



ILLINOIS STATE
UNIVERSITY
Illinois' first public university.

Esports

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2020 ILAPPA CONFERENCE

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Illinois State University





OUR **L** GAME



What are Esports?

HIGHLY COMPETITIVE
MATCHES USING VIDEO
GAMES AS THE MEANS
OF COMPETITION

LIVE EVENTS IN AN
ARENA OR
TOURNAMENTS HELD
ONLINE

MOST OFTEN INVOLVES
A SPECTATING
AUDIENCE (VIA TWITCH
OR OTHER MEANS)

esports or e-sports [ee-spawrts, ee-spohts] [SHOW IPA](#)

noun

- 1 *(usually used with a plural verb)* competitive tournaments of video games, especially among professional gamers.

adjective

- 2 of or relating to esports:
an esports event;
esports gambling.



History of Esports

- 1972 – *Intergalactic Spacewar Olympics*
- 1980 – *Atari Space Invaders Championship*
- 1998 – *Starcraft 2*
- 2009 – *League Of Legends*
- 2018 – *Fortnite*



Esports by the numbers

- In 2019 the video game industry projected value is \$138BN, three times the film industry
- The 2018 League of Legends World Championship had over 99.6M unique viewers globally, comparable to the 103M viewers for the Super Bowl that Same year



This esports giant draws in more viewers than the Super Bowl, and it's expected

esports events in North America: The North American League of Legends Championship Series Spring Split Finals.

Though still a far cry from the stadium attendance numbers hit by many traditional sports leagues, online viewership for the NALCS finals brought in a total of 600,000 concurrent viewers on Twitch and YouTube combined during the final game, which saw esports team Team Liquid take home the title after over four hours of competitive play.

Go back to November, and viewership numbers from the “League of Legends” World Championship finals — held in South Korea and also hosted by the game’s publisher, Riot Games — showed that **almost 100 million unique viewers tuned in to the event online**. For comparison, **last year’s Super Bowl had just over 98 million viewers**, the smallest viewership number for the event since 2008. This was after viewership for 2017’s Super Bowl LI had dipped to 103 million from just over 111 million the year prior.

Tickets for that “League of Legends” world final sold out in less than four hours upon their release, prompting Riot to release an additional 3,000 tickets on top of an initial batch of 23,000. The world finals in 2017, held in Beijing’s Olympic “Bird’s Nest”

98.2 million

The **2019 Super Bowl** was watched by the fewest people in 11 years, according to preliminary ratings figures from research firm Nielsen. The CBS broadcast of Sunday’s game between the Los Angeles Rams and the New England Patriots was watched by about 98.2 million people, Nielsen said late Monday. Feb 5, 2019



www.cnbc.com › 2019/02/05 › super-bowl-draws-lowest-tv-audience-in...

Super Bowl draws lowest TV audience in more than a decade ...

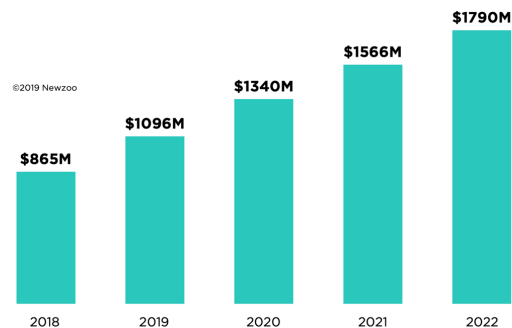
[About Featured Snippets](#) [Feedback](#)

League	Sport	Country(ies)	Season	Level on pyramid	Teams ^[a]	Revenue (€ mil)	Rev. / team (€ mil)	Ref.
National Football League	American football	United States	2017	1	32	11,394 ^[b]	356.1	[1]
Major League Baseball	Baseball	United States Canada	2018	1	30	9,200	306.6	[2]
Premier League	Association football	England Wales ^[c]	2017-18	1	20	6,562	328.1	[3]
National Basketball Association	Basketball	United States Canada	2017-18	1	30	6,271	267	[4]
La Liga	Association football	Spain	2017-18	1	20	4,479	223.95	[5]
National Hockey League	Ice hockey	United States Canada	2017-18	1	31	4,152	133.9	[6]



2018-2022 GLOBAL ESPORTS MARKET

FORECAST PER SEGMENT TOWARD 2022



©Newzoo | 2019 Global Esports Market Report, June 2019
newzoo.com/esportsreport



2012-2021 GLOBAL GAMES MARKET

REVENUES PER SEGMENT 2012-2021 WITH COMPOUND ANNUAL GROWTH RATES



Source: ©Newzoo | April 2018 Quarterly Update | Global Games Market Report
newzoo.com/globalgamesreport

newzoo

Why Esports in Higher Education?



