

Research on the Development of E-sports Games

Jinning Sun *

Zhejiang Hangzhou High School, Hangzhou, China

* Corresponding Author Email: sjn20070514@outlook.com

Abstract. Since the 21st century, the development of Internet technology and online games has brought new development opportunities for e-sports, which has gradually become a formal sports event. In China, e-sports has also undergone a development process from the periphery to the mainstream, and was listed as an official sports event by the General Administration of Sport of China in 2003. The profit models of e-sports are diverse, including in-game recharge, organizing competitions, advertising and linking with other products, and selling game derivatives. With the advancement of technology, especially the development of live streaming technology, the viewing and participation of esports have greatly increased. Large scale esports events have attracted millions of viewers worldwide to watch online, making esports a global cultural phenomenon. The development background of e-sports is the result of the rise of the electronic gaming industry and technological progress. It is not only a form of entertainment, but also an emerging sport that has a profound impact on the lifestyle, entertainment, and social interaction of young people. With the increasing recognition of electronic sports in society, it has become an industry with enormous commercial value and cultural influence. This article analyzes from multiple perspectives why competitive games are profitable, how to make profits, and how to better obtain profits, including why competitive games are becoming increasingly popular, the profit models of electronic sports games, and how various developments affect competitive games, as well as how to make electronic sports games develop better and better.

Keywords: Electronic Sports; Profit Models; Development Research.

1. Introduction

The development background of eSports is diverse. It originated in the United States in the 1970s and gradually evolved into a competitive activity with the birth and popularization of electronic games. The 1972 Pan Galactic Space War Olympics held at Stanford University is considered one of the early forms of esports. Subsequently, with the popularity of personal computers and game consoles, electronic games began to enter the public eye, and the concept of esports was also formed.

In the 1990s, with the popularity of games such as Warcraft, Starcraft, and Counter Strike, esports began to gain attention worldwide. These games have strong competitiveness and are easy to watch, providing a foundation for hosting electronic sports events. South Korea is one of the earliest countries to industrialize esports. With government support and media promotion, esports has rapidly developed in South Korea and become a part of the country's culture.

In the 21st century, with the development of Internet technology and the rise of online games, e-sports ushered in new development opportunities. Game companies have started hosting various electronic sports events to attract professional players to participate, and electronic sports have gradually become a formal sports project. In China, the development of esports has also gone through a process from the periphery to the mainstream. In 2003, the General Administration of Sport of China listed e-sports as an official sports event. Since then, e-sports has rapidly developed in China and become an important part of the cultural industry.

With the advancement of technology, especially the development of live streaming technology, the viewing and participation of electronic sports have been greatly improved. Large scale esports events such as the League of Legends Global Finals and the DOTA2 International Invitational have attracted millions of viewers worldwide to watch online, making esports a global cultural phenomenon.



Overall, the development background of esports is the result of the rise of the electronic gaming industry and technological progress. It is not only a form of entertainment, but also an emerging sport that has had a profound impact on the lifestyle, entertainment, and social interactions of young people. With the increasing recognition of electronic sports in society, it has become an industry with enormous commercial value and cultural influence.

Many people have conducted research on the profitability of games. There are many reasons why games can generate profits. For example, Yin and Liu have thought that the number of mobile online users continues to grow, and the gaming industry is full of prospects in the future. With the development of online payments and mobile networks, games can make money in various ways, such as charging advertising fees and earning the selling price of the game itself [1]. And Moos has pointed out that games are constantly innovating and the mobile gaming industry is rapidly developing, keeping pace with computer games and other industries. The rapid progress of games on multiple platforms will greatly increase their revenue [2]. Denis and Elena also concluded that games can meet people's psychological needs and transform free into profit by eliminating user pressure [3]. Comparing the profits of games with those of other things reveals the vast development prospects of games. Raffaello has proposed that games have great variability, and due to the enormous potential for game development, electronic games may not have as many restrictions and obstacles as other commercial genres [4]. It is believed that games have great variability, and due to the enormous potential for game development, electronic games may not have as many restrictions and obstacles as other commercial genres [5]. Some people believed that electronic sports games should be included in formal sports programs, and society should embrace electronic sports and discover its potential [6]. Yuri and Jung think that electronic sports consumers play multiple roles, and the consumption of competitive games should be given attention [7]. They also support seizing the opportunities presented by the rapid development of electronic sports games [8].

