



# Building Successful eSports Communities

Lessons Learned After ~~2300~~ 4100+ eSports Events

**Jason Xu**  
CEO Battlefy

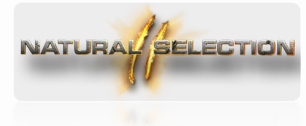


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NOVEMBER 3-4, 2014



# Battlefy powers 4100+ events globally

Developer/  
Publisher



Brands



Influential  
Events





# WHY IS **ESPORT** IMPORTANT

eSports is a highly leveraged **distribution** and **player retention** strategy for F2P PVP games





## Focus this session

 Relationships

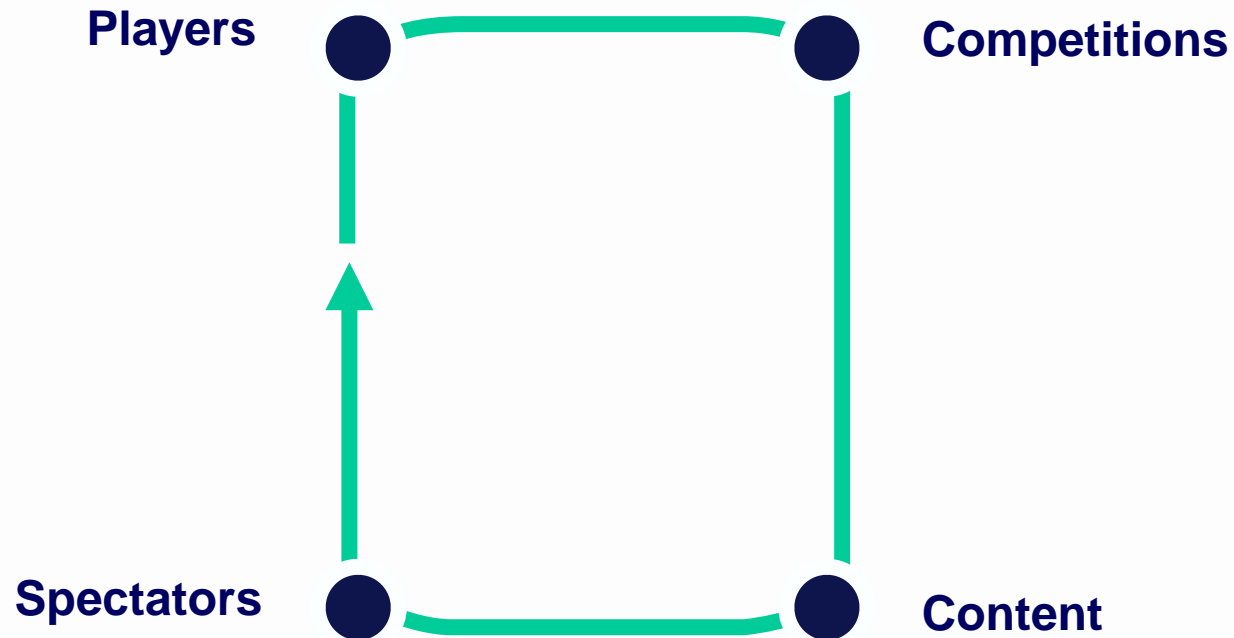
 Economics

 Strategies



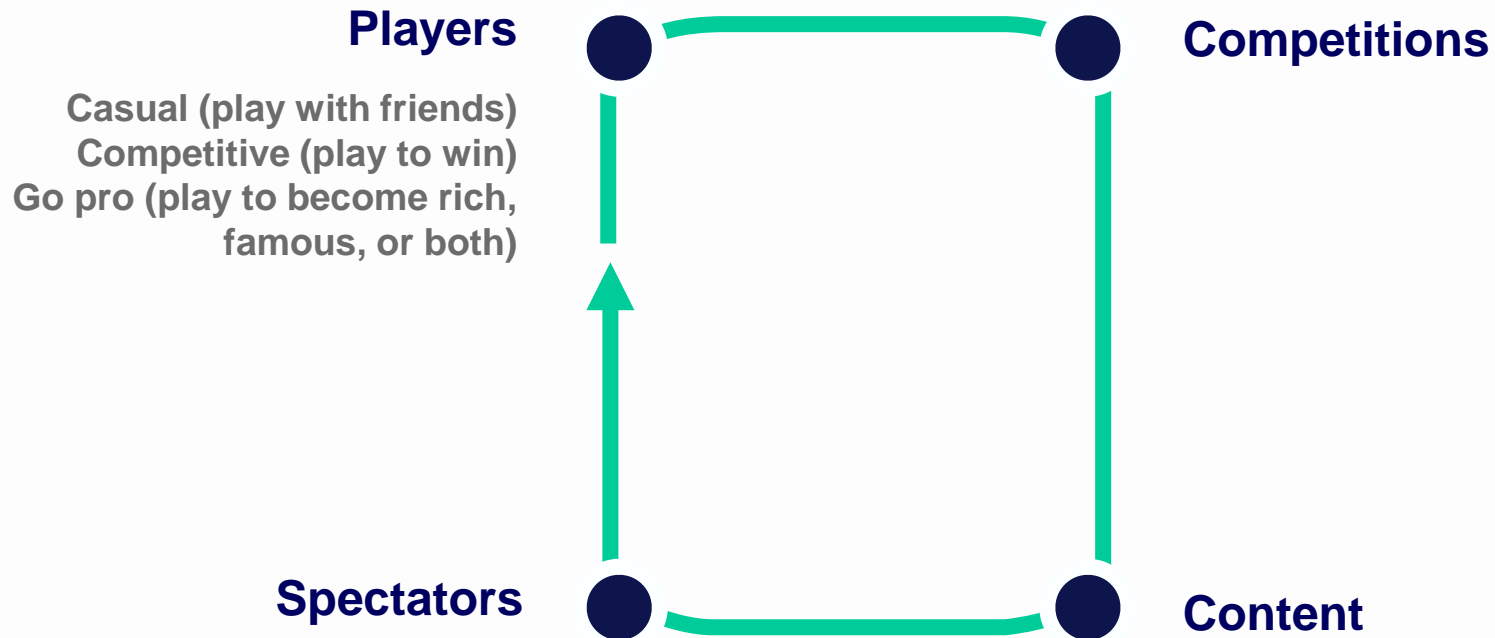


# 1. Relationships: Talent, Competition, Content



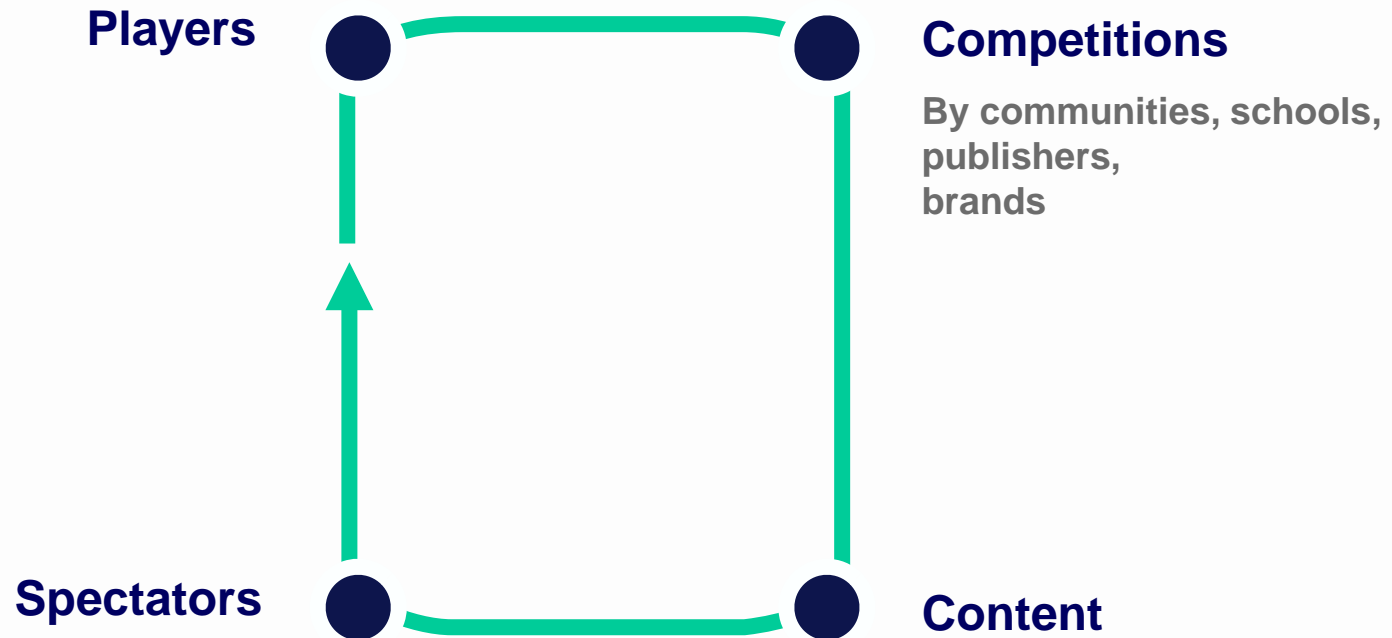


# 1. Relationships: Talent, Competition, Content





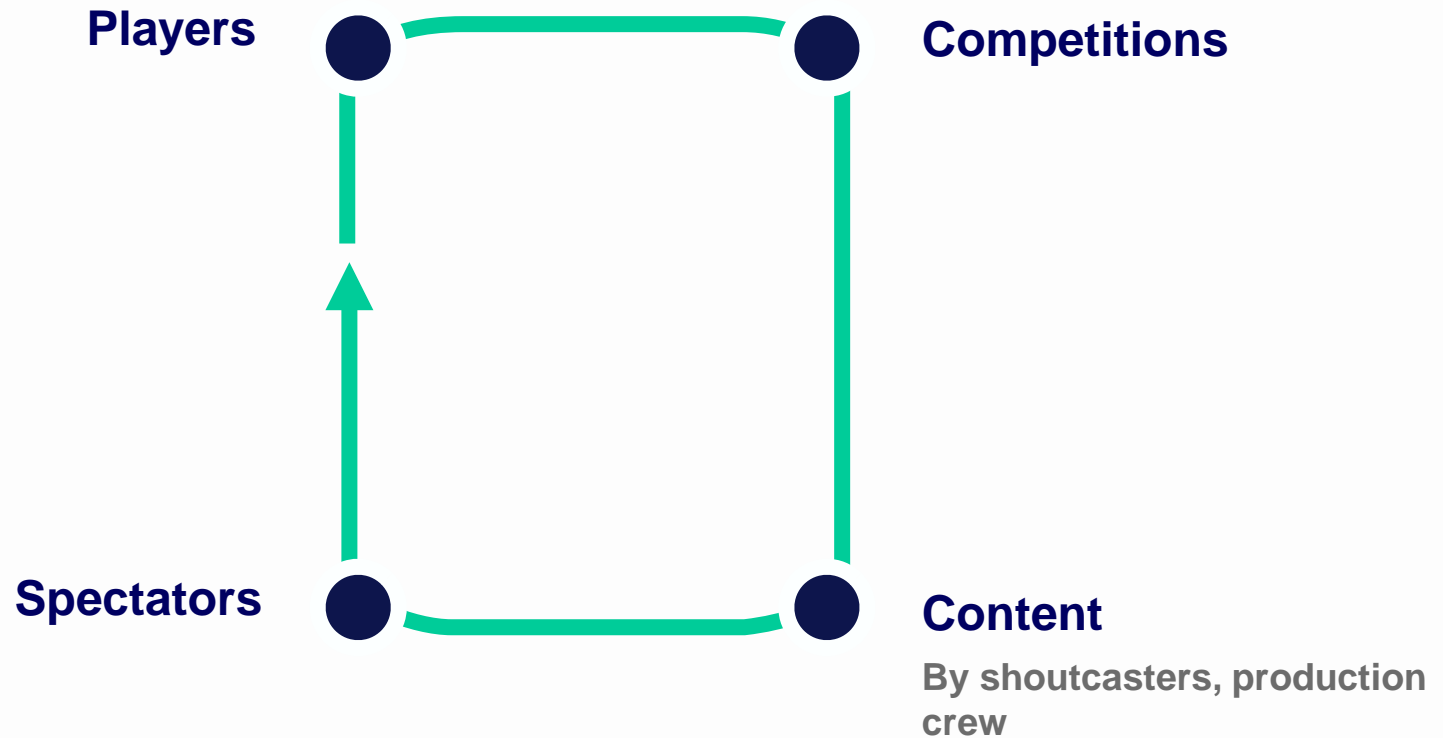
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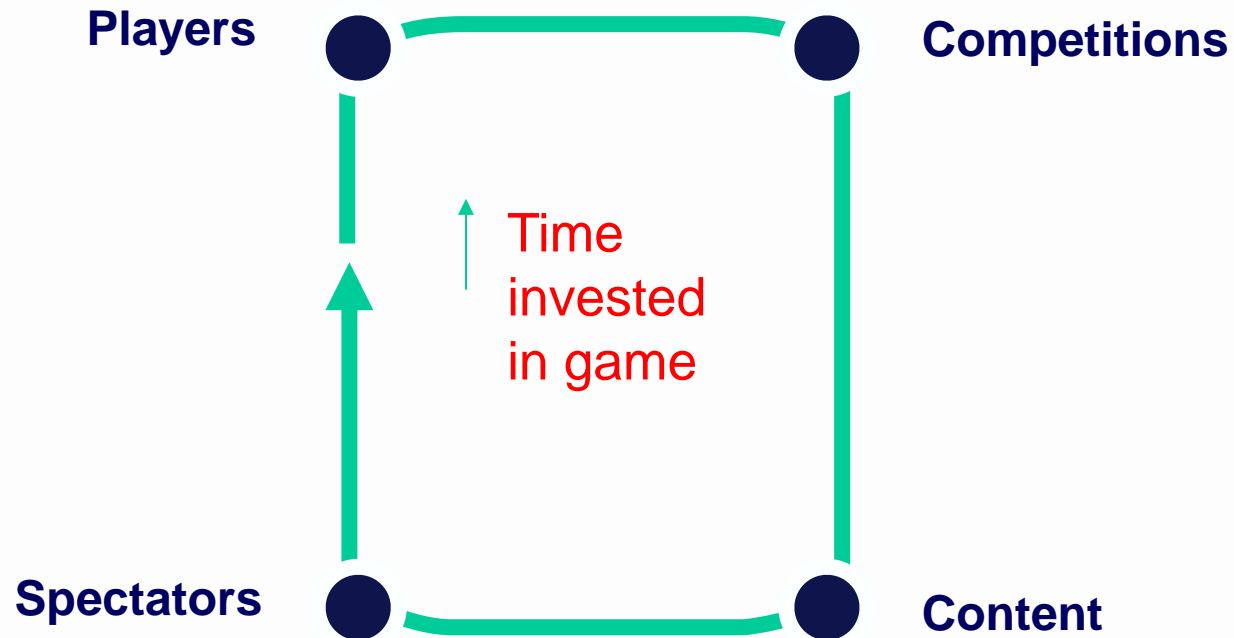


