Security in e-sports Events in Major Venues in the U.S.

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Mayors Professional Sports Alliance
Consulting Strategies
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Project Overview

➢ Objective
➢ Why major venues
List of Interviews

➢ Jason Woo - Chief Strategy Officer, Next Generation E-Sports
➢ Christofer Gaffney - Sports Tourism and Mega-Events, Professor at NYU
➢ Paul Mourino - Assistant Head of Security, Edition Hotels (Marriott)
➢ Paul D’Antonio - Director of Security, The Schubert Organization
➢ Kevin Hitt - Former Law Enforcement Officer and Editor-In-Chief, VPEsports
➢ Christopher Blivin - Director, US Commercial Partnerships and Esports at Lagardère Sports
Agenda

1. e-sports Industry Overview
2. The current security landscape in e-sports Events in Major Venues
3. Procedural difference within e-sports security
4. Proposed Recommendations
5. Tactics for Major Venues
E-sports Industry Overview

- Electronic sports, or e-sports
- **Organized** video gaming events that culminate in **championships** where players **compete** against one another
- Not a one-game-fits-all-sport
- Players are alot like **traditional** athletes
- Pro-gaming is a **worldwide** phenomenon
- The games are constantly **evolving**
# How Did it Start?

## BACK INTO TIME

First video game, **Intergalactic Spacewar Olympics** held at Stanford University in 1972

First tournament, **Atari National Space invaders**, held in 1980

First online game, **Netrek**, launched in 1980

## THE MODERN DAY

Launch of **Red Annihilation Tournament for Quake** in 1997

Launch of **World Cyber Games** and **Electronic Sports League** in 2000

Launch of **Major League Gaming** in 2002

## 2018

A total of **3700+** tournaments

Sponsorship deals are turning competitions into **full-fledged sporting events**

**Billion-dollar** revenue is expected, industry still growing
THE 2017 ESPORTS ECOSYSTEM

BRANDS
- Coca-Cola
- Audi
- Intel
- Arby's
- Monster

SPONSORSHIP

PUBLISHERS
- Activision
- Blizzard
- Riot Games
- EA
- Valve

LICENSED FEES

COMPETITIONS
- ESL
- PGL
- League
- Third Party

RIGHTS FEES

PLATFORMS
- Twitch
- MLBAM
- YouTube
- Gaming
- Facebook

CONTENT FEES + SPONSORSHIP

PLAYERS
- Players

SUBSCRIPTIONS + CPM

TEAMS
- Teams

PRIZE MONEY + REVENUE SHARING

FANS
- Viewership
- Game/Content Fees
- Merchandise + Gate

DIGITAL ITEM REVENUE SPLIT

CONCESSIONS

DONATIONS

MERCH.

SALARY + REVENUE SHARING

Catalyst
# The Statistics of Today and Tomorrow

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Revenue (U.S. Dollars)</th>
<th>Total Viewers Worldwide</th>
<th>U.S. Viewers</th>
<th>U.S. Gender Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>906 million</td>
<td>380 million</td>
<td>32 Million</td>
<td>70% male, 30% female</td>
</tr>
<tr>
<td>2020</td>
<td>1.48 billion</td>
<td>589 million</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: statista.com, esportsearning.com
Spotlight and Prize Pool of e-sports Compared with Other Sports Events

### Peak Viewers of Selected eSports and Traditional Sports Tournaments

<table>
<thead>
<tr>
<th>Event</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 LoL Championship</td>
<td>106.2 million</td>
</tr>
<tr>
<td>2018 Kentucky Derby</td>
<td>15</td>
</tr>
<tr>
<td>2018 DOTA 2 Int'l</td>
<td>15</td>
</tr>
<tr>
<td>Wimbledon 2018</td>
<td>9.44</td>
</tr>
<tr>
<td>Daytona 500 2018</td>
<td>9.3</td>
</tr>
<tr>
<td>2018 U.S. Open (golf)</td>
<td>9.1</td>
</tr>
<tr>
<td>2017 Tour de France</td>
<td>7.3</td>
</tr>
</tbody>
</table>

