Discussion Item

AAC – 2  Esports Update (Grieve, Borchert, Brown, Byrd)

Background Information

Bill Brown, Associate Dean in the Bryan School of Business and Economics and Erick Byrd, Associate Professor, Dept. of Marketing, Entrepreneurship, Hospitality & Tourism will give an update on the concentration in Esports Management. Greg Grieve, Professor and Head of the Dept. of Religious Studies and John Borchert, Lecturer in the Dept. of Religious Studies will offer an update on The College of Arts & Sciences esports initiatives.

Attachment:

AAC 2.1 Esports Update Presentation (see below)
Esports Update

John Borchert, Lecturer, Dept. of Religious Studies
Bill Brown, Associate Dean, Bryan School of Business & Economics
Erick Byrd, Associate Professor, Dept. of Marketing, Entrepreneurship, Hospitality & Tourism
Greg Grieve, Professor & Head, Dept. of Religious Studies

BOT Academic Affairs Committee
March 22, 2022
BOT Academic Affairs Committee
Bryan School of Business and Economics
Concentration in Esports Management
Esports Management Concentration
Hospitality & Tourism Management Program

• *Esports are competitive video games. Just like any competitive physical activity can be considered a sport, any video game played competitively can be an esport.* (Collis, 2020)

• Esports is also a business. Where can we contribute?
Esports Management Concentration
Hospitality & Tourism Management Program

Esports Business Opportunities
• Game Development
• Products (peripherals, apparel)
• Competitive Teams
• Event Organization
• Advertising and Promotions
Esports Management Concentration
Hospitality & Tourism Management Program

- Esports links to all areas of tourism & hospitality
  - segment of the event industry
  - venues of all sizes and alternative uses for venues
  - communities (big and small) to host these events
- North Carolina already a leader in Esports events and the state is looking to make further investments.

Raleigh’s Largest Esports Event Generates $1.45 Million in Economic Impact and Drives Employment

Wednesday, October 09, 2019, 10am
Esports Management Concentration
Hospitality & Tourism Management Program

However, all of this depends on sound planning, management, and execution of these events. This is what we will help our students learn. Our Approach

• How businesses, organizations and communities develop, promote, manage, and host events.
• Training graduates to be able to make Esports profitable for businesses, organizations, and communities.
• Concentration will prepare students for the field of Esports management by providing a robust business background through the foundation of business courses and specialized event and Esports courses.
• Provide opportunities for students to work with the UNCG Esports Arena and other local and regional events.
Esports Management Concentration
Hospitality & Tourism Management Program

• UNCG General Education requirements for foundations
• Bryan School Business core for required knowledge in business functional areas
• Required Major courses
  • STH 103 Introduction to Esports Management
  • STH 251 Diversity and Equity in Hospitality and Tourism
  • MKT 421 Promotion Management in Esports
  • STH 433 Esports, Meeting and Event Tourism
  • STH 491 Tourism and Hospitality Strategic Management
• 2 Electives from related Hospitality and Marketing courses
BOT Academic Affairs Committee
CAS Esports Initiative Update
Academic Component of Esports Initiative

LEADERSHIP

Gregory Price Grieve (Director)
Gregory Price Grieve is Professor and Head of the Department of Religious Studies at the University of North Carolina at Greensboro. Grieve researches, teaches as well as provides service, at the intersection of Asian religions and popular culture. He specializes in digital religion, particularly the emerging field of religion and video games, and his current research uses video games to explore the category of evil in contemporary life.

John W. Borchert (Associate Director)
John W. Borchert is a Lecturer in the Department of Religious Studies at the University of North Carolina at Greensboro. Borchert is interested in how religious practices and media technologies intersect across American religious histories, particularly their impact on embodiment and death. He is Co-Chair of the Religion and Media Workshop of the American Academy of Religion, and serves on the board of the gamevironments, the only journal on religion and video gaming.
What’s this have to do with Religious Studies?
A NATION OF GAMERS: WHO WE ARE

We’re a nation that believes in the power of play. No matter who you are or where you’re from, there’s a game for everyone.

Age Breakdown of Video Game Players

6% 65+
9% 55-64
26% 35-54
38% 18-34
21% under 18

35-44 YEARS is the average age range of a video game player.

75% of Americans have at least one video game player in their household.

There are approximately 46 MILLION video game players with disabilities.