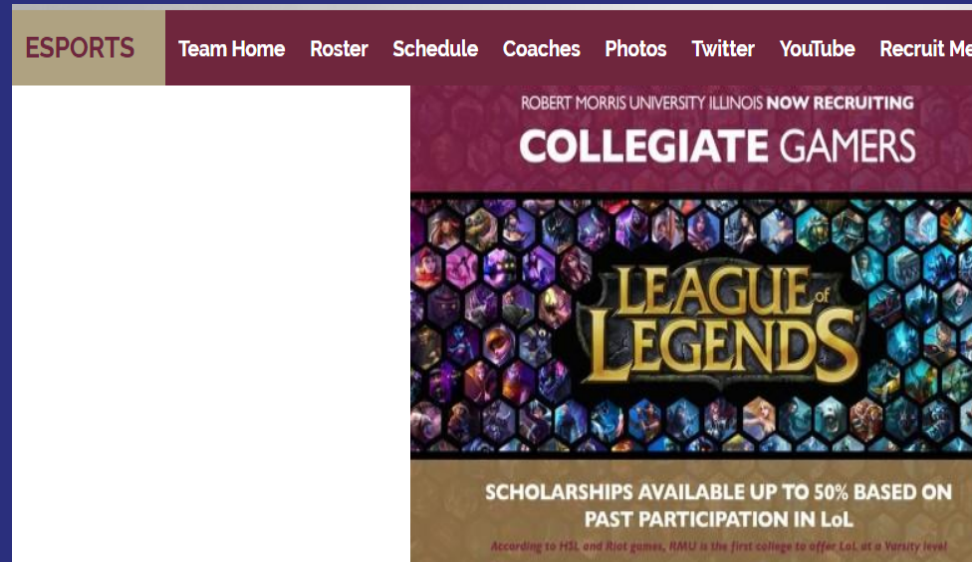


Why Esports in Higher Education?

- Career Development
- Support of Academic Programs
- Creating Community
- Recruitment and Retention

Current State of Esports in Higher Education

- While there are thousands of schools that participate in collegiate esports competitions, in 2018, there were at least 73 college varsity esports programs, and by 2019 over 130 college varsity programs.
- By Fall 2020 , with increasing publisher support, it is estimated that over 250 universities will have varsity programs



Interested students should contact Kurt Melcher at esports@robertmorris.edu

RMU Becomes First University to Offer Gaming Scholarships With Varsity Lineup

Esports | Wed, Jun. 11, 2014

CHICAGO - Robert Morris University Illinois is pleased to announce the addition of an online sport to its athletic activity consists of organized video game competitions. Specifically, RMU students will compete in League of Legends eSport games. Although eSports have long been a part of the culture of gaming, competitions have seen a large increase in popularity. Robert Morris University recognizes the value and legitimacy of eSports and is excited to add eSports to its already rich athletic program.

Associate Athletic Director Kurt Melcher states, "Robert Morris University has always been at the forefront of providing opportunities for students with different interests and skills. League of Legends is a competitive, challenging game which requires strategic thinking and teamwork to be successful."

Robert Morris University is in the process of recruiting students for the first year of competition, beginning with the Collegiate Star League, made up of 103 institutions of higher learning and compete against other universities such as Stanford, Michigan, and Harvard. Significantly, Robert Morris University is among the first in the nation to offer substantial scholarships to students who join the League of Legends team. Qualified gamers can earn scholarships of up to 50% tuition and 50% room and board.

Current State of Esports in Higher Education

- There is currently no group that has the power and authority to govern all of collegiate esports. Some groups like the National Association of Collegiate Esports (NACE) and Electronic Gaming Federation (EGF) publicly claim to be the governing body for collegiate esports but that is untrue. Because the games are intellectual property owned by private companies, no outside group is able currently to dictate how game companies operate leagues or run tournaments.



