (form of awarding, distribution of the prize pool)

Picture 6: The algorithm of the process:



Source: Self-made work

Step - 1: Administrative procedure for the approval of the tournament

The very first step is to take care of getting the official permission from the developer. The sooner a potential host becomes involved, the more likely it is that he will receive a license. This process includes filling out the form on the developer's website, subsequent communication with representatives of the company and the conclusion of a license agreement with the terms of joint cooperation. Also, in the course of communication with company representatives, the general provisions of the tournament are approved or changed so that cooperation is maximally beneficial for both sides. Usually the process of obtaining a license takes no more than two weeks.

Step - 2: Hiring an event-agency or event manager

After obtaining a license, it's time to hire a good event-agency. Usually this is done 3 months before the start of the tournament. The process of finding, selecting and concluding a contract with an event agency is not easy - organizing an eSports event is very similar to the organization of exhibitions, concerts or sports tournaments, but it has a rather acute specificity. And despite the large number of such agencies and their impressive experience, only a few of these companies were engaged in organizing events of this nature.

Step - 3: Organization of the venue

Almost immediately after the choice of the event-agency, it is necessary to look for a venue for the event. Choosing the right venue is very important for organizing a good tournament. At this stage, the organizer, developer and event agency have already approved the general provisions of the tournament, so the venue already has certain requirements: size, availability, possibility of renting furniture, technical facilities, the number of available seats, possibility of building premises, availability of advertising areas (sites), and so on. Based on these requirements, the most suitable venue is chosen.

Step - 4: Organization of sponsorship

The organization of sponsorship includes the following steps:

- ✓ *What parties are involved in the contract and how they are determined, what their roles are*
- ✓ *What the overall goal of sponsorship is, how its cause is determined*
- ✓ *Choice of the legal field*
- ✓ *Differentiation of the territory of the implementation of sponsorship activities, related legal aspects*
- ✓ *Terms of financing*
- ✓ *How the sponsor's products will be marked*
- ✓ *Media obligations*
- ✓ *Exclusiveness of cooperation*
- ✓ *Responsibilities for monitoring the results of cooperation (forms and methods of monitoring)*
- ✓ *Ways of risk management*
- ✓ *The procedure for the return of funds and penalties in case of non-compliance with the terms of the contract of one of the parties*
- ✓ *The period during which the contract is valid*

Step - 5: Contact with the tournament participants

Before the announcement of the event itself, it is important to warn the people who participate in it in advance: players, judges, commentators, media, invited guests, broadcast studios, content makers, and others. It is very important for the organizer to know in advance who will take part in it and who will refuse, and based on this, the host will decide whether it is necessary to invite additional participants or not. Therefore, it is best to deal with this issue 2 months before the day of the event, when the majority of participants can surely confirm their participation.

Step - 6: Announcement of the tournament

Depending on the scale of the event, its announcement can be from six months to one and a half months before its start. Some events are seasonal, so dates are sometimes simply clarified. The optimal time for the announcement of an average tournament is 6-4 weeks

Step - 7: Promotion

To ensure maximum interest, promotion begins 3-4 weeks before the start of the tournament: articles on news portals, announcements of the program which will be presented, posts on social networks, videos about the venue, VODs of games from qualifications, and so on. At the same time, especially when it comes to important and large-scale tournaments, there are the most incidents and problems with the participants of the event: players' illnesses, visa refusals, refusals to participate, information leaks, scandals, negative statements from participants and so on. Despite the fact that these moments are negative, nevertheless, the interest of viewers is more attracted in such ways.

Step - 8: Announcement of participants

Promotion is actively supported by the gradual announcement of participants who will come to this event: the announcement of players, commentators, invited guests and so on.

It is also worth noting that, at the same time, online qualifications usually begin, if such are provided by the format of the tournament, which in turn also support the viewer's interest in this event. Depending on the number of players/teams, the start time of games may vary, but officially the final roster of players must be announced no later than 10 days before the start of the tournament.

