UNIT 4: PLAN FOR AN ESPORTS EVENT

A1 – INVESTIGATE THE SUCCESS OF DIFFERENT TYPES OF ESPORTS EVENT

INTRODUCTION

Esports events come in all shape and sizes ranging from globally recognised with a huge budget right down to a local event for a few friends.

The event management space in esports is one that grows year by year with bigger and more extravagant events being held at the top tiers of the industry, as well as more smaller and regional events growing well, even over the past couple of years.

The next few slides will look at the different types of esports events.





TYPES OF EVENTS

The different types of esports events that we will be covering are:

- Community Led
- Conventions
- Tournaments & Leagues
- Charity Events
- Merchandise Launches
- Roster Reveals
- Conferences







TYPES OF EVENTS – COMMUNITY LED

These are on the whole more common than most bigger events, due to the ability to set up quite quickly and not usually have a big budget to deal with.

Community events will include smaller tournaments (and very rarely leagues) that operate in a local venue run by teams orgs and people from grassroots esports or local businesses.

A common example of this is local Tekken 7 or other fighting games tournaments run by the games community.

These events have a big following and here are some of the biggest over the last few years.

NB: A lot of these figures are taken pre pandemic as the convention/festival scene is only just returning.



TYPES OF EVENTS – CONVENTIONS

Conventions are a big part of the gaming industry as a whole and esports is no different.

There are many types of conventions (sometimes called festivals) that combine a variety of game titles, merchandise and stalls and sometimes tournaments as part of the convention and held across the globe.



EXAMPLES: These events have a big following and here are some of the biggest over the last few years. NB: A lot of these figures are taken pre pandemic as the convention/festival scene is only just returning.

- MG Fest - 20,000 attendees
- Blizzcon - 40,000 attendees
- E3 - 65,000 attendees
- EGX - 80,000 attendees
- Dreamhack – 1000,000 attendees

TYPES OF EVENTS – TOURNAMENTS & LEAGUES

These are one of the main types of esports event as the competitive scene plays a huge part in the industry overall.

These tournaments and leagues can be made from small online community run tournaments to leagues and tournaments amassing huge prize pools and massive budgets.





TYPES OF EVENTS – CHARITY EVENTS

One of the ways in which esports links with charities is through events.

These are usually online events with various games and challenges completed, whilst all money raised from the online broadcast (viewers donations mainly) going to the charity chosen.





TYPES OF EVENTS – MERCHANDISE LAUNCHES

With the huge growth in the industry and introducing ways to promote sponsors and new forms of income for teams, a merchandise launch showcases new product lines.

These types of events are either online or in person with sometimes extravagant budgets for high end esports teams and sponsors.





TYPES OF EVENTS – ROSTER REVEALS

These types of events are usually in person (and therefore have moved to online when the pandemic made it difficult for in person events).

A roster reveal event is really only for larger teams and organisations whilst smaller esports organisations rely on online reveals on social media and websites.





TYPES OF EVENTS – CONFERENCES

These types of events are slightly different to a convention whereby the main focus of the event is for businesses and education on the industry to get together to discuss ideas, make contacts and hear speakers.

In the UK especially these types of events are becoming more popular as more education establishments take on esports as part of their curriculum.



SIZES AND SCALE OF ESPORTS EVENTS

As already seen there are many different types of events in esports and the size and scale of these are put into two categories:

- Large scale events (i.e. national and international)
- Small scale events (i.e. regional and local)





SIZES AND SCALE OF ESPORTS EVENTS – LARGE SCALE EVENTS

Large scale esports events are ones with a high budget, high prize pool and a large viewership. These events are usually hosting some of the biggest names in esports teams and have global reach and attendance.

Some examples of some of the biggest esports events are usually tournament or league finals such as League of Legends Worlds Finals – the most watched esports event in history but as seen in the video these types of large scale events weren't built overnight





SIZES AND SCALE OF ESPORTS EVENTS – LARGE SCALE EVENTS

Some other examples of large scale events can be seen in this article from 2021 that shows figures of the largest viewership at an esports event (usually online viewing).

All of these were online but earlier League of Legends Worlds series attracted a bigger in person audience than the Superbowl that same year.



Top 10 most watched esports events in 2021

Place	Tournament	Hours Watched
#1	Worlds 2021	174.82M
#2	The International 10	107.23M
#3	MPL ID Season 8	76.94M
#4	PGL Major Stockholm	71.26M
#5	LCK Spring	67.54M
#6	M3 World Championship	62.61M
#7	Mid-Season Invitational	61.18M
#8	LCK Summer	60.52M
#9	MPL ID Season7	54.29M
#10	Valorant Champions	46.04M

SIZES AND SCALE OF ESPORTS EVENTS – SMALL SCALE EVENTS

The smaller scale events such as local or national events may not have the biggest audiences or attract the most prize money, but are still an integral part of the industry and a growing section of it. In terms of getting experience in the industry as well as learning about all the different tournaments, attending a smaller scale event give a team, player or viewer a real experience of esports without the added hype and grandeur of a larger scale event. Smaller scale events are usually free or have a small fee (compared to millions with highly franchised and sponsored large scale events) and attract people from all walks of life.