RIOT
SCHOLASTIC
ASSOCIATION
of AMERICA





Path to Pro

- Overwatch League
- League of Legends Championship Series
- Call of Duty World League

Esports Program Development

- Form a vision statement about what your esports program will focus on, engaging students on campus already participating
 - Championships?
 - Increasing enrollment?
 - Aid in retention?
- Develop KPI's to measure success
- Engage stakeholders , both on campus and off
- Consult industry professionals currently building or running programs
- BE FLEXIBLE
- Assessment

The image shows a large, modern esports facility. The room is filled with rows of gaming stations, each equipped with a large monitor and a high-back gaming chair with red and black accents. The ceiling is a dark grid with recessed lighting, and a large, illuminated red and white structure hangs from the center. The walls are white and feature several framed posters of esports players and a large clock. The overall atmosphere is high-tech and competitive.

Esports Facility Development

Location Selection: Academic

University of Utah
Entertainment Arts and
Engineering Program



Location Selection: Academic

Boise State
Department of Educational
Technology



Location Selection: Recruitment



Butler University

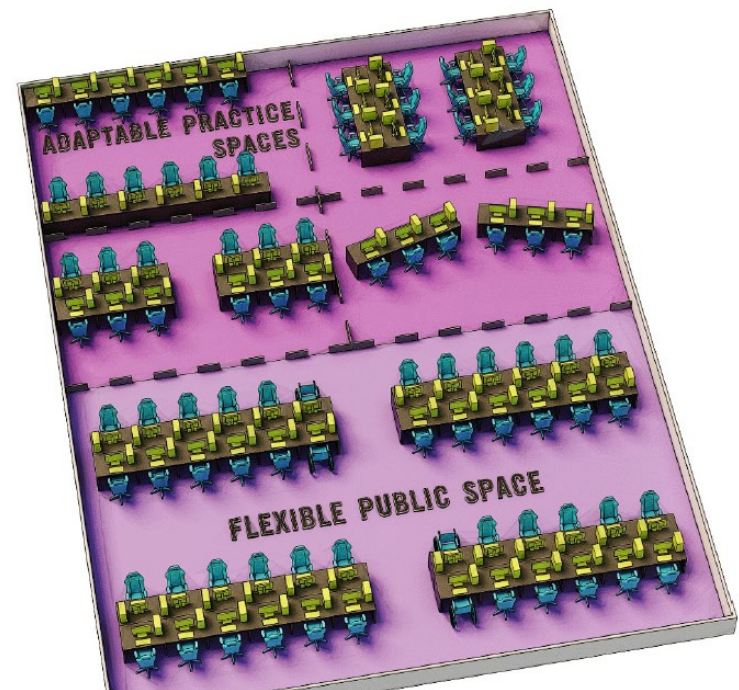
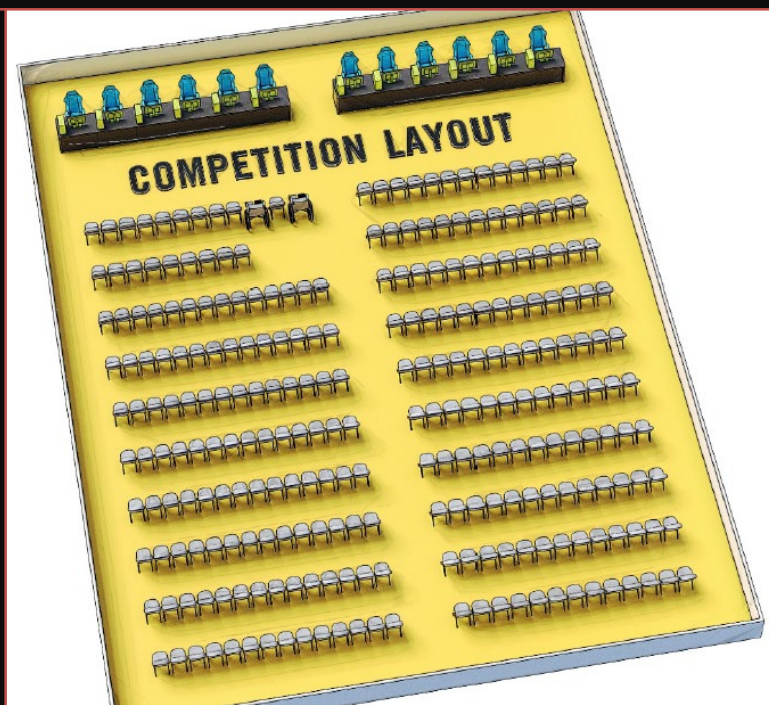