This article will analyze from multiple perspectives why competitive games are profitable, how to make profits, and how to better obtain profits. This includes why competitive games are becoming increasingly popular, the profit models of electronic competitive games, and how various developments over time have affected competitive games, as well as how to make electronic competitive games develop better and better.

2. The Profit Model of Electronic Sports Games

2.1. Relying on In-game Recharge

Although whether competitive games are recharged or not does not change the balance of the game itself, when players are attracted to high-quality games, they will unconsciously purchase products in the game. Taking League of Legends as an example, each hero character has their own background and story. After playing for a long time, players will develop feelings for the characters in the game and purchase corresponding products. Or through advertising, linkage with different products, or various reasons such as equipment skins used by professional players in competitions, players can be attracted to recharge, and game developers can earn profits through this [9].

2.2. Making Profits by Organizing Competitions

Establishing electronic sports competitions not only earns a considerable amount of ticket money, but also greatly enhances the popularity and influence of the game. And most importantly, it can effectively stimulate players' enthusiasm for the game, making them love and immerse themselves more in the game. Establishing electronic sports competitions is a unique profit model for competitive games, while many other games such as single player games cannot hold large-scale competitions to attract audiences [10]. When the game is in progress, it will be live streamed on various platforms, and the high-quality operations of the players will be cut into videos and watched by the public. These are excellent ways to promote the game. At the same time, competitions will also enrich the foundation of the game itself and make it full of emotions. These impacts will bring huge profits to

the game. Now that esports has been recognized as an official sports event, the advantages brought by establishing competitions will expand, which is one of the important reasons why esports games can become popular worldwide.

2.3. Advertising and Linking with Other Products

The linkage between high-quality games and other products is beneficial for both parties. For example, in League of Legends, there are skins that are linked to Korean girl groups. This series of skins has achieved high sales and profits in the game, and for girl groups, it has gained huge attention. Both parties benefit from each other, and players also enjoy a better gaming experience through linkage [11].

2.4. Selling Merchandise to Earn Money

Game developers can sell numerous game derivative products to generate profits. For example, character models, game related pendants, clothes printed with game characters, etc. This is a profitable way for any game, and the important thing is whether the game itself is attractive enough to players and whether it can leave a good impression on them .

3. Analysis of the Reasons for the Sustained Profitability of Competitive Games

3.1. Game Players Gradually Increase

The sustained profitability of competitive games cannot be separated from the impact of the times. After the 1980s, electronic games, computers and other technological products emerged in front of the public, and children had electronic games in their childhood at that time [12]. Time has passed, and from now on, people at that time have grown up, while young people nowadays also love playing games, and the number of gamers is gradually increasing. The increase in the number of players means an increase in the sources of profit.

3.2. The Flourishing Development of Technology

The flourishing development of technology is certainly one of the important factors for the sustained profitability of competitive games, and the most intuitive one is the change in hardware. The upgrade of the CPU inside the computer, the increase in memory, and the iterative updates of the monitor have taken the game to the next level [13]. For example, previous MOBA games had lower DOTA graphics quality, which to some extent reduced players' love for the game. In contrast, the graphics quality of League of Legends, which is also a MOBA game, is gradually updating. The current League of Legends is very different from the League of Legends 10 years ago. For example, CS, the most popular gunfight game in the past, although it was also very attractive, it still had shortcomings such as blurry graphics and lack of realism. After being remade, CS now has a more realistic physics engine and a more realistic gaming experience, allowing players to be more engaged and have a better gaming experience. The increasingly sophisticated communication and mobile networks, such as the emergence of 5G, ensure that games can be played more smoothly. The rapid development of the Internet and the rise of short videos have greatly improved the recognition of games. Online communication is more convenient and makes the progress of competitive games smoother. And these factors that make games better due to technological development will continue to improve over time, so the profits of competitive games will continue to rise.

