

eSports



Global Strategy

Attracting Mass Audiences



Text



Gaming is an
exciting Skill Sport

We Are Entertainment

QuickTime?and a
YUV420 codec decompressor
are needed to see this picture.



But Remain
Comparatively Niche



A large outdoor concert at dusk. The stage is illuminated with bright lights, and pyrotechnics are visible in the sky. A massive crowd of people is gathered in front of the stage, many with their arms raised. The text "Different Paths to Mass" is overlaid in white on the image.

Different Paths to Mass



Strategic Relationships



Grassroots Events



Programming has been the Key



What can we learn from the
Korean Experience?

Game Broadcasting in Korea

Cable TV

■ OnGamenet

- Korea No.1 cable game channel which broadcasts with various contents of game including game league. (24 hour broadcasting)

■ MBC Game

- E-sports oriented cable game channel which is owned by Korean major broadcasting station, MBC. (24 hour broadcasting)

- ✓ Game League (Live & Rebroadcast) : Broadcast pro & amateur competition
- ✓ Game preview : News / game introduction
- ✓ Game Strategy & Tip : Offering play tips from the professional game players
- ✓ People : Documentary-type for professional game player

Public Broadcasting

■ SBS Game

- Weekly basis program of Korean major broadcasting station, -SBS (Every Thursday, 00:40)

- ✓ Game preview : News / game introduction

<Cable Channel M/S>

	Channel	Share%
1	MBC Drama Net	11.18
2	Tooniverse	5.91
3	KBS Drama	5.37
4	SBS Drama Plus	5.26
5	OCN	4.41
6	tvN	3.84
7	Champ	3.62
8	Comedy TV	3.62
9	Mnet	3.39
10	e-channel	3.38
11	Cannel CGV	2.94
12	SUPER ACTION	2.6
13	XTM	2.45
14	Ongamenet	2.31
15	MBC MOVIES	2.25
16	MBC ESPN	2.17
17	MBC Game	2.09
18	Dramax	1.9
19	OnStyle	1.82
20	O'live	1.63

Data period : July.16 – 22

Target : Age 10 – 34

Range : Nationwide

Source : AGB Nielsen

Electronic Arts Korea

Content

Category	Broadcasting Type	Description	Program
Game League (Professional gamers)	Cable	<ul style="list-style-type: none"> • Live & re-broadcasting of game league (Round basis) • Program which presents highlight scenes 	<ul style="list-style-type: none"> • WCG 2007 (OnGamenet) • DAUM Starcraft League (OnGamenet) • GomTV MLS league (MBC Game) • Shinhan Bank Cup proleague (OnGamenet) 
Game Competition (Pro+Amateur)	Cable	<ul style="list-style-type: none"> • Live & re-broadcasting of game league (Round basis) 	<ul style="list-style-type: none"> • GomTV Kart Rider league (OnGamenet) • Hyundai Motor Cup FIFA Online league (OnGamenet) • Club Audition League (Ongamenet) 
News	Cable / Public	<ul style="list-style-type: none"> • News of game industry • Introduction of new released titles 	<ul style="list-style-type: none"> • New game spark(MBC Game) • Game Express (OnGamenet) • GameShow (SBS game) 
Education	Cable	<ul style="list-style-type: none"> • Introduce strategy and tips for game playing 	<ul style="list-style-type: none"> • Game Tip (OnGamenet) • Star unlimited challenge (MBC Game) 
Documentary	Cable	<ul style="list-style-type: none"> • Introduce pro-gamers and their everyday life 	<ul style="list-style-type: none"> • Real Story Pro Gamer (OnGamenet) 

Is It All About
Starcraft?



Zerg Rush

QuickTime? and a mp3 decompressor are needed to see this picture.



200/200

Zerg Egg



Morphing



MENU



Not Just Starcraft





FIFA ONLINE



Official FIFA Licensed Product. The FIFA Logo (C) 1977 FIFA TM.
Manufactured under license by Electronic Arts Inc.
Co-developed by Neowiz & Electronic Arts.



