

Name

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



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 do they play and how do they prepare?

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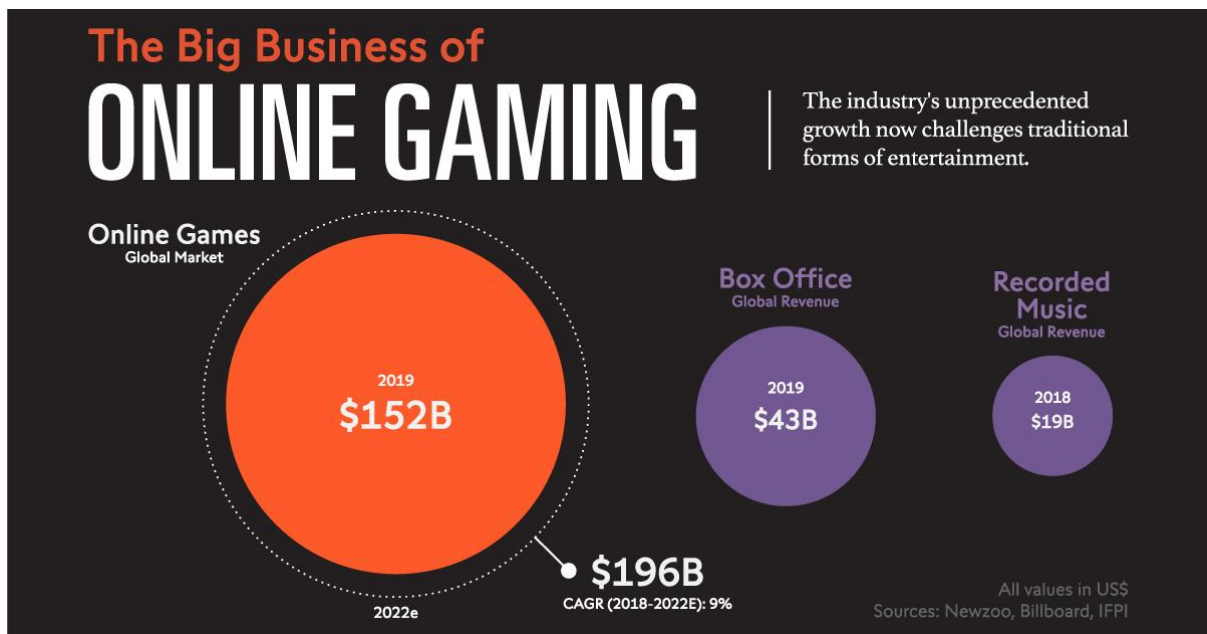
Video 2 - 2.30 onward. What is Overwatch and how does it work?

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How does the consumer interact with the competition?

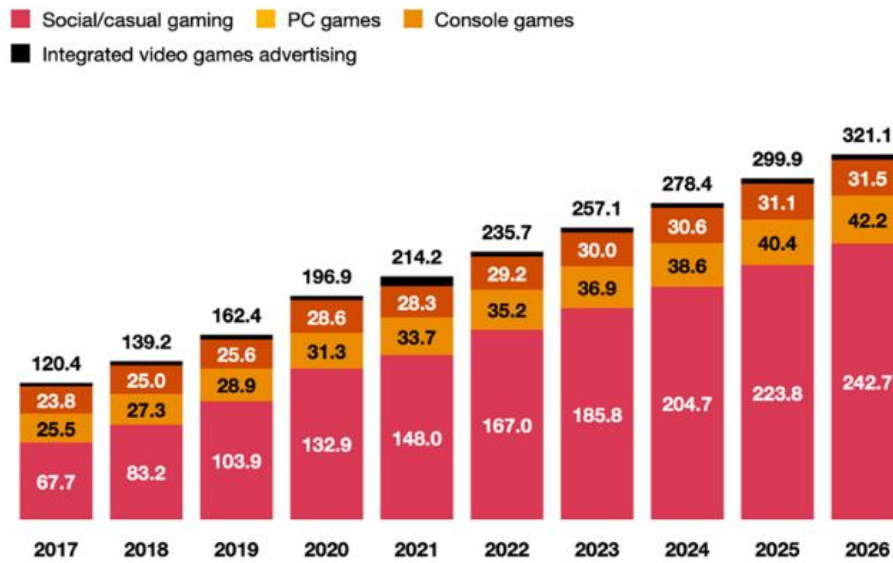
How do the players live from day to day?



Describe the popularity of online gaming compared to more traditional leisure pursuits as shown in the graphic above.

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Total global video games revenue, by segment (US\$bn)



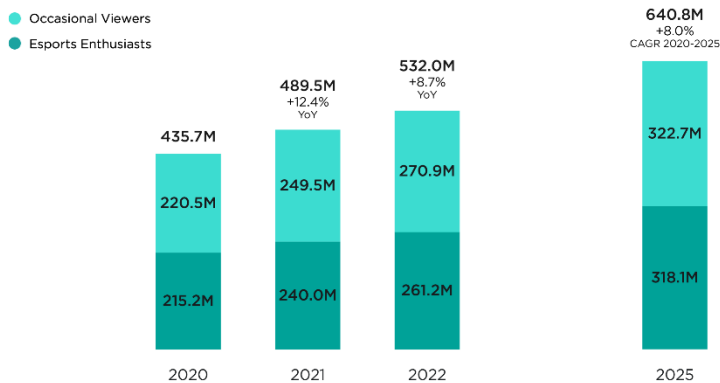
Note: 2021 is the latest available data. 2022–2026 values are forecasts.
 Source: PwC's Global Entertainment & Media Outlook 2022–2026, Omdia

Describe the trends both esports revenue in the chart above, and the breakdown by segment.



Esports Audience Growth

Global | For 2020, 2021, 2022, and 2024



Due to rounding, esports enthusiasts and occasional viewers do not add up to the total audience in 2022.

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[newzoo.com/esports-report](https://www.newzoo.com/esports-report)

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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).

[Click on this link](#) to access a January 2021 article about Johan "N0tail" Sundstein. Make notes on the content of the video in the space below.

To what extent has cultural influence driven the growth of Esports?