

The Rise of a New Entertainment Category: Esports

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Summary

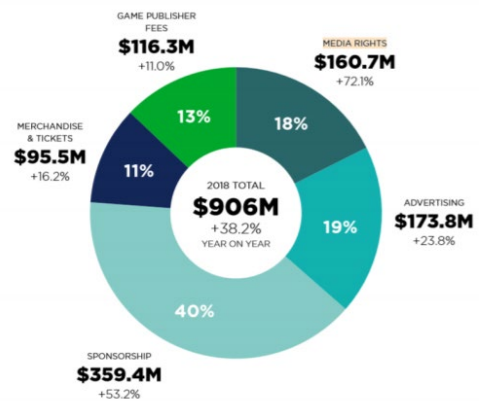
- Esports is competitive video gaming in which teams and individuals compete against each other, usually in tournaments for cash prizes. Similar to entertainment, sports or lotteries, there are complexities regarding fielding competitive teams, sponsorships, marketing and managing events. A parallel to esports could be traditional professional sports or even NASCAR, where wagers are made, talent is recruited, events are created and promoted, and equipment and technology are designed to support the field.
- The market size for esports is expected to rise to \$2.96 billion by 2022, much of which is in the form of sponsorships, betting, prize pools, merchandise, event revenues and tournament fees and admission, and advertising.
- Blue-chip brands like BMW, Mercedes-Benz, Jack in the Box, Intel, Snickers, and the Coca-Cola Company have all sponsored numerous esports tournaments for exposure to specific target audiences.
- Prominent figures including Michael Jordan, Mark Cuban, Steph Curry, and Steve Young have made substantial investments into esports, realizing the extension and parallels it has to sporting events.
- The development of franchise-based leagues, similar to those in professional sports leagues such as the NFL, is in its infancy, but this evolution is critical for the future-growth of esports.
- Over 100 universities have started esports teams which they use as a differentiating factor for attracting potential students.
- Esports gambling is expected to see large growth, from \$315 million wagered in 2015 to \$23.5 billion predicted in 2020.
- Mobile revenues accounted for half of the global games market in 2018. Experts predict that mobile esports will begin to grow in popularity as a generation of individuals who grew up with cellphones and tablets comes of age.
- Sponsorship revenue for esports is expected to grow from \$266 million in 2017 to \$655 million in 2020 as companies attempt to reach the 10-35-year-old demographic which makes up 76% of esports fans.
- In the first six months of 2018, venture investment in organized professional competitive video gaming reached \$701 million over 60 deals, representing a 73% increase in funds compared to the same period in 2017.

- The states with the highest number of job postings with the word “esports” in the description include California, New York, Washington, Texas, and Oregon.
- In 2018, there were 11,109 total job postings and 2,788 unique job postings with the word “esports” in the description. These jobs include marketing managers, software developers, applications, and computer occupations.
- In September of 2018 there were 1,298 active job postings compared to only 207 in September 2016.
- Companies with the most job postings with “esports” in the description include the Madison Square Garden Company (venue), Walt Disney Company (entertainment), and Activision Blizzard (technology/software).
- The top job titles in terms of job postings with the word “esports” include software engineers, product managers (management), and marketing managers (management).
- The top hard skills for postings with esports in the description included scalability, Amazon Web Services, and software engineering; however, the industry will also create and impact jobs in marketing, editorial and media, technology, event management, and gambling.

Overview

Esports is an industry in which multiplayer video games are played competitively, typically by professional gamers, and is quickly becoming one of the most watched spectator sports in the world. The League of Legends World Championship Semifinals shows the popularity of this new sport. League of Legends is a multiplayer video game where two five-player teams compete against each other in a war-like atmosphere to destroy an objective called a “nexus” that the opposing team is guarding. The tournament featured 24 teams competing in various brackets with one ultimately emerging victorious and prize money totaling over \$4.5 million. The event sold out Madison Square Garden two nights in a row in 2017.¹ Esports events like this will likely grow in popularity in the coming years and companies, investors, and educational institutions should be prepared to take advantage of this new phenomenon.