Space Requirements

- OFFICES**
(MEETING SPACE, STAFF, COACHES, SECURE STORAGE)
- SUPPORT**
(IT, CONTROL, STORAGE, MECHANICAL, PRODUCTION FOR BROADCAST / STREAMING, ETC)
- PUBLIC GAMING**
(24+ STATIONS, GROUPED BY 6 AND MOVEABLE, SEATING FOR EVENTS)
- COMPETITION GAMING**
(RESERVED STATIONS FOR TEAMS, GROUPED BY 6 AND MOVEABLE, STAGE, SEATING FOR EVENTS IF NEEDED)
- PUBLIC SUPPORT**
(RESTROOMS, FOOD&BEVERAGE, SECURE STORAGE, MEDIA ROOM, ETC)
- LOBBY**
(CONTROL DESK, RETAIL, RENTAL, HALL OF FAME, TICKETS, ETC)
- HOME TEAM**
(TEAM LOCKERS, LOUNGE, BRANDING / SWAG, STRATEGY / PLANNING, DISPLAY MAPS, ETC)
- HOME SUPPORT**
(WAR ROOM, STREAMING ROOM, TREATMENT, NUTRITION, MENTAL HEALTH, STRENGTH, ETC)
- VISITING TEAM**
(2-4 TEAM ROOMS FOR PRE-MATCH PRACTICE / DRESSING, USED ON OFF DAYS BY HOME TEAMS)



