

Chapter 6

E–Sports Industry in the Time of Green Digital Ecosystems: Security Decision Support Empowerments

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ABSTRACT

The phenomenon known as “eSports” has been growing in numbers in terms of revenue, market share, and popularity. This research aims to study this phenomenon in a larger scale which include findings from Southeast Asian countries such as Thailand and Singapore. The structure of the study will compromise of describing the eSports industry which is crucial to understanding the whole ecosystem of eSports, such as the economics behind the industry and the different roles that come under the industry. In order to do that, the application of a decision support systems tool is used to further study the future of eSports.

INTRODUCTION

Electronic Sports, called by eSports for short, can be similarly compared to traditional sports tournaments (Premier League, National Basketball Association, etc.), but it is more commonly known to be a competitive scene where professional eSports teams and athletes compete through playing video games in order to achieve big titles and prize pools. eSports have been slowly emerging into the business in

DOI: 10.4018/978-1-7998-8524-5.ch006

the last decade, but the scene has grown rapidly the past few years and has been getting the attention that it needed. Just last few year (2019-2020), the global eSports market reached a total revenue of \$1.1 billion with a year-on-year growth of +26.7% (Susanto et al., 2021; Pannekeet, 2019; Jenny et al., 2018; Mohiddin et al., 2020). The phenomenon is now widely seen in Asian countries namely Korea, China, some neighbouring countries such as Malaysia and Indonesia (Table 1). eSports is not entirely based on competitions, but is a collective motion that constitutes to the subject that includes social entertainment from streaming services, eSports-based events which attracts the public towards the initiative, managerial efficiency in the organization.

Table 1. Gamers in various Asian countries

Region	All values are in millions								
	Number of Gamers			PC Gamers			Mobile Gamers		
	2016	2017	2018	2016	2017	2018	2016	2017	2018
China	516.6	564.8	645	7.3	7.7	11.3	527	561	620
Indonesia	38.8	43.7	53	36.3	39.7	53.4	159	173	207
Malaysia	12.1	14	24	11.9	12.5	18.1	52	54	65
Singapore	2.7	2.9	6	2.09	2.19	6.8	9	9.3	18.9
Philippines	25.3	29.9	43	32.1	34	43	141	147	176
Thailand	16	18.3	29.1	11.8	13	23.3	51	57	76
Vietnam	30.5	32.8	41.2	26	27.8	37.9	114	121	134

The gaming culture has been interest that dates back in 2015 where competed in a First-Person-Shooter video game called “Counter Strike 1.6” that proved to be a fun and competitive environment to be involved in. At that time, the gaming community was very much non-existent but that changed drastically these past few years where more competitive games became a favourite for the locals, such as League of Legends, Mobile Legends, Fortnite, etc. The eSports Association was a huge steppingstone for the gaming community, but the whole aspect of the eSports industry and what lies behind it (the structure, economics, management) is alien for most people. For that, the industry is need for graduates of managerial and IT backgrounds for the success of the growth of the industry. Managerial graduates are able to help with the decision making in the industry and graduates with an IT background can increase the efficiency of work processes involved with the growth of the industry, for example utilizing the use of Information Technology applications will surely increase the rate of productivity in an organization as it speeds up the workflow accurately.

To further elaborate, professional athletes have been growing in numbers which brings to the next form of e-Sports, getting into the industry as a career. ESports is not all about playing games, the industry includes business-related jobs such as marketers, team managers and organizers. This support of the eSports industry led to the increase in local professional athletes and with the support that the eSports community has, players can compete nationally. The eSports industry here is showing a lot of potential, the rise of numerous gaming communities, organisations and teams will be the starting point of the growth of the industry. These findings have concluded that the right definition of eSports that should be used in this study is a competitive scene of professional eSports athletes competing in a video

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