Global Esports Revenue Streams



Source: Global Esports Market Report, 2018

The rise of esports has created a plethora of jobs and opportunities in esports as well as in ancillary industries like sports betting, broadcasting, merchandising, and journalism. Goldman Sachs predicts that by 2022, the market for esports will be \$2.96 billion.² A Deloitte white paper predicts esports will have 600 million fans worldwide by 2020.³ Companies like Twitch (owned by Amazon) have paid upwards of \$90 million to secure the digital broadcasting rights for the first two years of the Overwatch League tournament. Walt Disney Company and Turner Broadcasting have also paid for esports league rights to air on linear television.⁴ Blue-chip brands like BMW, Mercedes-Benz, Jack in the Box, Intel, Snickers, and The Coca-Cola Company have already sponsored numerous tournaments. Many experts predict that more brands will begin to sponsor esports related entities, and this is an important driver for the industry.⁵ Major investors have realized the potential of this industry. For example, Michael Jordan, Mark Cuban, and Comcast have all invested millions of dollars in esports-related industries. This phenomenon is here to stay.

Not only does the industry create openings for professional gamers, but it is expected to create thousands of new jobs for prepared college graduates in supporting and ancillary occupations. For example, many esports teams have begun to hire sports therapists to reduce burnout from gamers facing the pressure of competing for millions of dollars. Additionally, data analysts will be in high demand to study the data goldmine offered by a sport played on a digital playing field.⁶ Some other job titles new to the industry include game tester, booth planner, esports reporter, game designer, motion capture cleanup artist, esports analyst, and coach. Other existing jobs needed in the esports industry include social media associate, agent, event manager, gear and apparel market lead, and international tax

¹ <http://www.realclearlife.com/sports/how-video-gamers-took-over-madison-square-garden/>

² <https://www.goldmansachs.com/insights/pages/infographics/e-sports/report.pdf>

³ <https://www2.deloitte.com/insights/us/en/industry/telecommunications/capitalizing-on-growth-of-esports-industry.html>

⁴ <http://strivesponsorship.com/wp-content/uploads/2018/10/Newzoo-Understanding-Content-Rights-in-Esports.pdf>

⁵ https://asociacionempresarialesports.es/wp-content/uploads/newzoo_2018_global_esports_market_rep

⁶ <https://venturebeat.com/2018/02/06/league-of-lawyers-esports-is-creating-a-new-class-of-white-collar-jobs/>

manager. This paper will explore the growth of these jobs and how college programs can be tailored to allow students to succeed in these emerging professions.⁷

Trends in Esports

Franchise Development

The creation of franchise-based leagues is perhaps one of the most crucial developments for the future of esports. The North American League of Legends Championship and the Overwatch League are esports leagues that operate in a similar fashion to the NBA and NFL. Teams have a permanent spot in the leagues and often have a specific geographic location.⁸ In fact, the NBA debuted an esports league in 2018 with 18 NBA teams forming esports teams to represent them. The “NBA2KL” functions in an almost identical fashion to the NBA with playoffs, trades, and a draft each season. Many prominent figures have purchased spots in the Overwatch league including the owner of the Golden State Warriors.⁹ There are numerous benefits of the franchise model. One of its largest advantages is it gives potential sponsors and advertisers one specific area to invest in, instead of choosing among the hundreds of tournaments that take place across the country. It also gives broadcasters an opportunity to bid for exclusive rights to air.¹⁰ The success of franchise-based esports leagues is critical for the future of the sport. For universities, these leagues will create a stable entity for graduates who would like to pursue a career in esports.

Expansion of Esports on College Campuses

College esports programs, much like professional esports, have become increasingly popular over the last five years. The National Association of Collegiate esports has seen a rise from 30 schools in 2017 to over 100 in 2019.¹¹ According to the NACE, there were 1,500 student competitors and \$9 million in scholarship funds awarded during 2018.¹² Many small private institutions view gaming as a way to differentiate themselves from larger institutions and attract more students during enrollment struggles.¹³ One notable example is the University of Akron investing \$750,000 into three esports facilities and dedicating 5,200 square feet to competitive gaming with 90 gaming PCs and 30 next generation consoles. Hundreds of universities are investing in esports and this number will only rise as professional gaming becomes more popular. Esports can act as a differentiating factor for potential students.