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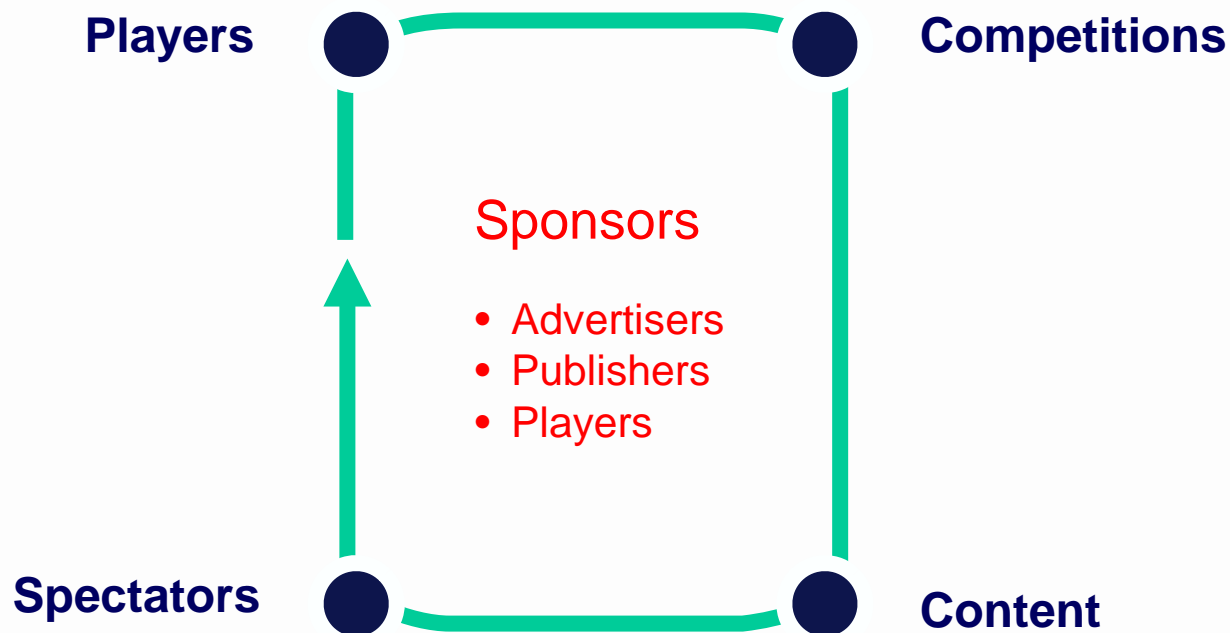


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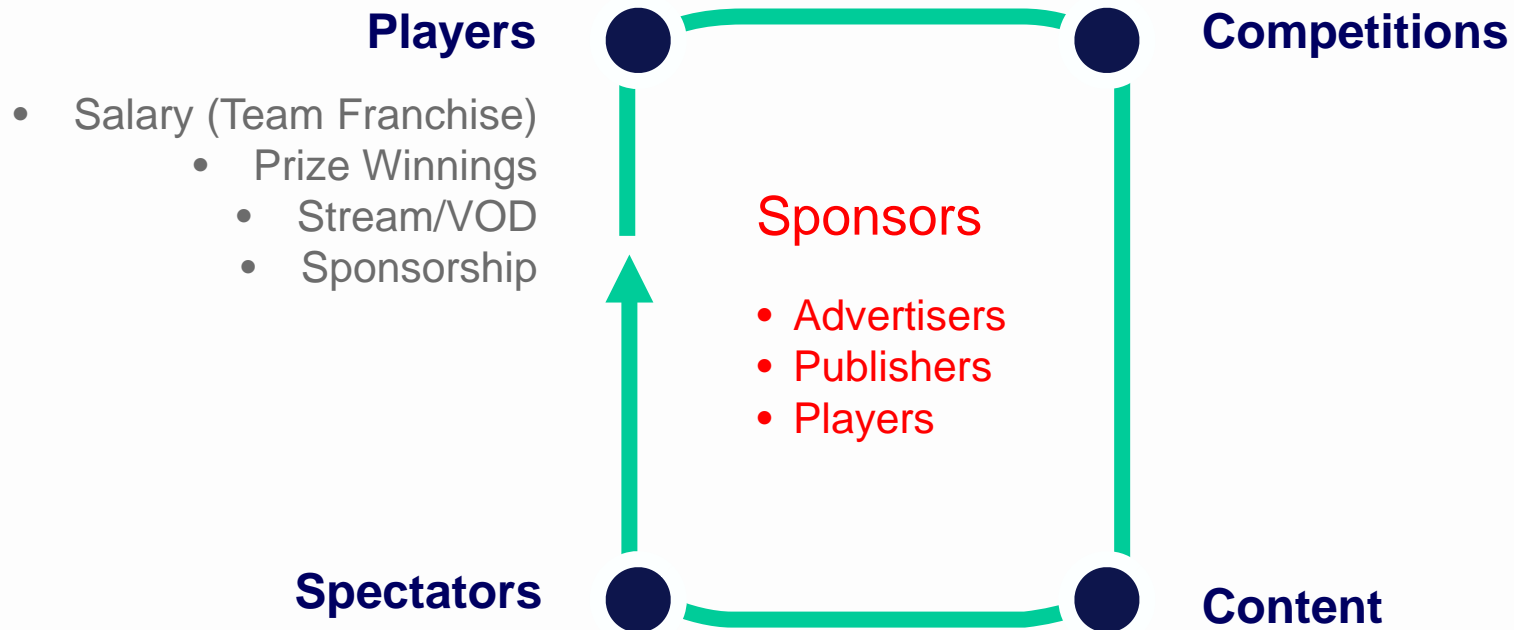


