



The World of Esports

An Introduction to Competitive Gaming

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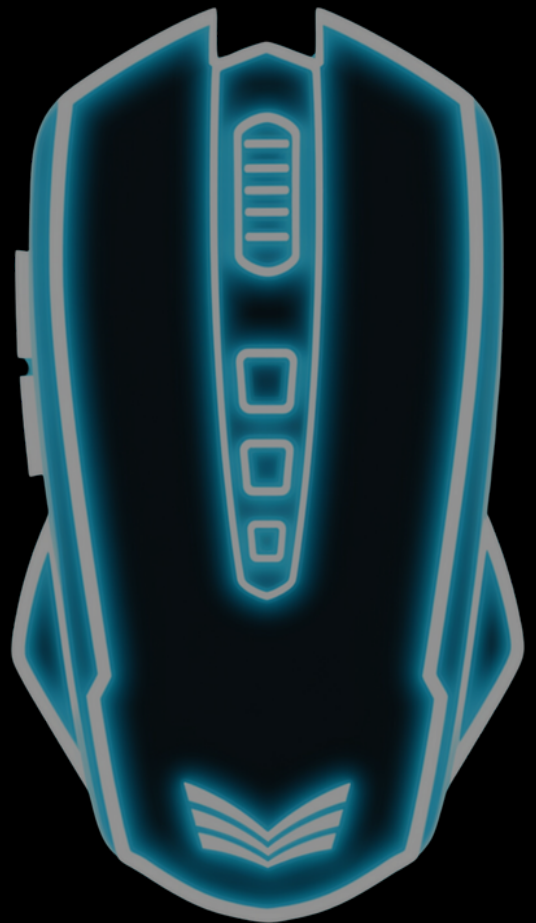
Fun Fact! The global esports audience in 2023 exceeded 540 million people! That's more than traditional sports.



1. What is Esports?

Esports (electronic sports) is the world of competitive online gaming. It involves teams face off against each other across many popular games such as:

- Rocket League**
- Valorant**
- Apex Legends**
- Call of Duty**
- Overwatch 2**
- Fortnite**
- and many more...**



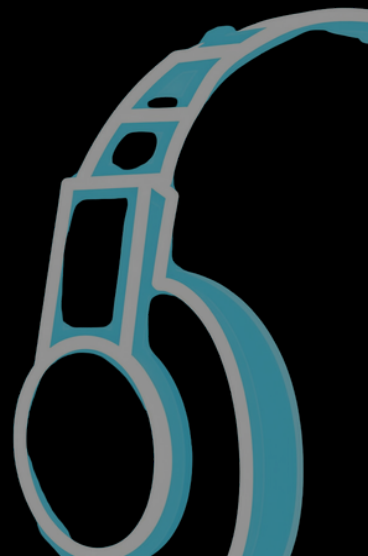
It's not just playing games!

Although the name suggests “playing”, there are so many levels to esports that involve. . .

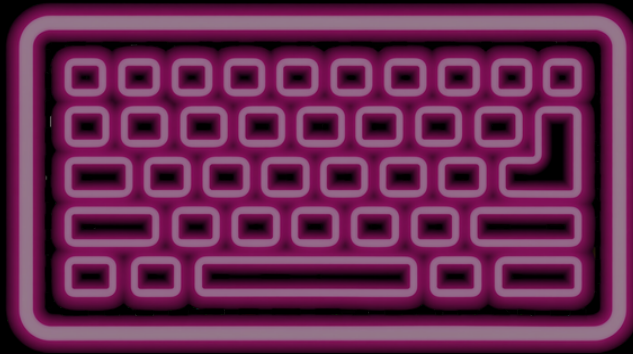
- Pro Players: Training for up to 12 hours a day.
- Live Events: Huge in-person events where fans can cheer on their teams
- Broadcasting: Livestreams occur with millions of viewers

FYI

There are many similarities between the traditional sports and esports industries such as fans, merchandise, organised league and prize pools.



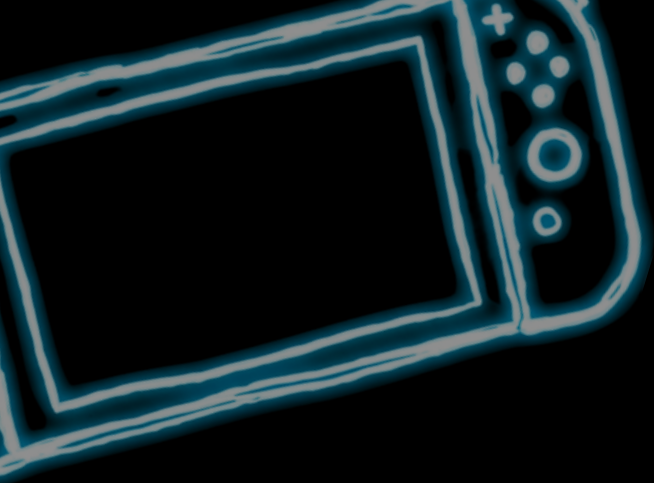
2. The Ecosystem



The industry is structured differently than traditional sports because the "sport" (the game) is owned by a private company.

