

The background of the entire image is a close-up, high-angle view of a computer keyboard. The keys are light grey and have a slightly raised, rectangular shape. One key, located in the upper right quadrant, is a vibrant red color. On the top surface of this red key, the 'leSF' logo is printed in white. The 'l' is a simple vertical bar, the 'e' is a stylized red shape, and the 'SF' are in a bold, dark grey font. Below the 'leSF' text, the words 'International e-Sports Federation' are written in a smaller, lighter font.

# leSF

International e-Sports Federation  
International e-Sports Federation



# PLAY THE GAME

**“Introduction to eSports”**



## **Video Game**

An electronic game involving interaction with user interface to generate visual feedback on a video device



## **Esports**

Esports is the compound word from “Electronic” and “Sports”, and is a general term to describe a competitive sport performed by using IT & Communication technologies such as PC, Display Equipment, Network and other electronic devices.



## **Qualities of Esports**

- Competitiveness
- Rules and Regulations
- Physical and Mental Abilities
- Portray Fairness

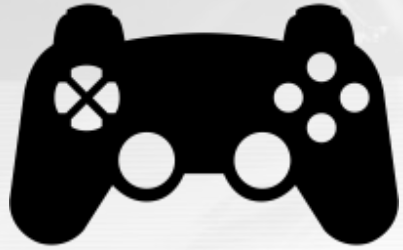


# eSports Ecosystem Flow





# eSports related industries



Gaming Industries



Hardware Industries



Platform Involvement



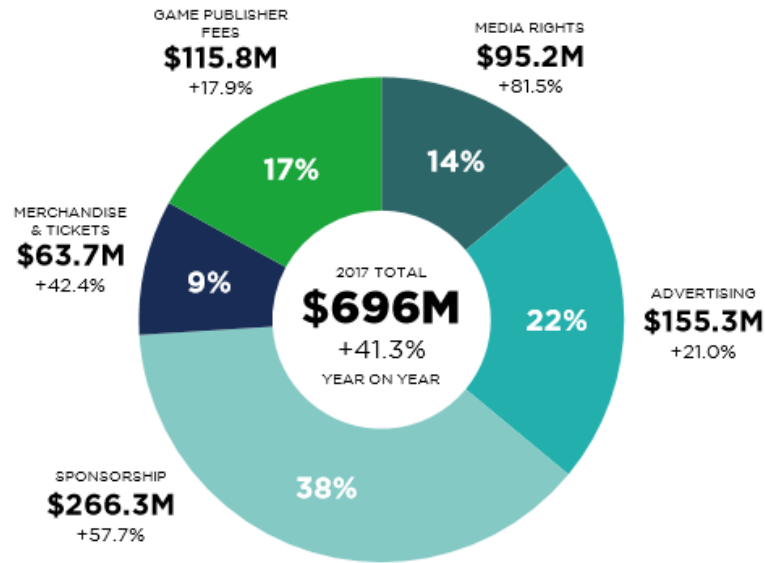


# eSports Revenue Overview

## REVENUES PER STREAM

GLOBAL | 2017

- MEDIA RIGHTS
- ADVERTISING
- SPONSORSHIP
- MERCHANDISE & TICKETS
- GAME PUBLISHER FEES

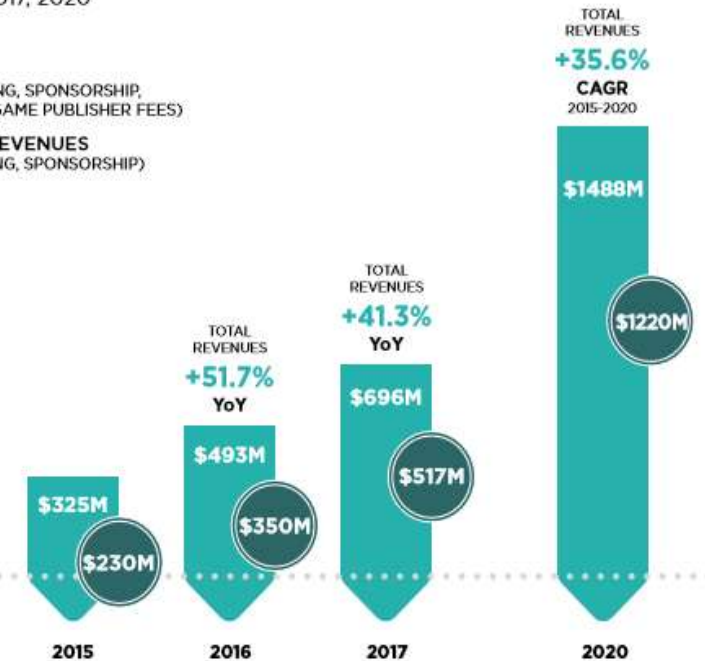


\* Newzoo's esports revenue figures always exclude revenues from betting, fantasy leagues, and similar cash-payout concepts, as well as revenues generated within games.

## ESPORTS REVENUE GROWTH

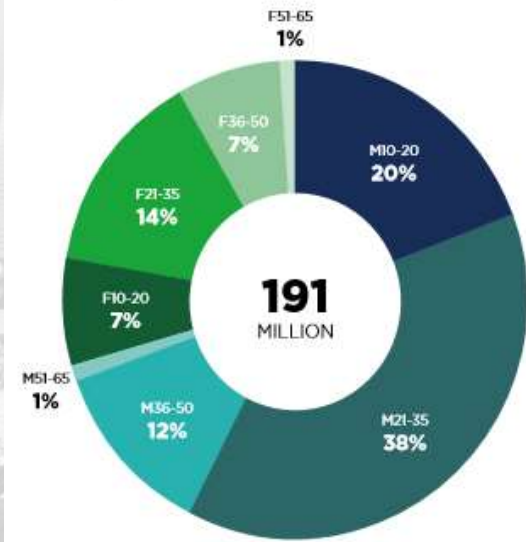
GLOBAL | 2015, 2016, 2017, 2020

- TOTAL REVENUES (MEDIA RIGHTS, ADVERTISING, SPONSORSHIP, MERCHANDISE & TICKETS, GAME PUBLISHER FEES)
- BRAND INVESTMENT REVENUES (MEDIA RIGHTS, ADVERTISING, SPONSORSHIP)