Esports Space Layout





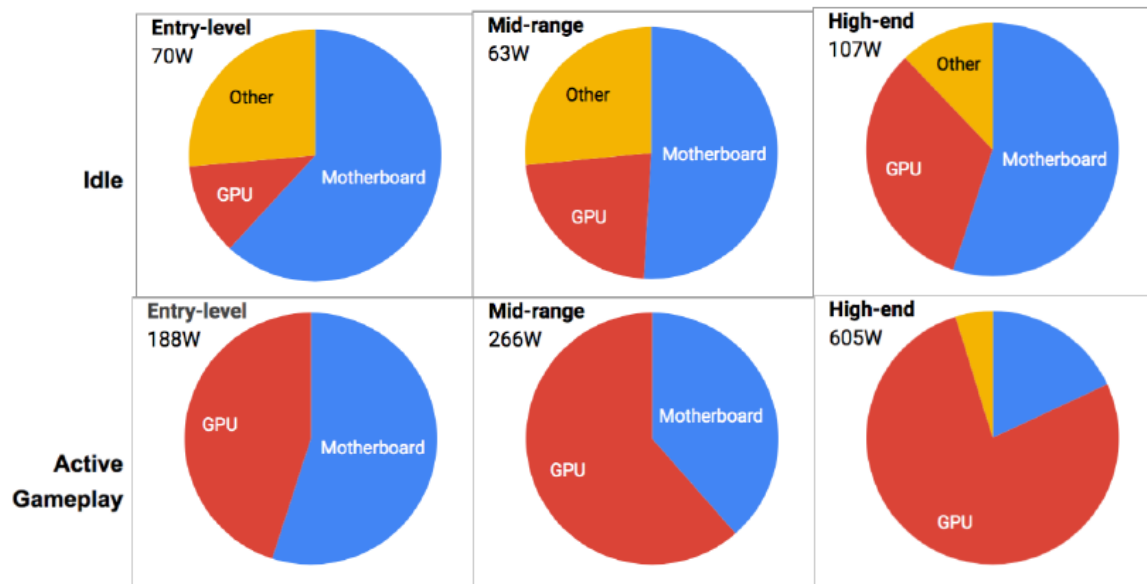
Gaming Station Arrangement

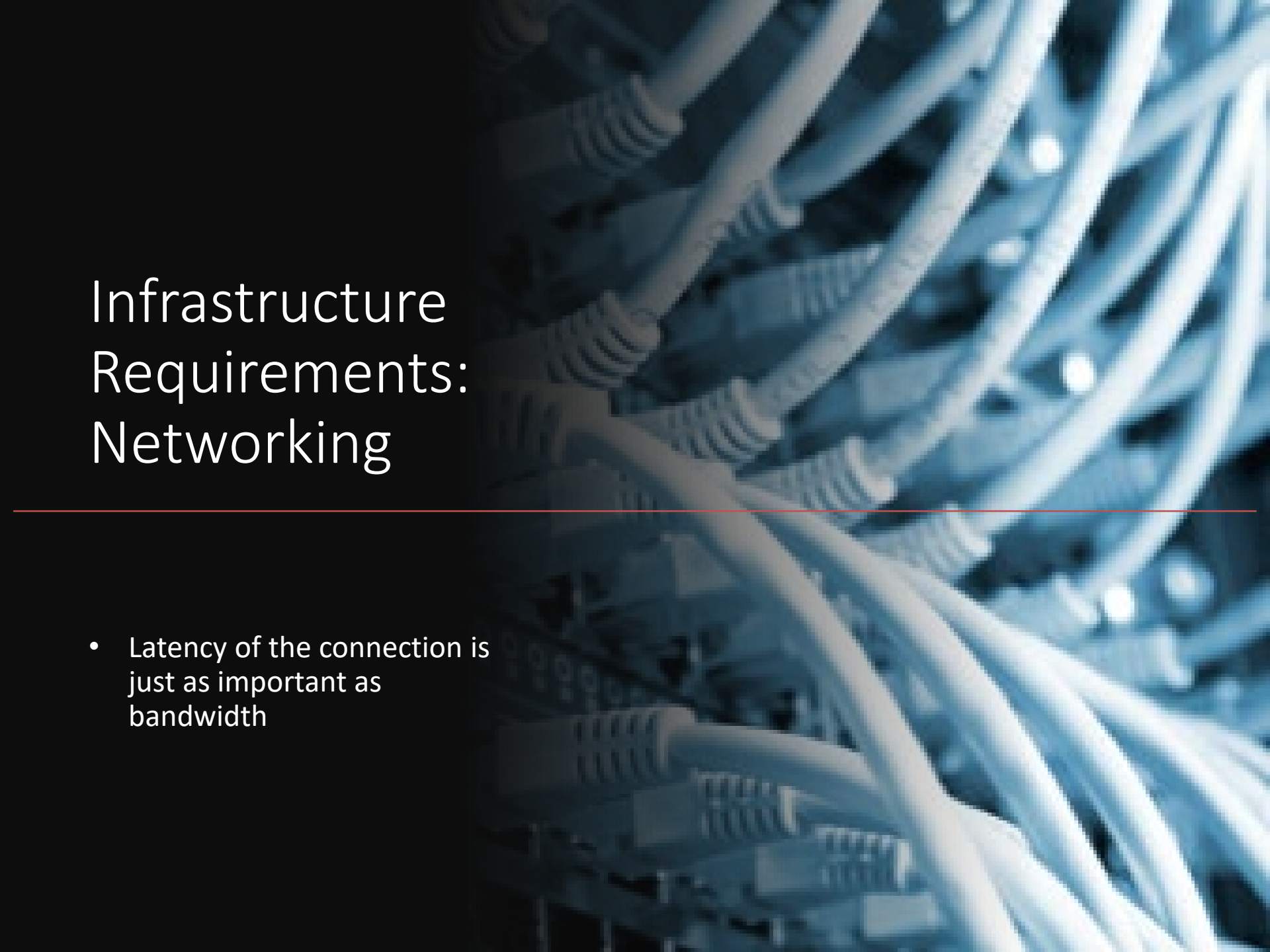
Driven by titles and gameplay

Infrastructure Requirements: Power

- Limit the number of gaming PCs to 3-4 stations per 20A circuit

Measured gaming desktop component loads: The role of components varies significantly depending on duty cycle and product tier