PLACEHOLDER FOR FIFA ONLINE VIDEO

QuickTime? and a
mpeg4 decompressor
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Case Study – EA SPORTS™ FIFA Online

League Structure

1st Stage



Higher Rank
64 teams
from online
preliminary
League.
(Total 30K
participants)

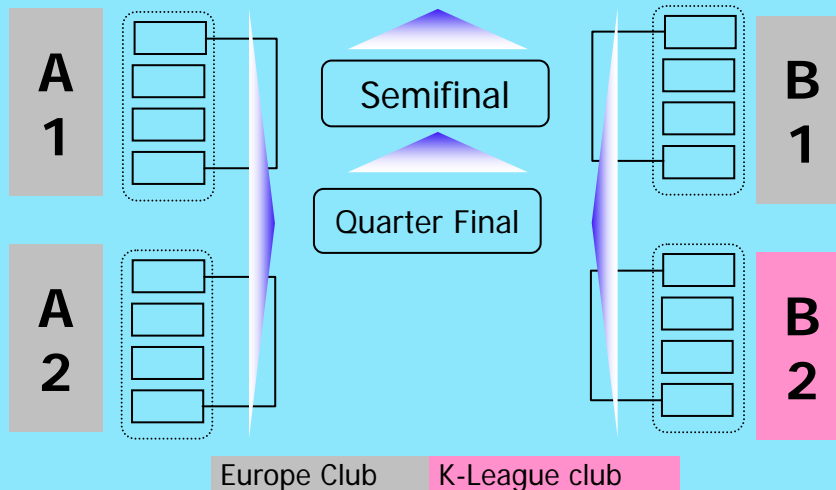


Picking out
16 teams
via off-line
Matches.

2nd Stage



- Round of 16, 2:2 team play matches.
- 3 groups for 'Europe Club', 1 group for K-League club
- Match process : Full league in 16 groups → Quarter final → Semifinal



3rd Stage



- Off-line field Final
hook up Broadcast
- Opening event match
between Pro-gamers
(Detail later on)
- Prize : About 30M KRW,
Include Hyundai motor
car 'AVANTE' for winner



VS



Case Study – EA SPORTS™ FIFA Online

EA SPORTS™ FIFA Online 2006 Hyundai Motor Cup World Championship

Sponsor	Hyundai Motors
Broadcasting	MBC GAME
Schedule	<ul style="list-style-type: none">• Off-Preliminary match : Sep.30(Saturday)- IPARK mall 4thfloor Event mall• Main league : Oct.13(Friday) – Dec.15(Friday).2006• Finals : Dec.21(Thursday).2006
Games	EA SPORTS™ FIFA Online 2 vs 2 Club-Match
Place	<ul style="list-style-type: none">• Main league : COEX Mall MBC Game Hero Center• Finals : Lotte World 'Garden Stage'
Prizes	<ul style="list-style-type: none">• Prizes : Approx 30M KRW (approximately 30K USD)• 1st prize : Include Hyundai motor's brand new car 'AVANTE'
Air time	<ul style="list-style-type: none">• Everyweek Friday 18:00 / 90min. live broadcasting for main league• Dec. 22 (18:00 – 19:30). Recorded broadcasting for final match