⁷ <https://brighterbox.com/blog/article/career-opportunities-esports-industry-infographic>

⁸ <https://dotesports.com/business/news/franchising-esports-owl-lcs-2018-19805>

⁹ http://www.espn.com/esports/story/_/id/19514784/franchising-esports-means-esports-here-stay

¹⁰ https://asociacionempresarialesports.es/wp-content/uploads/newzoo_2018_global_esports_market_report_excerpt.pdf

¹¹ <https://nacesports.org/school-directory/>

¹² <https://www.forbes.com/sites/joshmoody/2018/08/22/colleges-are-betting-big-on-the-multimillion-dollar-esports-market/#1c609cb22858>

¹³ <https://www.insidehighered.com/news/2017/06/09/esports-quickly-expanding-colleges>

The Rise of Esports Gambling

Similar to the rise of traditional sports betting websites, new websites focused solely on esports are now offering opportunities to bet on events and tournaments just like one would wager on more traditional sports.¹⁴ For example, during the 2018 League of Legends tournament, gamblers were able to bet on tournament winners, individual match winners, and team kills among other bets. The rise in popularity of this new sport coinciding with the increasing legality of gambling in the US presents the perfect opportunity for the growth of esports betting. According to Statista, the amount wagered on esports will grow from \$315 million in 2015 to \$23.5 billion in 2020.¹⁵ Mark Cuban, prominent venture capitalist and owner of the Dallas Mavericks, invested \$7 million in Unikrn, an esports betting platform in 2015.¹⁶ The future of esports betting is interesting, and while there will likely be more regulations in the coming years, it should be quite fruitful moving forward.

Mobile Esports Challenges Traditional Sports

Mobile revenues accounted for more than half of the global games market in 2018, generating \$70.3 billion. In Asia, many mobile games have professional leagues and live stadium events. Currently in the US, traditional PC or console games dominate esports, but there are niche mobile games that are becoming more popular.¹⁷ One of these, Clash Royale, a mobile game, recently announced that it was organizing one of the biggest mobile esports events in the world with a \$1 million prize pool. This event attracted 27.4 million entrants, more than any other esports tournament.¹⁸ Some experts predict that there will be a rise in mobile esports due to a younger generation that grew up with mobile or tablet games now entering the esports scene. Another advantage of mobile gaming is its accessibility. While everyone does not have an expensive console or PC, most of the population has the tools to participate in these mobile games.¹⁹

Greater Sponsorship Opportunities Available

Esports viewers represent an attractive demographic; with 76% of fans between the ages of 10 and 35 years old. In recent years, more globally active consumer goods brands are getting involved in the new sport. This is largely because of the difficulty that consumer goods brands suffer when trying to reach out to Millennials and Generation Z'ers. The growing audience is expected to bring even more well-known international brands to esports.²⁰ "If you are a CMO and you are not in esports in 2017, you are going to risk getting fired," said Tobias Sherman, global head of esports at talent agency powerhouse WME-IMG. Newzoo, an esports market research firm, predicts that sponsorship revenue will grow from \$266 million in 2017 to \$655 million by 2020, with ad revenue expected to be \$224 million. In the future, more recognizable brands will contribute marketing spend to reach this large, young demographic.²¹

¹⁴ <https://www.businessinsider.com/the-rise-of-esports-betting-and-gambling-2018-1>

¹⁵ <https://www.statista.com/statistics/618967/esports-betting-market-wagers-worldwide/>

¹⁶ <http://esports-marketing-blog.com/esports-investment-mark-cuban-unikrn/>

¹⁷ https://asociacionempresarialesports.es/wp-content/uploads/newzoo_2018_global_esports_market_report_excerpt.pdf