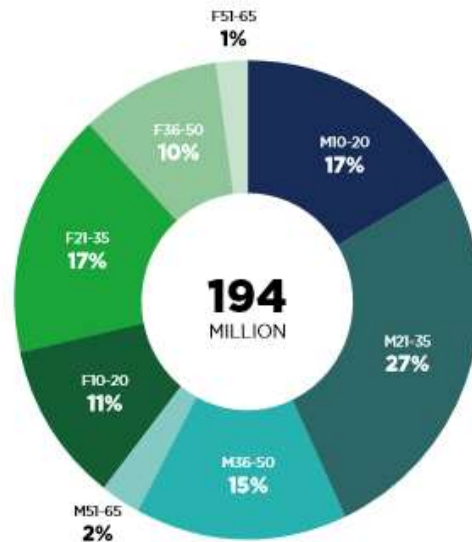
## AGE/GENDER: ESPORTS ENTHUSIASTS

GLOBAL | 2016



## AGE/GENDER: OCCASIONAL VIEWERS

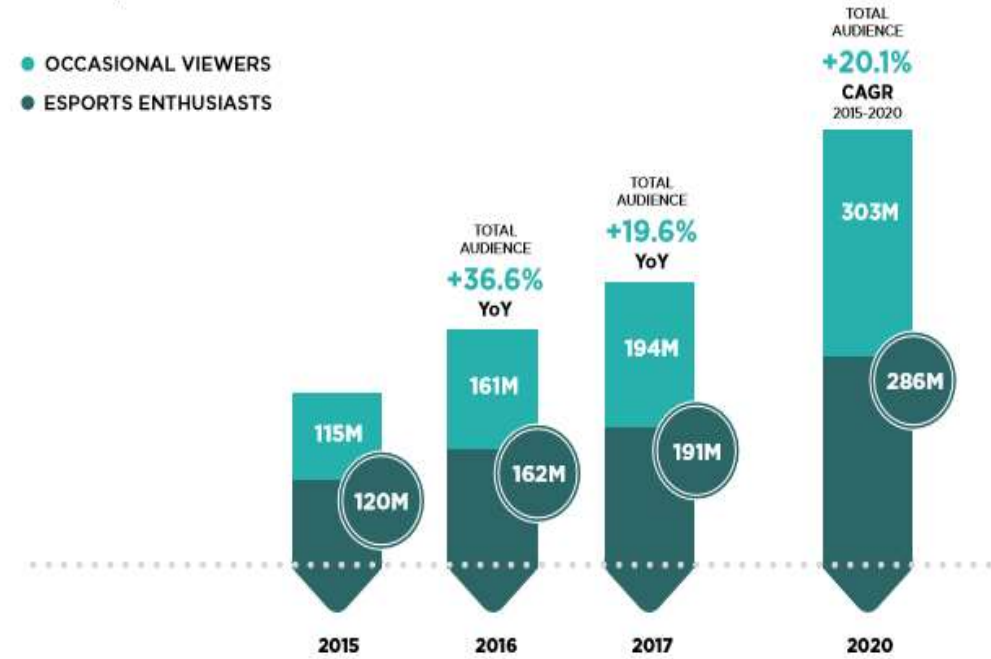
GLOBAL | 2016



## ESPORTS AUDIENCE GROWTH

GLOBAL | 2016-2020

- OCCASIONAL VIEWERS
- ESPORTS ENTHUSIASTS





# Mission

## MAKE ONE ESPORTS WORLD



**53** Member Nations



**Disciplines** and Regulations



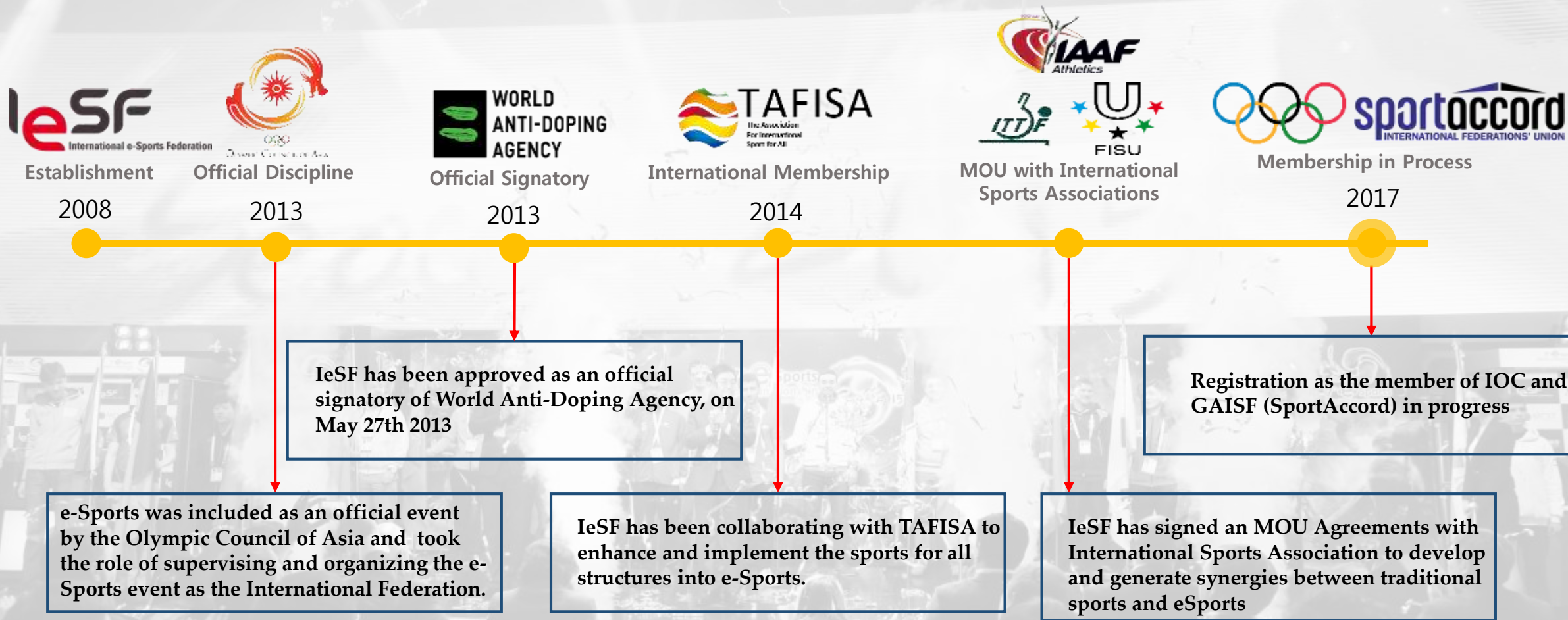
International e-Sports **Academy**



Esports World **Championship**



# IeSF and International Sports Society



Establishment

2008



Official Discipline

2013



Official Signatory

2013



International Membership

2014



MOU with International Sports Associations



Membership in Process

2017

IeSF has been approved as an official signatory of World Anti-Doping Agency, on May 27th 2013

e-Sports was included as an official event by the Olympic Council of Asia and took the role of supervising and organizing the e-Sports event as the International Federation.

IeSF has been collaborating with TAFISA to enhance and implement the sports for all structures into e-Sports.

IeSF has signed an MOU Agreements with International Sports Association to develop and generate synergies between traditional sports and eSports

