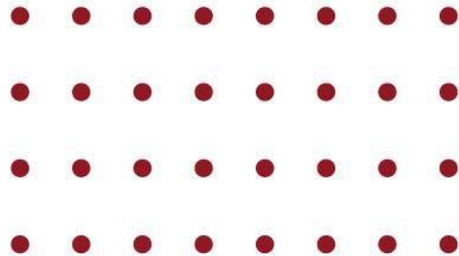


# MIM115 Global Sports Business and Industry



## News Palco 23

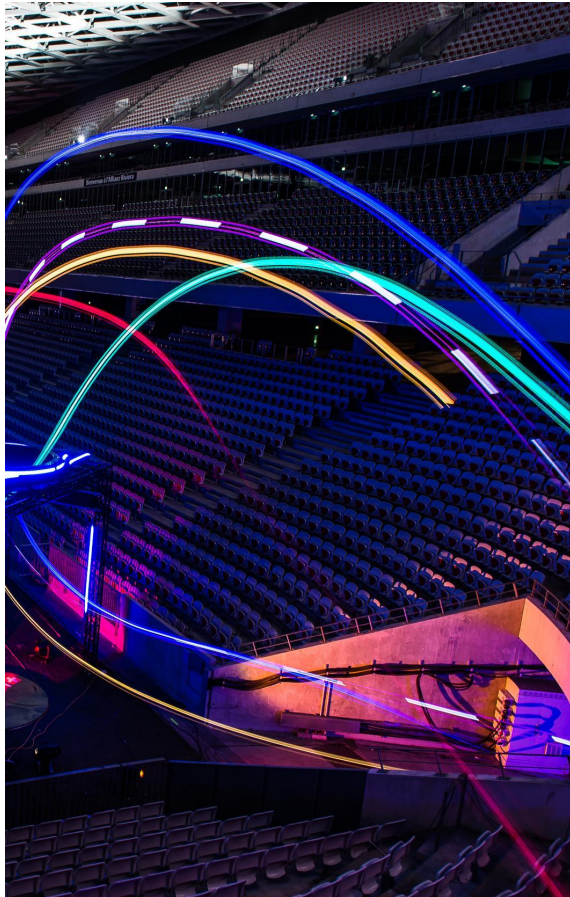
### EX PRESIDENT OF FC GRANADA IN TROUBLE

<https://www.palco23.com/clubes/la-fiscalia-pide-doce-anos-para-el-expresidente-de-granada-cf-por-infracciones-financieras>

### CALISTHENICS THE NEW TREND IN GYM'S

<https://www.palco23.com/content/el-fitness-renueva-su-discurso-y-se-acerca-a-los-jovenes-con-calistenia-al-ritmo-de-tiktok>

# Global Esports Industry Stakeholders



Stakeholders are the individuals, organizations, and entities that play a pivotal role in shaping, influencing, and driving the sports and eSports industry forward.

- Athletes and Players:
- Teams and Organizations:
- Sponsors and Brands
- Fans and Viewers
- Governing Bodies
- Media and Broadcasters
- Investors and Venture Capitalists

## Group Activity (20 minutes to prepare)

**Step 1:** Select a sports organization (each team a different sport)

**Step 2:** Identify stakeholders, primary and secondary, objectives, and classification of stakeholders as internal, external, or connected

**Step 3:** Briefly discuss your chosen organization and initial thoughts on stakeholders.

## Leagues or Tournament Organizers



- *Leagues*: The set of events or tournaments where teams compete for an overall title. They can coordinate, commercialize, distribute, design sponsorship strategies and participation schemes.
- Examples: eSports Championship Series (ECS), ESL's Pro League and The American Collegiate eSports League (ACEL)



## Teams and Clubs



- Teams of athletes and clubs that compete in championships and leagues. They can be associations, corporate enterprises or individuals competing together. Examples: Fnatic, Astralis, Complexity Gaming and College Teams
- Clubs are organizations that compete in sports and have invested in the ownership or management of an eSports team. Examples: PSG, FC Schalke 04, West Ham United FC, The NBA Clubs in NBA 2K

## Broadcasters



- **Broadcasters:** Traditional TV broadcasters that also offer streaming and other media and media services. Examples: ESPN and Turner Sports
- The most popular broadcaster of Esports events are YouTube and Twitch, therefore Streaming Platforms.