¹⁸ <https://www.foxsportsasia.com/esports/839328/rise-mobile-esports-2018/>

¹⁹ <https://medium.com/eiplatform/the-rise-of-mobile-esports-8c9e02127f84>

²⁰ <https://www.ispo.com/en/markets/esports-market-future-sports-companies>

²¹ <https://adage.com/article/news/e-sports/308447/>

Investment in Esports Will Continue to Grow

A quick Google search for esports' investments will produce thousands of articles. In the first six months of 2018, venture investment in organized professional competitive video gaming reached \$701 million with more than 60 deals, a 73% increase in funds from the first six months of 2017. Additionally, Citi Ventures named esports as one of the top 10 technologies poised for major disruption.²² Amazon's investment in Twitch and Google's facilitation of a YouTube based gaming platform indicates that giant tech companies are prepared to increase investment in the coming years. If esports' franchising experiment proves successful, then investment from major companies will only continue to grow.²³

Occupational Analysis

Jobs are being created to support esports teams, manage events and develop software among other activities. Colleges and universities establishing esports programs and setting up teams are experiencing great growth. Other recent job postings also show youth programming, event management and technology development around esports. The figure below shows a sampling of the hundreds of jobs available in esports via the Indeed.com platform.

Head Coach, Esports
Job no: 492257
Work type: Full-time exempt
Location: Chester
Categories: Support Staff (Non-Exempt)
Apply Now

Widener University's Office of Athletics is currently seeking highly qualified applicants for the position of Esports Head Coach. This is a full-time position with responsibilities including (but not limited to) building, directing, and overseeing the Widener University Esports program. Additional duties within the department may be assigned at any time.

As Head Coach, you will build and manage an NCAA Esports program that will compete nationally in accordance with NACI(E), Middle Atlantic Conference, existing university guidelines, and other Widener regulations while under the direct supervision of the Director of Athletics. The Head Coach will collaborate to organize practice structures for Widener's Esports teams in League of Legends, Hearthstone, Fortnite, Rocket League and Overwatch. The head coach will also be expected to professionally represent Widener at Esports events throughout the academic year.

MINIMUM QUALIFICATIONS: (Education/Training and Experience Required):

- Bachelor's degree in a related field;
- Valid driver's license;
- Demonstrable knowledge of the Esports industry with experience as a coach and competitor;
- Strong interpersonal skill set;
- Experience in team management;
- As well candidate League of Legend
- A successful cand athletes;
- The candidate will coaching staff.

Director of Esports
Psyonix - San Diego, CA
Apply On Company Site

Psyonix, an independent video game developer located in downtown San Diego, is looking for a driven and organized Director of Esports to lead our esports team in an effort to grow and support the hit game, Rocket League! This senior management position reports directly to the Vice President of Publishing.

Responsibilities Include:

- Designing, creating, and executing a vision for our globally-recognized, world-class Rocket League esports program
- Leading and mentoring a cross-functional team tasked with delivering industry-defining competitive experiences for players and fans all over the world
- Maintaining extensive knowledge of worldwide esports industry trends, programs, best practices, and competitive intelligence to

Director of Talent Operations
Swift Media Entertainment - Los Angeles, CA 90010
Apply Now

A successful esports platform is more than its teams, streamers, websites and players. It's also the people behind the scenes that makes it run smoothly. Swift Media Entertainment, the parent company of Team SoloMid and Blitz is looking for a Director of Talent Operations who can manage integrated operations and to help grow our talent.

Job Title: Director of Talent Operations
Type: Full Time
Reporting: Will report to Chief Revenue Officer
Location: Los Angeles, CA

ESPORTS & GAMING SENIOR RECRUITER IN CHARLOTTE, NORTH CAROLINA AT ACCRUEPARTNERS
Date Posted: 3/5/2019
APPLY
Not ready to Apply?

JOB DESCRIPTION
Senior Executive Recruiter- Gaming & Esports
Location: Charlotte, NC but will consider other locations if you have industry experience in gaming and eSports
Our Client provides the talent that fuels the gaming and eSports industry which is forecasted to grow to \$40 billion in revenue by 2020. People spend more time playing video games than they do playing all physical sports, and eSports are poised to become bigger than the NFL, NBA, MLB and NHL combined.
The company is hired to find talent that are highly technical, knowledge driven and passionate teammates to help us build the future of the sporting industry. If you're excited about recruiting and identify talent in a dynamic and an industry becoming newly defined our client has a story of proven to success to tell.