## 2. Economics



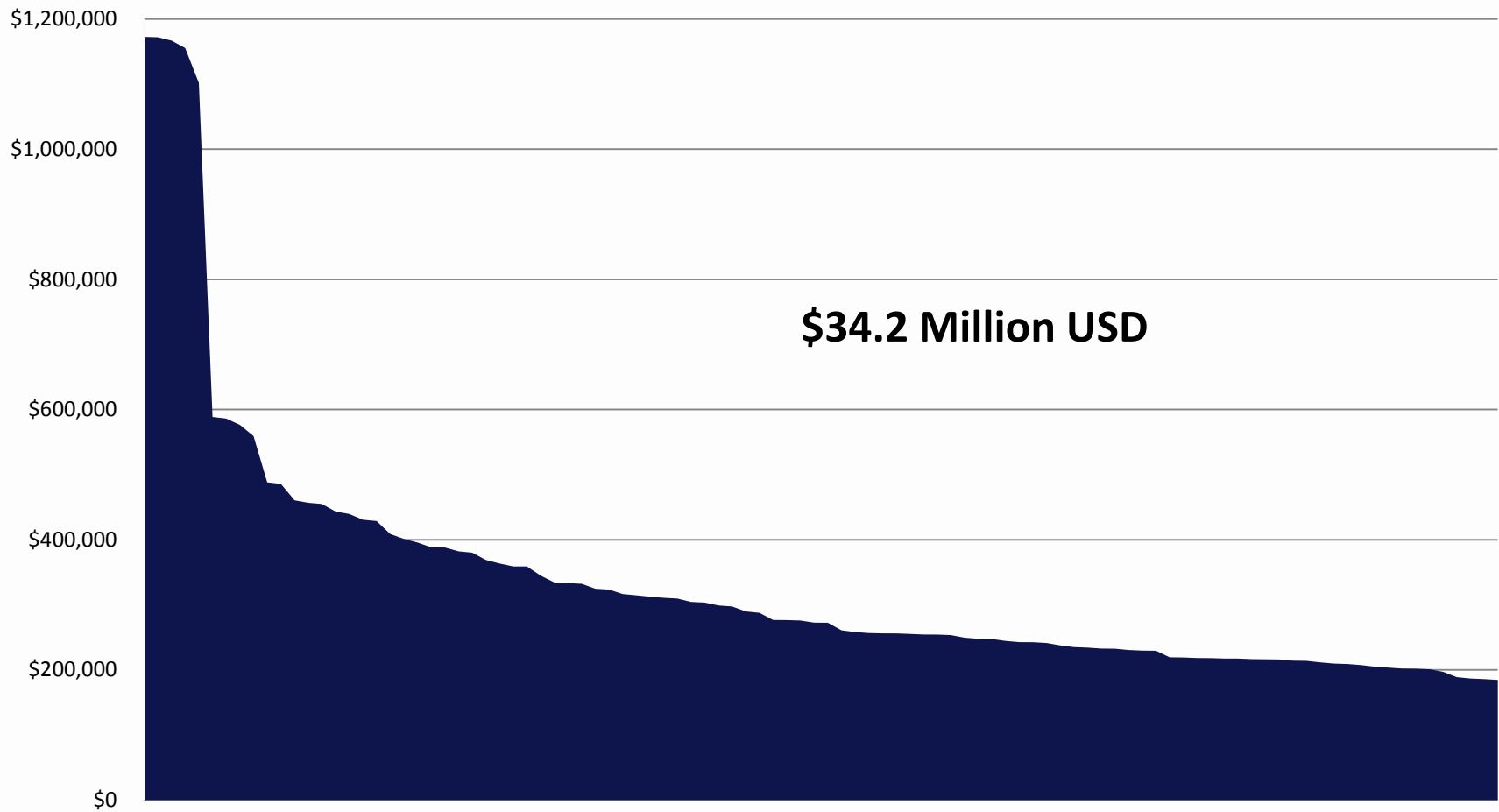


## 2. Economics



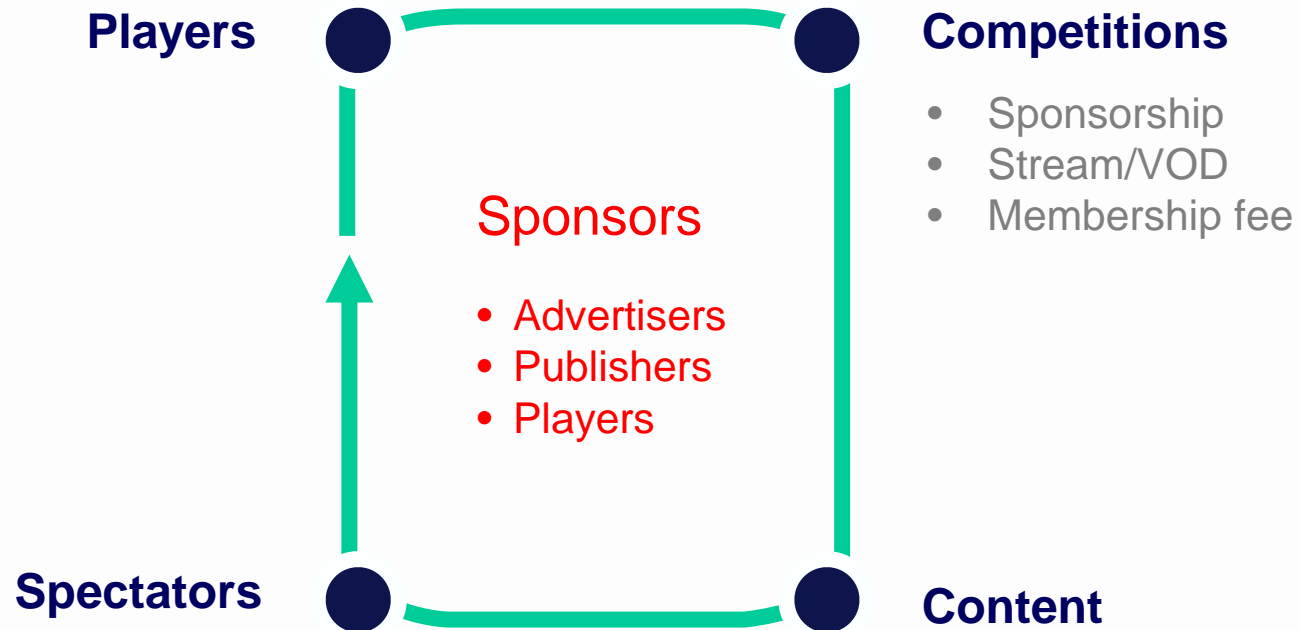


## Top 100 Prize Winnings



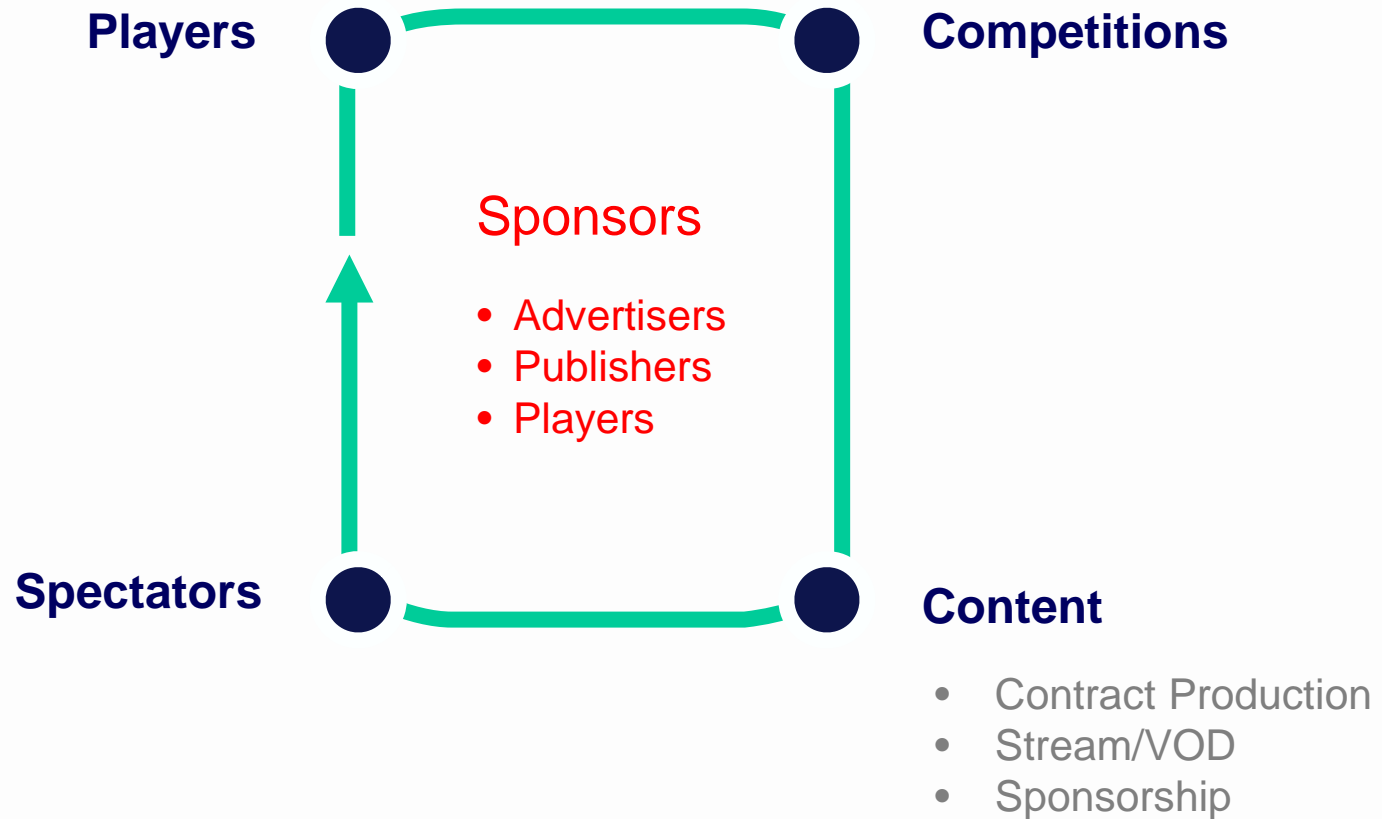


## 2. Economics



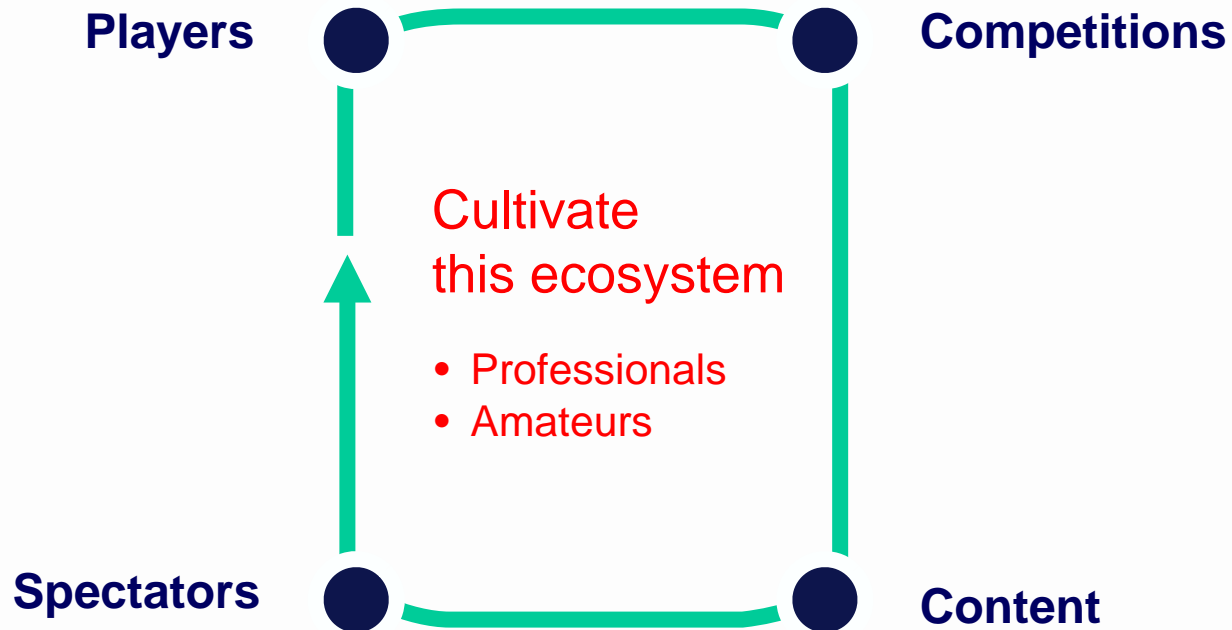


## 2. Economics

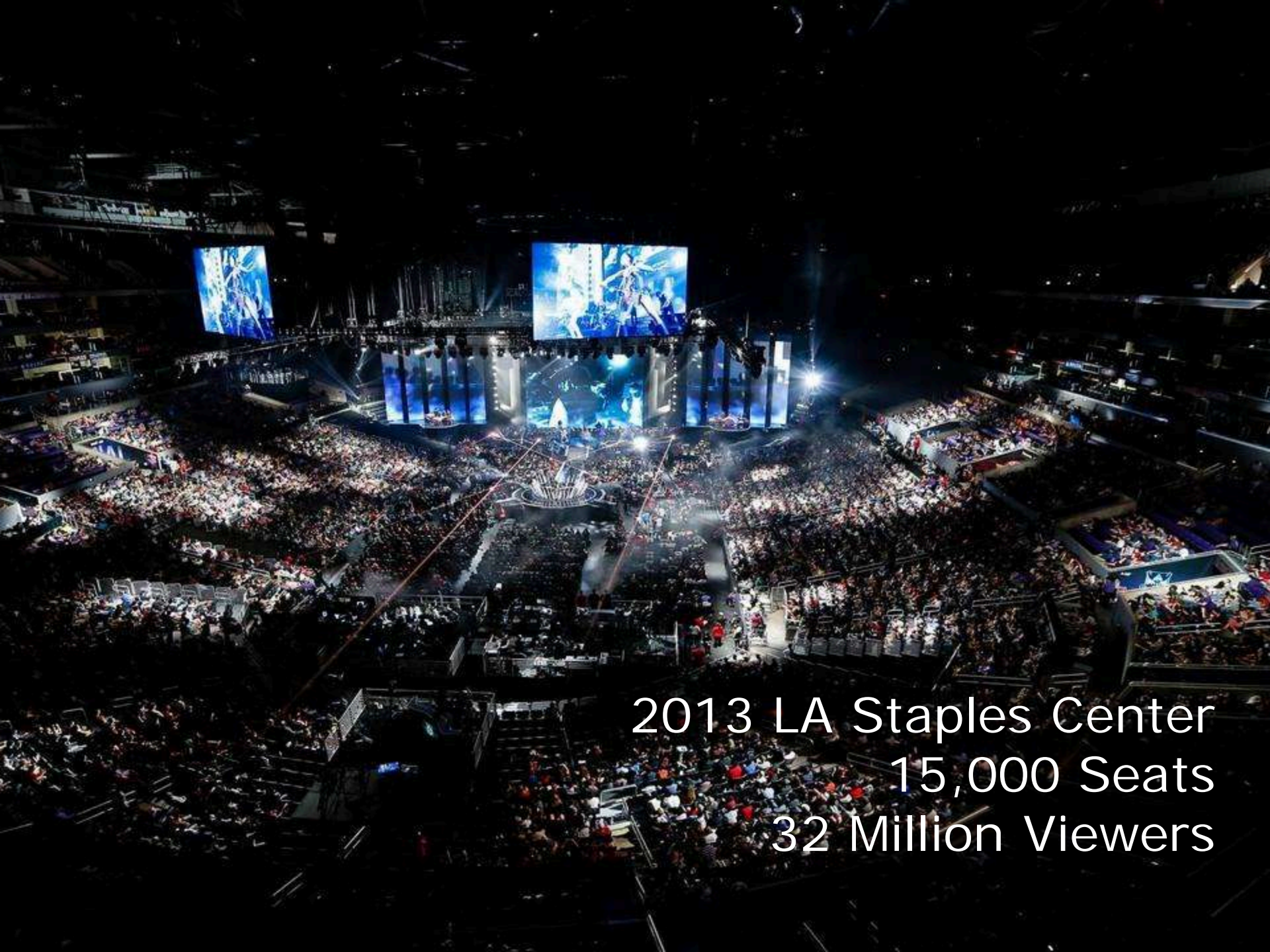




### 3. Strategy: Building eSports







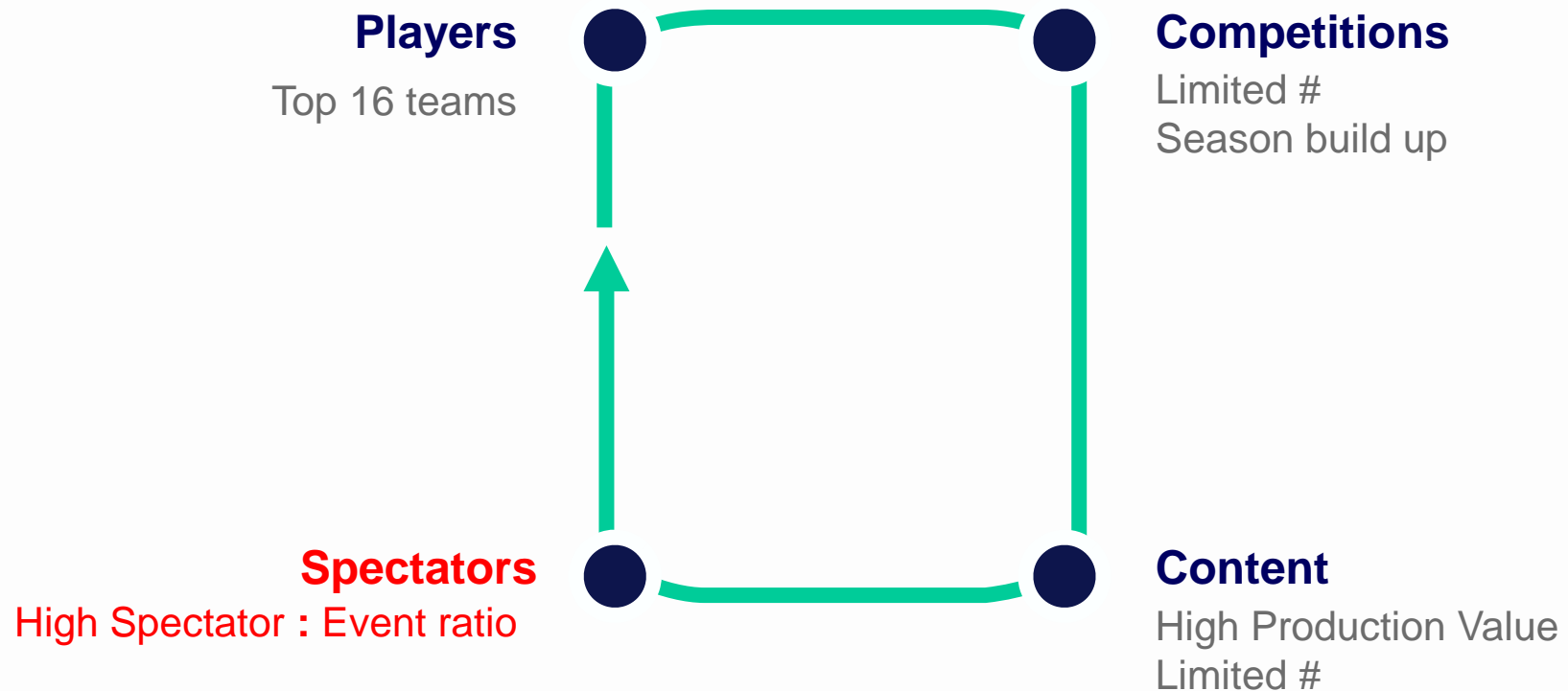
2013 LA Staples Center  
15,000 Seats  
32 Million Viewers



# Epic Moments

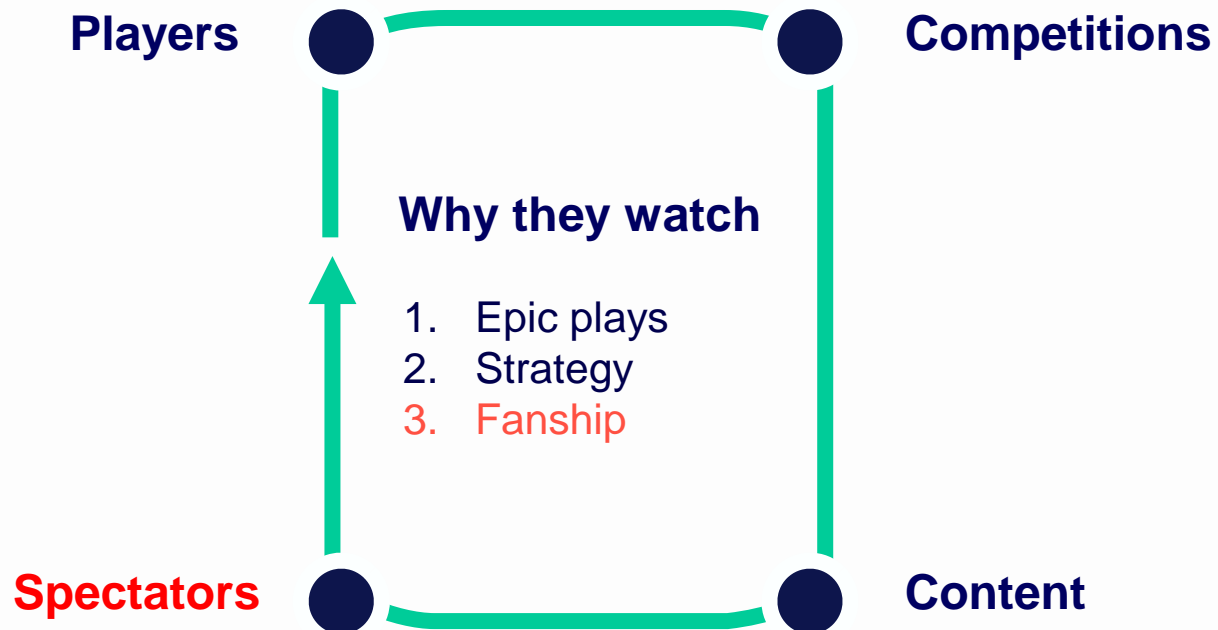


# Professional eSports = Viewership





# Professional eSports = Viewership



# 1. Build the story for the fans!



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## Road to Worlds: A 3 Part Series

by LoL Esports • 2/4 videos



- 1 Road to Worlds: A 3 Part Series by LoL Esports
- 2 Road To Worlds: The Beginning by LoL Esports
- 3 Road to Worlds: The Next Level by LoL Esports
- 4 Road to Worlds: The Road to Seoul by LoL Esports

## Road To Worlds: The Beginning



LoL Esports

1,323,037

1,778,929

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**Published on Sep 8, 2014**

In this chapter of Road to Worlds, we look back through the seasons and highlight the journey through competitive League of Legends. Through the toughest of times and moments of happiness, join Pro Players in their search for glory at Worlds.



