



Esports and the Media

Challenges and Expectations in a Multi-Screen Society

EDITED BY
ANGEL TORRES-TOUKOUMIDIS



ESPORTS AND THE MEDIA: CHALLENGES AND EXPECTATIONS IN A MULTI-SCREEN SOCIETY

TORRES-TOUKOUMIDIS, A.: *Esports and the Media: Challenges and Expectations in a Multi-Screen Society*. London : Routledge, 2022. 134 p. ISBN 9781003273691.

Michal Kabát

Esports, or electronic sports, is a rapidly growing industry. The convergence of sports, digital games and media has created opportunities for a unique form of competitive entertainment. With an estimated audience of 550 million worldwide, eSports is becoming an increasingly popular form of entertainment, and media companies are taking note.

Competitive gaming has become the focus of many large companies, including tech giants like Microsoft, Amazon and Google. These companies have invested heavily in tournaments and leagues, with prize pools reaching into the millions of dollars. Media companies have also jumped onto the eSports bandwagon, with ESPN, Fox Sports and other major sports networks now streaming and covering eSports events. The media is also playing an important role in the growth of the industry. Many journalists have become devoted fans, using social media and gaming websites to broadcast games, interviews and news to larger audiences. This has sparked the growth of a whole new form of journalism, with reporters specialized in the eSports world and dedicated to bringing fans the latest news and content.

Esports are already a major part of digital media, with content across social media, streaming and traditional television. Twitch, YouTube and other services are streaming eSports footage around the clock, and traditional TV networks are devoting more and more time to eSports programming. Esports also has a strong presence on platforms like Twitter, Instagram and Reddit, with all major tournaments and leagues having active accounts and engaging with their audiences.

Finally, eSports has become an important part of the advertising industry, with major brands now investing heavily in promoting their products through this fast-growing industry. The eSports fan base is young, passionate and digitally-savvy, making them the perfect target audience for many companies. This has opened up a new avenue for media companies to reach potential customers, and with tournaments and leagues from all over the world, there is no shortage of opportunity.

The reviewed book is a collection of essays edited by A. Torres-Toukoumidis that examines the impact of eSports and their role in the entertainment industry. It covers a range of topics related to eSports, including the role of media platforms in the growth of eSports, the use of social media in eSports, and the marketing strategies used in the industry. The authors come from a variety of disciplines, including game studies, new media, leisure, sport studies, communication studies, transmedia literacy, and digital culture. It is intended for scholars, students, and professionals working in these fields. It will be published in 2023 by Routledge as a part of their "Focus on Digital Media and Culture" series and it is already available as a free download on their website. It contains seven individual essays, or chapters that deal with various related topics.

The first chapter covers the history and evolution of eSports, including its recognition as a sport discipline and its relationship with the entertainment industry. It discusses the characteristics of eSports, including the fine motor skills and brain effort required, the competitive level of events, and the formal organization of leagues and collegiate bodies. It also examines the economic system surrounding eSports and its potential to generate high revenues for professional players, organizations, and sponsors. The second chapter analyses the impact of social media, specifically Facebook, on the growth and development of eSports. The chapter discusses the ways in which Facebook has been used to promote and broadcast eSports events, as well as the role of social media in the creation and maintenance of eSports communities.

Chapter three consists of five texts. The first examines the relationship between eSports and the mass media, including the challenges and opportunities presented by the broadcast of eSports events. It discusses the role of traditional media outlets, such as television and radio, in the promotion and coverage of eSports, as well as the impact of streaming platforms and online media on the growth of eSports. The second essay focuses on the marketing and advertising strategies used in the eSports industry, including both traditional and digital marketing approaches. The chapter discusses the use of sponsorships, partnerships, and influencer marketing in the promotion of eSports events and teams, as well as the role of social media in eSports advertising.

The third text explores the impact of globalization on the development and growth of eSports, including the role of international events and the globalization of eSports communities. It discusses the ways in which the globalization of eSports has been facilitated by the growth of the internet and the increasing prevalence of streaming platforms, as well as the potential for eSports to promote cultural exchange and understanding. The fourth essay examines the role of merchandising in the eSports industry, including the production and sale of physical goods such as clothing and accessories. The chapter discusses the ways in which merchandising has been used to promote eSports events and teams, as well as the potential for eSports merchandise to generate additional revenue streams.

The final part of this chapter brings together a diverse group of communication experts to provide their perspectives on the role of eSports in society and the entertainment industry. The chapter includes discussions on the impact of eSports on education, the role of eSports in the promotion of social values, and the potential for eSports to serve as a platform for social change.

The book is a welcomed addition to reflections on the current state of eSports and it provides important information for conducting more research in these topics as the media landscape is definitely shifting towards eSports, and the debate is no longer about whether eSports are sports, but whether people enjoy watching them.

Author of the review

Mgr. Michal Kabát, PhD.

University of Ss. Cyril and Methodius in Trnava

Faculty of Mass Media Communication

Námestie J. Herdu 2

917 01 Trnava

SLOVAK REPUBLIC

michal.kabat@ucm.sk