The Publishers

Developers like ActivisionBlizzard, Valve, EA, Riot Games and Epic Games create the games. They hold the ultimate power, as they own the Intellectual Property (IP) and therefore, can update the games, changing the rules at any time.



Tournament Organisers (TOs)

Companies like ESL FACEIT Group or PGL handle the logistics of events. This involves, renting the venues, setting up the stages, and managing the broadcasts.

The Platforms

Twitch and YouTube are the stadiums of the digital age. This is where the content lives and where monetisation through ads and subscriptions happens.



3. Career: The Pro Player

Becoming a professional player is the most obvious, but also the most difficult career path. It requires a huge amount of dedication and self-motivation to maintain the level needed to compete.





Income Sources

- **Salary**: Top organisations pay monthly salaries ranging from \$2,000 to over \$30,000.
- **Prize Money**: Divided among the team after a tournament win.
- **Streaming**: Earn money personally through streamed content and videos.
- **Sponsorships**: Personal brand deals (e.g., energy drinks, peripherals).



4. Careers: Behind the Scenes

For all the players on stage, there is a huge group of people working behind the scenes to ensure teams and events have everything they need to operate effectively.

Team Management

- **Team Manager:** Responsible for the team as a whole and handles logistics, travelling and player wellbeing.
- **Coach/Analyst:** Will study their team and their games to use that data to develop strategies.

- **Performance Chef/Psychologist:** Ensures players are physically and mentally performing at their best.

Broadcast & Media

- **Shoutcaster:** The "commentator" of gaming, calling out the matches as they play out, usually in 2s.
- **Observer:** Operates the in-game camera (the cameraman).
- **Content Creator:** Creates videos (short and long form) that aims towards specific gaming audiences.
- **Streamer:** Hosts live and entertaining content, while actively engaging with their fans.

5. Major Organisations

Teams

Esports Teams are actually large organisations that create squads across different games, similar to a university, college or school's sports department.

Teams often work similar to those in traditional sports where players are drafted from all over the world to play for top teams.

Examples of Teams

Team Liquid

One of the oldest and wealthiest esports orgs. They are known for having teams across every single competitive title and their lifestyle clothing brand.

T1 (SK Telecom).

Based in South Korea, they are the most legendary team in League of Legends history, led by the famous player "Faker", who is also a part owner of the team.

Other organisations

British Esports Federation

One of the trailblazers for esports in the UK. They promote the industry and help foster talent by running the British Esport Student Champs for schools and colleges.

NSE

NSE are a similar organisation to British Esports, but solely focuses on competitive esports at a university level.

6. The Major Genres

MOBA (Multiplayer Online Battle Arena)

Two teams of 5 start on opposite sides of a map and try to destroy the enemy base. Examples: League of Legends, Dota 2.

FPS (First Person Shooter)

Gun-play based combat. Tactical shooters focus on strategy, while battle royales focus on survival. Examples: Counter-Strike 2, VALORANT, Call of Duty.

FGC (Fighting Game Community)

1v1 combat in a virtual ring. These communities are grassroots and passionate. Examples: Street Fighter 6, Tekken 8, Super Smash Bros.

7. The Future & Stats

The industry continues to grow as the “digital native” generation ages.

Estimated Growth

While already a successful industry, esports is still expected to grow in years to come. By 2030, it is expected that the Esports industry will be worth around \$7.4 Billion USD. In viewership, it is expected that the number will rise to around 640 million people in the next year.

Grassroots Esports

Grassroots Esports in the UK sees more than 100 schools and colleges participating in competitive gaming in the British Esports Student Champs. There are also over 100 universities that are involved in the NSE and NUEL run university esports tournaments.

Collegiate Esports

Over in the USA, things are a little different, where there are over 200 colleges who participate in Esports. They also offer esports scholarships and treat it like Varsity athletics.



Top Prize Pools

The "The International" (Dota 2) tournament has historically seen prize pools exceeding \$40 Million USD.

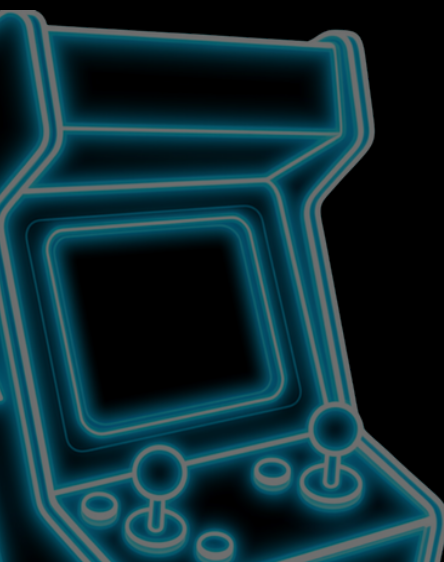
Global Revenue

Around the world, it is estimated that esports brought in around \$2.1 Billion USD in 2024.



Thank You For Reading

Resources for Learning More

- Esports Charts (Data)
 - Liquipedia (The Wiki of Esports)
 - British Esports Federation
(Advocates for Esports in the UK)
 - Global Esports Federation
(Advocates for Esports Globally)
 - UK Interactive Entertainment
(Trade Body for the Video Game Industry)
 - Esports News UK (UK-Based Esports News Site)
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