### C9 vs TSM - 2014 NA LCS Summer Playoff Finals G3

by LoL Esports  
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### The Worlds Post Show

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### LMQ vs CRS - 2014 NA LCS Summer Playoffs 3rd Place G2

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## 2. Talk strategy with the pros




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### Pro Player Pick: Scarra Picks Katarina



League of Legends ✓

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3,679,545

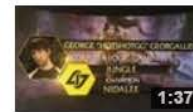
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[14,936](#) [546](#)

Published on Oct 10, 2012

Watch this Pro Player Pick video to learn why Katarina is Scarra's champion of choice.

<http://signup.leagueoflegends.com/?re...>



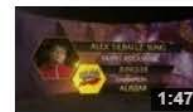
#### Pro Player Pick: HotshotGG Picks Nidalee

by League of Legends  
2,953,315 views



#### Pro Player Pick: Snoopah Picks Amumu

by League of Legends  
3,300,302 views



#### Pro Player Pick: Lilballz Picks Alistar

by League of Legends  
1,874,162 views



#### Pro Player Pick: Elementz Picks Wukong

by League of Legends  
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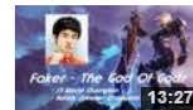
#### Scarra playing katarina mid 18 (SEASON 4)

by ScarraFanBoy  
128,794 views