Share With:
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JOB SNAPSHOT
Employee Type: Full-Time
Location: Charlotte, North Carolina
Job Type: Human Resources

Manager, Content Strategy - Gaming + Esports
Streetsense
3 Bethesda Metro, Suite 140, Bethesda, MD
Full-time
Company Description
Streetsense is an experience-focused strategy and design collective. We create brands people love and places people love to be. Our interdisciplinary nature allows us to collaborate constantly and approach every challenge with collective intelligence.
Streetsense is deeply invested in its people. From competitive benefits to career mentoring to bagel Fridays, happy hours, and team events for staff, Streetsense is focused on fostering a collaborative environment that inspires employees each and every day.
Job Description
The Manager, Content Strategy - Gaming and Esports primarily manages our gaming and esports clients' branded social media accounts, including everything from research and editorial planning to content production, channel management, and reporting. This person has experience with (and/or deep

²² <https://news.crunchbase.com/news/esports-continues-to-go-mainstream-as-funding-surges-in-2018/>

²³ <https://www.privatebank.citibank.com/home/fresh-insight/investing-in-esports-the-future.html>

Current Available Jobs Related to Esports

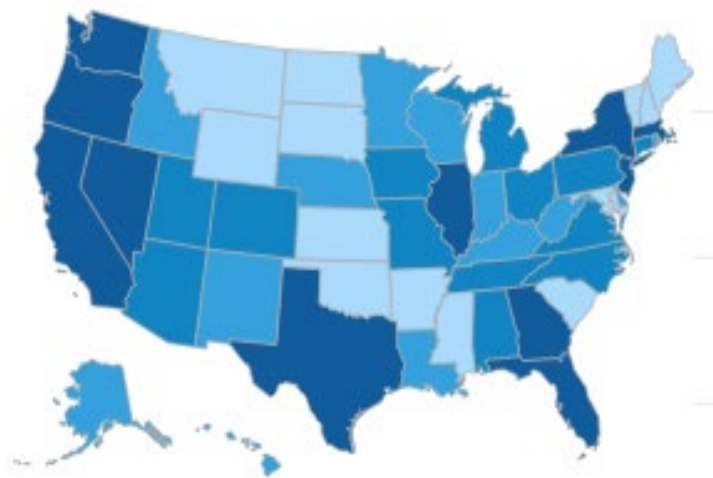
Research was conducted into job postings in the United States that contained the word “esports” in order to determine the potential employment opportunities.

Region United States

Map 1 shows the defined region (U.S.) with the number of job postings with esports in their description from January to August 2018. The top states include California (1,179), New York (820), Washington (209), Texas (107), and Oregon (42).

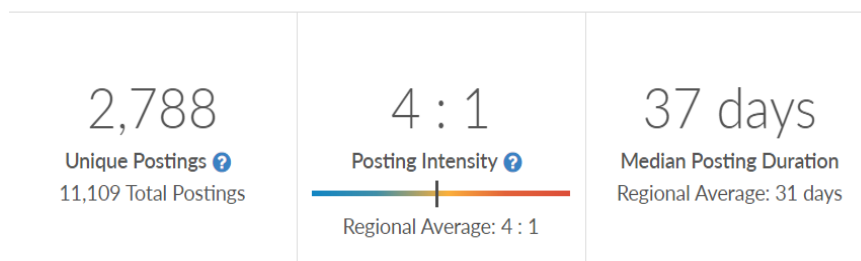
Figure 1 shows the posting intensity for jobs that include the word “esports.” There were 11,109 total job postings of which 2,788 were unique, a posting intensity of 4 to 1 (4:1), meaning that for every 4 postings there was 1 unique job posting. This is close to the posting intensity for all other occupations in the country (4:1), indicating that companies are putting average effort in trying to hire for these jobs.

