

Table of Content

Table of Content	6
List of Abbreviations	8
Lists of Images and Tables	11
1 Introduction	13
1.1 Problem Statement	13
1.2 Disambiguation	14
2 The eSports Market	16
2.1 Historical Development	16
2.2 ESports Disciplines	19
2.2.1 Hardware Systems	19
2.2.2 Genres and Games	19
2.3 Key Components of the eSports Ecosystem	20
2.3.1 Consumers: The eSports Fans	21
2.3.2 Players	25
2.3.3 Teams: eSports Clubs.....	26
2.3.4 Leagues and Tournaments.....	29
2.3.5 Events	32
2.3.6 Media Channels.....	35
2.3.7 Publishers.....	40
2.3.8 Brands	43
2.3.9 Associations.....	44
2.4 Risk Factors	46
2.4.1 Corruption	46
2.4.2 Virtual Violence	49
2.5 Sponsoring in Western eSports	50
2.5.1 Sponsoring Properties and Activities	51
2.5.2 Sponsor Composition	53
2.5.3 The Attractiveness of the Target Group	56
2.6 Consolidation and Future Outlook	57
2.6.1 Overall Market Size and Growth.....	57
2.6.2 Magic Triangle of Sports and the Flow of Money	61
2.6.3 New Technologies.....	62
2.6.4 Legal and Political Aspects and the Relation to Trad. Sports....	64

3	Empirical Research on 3rd and 4th Degree Sponsoring	67
3.1	Previous Research on eSports	67
3.2	Research Problem Definition and Objectives	67
3.3	The Case Study	68
3.4	Theoretical Model, Research Design and Methods.....	71
3.5	Data Collection	75
3.5.1	Field Study.....	75
3.5.2	Online Survey.....	76
3.6	Data Analysis	77
3.6.1	Socio-Demographics	77
3.6.2	Verification of the Required Conditions	77
3.6.3	Attitude towards Sports Sponsoring	78
3.6.4	Awareness at Event.....	79
3.6.5	Attitude and Perception.....	79
3.6.6	Image Transfer Potential	84
3.6.7	Created Brand Connection with eSports	85
3.6.8	International Results.....	87
3.7	Summarization and Implications.....	88
3.8	Limitations and Future Research	89
4	Conclusion	90
	Bibliography	94
	Appendixes	124