#### Pro Player Pick: TheOddOne Picks Maokai

by League of Legends  
2,500,936 views



#### Faker, The God Of Gods, The Unkillable Demon King Highlights -

by OPLOLReplay  
2,486,242 views



#### SKT T1 Faker - Katarina vs Jayce - Preseason KR SoloQ

by Pro Replays

### 3. Curate the epic plays



penta kill



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#### League of Legends Top 5 Penta Kills Ep. 5



Jumpinthehack

794,530

6,740,053

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18,060 1,445

Published on Mar 9, 2012

▶▶ Submit Replay: <http://www.jumpinthehack.com/submit.php>▶▶ Learn the League: <http://bit.ly/1bpDRx0>▶▶ Enjoy the video? Subscribel: <http://bit.ly/1fjidQK>**T-Mobile®****Uncapped Concert Series**AD by vitaminwater®  
26,048 views**League of Legends Top 5 Penta Kills Ep. 6**by Jumpinthehack  
2,512,694 views**League of Legends Top 5 Fails - Week 26**by Jumpinthehack  
805,714 views**League of Legends Top 5 Fails Week 32**by Jumpinthehack  
934,778 views**League of Legends Top 5 Penta Kills Ep. 7**by Jumpinthehack  
1,849,745 views**Most Epic Ashe Arrow Montage - Top 6**by MaddestGamerOnYT  
6,015,385 views**World's Best Trollcrank # 3**by TheButtonMasherz  
10,264,058 views



# Amateur eSports: Inter-Highschool League

Like Zachary Alexander Belford, Michael Medley and 5,072 others like this.

