

FROM FRINGE TO MAINSTREAM ESPORTS IN SPORT MANAGEMENT

SPORT AND ESPORTS COMMONALITIES



Professional Players



Teams, Coaches,
Managers & Agents



Uniforms



Competitions, Leagues &
Marquee Events



Endorsement Deals,
Player Transfer Fees &
College Scholarships



Color Commentators &
Highlight Reels

ARE ESPORTS SPORTS?

Esports meet the defining characteristics of sports:

- ✓ Skill Requirements
- ✓ Wide Following
- ✓ Standardization
- ✓ Physical Movement

ESPORTS MISCONCEPTIONS

Esports are often seen as anti-social and sedentary, but:

- Esports are social activities requiring communication and teamwork
- Esports require dedicated training and skill development

ESPORTS MOVING FORWARD

Embracing esports is beneficial because it:

- Provides educational, commercial, and research opportunities
- Helps address challenges within the emerging esports industry

CONTACT US

Learn more about this research:

Anthony Pizzo | anthony.pizzo@temple.edu

Reach out to the Director of the Sport Industry
Research Center:

Daniel Funk, Ph.D. | dfunk@temple.edu

Learn More: Funk, D. C., Pizzo, A. D., & Baker, B. J. (2018). eSport management: Embracing eSport management and education opportunities. *Sport Management Review*, 21(1), 7-13.