Registration as the member of IOC and GAISF (SportAccord) in progress





# Future of eSports



**01**

**Recognition of Esports as Sports**

**02**

**Expand and Support Member Nations**

**03**

**International eSports Standardization**

**04**

**Providing Equal Opportunities**

**05**

**Social contribution**

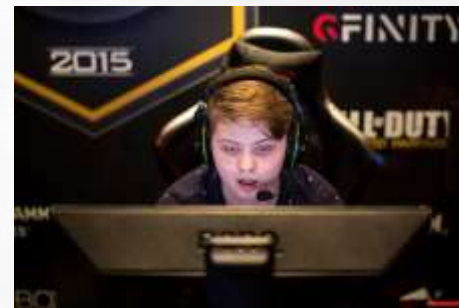
# *What is Sports ?*





*Social Demand*  
*(Digital + IT)*

# 1) Recognition of eSports as Sports



Promote Olympic Value & Movement

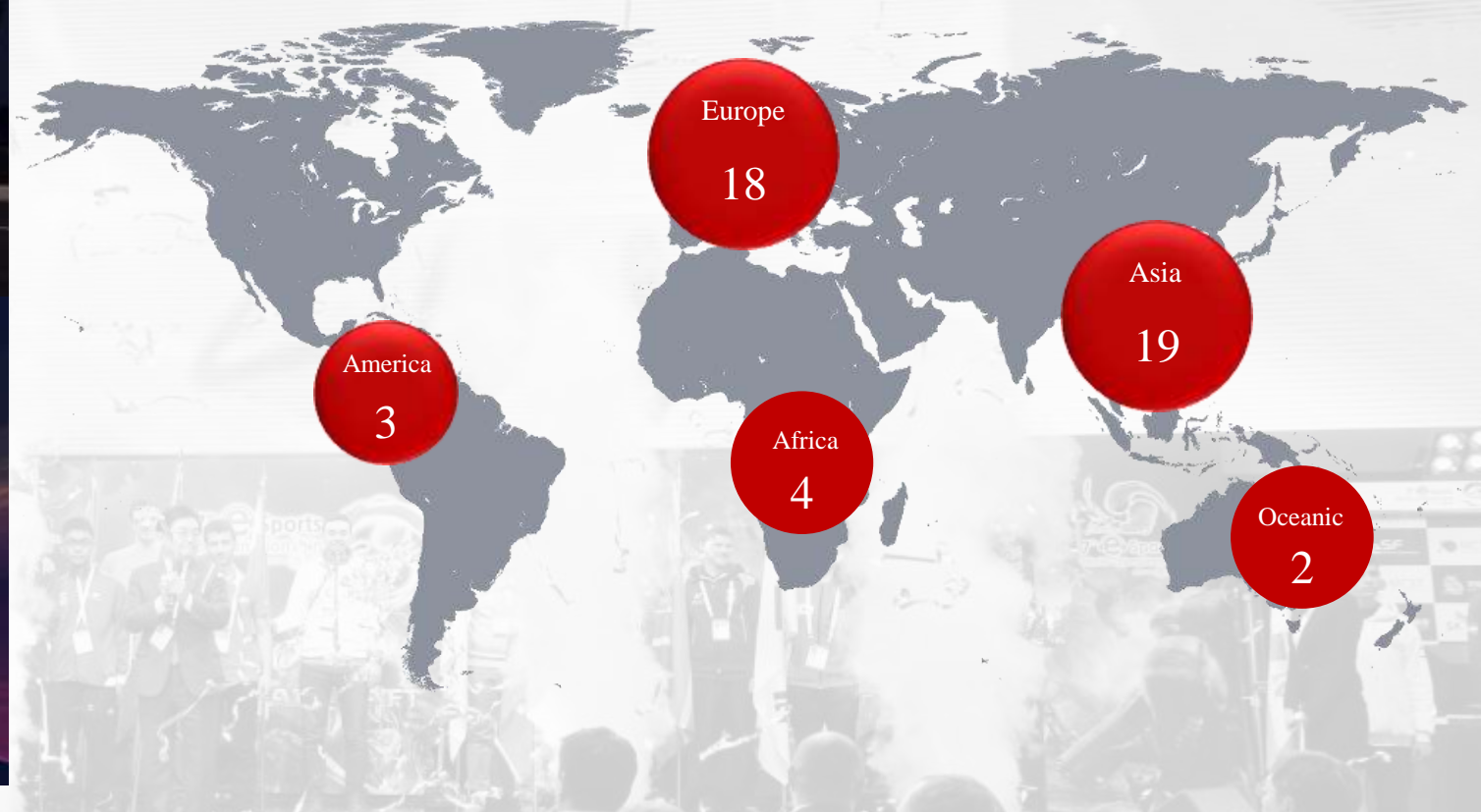
*Through high youth engagement of e-Sports, it can work as a channel to deliver and pursue the Olympic Values and direct the traffic back to the traditional sports scene.*



## 2) Expand and Support the Member Nations



**46 leSF Member Nations (2017 Feb)**



**International e-Sports Federation** consistently makes an effort to promote e-Sports a true sport beyond language, race and culture barriers. As our fulfillment of past years, we produced meaningful and tangible results by hosting annual 'e-Sports World Championship' and 'General Meeting', and we have expanded our member nations beginning from 9 to 46 nations. Furthermore, we presented global standards of e-Sports for integrated development of each country by introducing international e-Sports standardization.

# leSF 3) International eSports Standardization



Online Session



Advanced Offline Session

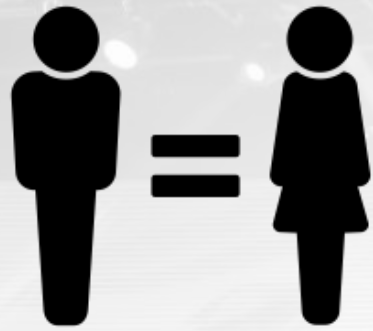


Evaluation through leSF platform

*The Purpose of Global Esports Executive Summit (GEES) is to gather key eSports stakeholders to reach consensus for eSports development and involve International Sports Society to openly discussion on how eSports and traditional sports can generate synergies*



# 4) Providing Equal Opportunities



**Gender Equality**  
Project One for All Sports



**Assisting Developing Countries**  
Team IeSF



**Supporting Entrepreneurs**  
Startup Development



# *Global Redistribution*



- Building digital infrastructure
- Increase Access to information Technology
- Educate Human resources to share knowledge

*Support Developing Countries*







## 5) Social Contribution



*MOU Agreement with United Nation Environment Program to reduce carbon footprint and collaborate research to acquire solution to electronic waste*