3.3. Improvement of Game Quality and Richness

As mentioned above, the quality of games has gradually improved with the development of technology, and the improvement here is mainly due to the better gaming experience for players. Innovative gameplay and creative graphic design by designers are all part of game quality. As the game becomes more excellent, the income naturally increases. For example, before 2013 and 2014, competitive games were mainly MOBA, card games, and the like, all of which had a characteristic of having an equal number of players on both sides [14]. But in 2016, the emergence of the game Dawn

Kill opened up a new gaming mode. We call it asymmetric competitive games. There is one pursuer and four escapees in the game. Different characters and maps in the game will provide players with different experiences. Later on, various competitive games emerged, and many developers innovated and integrated different types of games. The richness of the game also increases. The game itself is getting better and better, and players are naturally willing to spend money on the game, which increases the profit income of the game. This is extremely important, and it can be said that any profit is related to the quality of the product itself.

3.4. Games Become a Good Way of Venting

The progress of the times has put increasing pressure on society today, and there are more and more tasks that need to be completed. Most people devote themselves to work during the day and only have free time at night, while time becomes fragmented. Because playing games only requires one computer, is easy to operate, and can be played anytime, anywhere without spending extra money, games have become a way to relieve stress. In competitive games, players can effectively release their stress and release themselves through intense and intense confrontations. Nowadays, games also increasingly understand players and provide them with sufficient emotional value. Profitability is inevitable

3.5. The Creators or Owners of the Game Have Good Operation and Promotion of the Game

Perhaps many people have never played games, but everyone has heard of some popular game names to some extent. In China, the competitive game King of Glory is well-known to everyone, which is due to its superior game quality and the absence of other competitors when the game was first released. But the most important thing is the official group's strong promotion of Honor of Kings, periodic competitions, implementation of incentive plans on major short screen platforms, allowing broadcasters to ignite the popularity of Honor of Kings, frequent cooperation with other events, and so on, keeping the popularity of Honor of Kings at the top all year round. Fist Company is a world-renowned gaming company that produces games such as League of Legends and Fearless Covenant. Fist Company holds world-class competitions, Produce excellent animated short films, edit contestants' highlights, and promote the game in many ways. By relying on its own popularity, the games developed by the company can gain high attention immediately upon server launch. Afterwards, we will continuously polish the interior of the game, fix bugs in the game, highlight highlights in the game, constantly improve the game, and let the operation of the game enter a continuous positive cycle.

3.6. Competitive Games have Great Characteristics That Can Easily immerse Players

Why are competitive games easier to achieve sustained profitability than other games? One of the main answers is that the core content of competitive games is confrontation, and the tension and excitement during the confrontation process can bring players pleasure, which other games cannot achieve for a long time. For example, in open world exploration games, players may be attracted by the scenes and plot at the beginning of the game, but over time, they may become slightly dull. Regardless of how long it has been, the desire for victory in competitive games will not change, and competitive games are generally difficult, with many points worth exploring and learning. Players will not be bored due to limited content. Only competitive games can host large-scale events, which is something that most other games cannot achieve. Another advantage of competitive games is that they allow multiple players to team up and play together. Players can play games with their friends, family, and couples to enhance their relationships, which is something many other games cannot achieve. The inherent advantages of competitive games make them easy to sustain profitability.

3.7. Competitive Games Are Truly Recognized by People

Playing games was once considered a pure waste of time by people, and games were labeled negatively. But now games have gradually gained recognition from people, especially competitive

games. Many games have world-class competitions and are sought after around the world. Games have also entered the Olympics, and professional gamers are respected by people. For example, Faker, the first active player in League of Legends, was named one of the top ten athletes of the year. The promotion of the game has become more active, and the professional game training system has become more formal. The game is truly recognized by people.