Step – 9: Provision - staff, equipment, materials

At least 2 weeks before the start of the tournament, issues with supplies should also be resolved. Host and other participants must know the organizational structure accurately, be sure of the technical part of the matter and be sure that they have enough additional materials.

It's also important to have backups-be prepared with extra keyboards, cords, and controllers (if necessary). If you're providing refreshments, do not forget extra napkins and garbage cans to keep the area clean.

4.3 GAP Analysis in the case of České Budějovice eSport event

A technique that businesses use to determine what steps need to be taken in order to move from its current state to its desired, future state. Also called need-gap analysis, needs analysis, and needs assessment.

Gap analysis consists of

- *listing of characteristic factors (such as attributes, competencies, performance levels) of the present situation ("what is")*
- *listing factors needed to achieve future objectives ("what should be")*
- *highlighting the gaps that exist and need to be filled.*

Gap analysis forces a company to reflect on who it is and ask who they want to be in the future.

<http://www.businessdictionary.com/definition/gap-analysis.html>

Step 1: Identify Future State

Identification of the objectives that we need to achieve:

Implement the proposed concept while avoiding the main problems of this type of activities.

Step 2: Analysis of the Current Situation

Currently, the project is at the concept stage, which means that the practical implementation of the project is equal to 0. One of the advantages of this concept is its flexibility and the ability to adapt it for any scale. In addition, the presence of this concept provides a basis (foundation) for the beginning of its implementation. Also, gaps from the goal include problems associated with carrying out activities of this type:

Visa problems

In most countries, eSports is not officially recognized, there are no eSports federations, so it is often very difficult for cyber-athletes to get visas. Normal sportsmen do not have such problems, because they always have the opportunity to get a sports visa. In case of refusal to obtain a visa, not only the athlete who fails to attend the event, but also the organizer, who urgently needs to replace the participant or the whole team, which in international competitions is quite difficult, suffers.

Lack of staff members

In eSports there are very few staff members who are really valuable. As a rule, these are former players who do not have experience outside of eSports, haven't worked in large companies, or are poorly trained in marketing.

Tournament organizers experience these problems to a lesser degree, having the opportunity to hire staff from marketing agencies or skillful managers who understand the principles of major events, work with advertisers and have such valuable experience. However, as a result, lots of people with different work experience, who don't always manage to come to an agreement, are assembled at the venues.

Lack of sponsors in Czech Republic

Up to this date, on the territory of Czech Republic in the field of eSports, only two major tournaments took place - qualifying tournament Road to Blizzcon and Mistrovství ČR. And if the first event was a one-time event and was financed more by Blizzard, the Mistrovství ČR event is seasonal and has been taking place under the name Mistrovství ČR for more than 6 years. After the end of this period, the sponsors of the event are the following companies: HAL3000, Intel, Dell EMC, CZC.Cz, WD, MSI and AOC Gaming - and only 2 of them are not an international brand. Thus, it can be concluded that such events do not attract the attention of Czech investors.

Technical problems

The main criteria for conducting an online tournament is a good Internet connection, the organization of which lies directly on the host's shoulders. Often on large venues such suitable connection is absent, so it is necessary to negotiate with the internet provider, which creates additional expenses. Also, in terms of technical support, it is important to calculate the electrical load in advance because of the large amount of equipment that is used at the event. Also the equipment, that is used by the players, is very important. For example, in MOBA games speed is very important, therefore players must receive information as quickly as possible, which means that the organizer must provide low ping, high frame rates, good PCs for information processing and monitors with high response rates.

Low level of material supply

It is not uncommon for tournament participants and spectators to face problems with material support. The main player problems are lack of space for training or warm-up before matches, lack of lounge zones for players, uncomfortable chairs provided by the organizer, problems with soundproof booths where noise or problems with air conditioning can be clearly heard, and uncomfortable tables. The fact is that most of the furniture is rented together with the venue, arena, pavilion or stadium, and such furniture does not always meet all the requirements of players and spectators. It is also worth noting that spectators are usually provided with VIP-places. Often their difference is not in convenience, but in how close they are to the scene.