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## Fall 2014 Group Stages

A	B	C	D	E	F	G	H
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This bracket updates in real-time

Rounds 1 2 3 4 5 6 7 8 9 10

Matches

Round 1 - 2 Games Per Match

#	Team	Result	Team
1	Glenbrook North High School	0 : 2	Long Beach High School
2	Dale County High School	0 : 2	Norman North High School
3	Cambridge Isanti High School	2 : 0	Iowa City West High School B
4	Franklin High School A	0 : 0	Dripping Springs High School
5	Metamora Township High School	2 : 0	Richard King High School A
6	Olympus High School	2 : 0	Fayetteville High School B
7	Poplar Bluff High School B	0 : 2	Bettendorf High School
8	St. Amant High School B	0 : 2	Westmont High School
9	Wheaton Warrenville South High School	0 : 0	Highland Park High School



# All girls league?

**Aewynia** 43.1k **HeartKaren** 44.3k

18 + 22 30:12

**marilynne has slain heartkaren!**

**League of Legends**

**Scoreboard:**

Team	Player	Kills	Deaths	Assists	CS	Gold
Blue	Aewynia	0	5	10	69	111
	Sintich	0	5	9	1	209
	marilynne	5	4	4	180	299
	RiceBunny	7	3	8	241	407
	QueenCreamPuffs	6	5	6	173	382
Red	PrincessJoville	1	6	12	92	14
	doridorigomdori	0	5	11	14	245
	Sylencedream	11	3	6	245	89
	Zyola	5	3	7	89	211
	heartkaren	5	2	7	211	53

**RAISE YOUR WEAPON MEDIA**

**LEAGUE OF GIRLS**

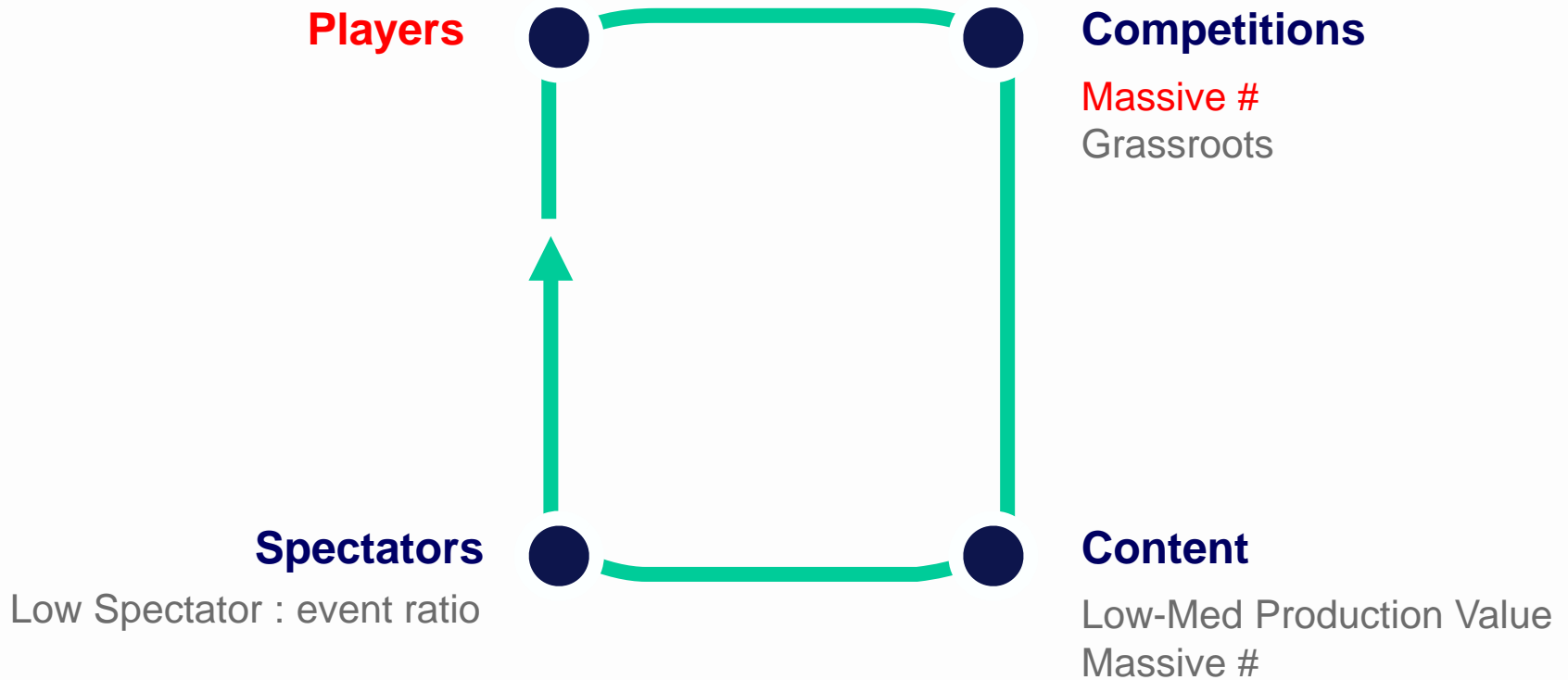
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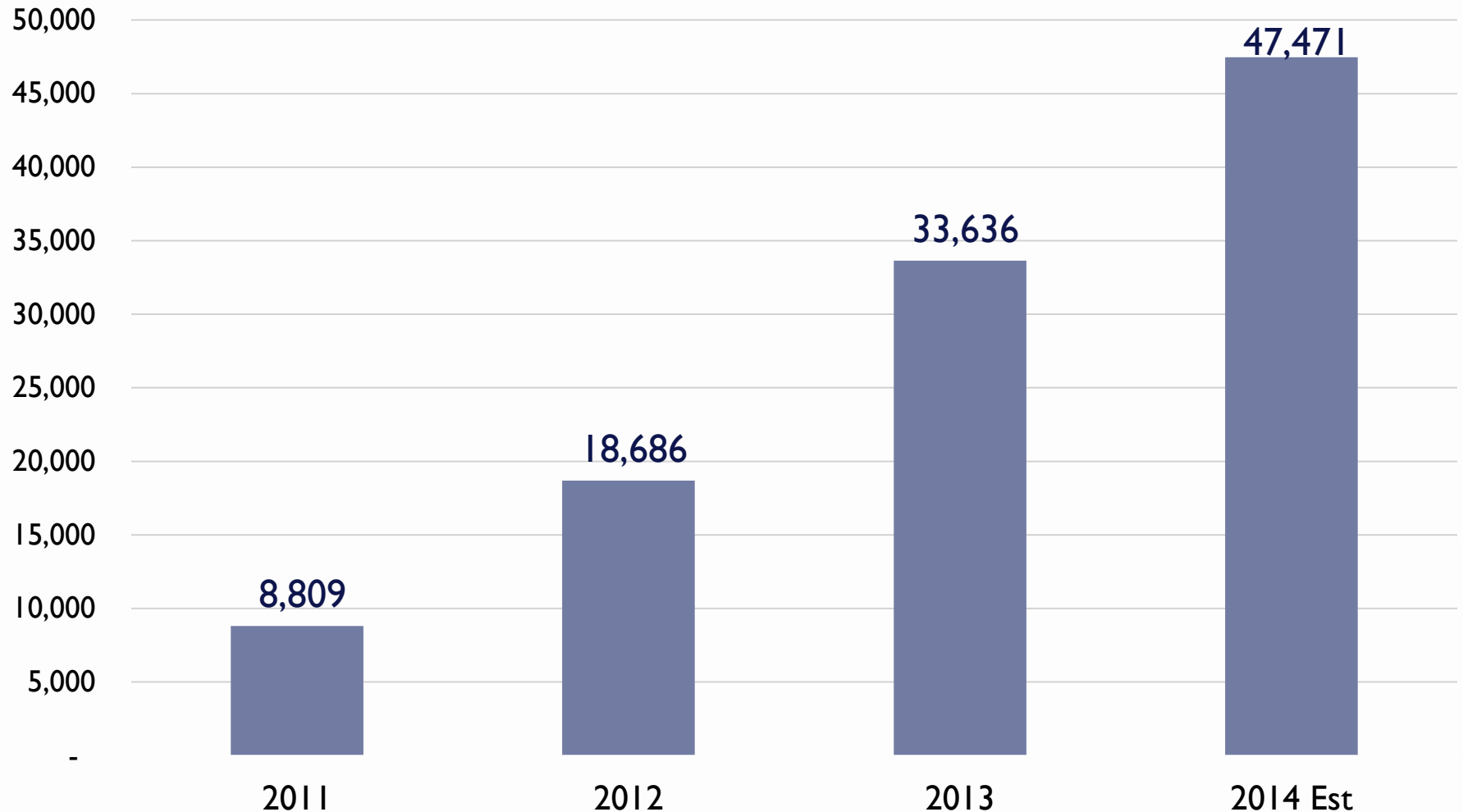