Why We Play

Games are uniquely able to connect us, to entertain while inspiring teamwork, cooperation, and sometimes a little competition. It’s not about who you are, but how you play—and anyone can play.

65% of video game players play with others

17% of team/guild/clanmates/online only/friends of all types

7% parents

42% friends

24% other family members

27% spouse/partner

Adult video game players spend...

6.6 HOURS a week playing with others online

4.3 HOURS a week playing with others in person
The Rise of Gaming Revenue Visualized

From the arcades boom to the rise of home consoles and PC gaming, the gaming industry quickly grew to rival and outpace film and television. Once mobile gaming took off, that wave of revenue became an ever-growing tsunami.

Here’s how the gaming market’s revenue wave has grown over time:

- **1972**:pong becomes the first commercially successful arcade game
- **1979**:Space Invaders revitalizes the arcade market
- **1980**:Arcade generates more than $5 billion in arcade sales in the U.S. in one year
- **1986**:Nintendo Entertainment System (NES) and Sega Master System launch
- **1989**:Nintendo launches the Game Boy handheld system, alongside the PlayStation
- **1992**:Sony releases the first personal computer
- **1994**:Microsoft launches Windows 95
- **2000**:Sony’s PlayStation 2 becomes the first popular gaming console
- **2004**:Apple introduces the first iPhone
- **2007**:Sony’s PlayStation Portable is released
- **2010**:Smartphone and tablet gaming become popular
- **2013**:Google Play Store reaches over 1 million apps
- **2015**:Netflix launches its first gaming studio
- **2020**:Cloud gaming services become mainstream

**Unadjusted Revenue:**
- **1980s:**$39B
- **1990s:**$40B
- **2010s:**$165B

**Adjusted Revenue:**
- **1980s:**$20B
- **1990s:**$33B
- **2010s:**$55B
COVID-19 fuels global surge in videogame revenue

By gaming platform, in billions

- **Mobile***
- **PC**
- **Console**

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020 (Estimate)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mobile</strong>*</td>
<td>$139.8</td>
<td>$150.2</td>
<td>$179.7</td>
</tr>
<tr>
<td><strong>PC</strong></td>
<td>+13.6%</td>
<td>-2.6%</td>
<td>+19.6%</td>
</tr>
<tr>
<td><strong>Console</strong></td>
<td>+3%</td>
<td>+6.2%</td>
<td>+11%</td>
</tr>
<tr>
<td></td>
<td>+8.7%</td>
<td>+15.4%</td>
<td>+24%</td>
</tr>
</tbody>
</table>

*Not including ad revenue

Source: IDC
**Video Game Industry Statistics**

* There are 2.7 billion gamers worldwide in 2020.
* 1.5 billion gamers are in the Asia-Pacific region.
* 75% of Americans have at least one gamer in their household.
* China, the US, and Japan are the top three gaming markets worldwide.
* 50% of game developers were born in the US.
* 40% of game developers in 2019 were University graduates.
* PlayStation 2 is the best-selling game console of all time with 157.68 million units sold since launch.
* In 2019, the US employed 53% of game developers.
* 66% of game developers are working on projects on PCs.
* Steam is the number one storefront for 47% of game developers.
* 48% of game studios work on VR and AR games.
* Counter-Strike: Global Offensive is the most-watched video game on Twitch with 66.5 million hours.
Cultural Study of Videogaming & Esports
The evolution of a medium

Media evolutions follow surprisingly similar patterns across technologies (Bowman, 2019; Stober, 2004)
The evolution of a medium

Media evolutions follow surprisingly similar patterns across technologies (Bowman, 2019; Stober, 2004)
Cultural Study of Videogaming & Esports at UNCG

Three Projects within the Initiative:

1. Network
2. Curriculum
3. First Year Play
2022 SPEAKER SERIES

LECTURE
Nick Bowman
Texas Tech University
"Once More with Feeling:“ The Implications of Human Flourishing in Video Games
February 10, 2022
6pm

LECTURE
Lisa Kienzl
University of Bremen
My Home is Where My Esports Team Plays - The Notion of the Nation in Esports and Gaming Cultures in Europe
March 17, 2022
12pm
Cultural Study of Videogaming and E-Sports Minor (Fall 2023)
First Year Play (Fall 2022)
Game Studies Amongst Our Peers