Map 1: Location of Software Developers, Systems Software and Software Developers, Applications



Source: Economic Modeling Specialists International (EMSI) 2019.1 Dataset

Figure 1: Posting Intensity for Posts that Include the Word “Esports”



Source: Economic Modeling Specialists International (EMSI) 2019.1 Dataset

Figure 2 shows the monthly job postings with the word “esports” in the description over the past three years. The number of job postings has grown from 207 active job postings in September of 2016 to 1,298 active job postings in September 2018.

Figure 2: Active Job Postings with the Word “Esports”



Source: Economic Modeling Specialists International (EMSI) 2019.1 Dataset

Figure 3 details the companies that are posting jobs with “esports” in the description. The Madison Square Garden Company had the most unique job postings with 406 from January to August 2018. However, The Walt Disney Company had the highest total number of job postings (2,039) and was tied for the highest job posting intensity with Cybercoders, Inc. (6:1).











Figure 3: Top Companies with Posts that Include the Word “Esports”

Company	Total/Unique (Jan 2018 - Aug 2018)	Posting Intensity	Median Posting Duration
The Madison Square Garden Company	1,005 / 406	2 : 1	32 days
The Walt Disney Company	2,039 / 323	6 : 1	57 days
Activision Blizzard, Inc.	1,232 / 261	5 : 1	41 days
Amazon.com, Inc.	834 / 169	5 : 1	56 days
Skillz Inc.	433 / 126	3 : 1	29 days
Blizzard Inc	368 / 78	5 : 1	66 days
Microsoft Corporation	275 / 68	4 : 1	51 days
Kickback	57 / 52	1 : 1	32 days
Twitch Interactive, Inc.	97 / 36	3 : 1	58 days
Cybercoders, Inc.	214 / 33	6 : 1	33 days

Source: Economic Modeling Specialists International (EMSI) 2019.1 Dataset

Figure 4 outlines the top cities for job postings including the word “esports” from January to August 2018. New York City ranked first with 2,988 total job postings and 663 unique job postings. Redmond, Washington had the highest job posting intensity at 7:1




















Figure 4: Top Cities for Job Postings that Include the Word “Esports”

City	Total/Unique (Jan 2018 - Aug 2018)	Posting Intensity	Median Posting Duration
New York City, NY	2,988 / 663	5 : 1 	39 days
San Francisco, CA	1,207 / 336	4 : 1 	38 days
Irvine, CA	794 / 218	4 : 1 	56 days
Santa Monica, CA	1,068 / 214	5 : 1 	43 days
Seattle, WA	810 / 155	5 : 1 	58 days
Los Angeles, CA	347 / 124	3 : 1 	31 days
Madison, NY	103 / 73	1 : 1 	83 days
Redmond, WA	255 / 35	7 : 1 	58 days
Austin, TX	106 / 31	3 : 1 	45 days
Chicago, IL	54 / 29	2 : 1 	30 days

Source: Economic Modeling Specialists International (EMSI) 2019.1 Dataset

Figure 5 outlines the top occupations with job postings including the word “esports” in 2018. The top occupation was marketing manager with 2,190 total job postings and 580 unique postings.

Figure 5: Top Occupations with Job Postings that Include the Word “Esports”

Occupation (SOC)	Total/Unique (Jan 2018 - Dec 2018)	Posting Intensity	Median Posting Duration
 Marketing Managers	2,190 / 580	4 : 1 	40 days
 Software Developers, Applications	2,205 / 556	4 : 1 	38 days
 Computer Occupations, All Other	667 / 182	4 : 1 	23 days
 Market Research Analysts and Marketing Specialists	692 / 156	4 : 1 	33 days
 Public Relations Specialists	572 / 140	4 : 1 	40 days
 Producers and Directors	384 / 107	4 : 1 	38 days
 Web Developers	419 / 103	4 : 1 	32 days
 Customer Service Representatives	180 / 97	2 : 1 	32 days
 Sales Managers	283 / 96	3 : 1 	30 days
 General and Operations Managers	373 / 95	4 : 1 	49 days


Source: Economic Modeling Specialists International (EMSI) 2019.1 Dataset

Figure 6 outlines the top job titles with postings including the word “esports” in 2018. The top job title in terms of unique and total job postings is software engineer with 1,072 total job postings and 290 unique job postings. Research analysts (life, physical, and social science) and editors had the highest job posting intensity at 5:1











Figure 7 outlines the top industries with postings including the word “esports” in 2018. The top industry was information with 5,423 total job postings and 1,127 unique job postings. It also had the highest job posting of 5:1.