Pauses and delays during broadcasts.

Delays during broadcasts are a fairly common problem. Depending on the tournament discipline, tournament organizers allocate a certain amount of time for each meeting (for each match), on average from 20 to 80 minutes per game: in MOBA games matches last from 30 to 60 minutes. CCG encounters are usually more dynamic and last no longer than 20 minutes, and the BO3 series usually last around 40-50 minutes. Based on this, the number of games in a certain time interval is determined: weekend, day, several hours, etc. However, games do not always end in this time period. There are two

possibilities: the game ended before the scheduled time, or much later. In the first case, studio analysts, who fill the time between pauses, help to solve this problem, otherwise you have to make musical pauses, which force the viewers at home to stare at the picture with announcements and listen to music. In the second case, everything is much more complicated. With a long delay in the game, the next match automatically starts later, and as a consequence, others follow it. Therefore, this problem is the most significant for the tournament organizers, because the game day may end much later. Similarly, the players, who are waiting for their game, suffer too.

Step 3: We know the future state and our current situation. Now we can identify what we need to do to bridge the gap and reach project's objectives.

Table 11: GAPS analysis

Gaps	Tasks	Initiatives
Probability of a player's absence due to visa problems	Control of all participants' visas 3 weeks before the start of the tournament	Constant communication with team managers to control the receipt of visas. The presence of local players to replace the participants who didn't come
Lack of staff members	Provide the tournament with competent staff members	Hiring staff members with experience in organizing similar events. Usage of developer's staff
Lack of sponsors in Czech Republic	Attract Czech sponsors	Invite small and medium-sized Czech companies to participate in this project with the opportunity to sell their products at the event. Such companies may include electronics stores, manufacturers of office furniture, manufacturers of fast food products and others.
Technical problems	Provide a good technical base	Providing the tournament with several Internet channels from different providers. Use of modern gaming equipment from sponsors.
Low level of material supply	Provide the players with game, training and rest areas. Divide the seats into zones and provide a different level of comfort.	Use the available premises of the arena for conversion into training and lounge areas. Use spare internet channels for players' training area Place the playing area in the center of the room for a more convenient observation. Divide the seats into zones, according to the distance to the game zone, from simple to VIP tickets. Provide VIP ticket holders with a separate entrance.
Pauses and delays during broadcasts	Fill in pauses and delays with content	Use analytical studios for content filling Record team previews, interviews with players, reviews of the tournament program for broadcasting during breaks Broadcast videos from cosplay shows during pauses

Source: Self-made work

4.4 Unique of the e-sport event in České Budějovice

The Rose tournament makes it possible to create for České Budějovice a unique tourist product that will change the perception of what this area can offer, attract new tourists, inform more people about the region and increase the attractiveness of the area as a whole.

Within the framework of the concept, a tournament, which is associated with one of the most famous and interesting legends of the field, was proposed, which allowed to go beyond the framework of an ordinary eSports event and offer the potential visitors not only another typical tournament, but also an opportunity to get acquainted with the culture of this region in an attractive to them way. To a greater extent, this project is aimed at solving the main tourist problems of the city of České Budějovice, presented in the Tourism Development Strategies, mainly on the perception of this city as an intermediate point between the departure point and the target destination and the low number of foreign tourists.

The main benefits of this project are its flexibility and the concept's ability to adapt. First of all, the most convenient game developer, Blizzard, was chosen, which is maximally open to communication not only with players, but also with tournament organizers. Disciplines were chosen in such a way to not only attract the interest of players and viewers, but also the company-developer. Also in these disciplines, the prize pool is lower than in other disciplines, which allows to adjust the costs of the tournament. This tournament can be successfully held in both high and low seasons – in this region there is no competition in this field, and most importantly, such event can attract a young and promising audience.

