

Checkpoint #3:

Identified Topic: E-Sports

Behavior Change

What is a behavior change strategy for this topic? Be specific!

A behavior change strategy for this topic could be a change in the corporations themselves. A current risk in e-sports is its monetary gain compared to other sports. If corporations changed to support e-sports, this risk could be mitigated. Some strategies companies could employ include investing in marketing to promote their e-sports teams, thus leading to greater audience interest and retention, which would increase funding to e-sports.

What risk(s) are addressed by this strategy? How does this strategy actually affect or address the risk of loss?

This strategy affects the risk of loss by appealing to the audience by advertising and pushing e-sport inclusion in sports. This will bring in more revenue for e-sports, improving monetary gain compared to other sports. A risk of this strategy includes a lack of interest in e-sports, as this relies on a community interest in e-sports. If people aren't interested, this strategy will not be successful, due to no money coming from consumers, and all the effort and money put into advertising will lead to a net loss.

Identify what party (or parties) are affected by implementing the strategy?

Parties affected by this are the players themselves (as they would have to participate in the increased marketing tactics), the corporations receiving more money, and the gaming community as a whole. Hopefully, they are affected positively, but if not corporations could potentially lose money and gamers will not be able to support themselves.

Modifying Outcomes

What is a modifying outcomes strategy for this topic? Be specific!

Teams can make more money by winning, which in turn lands them sponsors. It is generally known that the asian regions like China (LPL) and Korea (LCK) do better in gaming than the western regions (western regions don't win big events that much). In order to allow the western region to start winning, they can modify their practice schedule. Practice strategy, take it more seriously, get asian coaches and players, and gain larger social media influence. Releasing new games into the market may allow E-Sports as a career to gain more profit. Expanding the existing games, and even adding in more competitions could increase awareness and bring in more revenue. This strategy allows e-sports corporations to implement diversification of their market.

What risk(s) are addressed by this strategy? How does this strategy actually affect or address the risk of loss?

The risk of this strategy is that the money put in may not have an equal pay out. It takes time to build a good team, so using one or two years will not do it (unless the coaches are really good). The risk of spending money to gain more social media influence may be a bad thing as well because if there is a negative image from the team, it may decrease revenue. Practice schedules may not work with players, participating in more events may not land them sponsors or pay outs because they may not win, and in general, it all depends on the team and the current strategy of the team. The risk is always fluctuating, no matter what. The major risks would be monetary gains, career stability, risk and reward (duh), and the popularity of the game.

Identify what party (or parties) are affected by implementing the strategy?

E-sport teams and competitors, or host companies, players, staff, coaches, sponsors, player base, social media influence, the general population, hosting arena's, castors, event planners etc.

Insurance

What is an insurance strategy for this topic? Be specific!

Funding the team, insurance for players (and limbs), and insurance for the team such as:

- Employers Liability
- Cyber Insurance
- Personal Accident
- Travel Insurance
- Public Liability
- Product Liability and Media Liability
- Directors' & Officers' or Management Liability
- Contractual Bonus
- Property Insurance
- Bodily Injury definition redefined
- Crisis response coverage
- Legal Liability to Participants

<https://www.miller-insurance.com/what-we-do/esports>

What risk(s) are addressed by this strategy? How does this strategy actually affect or address the risk of loss?

This strategy ensures the players and the corporation at large are safe throughout any financial strains the industry may go through by implementing insurance measures prior to loss. This strategy can mitigate or lessen any risks of loss as it lessens the monetary effects of any potential failures.

Identify what party (or parties) are affected by implementing the strategy?

This affects the players because they can perform better knowing they are safe with insurance (either travel insurance, personal accident, or employer's liability). The company can also sign insurance that ensures their management/staff along with their building and any additional properties. This can allow them to make huge amounts of investments and be in a money deficit, but ensure their initial "property" is safe. Banks can also feel safe when the company makes huge monetary decisions because the company is insured. Policyholders are affected by the service they receive. Insurance may have to cover the costs of sponsors of players and teams. Players are also at risk of bodily injuries such as eyestrain and are eligible for coverage from the insurance companies.

Reflection/discussion prompts for future research

What are some pros/cons to the strategies identified?

Behavior change:

- a. Pros: This would allow esports to be integrated into sports through audience love for it. By doing this, it allows for e-sports to be sustained into society, allowing for it to sustain itself and not require pushing in the future
- b. Cons: if there is little audience for e-sports, or people don't like them, the strategy fails. Companies will then lose money due to having supported esports.

Modifying outcomes:

- a. Pros: This pushes audience interest, giving e-sports the potential to become more popular and therefore more accepted as a sport
- b. Cons: It doesn't ensure that people will like watching e-sports, preventing it from becoming as popular as already watched sports.

Insurance:

- a. This would make sure that players can continue to play e-sports, and that the health risks associated with it will not allow games from becoming big and popular
- b. It doesn't take any steps towards increasing interest; it is just a preventative measure.

What kinds of metrics could be used to assess the effectiveness of a strategy?

- Amount people watching e-sports per week
- Amount of people playing e-sports per week
- Amount of people tuning into a broadcasted e-sport game
- Amount of people coming to see a broadcasted e-sport game
- Length of e-sport career
- Injuries in e-sports.