Figure 7: Top Industries with Job Postings that Include the Word “Esports”

Figure 6: Top Job Titles with Job Postings that Include the Word “Esports”

Job Title	Total/Unique (Jan 2018 - Dec 2018)	Posting Intensity
Software Engineers	1,072 / 290	4 : 1 
Product Managers (Management)	609 / 179	3 : 1 
Marketing Managers (Management)	560 / 150	4 : 1 
Customer Service Representatives (Office and Administrative Support)	118 / 74	2 : 1 
Research Analysts (Life, Physical, and Social Science)	299 / 65	5 : 1 
Account Managers (Management)	180 / 62	3 : 1 
Business Development Managers (Management)	154 / 58	3 : 1 
Editors	273 / 58	5 : 1 
General Managers (Management)	90 / 57	2 : 1 
Front-End Developers	250 / 57	4 : 1 

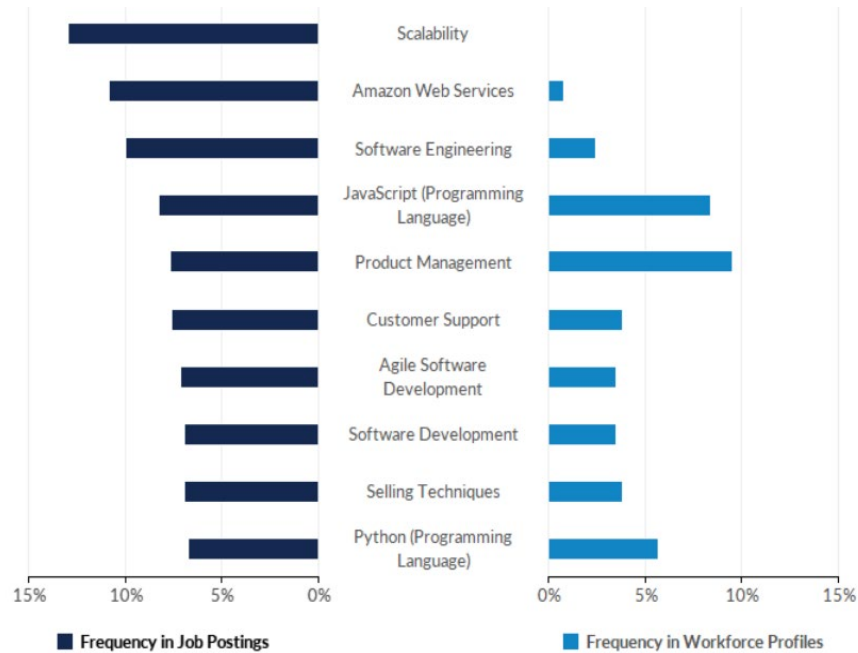
Source: Economic Modeling Specialists International (EMSI) 2019.1 Dataset

Industry	Total/Unique (Jan 2018 - Dec 2018)	Posting Intensity	Median Posting Duration
Information	5,423 / 1,127	5 : 1 	53 days
Arts, Entertainment, and Recreation	2,281 / 804	3 : 1 	38 days
Professional, Scientific, and Technical Services	1,736 / 522	3 : 1 	39 days
Administrative and Support and Waste Management and Remediation Services	2,280 / 508	4 : 1 	27 days
Retail Trade	1,762 / 416	4 : 1 	32 days
Manufacturing	649 / 173	4 : 1 	40 days
Wholesale Trade	348 / 164	2 : 1 	32 days
Educational Services	362 / 126	3 : 1 	28 days
Other Services (except Public Administration)	222 / 113	2 : 1 	30 days
Real Estate and Rental and Leasing	471 / 100	5 : 1 	34 days

Source: Economic Modeling Specialists International (EMSI) 2019.1 Dataset

Figure 8 outlines the top hard skills that postings including the word “esports” are looking for. Some of the top hard skills include scalability, Amazon Web Services, and software engineering. Product management and JavaScript were prominent in workforce profiles.

