

Contents

Preface	vii
1 Introduction: Esports <i>Dal Yong Jin</i>	1
Part 1 History, Institutionalization, and Legitimization	
2 The Future of Esports Institutions: A Comparative Analysis of “Late-Twentieth-Century Sports” and “Esports” Institutions <i>Rory K. Summerley</i>	15
3 Sports versus Esports: A Comparison of Industry Size, Viewer Friendliness, and Game Competitiveness <i>William Campbell, Amanda Goss, Kyle Trottier, and Mark Claypool</i>	35
4 Esports: A Chinese Sport? <i>Milan Ismangil and Anthony Fung</i>	60
5 Historiography of Korean Esports: Perspectives on Spectatorship <i>Dal Yong Jin</i>	77
Part 2 Money, Data Power, and Network	
6 The Business Model Network of Esports: The Convergence of Overwatch <i>Tobias M. Scholz</i>	99
7 Statistics, Spectatorship, and the “Attention Economy” of Esport <i>Ben Egliston</i>	115
8 Counting Clicks: Esports, Neoliberalism, and the Affective Power of Gameplay Metrics <i>Tom Brock</i>	132
9 Esports Transmedia Universes: The Case of <i>Overwatch</i> <i>Raine Koskimaa, Tanja Välisalo, Maria Ruotsalainen, and Veli-Matti Karhulahti</i>	149
Part 3 Media and Esports	
10 Orienting Esports: Locating the Perceptual and Cultural Work of Shoutcasters <i>Max M. Renner and Nicholas Taylor</i>	169

11	Convergence of Music and Esports <i>Yaewon Jin and Tae-Jin Yoon</i>	184
12	Esports, Australianness, and Beating New Zealand: Portrayals of Esports in Mainstream Australian News Media <i>David Jian-Jia Cumming</i>	202
13	The Emergence and Transformation of Global Esports: Comparative Perspectives of Korean and Canadian Esports Scenes <i>Dal Yong Jin</i>	223
Part 4 Collegial Esports, Youth Culture, and Gender		
14	Are Esports Only for “Youth”? : How Ageing and the Institutionalization of Esports Blur the Generational Lines of Video Game Culture <i>Dan Padua</i>	243
15	The Emergence of College Esports in North America <i>Nyle Sky Kauwelo</i>	262
16	Gaming on Campus: The Promotion of Esports in Chinese Universities <i>Paul Martin and Wei Song</i>	281
17	A Balance between Competition and Community in Public Gaming Spaces <i>Ying-Ying Law</i>	297
	About the Contributors	315
	Index	319