# Amateur eSports = Playership



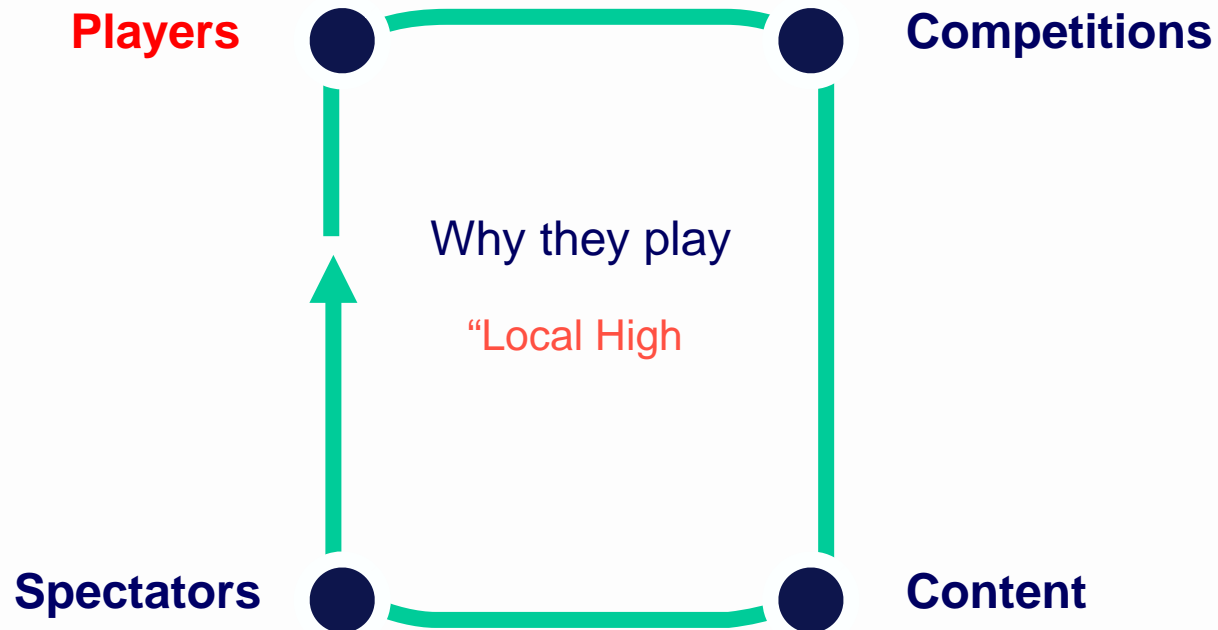


## Tournaments in North America





# Amateur eSports = Playership





# Give players a chance at the “Local high” by supporting community competitions

## 1. Simplify process / Lower their cost

- Provide rules, code of conduct, formats, best practices
- Tools





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## 2. Improve their rewards



- Prized events ( ie: Virtual currency rewards)
- Create a road to pro





# Road to Pro







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PATH TO THE SMITE WORLD CHAMPIONSHIP

(click events for more info)

















OCT 18-26TH






NOV 15-16TH






NOV 22-23RD






JAN 9-11TH




































































































































































































































































































































































































































































































































































































































































































































































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Support community competitions by

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## 3. Promote success Stories

- Hub for events
- Leverage reach in game, website, social media to promote







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# Be the Anchor + Amplifier





# Summary of key strategies

## 1. Pro = Viewership

- Build the narrative behind the teams and players
- Distill the epic plays

## 2. Amateur = Playership

- Create opportunities for “Local High”
- Help communities events by simplifying process, lowering cost, increasing rewards, and promoting successes





# ESPORTS IS A SPORT THAT INVOLVES GAMES

## A social interaction

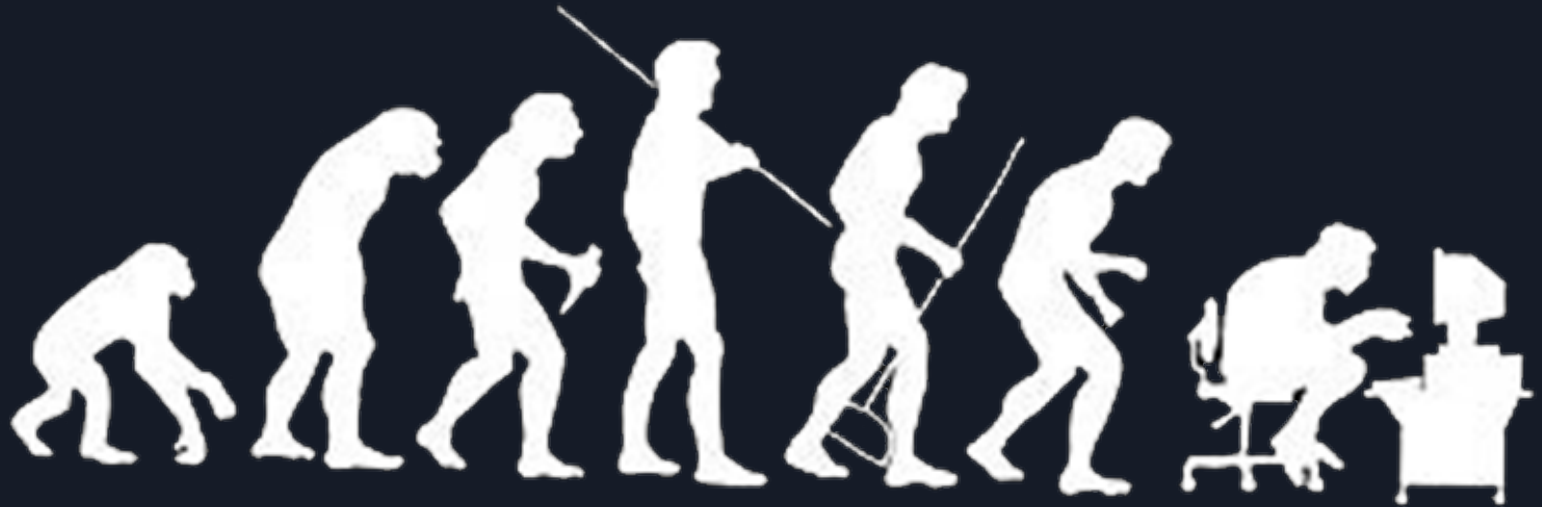
● Play together

● Compete

● Watch



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Jason Xu . CEO . [Jason@Battlefy.com](mailto:Jason@Battlefy.com) . [@Jason\\_Battlefy](https://twitter.com/Jason_Battlefy)  
Vancouver 324 W. Hastings St. Los Angeles 1600 Main St.

