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| **IB Geography – Cultural Shift & The Growth of E-Sports** |



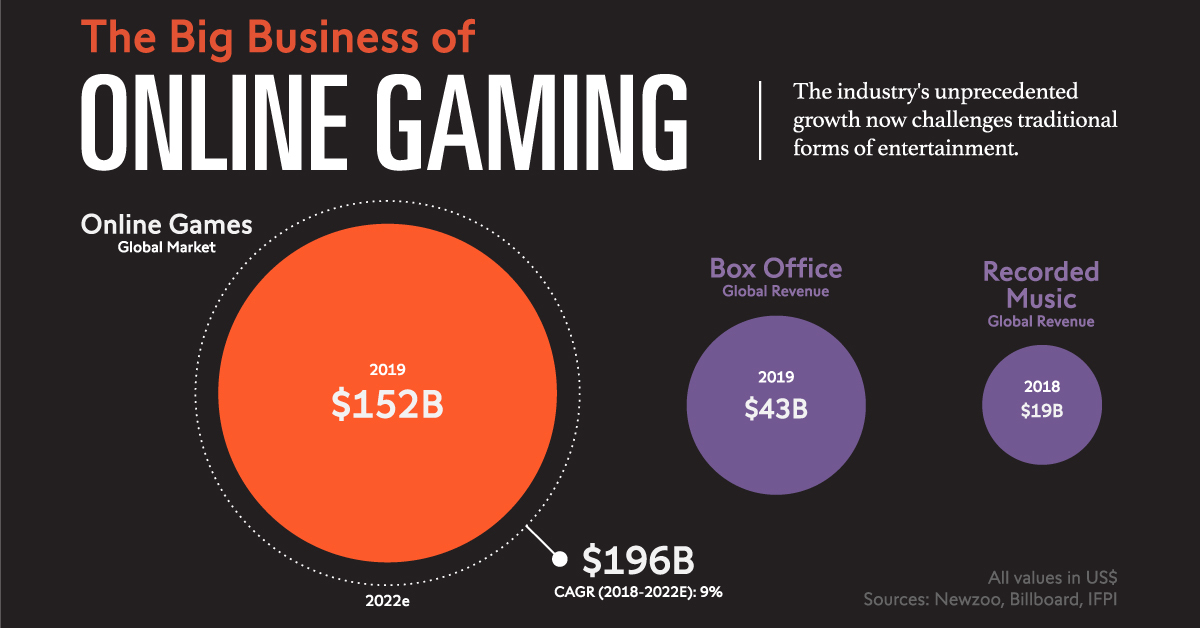
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| Video 1 - Define e-sports and refer to growth in viewing figures. |
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| Video 2 to 2:30 - Who are the Houston Outlaws, how and where to they play and how do they prepare? |
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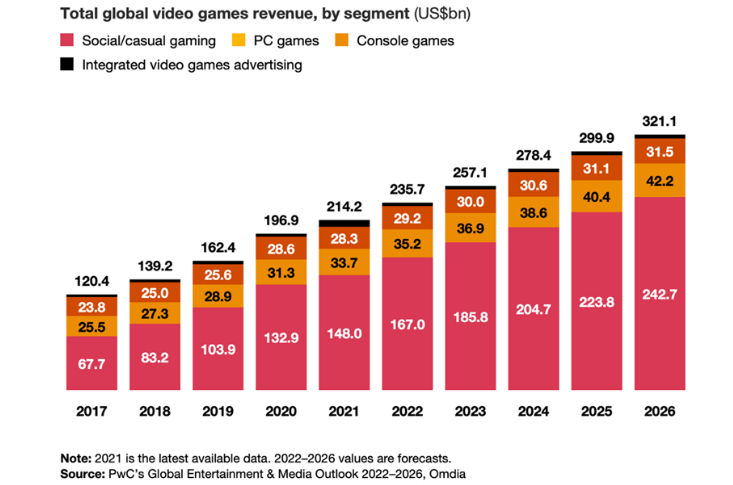
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| Video 2 - 2.30 onward. What is Overwatch and how does it work? |
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| How does the consumer interact with the competition? |
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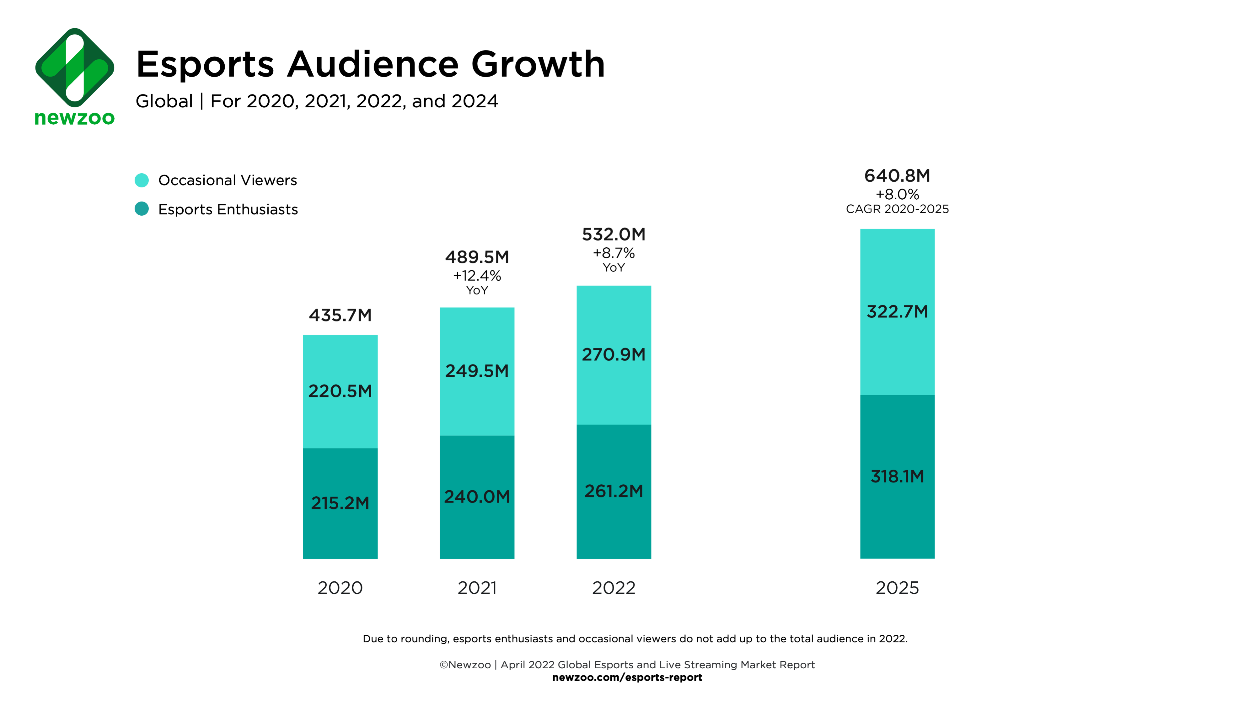
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| How do the players live from day to day? |
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| Describe the popularity of online gaming compared to more traditional leisure pursuits as shown in the graphic above. |
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| Describe the trends both esports revenue in the chart above, and the breakdown by segment. |
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| Using the Esports Audience Growth chart on the previous page, calculate the increase in both occasional viewers and Esports enthusiasts between 2020 and 2025 (projected). |
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| [Click on this link](https://www.bbc.com/news/av/technology-55668397) to access a January 2021 article about Johan "N0tail" Sundstein. Make notes on the content of the video in the space below. |
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| To what extent has cultural influence driven the growth of Esports? |
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