Also, within the framework of the tournament concept, digital exhibitions of cosplay shows are considered, which are likely to attract not only the gaming audience, but also ordinary visitors. Thus, this concept also differs with its complexity and offers its benefits to each of the parties involved.

It is expected that this project will increase the number of tourists in low-season, attract a foreign audience, provide an opportunity to use the potential of this destination more effectively, change the perception of this city as an intermediate point between the departure point and the target destination, and most importantly, offer the potential visitors a unique tourist product that doesn't have any analogs in this field.

5. Conclusion

The degree work allowed to not only learn about the cybersport industry as a sport in general, but also bachelor thesis presented the ways how to solve the main problems of the region of České Budějovice: a small number of foreign tourists, acute seasonality, the attention to this area as an intermediate point on the way to the ultimate goal, the lack of tourist attractions, high competition of nearby places and so on.

The concept of the tournament described in this paper makes it possible to create for České Budějovice a unique tourist product that will change the perception of what this area can offer, attract new tourists, inform more people about the region and increase the attractiveness of the area as a whole.

The analysis of tourism in České Budějovice has determined the main directions of tourism, its problems, competitive areas, dynamics of visitors' growth, their composition and main motives. This analysis also allowed to highlight the main problems of tourism in the Czech Republic and determine the optimal concept of an event, which would allow to maximally influence their solutions. The concept of the proposed tournament is flexible in terms of time, venue, scale, duration and format. In the tournament, two disciplines, that relate to the largest and most detailed game universe, are involved, which allows to reach a huge audience of potential viewers. The Hearthstone discipline is the most casual and convenient for the tournament, is massively distributed with the help of most mobile devices, and is constantly updated, supporting the interest of players. The HOTS discipline has a huge significance for the developer (Blizzard) in terms of development, being one of the laggards, which will make it possible to get significant support from the company. Also, within the framework of the tournament concept, digital exhibitions of cosplay shows are considered, which are likely to attract not only the gaming audience, but also ordinary visitors. Thus, this concept also differs with its complexity and offers its benefits to each of the parties involved. This part also reveals the specifics of such events, its participants, expenses, incomes and risks of such events to a greater extent.

Within the framework of this paper, several goals, related to the comparison of eSports to ordinary sports, ways of organizing and searching for any kind of differences, have been set. But in the course of the work, it was revealed and clearly defined that eSports has long been the same kind of sport that operates according to the same rules, has the same organizational structure, creates the same world idols and allows the same participants in

the industry to function. The difference is only in its specificity and focus on the gaming audience, which every day becomes bigger and stronger. Of course, because of the young age and too vague definition of the word "Sport", eSports is hard to fit into the framework of ordinary sports and its principles, however, this is just the case when the development of technology and progress radically change the idea of what is what.

In this paper, the positive or negative effects of eSports on people are not considered, only the fact that it is no longer allowable to treat cyberdisciplines as simple games is explained. eSports influences people's perception of sport, opens up new opportunities for investors, allows to organize unique events that arouse great interest among the audience, changes the rules of broadcasting and gives a huge number of people the opportunity to show what they are really capable of.

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The International Dota 2 tournaments history

The International 2011

The International Dota 2 Championships was a double-elimination offline tournament organized by Valve and took place during the five day trade show GamesCom in Cologne, 2011. The venue was used by Valve to unveil Dota 2 to the worldwide audience and offered a staggering \$1.6 million prize pool to 16 invited DotA teams from around the world. The game itself was given to the 16 teams some time before the event to prepare for what would be an incredible tournament promising to grab the eSport world's attention.

