



Spør 3. E-sportens fremmarch. Hvem kontrollerer joysticket?

Har e-sporten brug for idrætten, eller har idrætten mere brug for e-sporten?

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Sport Futura – the Future of Sport & Public Spaces

Evenemangssäkerhet 2.0


Board for Life



The e-sport context and some key data:

- E-sport – widely regarded as the fastest-growing sport in the world
- Estimated to have a global audience of more than 380 million in 2017
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- The World Cup final for League of Legends was viewed by 11.2 million viewers online and
- 40 000 spectators live in an arena format (source: Riot Games)
- League of Legends (team-based strategy game) attracts 27 million players world wide
- In Sweden alone there are more than 100 000 organized players - and growing – rivalling
- traditional sports such as ice hockey, handball and tennis.
- Manchester City signs virtual FIFA stars, Philadelphia 76ers purchase eSports teams such as
- Dignitas and Apex in 2016 with team doctors and nutritionists (source: labroots)
- Gaming hubs: Stockholm and Malmö with Dice, King, Massive Entertainment and games like
- Battlefield, The Division and World in Conflict ...
- Prize money for Copenhagen Games in 2018 reaches \$128 000 (Counter Strike)
- E-sport is exploding –
- ... and it's not waiting around for anybody



A close-up photograph of a person's hands holding a black PlayStation 4 DualShock 4 controller. The person is playing a soccer game on a television in the background. The TV screen shows a green soccer field with a blue ball and a blue player. The text "So, what can we learn from e-sport and is there a key to success?" is overlaid in white on a semi-transparent dark grey background across the center of the image.

**So, what can we learn from e-sport
and is there a key to success?**

The DNA of e-sport & gaming culture:

- Innovation
- Entrepreneurship
- Outstanding social platforms and experiences online/offline
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Questions?