## Sponsors



- **Sponsors:** Companies that invest resources in eSports properties in exchange for marketing, licensing, merchandising rights, or other strategies to achieve their business goals.
- Examples: Intel, Red Bull, Samsung, Coca-Cola, and Audi



# Players



- **Players:** Athletes who are licensed by the relevant governing body to compete as individuals or team members in leagues or competitions.
- Examples: Fatal1ty, NaDeSHoT and Ninja

# Publishers



- **Publishers:** Organizations that own the intellectual property of the games in which leagues, clubs and athletes compete.
- The publisher decides in which league mode the game is embedded, by either providing a league or tournament infrastructure by themselves or selling the rights to the entity of choice.
- Examples: Riot Games Inc., Valve Corporation, and Activision Blizzard

# Streaming Platforms



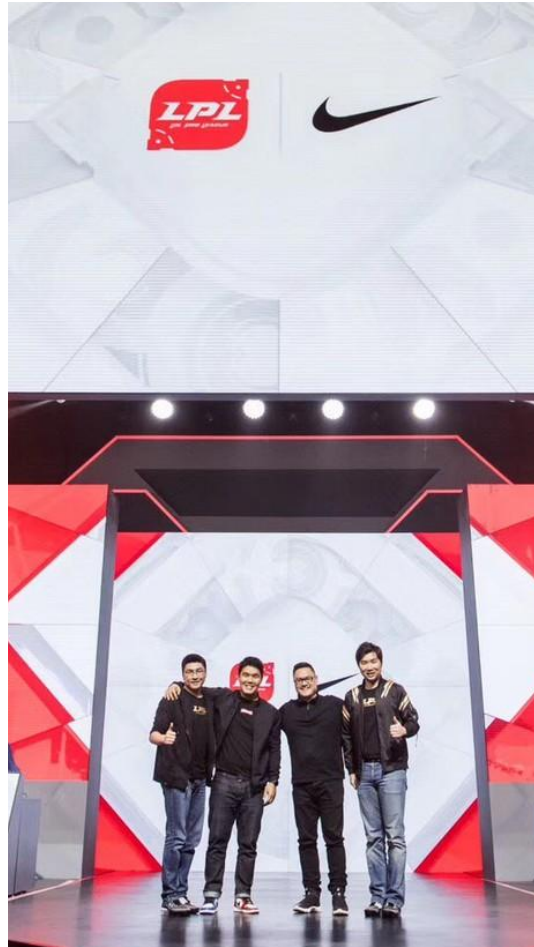
- Streaming Platforms: Organizations that provide, manage, and develop platforms for official, professional, amateur and fan streaming.
- Examples: Twitch, YouTube Gaming and Twitter

# Gambling Organizations



- Companies that offer fans and players the opportunity to bet on eSports competitions online or offline.
- Examples: Unikrn, Bet365, SkyBet

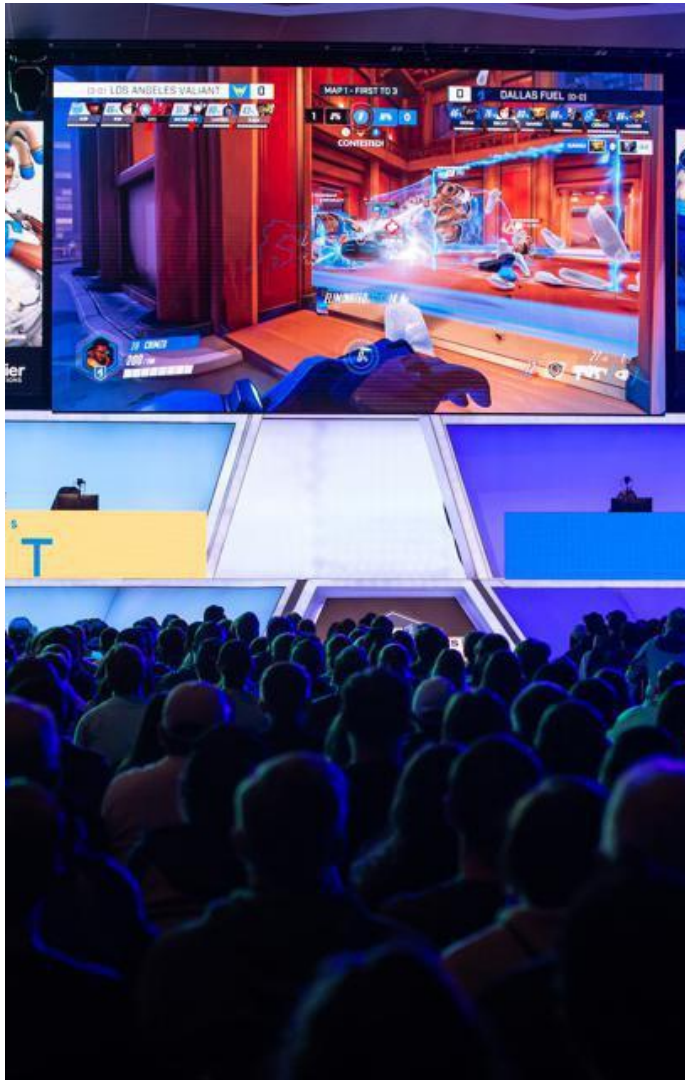
# Equipment and Apparel Manufacturers



- Companies that produce the equipment players use to compete, the clothing they wear, and the gaming accessories they use in competition and/or training.
- Examples: Turtle Beach, Nike