Figure 8: Top Hard Skills for Postings with Esports



Source: Economic Modeling Specialists International (EMSI) 2019.1 Dataset

Impact on the Job Market

Esports will have a significant impact on the job market. According to research from CareerBuilder, for each job in traditional sports (within teams and organizations) four jobs are created in other areas related to the industry.²⁴ A similar phenomenon should be expected for esports. Job creation in esports can be divided into six different types of jobs: universities, marketing, event management, editorial and media, technology, and gambling.

Universities: Over 129 universities currently have esports teams, and these colleges will need to create various roles to support these teams. Some of the jobs created will include director, coach, trainer, and other administrative roles. Additionally, universities will need to develop the expertise to prepare students for a career in the growing field of esports.

Marketing: One of the largest drivers of esports growth involves securing partnership and sponsors. Savvy marketing professionals will be needed to shape these partnerships that are so vital to esports. Social media managers will also be needed to reach the relatively young audience that is interested in esports. New franchise leagues will need brand marketers to help build a mystique around the company, and ensure they become the ultimate source of competition for that video game.

Event Management: Esports tournaments are becoming large-scale events that sell out stadiums. The League of Legends championship sold out Madison Square Garden two nights in a row in 2017. Expert event planners will be needed to organize these events as well as ensuring the technical and logistical setup involved in video game tournaments.²⁵

Editorial and Media: The online esports media landscape is already robust with millions of viewers on streaming platforms like Twitch, and video sharing platforms like YouTube. Numerous websites are already devoted to covering esports. As esports broadcast opportunities expand, there will be greater demand for analysts, announcers, and other types of coverage for these competitions.

Technology: The most immediate need for technology in esports is in administration and IT support as well as website building. One huge component of the rising sport will be data analysis. Because the games are already played on a virtual landscape, copious amounts of data can be collected. Data analysts will be hired to utilize this data in order to make key insights that improve the teams.

Gambling: The Supreme Court's decision to allow states to legalize gambling will lead to a large amount of money wagered on esports events. Odd traders, product managers, and management executives all will be needed as well as lawyers to ensure that these gambling opportunities are legal.

This list is by no means exhaustive, and jobs in many industries will be created with the rise of esports.

²⁴<http://www.careerbuilder.com/share/aboutus/pressreleasesdetail.aspx?ed=12%2F31%2F2014&id=pr839&sd=8%2F28%2F2014>

²⁵ https://www.pentasia.com/news/view,the-billion-dollar-esports-boom-creating-career-opportunities_9093.htm

Impact on Higher Education

Esports, like other sports, entertainment or gaming categories, often lacks enough specific and unique content to merit the creation of a full degree. While some institutions have developed full degrees in esports, upon examination, these degrees are grounded in other disciplines (i.e., marketing, event management, but with a focus on business management, marketing and technology. While Becker College is first-to-market, unless there are deep connections between the faculty and the industry, it may be difficult to sustain a full degree in the long run in esports. However, it does appear that either a specialty, minor or certificate could be created for those who already have a degree and have moved into the field. For example, the certificate could have esports basics, models and technologies, but also have social media marketing and promotion, and event management components.

It is likely that a noncredit or a post-baccalaureate certificate could be attractive to seasoned marketers or event planners new to esports, or the development of a minor or specialty as part of a traditional bachelor's degree. It could also be attached as a specialty to a graduate degree in hospitality, marketing, sport management or related field.

Like the gaming/gambling field, as well as sports promotions, the field of esports has unique elements where individuals having industry-specific knowledge should be valued and likely to have job security. Given a number of major trends, esports is not a fad and is likely to grow in participation, employment and revenues over the next decade.