PLAY THE GAME

“Introduction to eSports”
Definition of eSports

**Video Game**
An electronic game involving interaction with user interface to generate visual feedback on a video device.

**Esports**
Esports is the compound word from “Electronic” and “Sports”, and is a general term to describe a competitive sport performed by using IT & Communication technologies such as PC, Display Equipment, Network and other electronic devices.

**Qualities of Esports**
- Competitiveness
- Rules and Regulations
- Physical and Mental Abilities
- Portray Fairness
eSports related industries

Gaming Industries ➔ Hardware Industries

Platform Involvement

International e-Sports Federation (iESF)
eSports Revenue Overview

REVENUES PER STREAM
GLOBAL | 2017

- MEDIA RIGHTS
- ADVERTISING
- SPONSORSHIP
- MERCHANDISE & TICKETS
- GAME PUBLISHER FEES

2017 TOTAL
$696M
+41.3% YEAR ON YEAR

2015 TOTAL
$325M

MERCHANDISE & TICKETS
$63.7M
+42.4%

SPONSORSHIP
$266.3M
+57.7%

ADVERTISING
$155.3M
+21.0%

GAME PUBLISHER FEES
$115.8M
+17.9%

MEDIA RIGHTS
$95.2M
+81.5%

* Newzoo's eSports revenue figures always exclude revenues from betting, fantasy leagues, and similar cash payout concepts, as well as revenues generated within games.

ESPORTS REVENUE GROWTH
GLOBAL | 2015, 2016, 2017, 2020

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

2015 TOTAL
$325M

2016 TOTAL
$493M

2017 TOTAL
$696M

2020 TOTAL
$1220M

TOTAL REVENUES
$517M

YoY
+51.7%

CAGR 2015-2020
+35.6%

Source: Newzoo 2017
eSports Spectator Overview

Source: Newzoo 2017
Mission

1. Increase the number of nations
2. International esports standardization
3. Esports international human resources training
4. Host world esports tournaments

53 Member Nations

Disciplines and Regulations

International e-Sports Academy

Esports World Championship
IeSF and International Sports Society

**Establishment**
2008

**Official Discipline**
2013

**Official Signatory**
2013

**International Membership**
2014

**MOU with International Sports Associations**
2017

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- **IeSF has been approved as an official signatory of World Anti-Doping Agency, on May 27th 2013**
- **IeSF has been collaborating with TAFISA to enhance and implement the sports for all structures into e-Sports.**
- **IeSF has signed an MOU Agreements with International Sports Association to develop and generate synergies between traditional sports and eSports.**
- **Registration as the member of IOC and GAISF (SportAccord) in progress**

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- e-Sports was included as an official event by the Olympic Council of Asia and took the role of supervising and organizing the e-Sports event as the International Federation.
Future of eSports

01 Recognition of Esports as Sports
02 Expand and Support Member Nations
03 International eSports Standardization
04 Providing Equal Opportunities
05 Social contribution
What is Sports?
Social Demand
(Digital + IT)
1) Recognition of eSports as Sports

Promote Olympic Value & Movement

Through high youth engagement of e-Sports, it can work as a channel to deliver and pursue the Olympic Values and direct the traffic back to the traditional sports scene.
International e-Sports Federation consistently makes an effort to promote e-Sports a true sport beyond language, race and culture barriers. As our fulfillment of past years, we produced meaningful and tangible results by hosting annual ‘e-Sports World Championship’ and ‘General Meeting’, and we have expanded our member nations beginning from 9 to 46 nations. Furthermore, we presented global standards of e-Sports for integrated development of each country by introducing international e-Sports standardization.
3) International eSports Standardization

The Purpose of Global Esports Executive Summit (GEES) is to gather key eSports stakeholders to reach consensus for eSports development and involve International Sports Society to openly discuss on how eSports and traditional sports can generate synergies.
4) Providing Equal Opportunities

- Gender Equality
  Project One for All Sports

- Assisting Developing Countries
  Team IeSF

- Supporting Entrepreneurs
  Startup Development
5) Social Contribution

Global Redistribution

- Building digital infrastructure
- Increase Access to information Technology
- Educate Human resources to share knowledge

Support Developing Countries
MOU Agreement with United Nation Environment Program to reduce carbon footprint and collaborate research to acquire solution to electronic waste