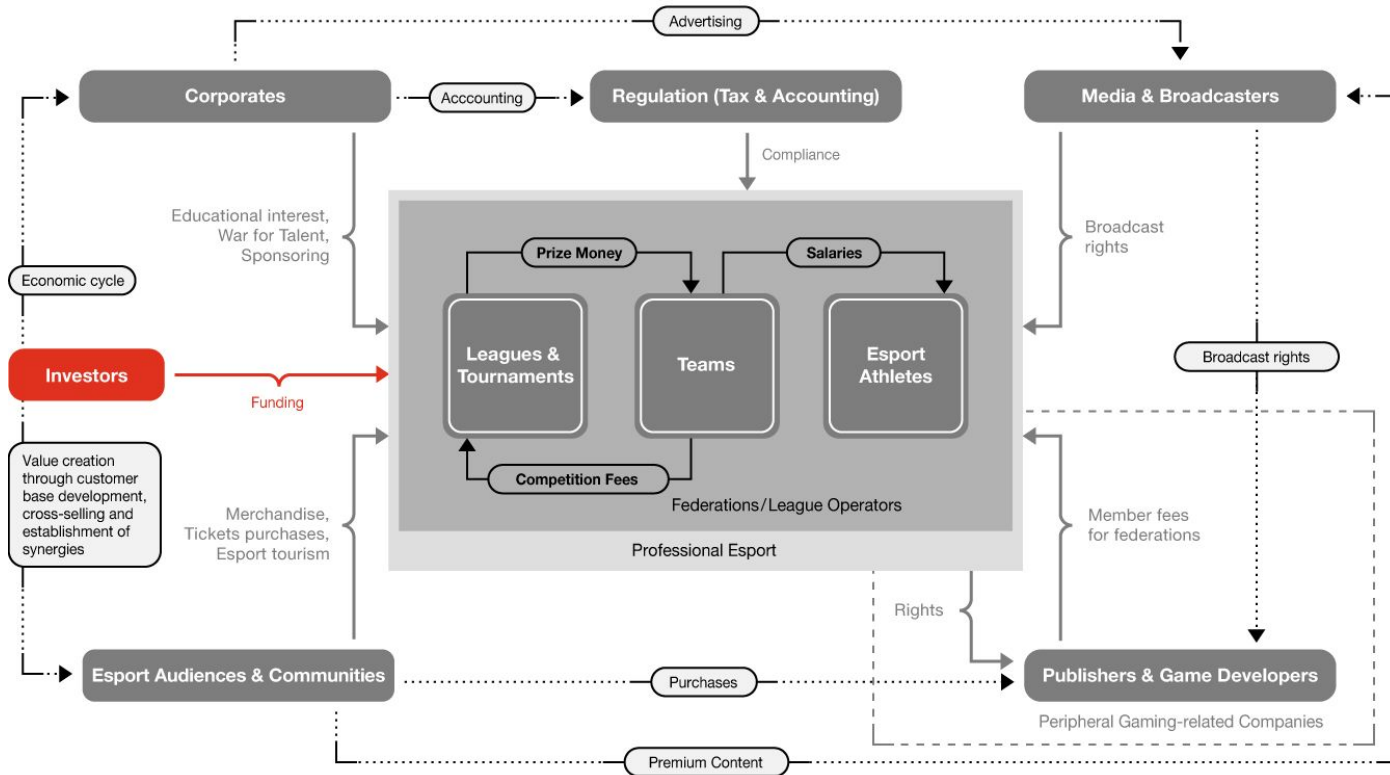


## Fans

Followers of leagues, clubs, and/or eSports players are potential consumers of eSports and sports properties, products, and broadcasts/streaming. They are often amateur players themselves.