The tournament started with a group stage in which the winners of each of the four groups were entered into a winner's bracket, and the other teams entered the loser's bracket. The rest of the tournament was then played as a double-elimination tournament. The final of this first tournament was between Ukrainian team Natus Vincere and Chinese team EHOME, with Natus Vincere winning the grand prize after beating EHOME in three out of the four matches. Runner's up EHOME won a second place prize of \$250,000 USD and the other top eight teams split the remaining prize pool of \$350,000 USD

The International 2012

The International 2012 was announced in May 2012 and held during PAX Prime. The event was held at the 2,500 seat Benaroya Hall in Seattle from 31 August to 2 September, with teams situated in glass booths on the main stage. The total prize pool remained \$1.6 million USD, with \$1 million USD for the winning team, and it was again broadcast in multiple languages.

The previous winners, Natus Vincere, were beaten 3-1 by Chinese team Invictus Gaming in the final. In November 2012 Valve released a documentary following the event online for free featuring interviews with the teams and following them from the preliminary stages through to the finale.

The International 2013

Valve announced The International 2013 on April 25, 2013. It was again hosted at the Benaroya Hall in Seattle from August 7 to 11. The first team to be invited were the defending champions, Invictus Gaming. Sixteen teams participated, thirteen of which received invitations, and the final three being decided in two qualifying tournaments and a match at the start of the tournament. On May 6, it was announced that an interactive compendium would be available for purchase, detailing and cataloging the progression of The International, in addition to allowing for extensive interactivity to be made. A quarter of the revenue from the compendium was added to the original \$1.6 million prize pool for the tournament, thereby extending the winnings of the participating teams. Via the sales of interactive compendiums, The International reclaimed its previous title as the largest prize pool in electronic sports history, exceeding the two million dollars' prize pool from the *League of Legends* Season 2 World Championship. The total prizepool awarded to the winners was \$2,874,381. KCPQ news anchor Kaci Aitchison acted as a host to The International 2013 and provided behind-the-scenes commentary and interviews with professional players and analysts. The International 2013 was viewed by over one million concurrent online viewers with many utilizing live streaming websites such as Twitch.tv.

The International 2014

The International 2014 was the fourth annual edition of The International, an electronic sports *Dota 2* championship tournament, which took place at the KeyArena Center in Seattle, Washington. Hosted by Valve Corporation, the tournament began on July 8 with the Playoffs phase and closed on July 21 with the Grand Final. The 2014 edition of The International featured nineteen *Dota 2* professional gaming teams that competed for a Grand Prize of over US\$5.0 million. Overall, US\$10.93 million were awarded at the event, making it the largest electronic sports event by prize money to date. The International 2014 was announced by Valve Corporation in March 2014 to be taking place in the new venue of KeyArena in Seattle. The 10,000 tickets went on sale soon after and sold out within an hour of going on sale

The championship used a double-elimination tournament. The current format puts teams against each other on a best-of-three basis, with winners and losers moving onto two

brackets (Upper and Lower) for the knockout stage. The Grand Final was decided on a best-of-five match.

The tournament was broadcast on streaming platform Twitch.tv as well as ESPN3. ESPN2 broadcast a preview of the Grand Final, which was disputed between Chinese teams ViCi Gaming and NewBee. The latter won 3-1, becoming the second Chinese team to win the tournament after Invictus Gaming. It was the first Grand Final that was between two teams from Asia, as well as the first time Natus Vincere was not a participant.

The International 2015

The International 2015 was the fifth iteration of Dota 2's flagship annual championship. Hosted by Valve Corporation, it took place at the KeyArena Center in Seattle, Washington. The tournament began on 16 May 2015 with the Open Qualifiers and closed on 8 August 2015 with the Grand Final, where Evil Geniuses became the first American team (and the third Western team) to be crowned champions after defeating Wild Card winner CDEC Gaming. The 2015 edition of The International featured sixteen Dota 2 professional teams from all over the world. Valve announced The International 2015 in January 2015. Tickets went on sale in March, selling out in around 5 minutes.