Infrastructure Requirements: Networking

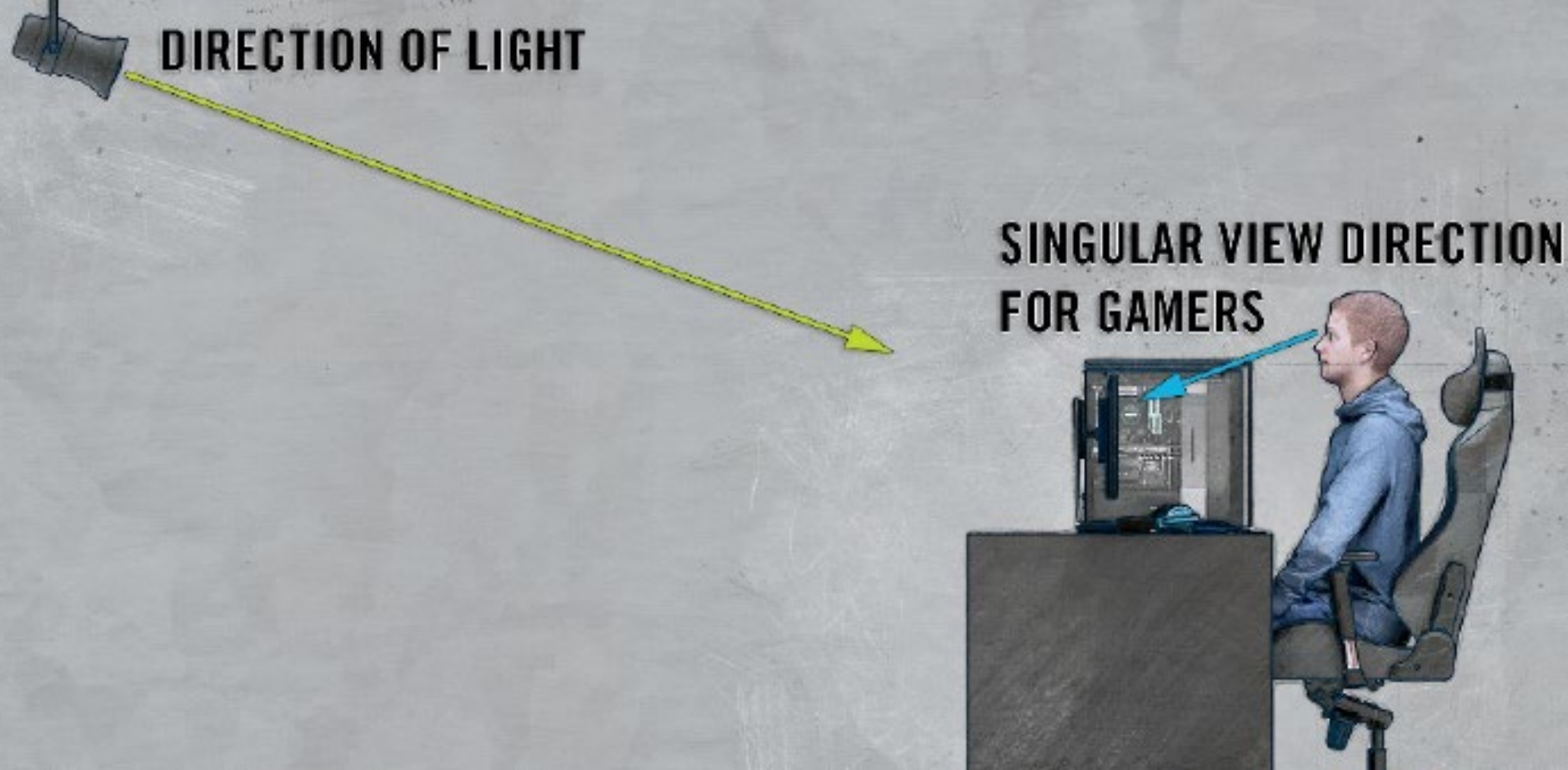
- Latency of the connection is just as important as bandwidth