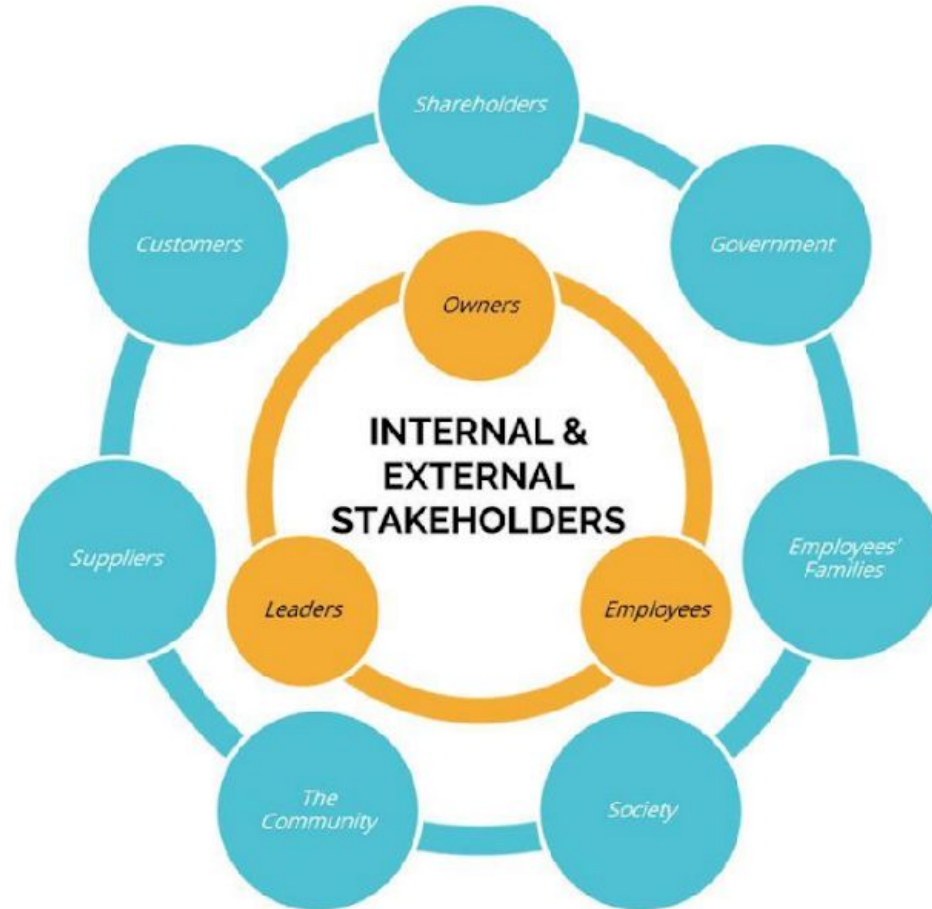


# Financial Flow



Source: PwC "Digital Trend Outlook Esport 2020"

# Stakeholder Framework



# The Power of the Athlete-Gamer as a Content Creator



Athletes have already realized that the window of high performance is very small. Therefore, it is important to consider that the career – and along with it, the source of income – ends early.

For this reason, and recognizing the opportunity that the democratization of media and the growth of content platforms present, athletes are increasingly seeing themselves as content creators with global opportunities.



# The Power of the Athlete-Gamer as a Content Creator

The logo for SpringHill, featuring the word "SPRINGHILL" in a stylized, hand-drawn font. The letters are grey and have a slightly irregular, sketchy appearance. The background is white with a grid of light grey dots.The logo for Kosmos, featuring the word "KOSMOS" in a bold, white, sans-serif font. The letters are set against a black rectangular background. The background has a subtle pattern of white dots and lines, resembling a constellation or a network.

## *Examples of this trend:*

LeBron James and his production company SpringHill Company, which has been redefining the athlete's brand and positioning in relation to brands, content, and other proprietary properties not directly linked to sports.

# The Power of the Athlete-Gamer as a Content Creator



And that's why eSports athletes, due to the nature of their activity and the structure of the business environment in which it develops, have powerful platforms for monetizing their relationships with other stakeholders through content creation.

Hence, we can understand that each athlete is a content creator and, therefore, can establish a more adequate business structure. Moreover, they can set up this structure anywhere in the world, given that the context in which they develop their activity is, by its nature, international.

# Future, Trends and Conclusion



- eSports begins as an economic activity, develops as a competitive activity in a virtual environment, possesses a strong international character, and stands out as a growing competitive industry.
- The properties present in eSports differ from those of traditional sports, offering the possibility of finding synergies that allow a positive intersection between both industries.
- All of this creates a highly interesting environment from an economic perspective, in which the diversification of activities, exploration of new properties in multiplatform with global reach, allows industry operators to foresee good returns for the investments made today.

## **Group Activity 2 (15 minutes to prepare)**

**How can sports organizations properly integrate esports to engage with the younger generations? Give three action steps and describe why it would work in the present.**





**Thank You**