

Abstract

Competitive gaming has created an enormous value for the virtual world (Seo, 2013). The eSport industry has a rapid growth and evolves to a valuable advertising platform (Young-Nam, Minkyung, Doohwang & Younbo, 2018). Competitive gaming created a fanbase of over 320 million and achieved to be considered in the Olympic Games in 2024 (DiFrancisco-Donoghue & Balentine, 2018). Due to these reasons this paper is going to provide evidence on why eSport management and organizations have an impact on the current market and why it will become one of the biggest trends in our century. Thus, this paper will use secondary data to show how important it is to improve technology and to avoid a slack. It will explain different sponsorship opportunities and will explore the most important factors of why eSport organizations are growing so fast. On top it will provide the reader with profound knowledge of the history of eSport. This study shows that the eSport industry is one of the biggest trends right now. It has extreme numbers regarding the investments and price pools. The sponsorship in this industry is without a doubt extremely valuable.