An interactive compendium was again announced, being released in May 2015, with purchases of the compendium going towards the tournament's prize pool. By June, the prize pool had passed the previous year's total of \$11 million, overtaking it as the largest eSports prize pool in history, and with 60 days of funding remaining. Valve anticipated that the total would exceed \$15 million by the time of the tournament, a target which was reached in July. Purchasers who reach a high enough level with their compendium were sent a replica International trophy.

With a prize pool of over US\$18 million, The International 2015 is the largest tournament to ever take place in eSports, breaking the record held by its previous iteration, The International 2014, which accumulated U\$10.93 million. The majority of this sum is collected through several in-game items released by Valve, including the The International Compendium 2015, a digital book tied to the event that came with many activities and cosmetic items.

Community Competition License

Planning on organizing a community competition using StarCraft, StarCraft® II, World of Warcraft®, Warcraft® III, Hearthstone®: Heroes of Warcraft®, Diablo® III, Heroes of the Storm® or Overwatch®? Follow these steps to make sure that your community competition kicks off flawlessly.

Step 1: Find out if you need to contact Blizzard to get a formal license

In most cases, you don't! You can organize and host many types of community competitions using this Community Competition License from Blizzard as long as you comply with the conditions below.

Please remember if you would like to run a competition that doesn't comply with all of the below conditions we should discuss it. We'd like to work with you on running a competition that fits your needs while also serving the needs of players and viewers. Start by contacting us through the Competition Submission Form and we'll be in contact with you to see how we can work together.

Community Competition License Conditions

Compensation.

The value of the total compensation including prizes, prize money, salaries, travel and accommodation stipends or reimbursements, and appearance fees paid by organizers and sponsors to the players, teams and team owners, for participating in the competition ("Compensation"), must:

not exceed Ten Thousand US Dollars (\$10,000 USD) or the equivalent for a single competition; and

not exceed Fifty Thousand Dollars (\$50,000 USD) or the equivalent for all of the events organized or hosted by you during the last 12 months pursuant to this Community Competition License;

Provided you comply with all applicable laws (including residency eligibility requirements), you may charge players and/or teams entry fees to compete in your community competitions under the following guidelines:

For StarCraft, StarCraft® II, World of Warcraft®, Warcraft® III, Hearthstone®: Heroes of Warcraft®, Diablo® III, Heroes of the Storm® or Overwatch® competitions almost all countries and states allow organizers to charge entry fees for participants to compete in the competition; and

For Hearthstone, competition organizers must exclude residents from North Dakota, Maryland, Connecticut and Arizona from competitions with cash prizes and entry fees. Additionally, some countries may prohibit Hearthstone competitions with cash prizes and entry fees.

If you charge players and/or teams an entrance fee to participate in the competition, the value of the Compensation must be at least equal to the combined value of the entrance fees paid by players.

Broadcasting.

You may broadcast your competition online, and may stream on whichever online platform you like;

However, you may receive only up to a maximum of \$100,000 in compensation from any online broadcast or streaming platform (e.g., Twitch, YouTube, Hitbox, Azubu, Facebook, etc.) in conjunction with the broadcast of your competition (whether that

compensation be paid in the form of sponsorship, broadcast fees, in-kind promotion, or other form of payment);

You may not charge fees of any kind for spectators to watch the competition online;

If you broadcast your competition online, you are responsible for ensuring that any accompanied chat is adequately moderated to prevent vulgar, abusive or an otherwise mean spirited environment;

You may not broadcast on television; and

You must follow the Blizzard Entertainment Video Policy;

Merchandising

You may not sell any Blizzard or game branded merchandise. If you are interested in doing so, please go to our Competition Submission Form.

On Site Audiences.

You may not charge fees of any kind for spectators to watch the competition in-person.

Use of Blizzard Trademarks.

Any use of Blizzard's logos or trademarks to promote the competition must comply with the Blizzard Entertainment Logo and Trademark Guidelines; and

Each game's branding guidelines as may be posted and amended from time to time.

Crowdfunding.

If you conduct any crowdfunding activity for your competition, you must state that your competition is licensed under Blizzard's Community Competition License with a link to these terms.