Gaming PC Requirements



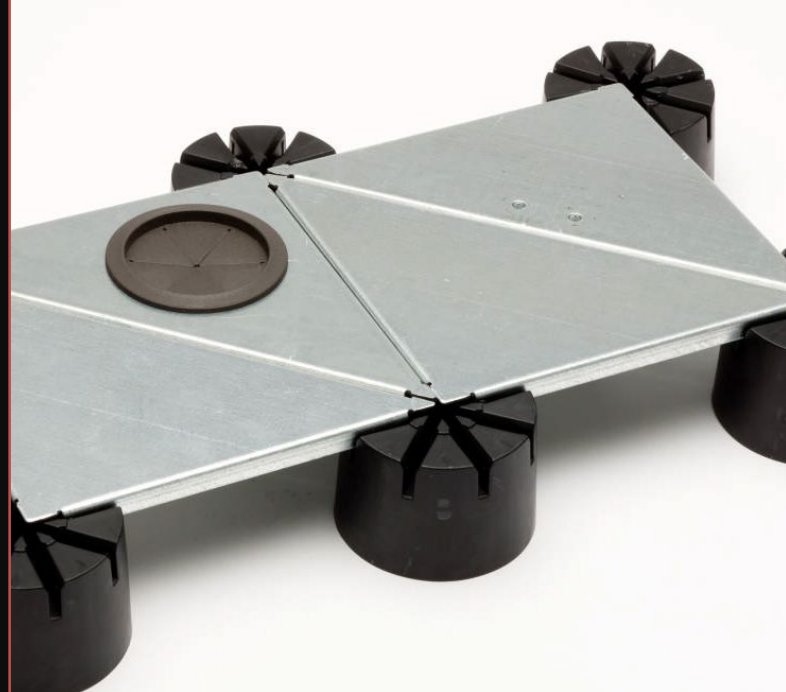
Furniture





Lighting Considerations

Flexibility is Critical



Esports Aesthetics



Benchmarking Esports Facilities





Illinois Wesleyan University



Illinois Wesleyan University



University of California-Irvine



University of California-Irvine





The Ohio State





The Ohio State



The Ohio State



University of Akron Arena

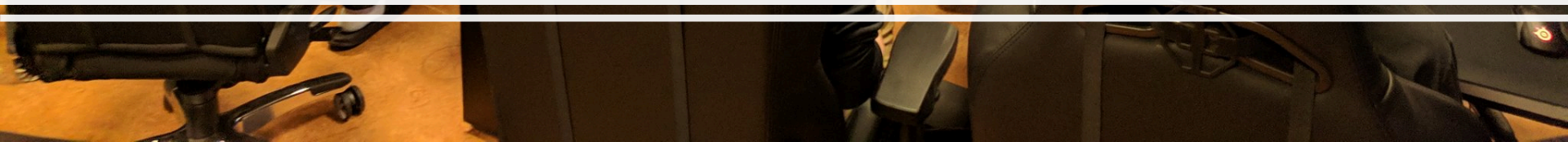


University of Akron Open Gaming





University of Akron Club Facility





Full Sail University – “The Fortress”



Full Sail University – “The Fortress”

Esports at Illinois State



Expanding Esports – Campus Efforts



Vision for the Redbird Esports program



- Build a competitive varsity team that represents Redbird excellence



- Support the academic mission by connecting related academic programs and building skills for students' future careers



- Create an inclusive community that fosters engagement and embraces gaming



- Have fun! Build recreation and club level gaming activities that allow for all students to participate

Experiential Learning Opportunities

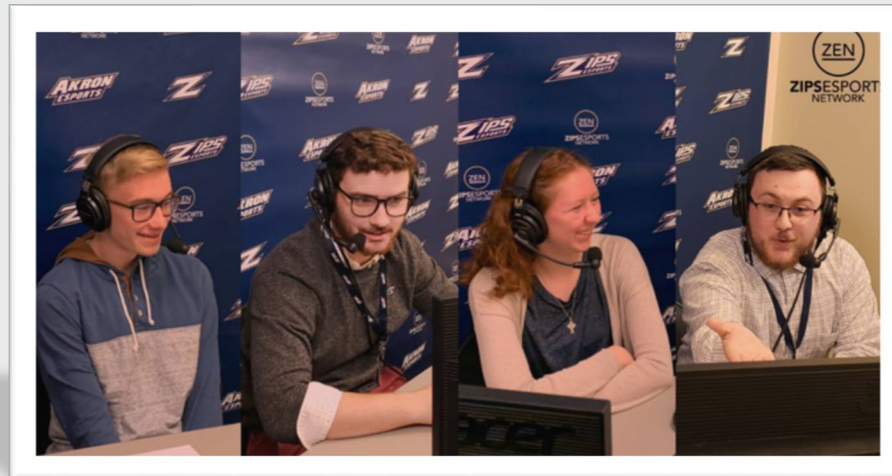
- Broadcast/Production
- Marketing/Content Creation
- Event Management
- Technology and Digital Development
- Community management
- League Management
- Coaching
- Player Development

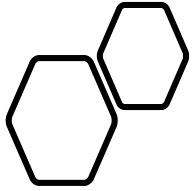


Academic Integrations

Developing competent industry professionals

- General Arts
- Arts Technology
- Physiology, Neuroscience, and Behavior
- Business Administration
- Communication Studies
- Computer Science
- Health Promotion and Education
- Information Systems
- Management
- Marketing
- Mass Media
- Music
- Network and Telecommunications





Redbird Esports Arena Draft Renders

- 2nd largest collegiate esports arena in the world
- Capacity for 100+ PC's
- Dedicated community lounge with consoles
- Dedicated broadcast & production room



Questions?



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