Case Study – EA SPORTS™ FIFA Online

Broadcasting Schedule

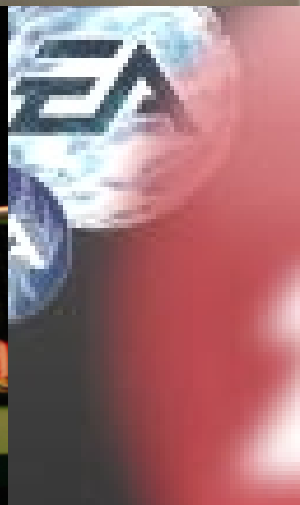
	<p>EA SPORTS™ FIFA Online 2006 Hyundai Motor Cup World Championship League (The fixed program)</p>	<ul style="list-style-type: none"> • Period : Oct.13 .2006 - Dec.12 .2006 • Broadcast Time : Every Friday night 18:00 ~ 19:30, Live broadcasting • Number of broadcasting times : Main broadcasting once a week, rebroadcast twice a week
<p>Main League Program</p>	<p>I Like THE! E_SPORTS (E-sports related program)</p>	<ul style="list-style-type: none"> • Offline preliminary, Draw group / Draw club /introduce the Final match • Live Broadcast Information Program : Every Friday night 17:00 • News form-League news & introduce : Over 6 times broadcasting
<p>Grand Final Match Program</p>	<p>EA SPORTS™ FIFA Online 2006 Hyundai Motor Cup World Championship Grand Final</p>	<ul style="list-style-type: none"> • Broadcasting Time : Dec. 22 (18:00 – 19:30)

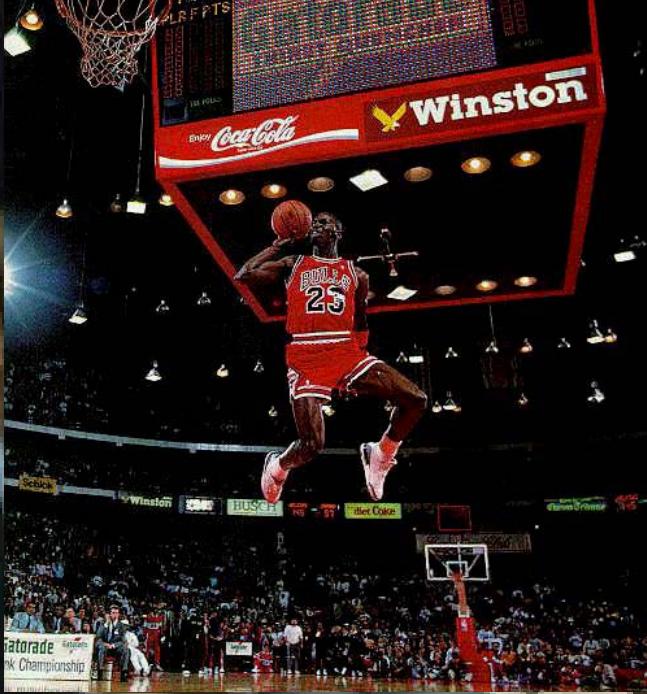
2007 Hyundai Motor World Cup

Championship

Live Broadcasting of 2007 Hyundai Motor Cup World Championship

- Official game league sponsored by Hyundai Motor
- Broadcasted every Thursday on Ongamenet from May 31 to Aug 2
- Final match to be held on **Aug 11**





Sports' Defining Moments



Some Assumptions

- Establish eSports as a true sport of skill and integrity
- Make it accessible to a mass audience (e.g., casual gamers), but don't expect it to be universal
- A relatively consistent set of rules and mechanics can be developed
- Much will be shot "live" but editing will play a large role
- Assumes support from and dialogue with programmers, leagues, developers and publishers, constantly enhancing and advancing possibilities





MADDEN  **08**



Madden Nation

MADDEN NFL 06
EXCLUSIVE NFL LICENSE

WINNER TAKES \$100,000

PLAY THE TRAILER!

Follow the action on ESPN 2

MADDEN NATION

Open Menu

- Game Information
- News
- Madden NFL 06 Xbox 360
- Madden NFL 06 PSP™ Info
- Madden NFL 06 Mobile
- EA SPORTS Nation
- MADDEN Nation on ESPN2
- MADDEN Challenge
- MADDEN NFL Support
- Fantasy Football
- Register Game

BUY IT!