You must state that the crowdfunding campaign is neither endorsed nor sponsored by Blizzard; and

You must use all of the proceeds of the crowdfunding campaign for the development, and promotion of the event and you may not retain any portion of the crowdfunding proceeds as profit;

Advertisements and Sponsorships.

Gambling, including raffles and fantasy sports betting, cannot be associated with the competition in any manner.

The competition cannot be sponsored by any companies that sell or promote any of the following products:

Pornography (or extremely mature materials);

Alcohol;

Tobacco or cigarettes;

Firearms;

Gambling websites; or

Any company that is detrimental to Blizzard's business (hacking, gold services, account selling, key sellers)

Blizzard's Rights to Promote and Use Content from the Competition.

In consideration of Blizzard granting you the right to operate a competition under this license, you agree that Blizzard can choose to promote your community competition, and may use the results of your community event to qualify players for Blizzard sponsored competitions; and

Additionally, by operating or sponsoring a competition using the Community Competition License you agree to license to Blizzard for free and forever, any rights that you may have in the broadcasted content, highlights, video and still content and news regarding the competition for Blizzard to copy, modify, distribute, or publically display or to sublicense those rights to someone else.

Play Nice, Play Fair.

The rules for the competition should promote a fun and engaging experience for the players, with skill in playing the game being the factor that determines who will win or lose matches in the competition;

Organizers and sponsors must comply with other Blizzard policies as may be amended from time to time. If there is not a right granted in another Blizzard policy, the right does not exist;

The competition must comply with all applicable laws and regulations and the policies of any party service you are using to stream or broadcast your game; and

Blizzard may revoke a Community Competition License if the competition promotes or represents anything contrary to Blizzard's Core Values, the interpretation and application of which is in Blizzard's sole discretion.

Other Legal Stuff.

You agree that Blizzard may audit your books and records to ensure that you have complied with the terms of this Agreement; and

If there is a disagreement between you and Blizzard, we will try to resolve that by negotiating with each other for thirty days. If that doesn't work, any disputes will be resolved under California law in the courts in Orange county, California.

If you follow the above conditions, you may proceed with your event without further license from Blizzard. A competition that is being operated under the above license is neither officially supported nor endorsed by Blizzard and you must notify the participants of this fact. The Community Competition License means that Blizzard has given you permission to run a community competition on the Battle.net service as long as these certain stipulations are met and you agree to and do abide by all of the obligations in this Community Competition License. It is your responsibility of to prove the legitimacy of your competition to potential players and spectators. Blizzard may, in its sole discretion, at any time, and without notice, change, revoke or cancel this Community Competition License.

What if I want to run a competition over the Maximum Compensation Value?

That's awesome! We'd love to work more closely with you to ensure the success of your competition. For larger competitions like this, we can often help promote your event in the appropriate region, or offer other assistance. That process starts with obtaining a competition license from Blizzard. Head on over to our Competition Submission Form to start your licensing process now. Approval time will vary; event competition license

approval can take up to four weeks, depending on the complexity and level of licensing required for the event.

What if I want to run a competition that doesn't comply with all of the above conditions?

Let's discuss it. We'd like to work with you on running a competition that fits your needs while also serving the needs of players and viewers. Start with the Competition Submission Form, and we'll be in contact to see how we can work together.

Step 2: Get Whitelisted

In order to ensure the safety and security of Battle.net for all players, we have implemented mechanisms to detect and block specific IP addresses if too many connections are being made from a single source. This can occasionally cause problems for organized competitions where many computers on a local network are all connected to the Internet using the same external IP address. Registering your competition with Blizzard will allow us to add the IP addresses to the appropriate whitelist for the machines you intend to use for the duration of the competition. If you're running an on-site event that will have more than ten (10) people connecting at once from a limited range of IPs, send us an email with the subject *Whitelist Request* to tourneyinfo@blizzard.com and include detailed information about your event as well as your venue's IP information.