Other smaller types of events include school, college and university events run by 3 organisations across the UK specifically:

British esports champs which is a series of competitive video gaming tournaments for schools and college students aged 12+ across the UK.

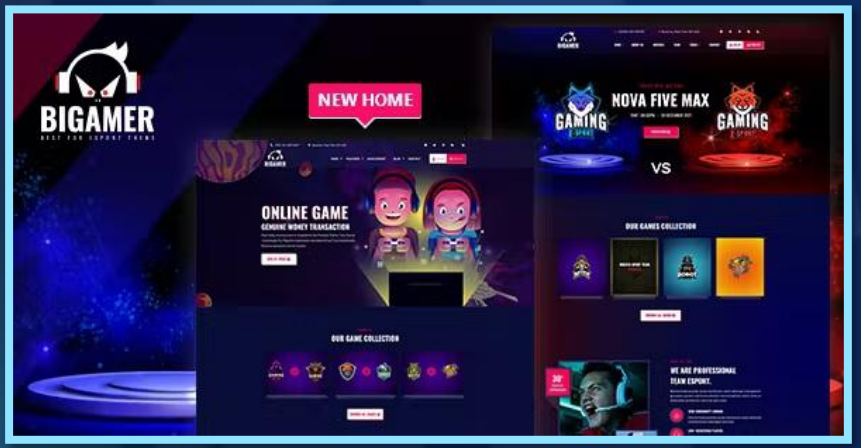
NUEL which is the largest university esports community in the United Kingdom, with over 15,000 students from 110 universities taking part in tournaments and social gaming events throughout the year.

NSE (National Student Esports) operates the British University Esports Championship powered by Intel, the official esports competition of British universities.

ESPORTS TOURNAMENTS - TYPES

Although tournaments have already been mentioned, here are some more specifics on the types of tournaments seen in esports. There are 2 main types of tournaments in esports:

- Online Tournament: Online events are held with players connecting over the internet to a server in another location. The players themselves are also in different locations, and will have to rely on their home computers and personal internet connections.
- LAN (Local Area Network) Tournaments: Most LAN events are held in arenas, with spectators and livestreams on platforms such as Twitch or YouTube. Apart from the environment being different the chair, table, room and the location are too, which can affect a player's performance.





ESPORTS TOURNAMENTS - ONLINE

Online tournaments made a huge increase over the course of the pandemic with LAN or in person events not happening:

SOME PROS OF ONLINE TOURNAMENTS:

1. An online tournament is accessible for more people as the platform usually has the capacity to hold more entrants compared to a LAN which would be more limited.
2. The equipment and time is all the responsibility of the player rather than the venue host or 3rd party hardware contractors who are usually employed to do LAN event if it is not a BYOC (bring your own computer).

SOME CONS OF ONLINE TOURNAMENTS:

1. An online organiser are less likely to be able to manage and police any violations of buffed controllers or cheating software, etc.
2. The play ability for some games (such as fighting games) relies on individual net connection rather than having a level playing field in terms of connection.

ESPORTS TOURNAMENTS - LAN

Why LAN Tournaments are so important?

LAN tournaments are making a comeback after the pandemic - which is much better for a lot of professional teams. The below video explains why.



ESPORTS TOURNAMENTS - FORMAT

There are 4 formats of a tournament structure in esports and they are:

- Single elimination
- Double elimination
- Round-robin
- Swiss.



ESPORTS TOURNAMENTS – FORMAT (SINGLE ELIMINATION)

"A single elimination format is a linear bracket where the victorious team within a match will proceed to face the closest non-eliminated team to them in the bracket. The losing team of any match will be eliminated upon their first loss."



ESPORTS TOURNAMENTS – FORMAT (DOUBLE ELIMINATION)

"A double elimination format consists of two linear brackets. All teams begin on the first bracket, but as a team loses they shift over to the 2nd bracket. Teams that lose in the 2nd bracket are eliminated and the final winners of both brackets compete in the grand finals."



ESPORTS TOURNAMENTS – FORMAT (ROUND-ROBIN ELIMINATION)

"A round-robin format instructs all competitors to face off against all other competitors, regardless of accumulated wins and losses.

The victor of this format is determined by the most wins accumulated."



ESPORTS TOURNAMENTS – FORMAT (SWISS)

"A Swiss bracket has teams face off against other teams with the same wins and losses.

When a team has different wins and losses than all other teams, they are either eliminated or crowned a victor depending on if they have more wins or losses."