Source: Esports Charts, Sports Media Watch, Wimbledon, cyclist.co.uk

### Total Prize Pools for Selected eSports and Traditional Sports Tournaments

<table>
<thead>
<tr>
<th>Event</th>
<th>Prize Pool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wimbledon 2018</td>
<td>$43.8 million</td>
</tr>
<tr>
<td>2018 DOTA 2 Int'l</td>
<td>25.5</td>
</tr>
<tr>
<td>Daytona 500 2018</td>
<td>15.5</td>
</tr>
<tr>
<td>2018 U.S. Open (golf)</td>
<td>12</td>
</tr>
<tr>
<td>2017 LoL Championship</td>
<td>4.9</td>
</tr>
<tr>
<td>2018 Tour de France</td>
<td>2.7</td>
</tr>
<tr>
<td>2018 Kentucky Derby</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: Wimbledon, esportsearning.com, NBC Sports, Sports Illustrated, Cycling Weekly
Where Does the Fan Go to Watch a Live Game?
The Gamers’ Paradise

Key Arena in Washington, Seattle
17,459

Wang Theatre in Boston, Massachusetts
3,500
The Gamers’ Paradise (cont’d)

Staples Center in Los Angeles, California
20,000

Barclay’s Center in Brooklyn, New York
20,000

Madison Square Garden in Manhattan, New York
18,000
What Does the Fan Expect in an e-sports Venue?

DETERMINING WHAT AN E-SPORTS FAN WANTS IN A VENUE EXPERIENCE IS DIFFICULT SIMPLY BECAUSE THEIR DESIRES DIFFER FROM THAT OF FANS OF TRADITIONAL SPORTS.

➢ Closer to music festivals
➢ Social space, free-roaming festive-like approach
➢ Watching from a standing position is possible
➢ A deep sense of connection with the action on-stage action is a must
➢ Mini entertainment area
But What About Security in an e-sports Event?

➢ Security is a major role in any live event
➢ Essential part of any successful event
➢ The Jacksonville shooting events
The Current Security Landscape in e-sports Events in Major Venues

1. Security by definition
2. Venue security
3. Situation in e-sports venue security
Security Elements and Principles

➢ Routes of ingress and egress
➢ Access control (including screening x-ray scanners and metal detectors)
➢ Technical surveillance counter-measures (TSCM) and bomb sweeping with K9 crews
➢ Surveillance and alarm systems
➢ VIP, VVIP, delegate and player protection
➢ Security provisions for spectator area
➢ Crowd control
➢ Emergency services (including fire, evacuation plan, medical)
Uppermost level of the NFL’s security department is based at the league’s headquarters in New York City. It is comprised of:

- Chief security officer
- Lead investigator
- Specialist within the league (for the NFL draft and Super Bowl)
- Official stadium security supervisor
- NFL team contractors + investigators
- League selected consultants
Procedures in Sports Arenas

➢ Ticket Check
➢ Gate and metal detector
➢ Bag check
➢ Police and K-9 units
Procedures on Broadway

- Visible signs of security exist
- K-9 units
- Re-verification of tickets
- Presence of security guards before, during and after
What About the Procedure at an e-sports event in a Major Venue?

Similar, applied according to the host venue

BUT.....
Where Do the Differences Lie in e-sports Events?

- **Fan access**
  1) Interaction and engagement
  2) Autograph sessions and sponsor events at the venue

- The ‘who is mainly responsible’ dilemma

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NO STANDARDIZATION OF SECURITY RULES AND REGULATIONS ACROSS E-SPORTS
Proposed Recommendations

1. Form a parent e-sports security committee
2. Customize the e-sports security bible or playbook
3. Develop e-sports teams’ security task-force
4. Educate the players about fan interaction
Tactics for Major Venues

1) Hire private security companies to work on security plan
2) Refer to specific security protocols in major e-sports venues worldwide
3) Consult with more experienced major venues
What the Mayors Must Keep in Mind

- It’s an e-sports issue, but also a live-event concern
- Sanctioned and unsanctioned events
- The risks associated are variant
- There should be e-sports laws, especially when it comes to security
Topics that Merit Additional Research

- The security of e-sports events in non-major venues
- The security of e-sports events in e-sports venues
- A governance structure in e-sports
- The psychological and sociological realities of the e-sports and gaming culture
THANK YOU

Please ask us your questions.