Newsletter Sign-up

EVENTS AND CONTESTS

SHOW DESCRIPTION:

Episode 8

New York City
City Reality: Times Square, Central Park
Off the Bus: Sherm, Dred and Pretty Boy
Grand Champion: Duka

TUNE IN:

- Episode 1 - 04/12 at 12:00 a.m. ET
- Episode 2 - 04/12 at 12:30 a.m. ET
- Episode 3 - 04/19 at 12:00 a.m. ET
- Episode 4 - 04/19 at 12:30 a.m. ET

XBOX

Map showing the Madden Nation tour route across the United States, including cities: San Francisco, Las Vegas, San Diego, Phoenix, Albuquerque, Denver, Minneapolis, Green Bay, Chicago, Canton, Indianapolis, DC, Philadelphia, Baltimore, and New York City.



QuickTime?and a
H.264 decompressor
are needed to see this picture.



— 2142 —
BATTLEFIELD



2142

BATTLEFIELD

QuickTime?and a
mpeg4 decompressor
are needed to see this picture.



NBA Live



NBA Live: Bring It Home

QuickTime?and a
H.264 decompressor
are needed to see this picture.



Keys To Success

1. Create Celebrity Personas



Put Gamers on a Pedestal

- Make Them Interesting Individuals
- Highlight and Celebrate Their Skills
- Validate Gamers and Gaming Culture

Tell Their
Stories



Tell Their Stories

QuickTime?and a
YUV420 codec decompressor
are needed to see this picture.



Creating Celebrity

- Tell their stories
- Feature the most charismatic players



Feature The Charisma

QuickTime?and a
YUV420 codec decompressor
are needed to see this picture.



Create Interesting Personas

- Tell their stories
- Feature the most charismatic players
- Elevate the best players



Elevate the best

QuickTime?and a
YUV420 codec decompressor
are needed to see this picture.



Highlight and Celebrate Their Skill

- Explain strategic and physical skills
- Highlight their training regimens



Explain Strengths

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YUV420 codec decompressor
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Highlight and Celebrate Their Skill

- Explain strategic and physical skills
- Highlight their training regimens
- **Have players share tips and insights**



Player Tips

QuickTime?and a
YUV420 codec decompressor
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Keys To Success

1. Create celebrity
2. Make the programming recognizable and easy to understand



Recognizable and Easy to Understand

1. Give the audience a “god’s eye view”
2. Build it from the familiar



God's Eye View

- Put viewers inside the players head
 - Insert pre-game, mid-game and post-game interviews with the players DURING the game



Pre, Mid and Post Interviews

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God's Eye View

- Put them inside the players head
 - Insert pre-game, mid-game and post-game interviews with the players DURING the game
- Editing is the key: don't rely on going "live"
- Give the announcers time to announce and the color guys time to color



Give the announcers time

QuickTime?and a
YUV420 codec decompressor
are needed to see this picture.



God's Eye View

- Put them inside the players head
 - Insert pre-game, mid-game and post-game interviews with the players DURING the game
- Leverage editing: don't rely on going "live"
 - Give the announcers time to announce and the color guys time to color
 - Utilize instant replays, freeze maps
 - Create a great graphics package
 - Collect as many camera angles as possible



Use The Medium

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Keys To Success

1. Put the players on a pedestal
2. Make the programming recognizable and easy to understand
3. Find and nurture the drama



Drama 101: Conflict

- Highlight historical rivalries between players
- Establish “favorites” and “underdogs”
 - Relative strengths and weaknesses of players (stats, records and styles)
- Emphasize Conflict
 - Allow trash talk (within reason) and player interaction



Bring out conflict

QuickTime?and a
YUV420 codec decompressor
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Get the Crowd Involved

- Enhance and/or exaggerate the role of the crowd.

Validation



Crowd Involvement

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Edit for Excitement

- Edit through slow points, hit highlights
- Build/allow for anticipation of big moments and the “final kill”



Edit to High Points

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YUV420 codec decompressor
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Edit and Pace Smartly

- Edit through slow points, hit highlights
- Build/allow for anticipation of big moments and the “final kill”
- **Finish big with strong highlights.**



Play Up Highlights

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Parting Thoughts

- Validate Gamers and Gaming
- Many things need to be done to “go mass”, but programming can elevate them all
- Thank You!



QUESTIONS?

