

# Exploring China's eSports Industry

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## I. Introduction

eSports combines various industries such as sports, media, and IT. As an emerging industry, it grows rapidly in recent years. The number of people who watching and participating in eSports has doubled in the past few years. However, in China, there are two principle reasons which lead to a relatively lagging state of eSports. The first one is the prevalence thought which says that “eSports are harmful”. This makes the media holding the resisted attitude on eSports. The second one is the lack of original eSports contents, the chaos of club management, the vicious competition of the live streaming platform, and the monopoly of events have restricted the long-term sustainable development of eSports.

The objectives of this research is to improve the current status of China's eSports industry. To achieve this purpose, the study is divided into the following steps. Firstly, analyze the existing dilemmas and limitations of China's eSports industry. Secondly, collect advanced cases of the international eSports sector then compared with existing predicaments and barriers. Finally, summarize a effective method about how to develop China's eSports industry suitably.

## III. Methodology

Secondary analysis:

This method collects the literature of China's eSports industry from CNKI.net. By integrate those documents and combining the Chinese current situation to find out the weaknesses of China's eSports industry.

Interview research:

To interview China's eSports industry practitioners. Basing on their viewpoints to analysis the current status of the China's eSports industry.

Comparative analysis:

Basing on the results of the literature reviews and previous surveys, a comparative analysis of China's eSports industry and the eSports industry in the western countries is conducting to evaluate its advantages and disadvantages objectively.

## III. Results

### (1) Secondary analysis

#### **ESports competition**

- Event venue limited
- Sponsors do not pay attention to the domestic market
- Lack of authoritative media
- Lack of brand event
- Rules and regulations immature

#### **ESports club**

- Clubs operating funds mostly rely on personal investment
- Few professional athletes, few professional practitioners, lack of coach
- Low payment, low education background
- Management method need to improve

#### **Live streaming platform**

- The backwardness of live broadcast technology
- Low user stickiness, rely on anchor
- Immature business model
- Copyright issue

#### **ESports organizer**

- Lack of original products
- License cost is high
- Low level of professionalism

## (2) Interview research

Most interviewees are optimistic and positive about the current status of eSports. They also point out that the development of the eSports industry still requires government policy support, but there are still issues that cannot underestimate.

The eSports event on the mobile game side will also become an essential event type in the future. The event attracted the participation of eSports users, and hosting the event has become a brand building and marketing method for Internet cafes.

At present, the club has two most significant problems: First, the imperfect management model of the club is related to the survival of the club. The second is the lack of a professional talent training system.

The live streaming platform does not have its brand value but relies on the anchor to obtain users, and the operating model of each platform is the same.

There is no self-developed game content in the China's eSports industry, so the hosting of events is still subject to certain restrictions.

## (3) Comparative analysis

Advantages: eSports has a large number of population and high popularity in China. There are many eSports events, and especially mobile events are prominent. League of Legends results are excellent. The eSports clubs have affluent investors. There are a large number of live platform users. Mobile events are original and highly professional.

Disadvantages: The eSports industry business model is immature, and the eSports events

projects are single. Club management model and training system are incomplete. Live streaming platforms lack brand value and have poor business models. The domestic eSports organizers have no original games.

## IV. Discussion

China's eSports industry has enormous development potential. How to develop the eSports industry and how to adjust the industry and integrate eSports resources need to be solved. Content development of eSports events and the expansion of media will also need to be issued in the future. The improvement of eSports club-related management methods and talent training plans are essential. The brand value of live broadcast platforms need to be discussed. For the esports organizer, how to organize eSports events more professionally will become the future development goal.

## V. Conclusion

- ① Keep the diversity of eSports events;
- ② The management method of the eSports club need to improve;
- ③ The live streaming platform needs to establish its brand and standardized development;
- ④ Event organizers need to develop their original game content.