4. Challenges

The development of electronic sports games is facing both enormous opportunities and numerous challenges. The enhancement of social identity is the primary challenge that electronic sports need to overcome. Although it has been officially listed as a sports event, there are still some members of the public who hold biases against it. In addition, the imperfection of laws and regulations is also a bottleneck that restricts development, including the protection of player rights, event organization and management, intellectual property rights, and other aspects that require further legal support and regulation. At the same time, the talent cultivation mechanism in the electronic sports industry is not yet mature, and there is a large gap in professional talents, which limits the depth and breadth of the industry's development.

On the technical level, electronic sports have increasingly high requirements for network environment and hardware equipment. Ensuring fairness of events, improving viewing experience, and addressing network security issues are all technical challenges that must be faced in the development of electronic sports. In terms of market and commercialization, the business model of esports needs to be further diversified, while balancing commercial interests and competitive spirit, and maintaining a healthy market order. The intensification of international competition requires China's electronic sports to enhance its competitiveness and influence on the international stage. In addition, the issue of youth protection cannot be ignored. How to prevent teenagers from becoming addicted to games, protect their physical and mental health, and guide them to participate in e-sports reasonably is an important issue in the development of e-sports. The development of electronic sports requires joint efforts from the government, industry organizations, enterprises, and all sectors of society to address these challenges and promote the healthy, orderly, and sustainable development of the industry.

5. Prospects

The development prospects of esports in China show a strong growth momentum. With the popularity of the Internet and intelligent devices, the threshold for participation in e-sports has been lowered, attracting more and more young users. It is expected that the scale of esports users will continue to grow, and the market size will also continue to expand. The online audience for esports events has exceeded the players themselves, demonstrating the potential of esports as a spectator sport. At the same time, the strengthening of domestic and international cooperation and the process of internationalization are also accelerating. Chinese esports companies are actively expanding overseas markets, cooperating with international esports companies, and promoting the global dissemination of esports culture. Policy support provides a policy foundation for esports to go global, and the inclusion of esports in international sports events such as the Asian Games further enhances its social recognition and influence.

Technological progress is the core driving force behind the development of the esports industry. The development of gaming technology, especially in terms of image display, network bandwidth, and hardware performance, has brought revolutionary changes to the esports experience. The low latency characteristics of 5G technology greatly optimize the live streaming experience of esports events, while the application of virtual reality (VR) and augmented reality (AR) technology provides esports players with a more immersive experience. In addition, the improvement of the industrial chain and innovation of business models are also ongoing, forming a huge ecosystem from event organization, club operation to content production and advertising sponsorship. New business models such as virtual commodity sales and in-game purchases are constantly emerging.

The healthy development of the esports industry also requires a favorable policy environment and recognition from all sectors of society. The Chinese government has gradually strengthened its supervision and support for the esports industry, introducing a series of policies to regulate industry development, protect underage players, and encourage the healthy development of the esports industry. With the professionalization and gradual improvement of social status of esports players, esports has begun to carry more cultural values and become a new way to spread traditional Chinese culture. Through esports events and game content, China's history and culture can be showcased to global players, making esports an important platform for cultural exchange.

6. Conclusion

This article studies the profit methods of competitive games, why they make profits, the drawbacks of esports, and future prospects. Electronic sports games have multiple ways of making profits, and the sources of benefits are diverse; The various profit methods of electronic sports games will become better and better with the development of the times, for example, the development and innovation of technology will make electronic sports games better and go further. In contrast, competitive games have some advantages over other games, which is also one of the reasons why competitive games can continue to generate profits. However, electronic sports games have not been fully accepted by everyone, and their drawbacks such as addiction still need improvement. Although there have been breakthroughs in the development of competitive games, there is still a lot of room for growth. Overall, the development and prospects of esports games are bright, and the profits of esports games will be long-lasting. It hopes that esports games can continue to improve.

References

- [1] Yin H, Liu C. The Analysis of Mobile Games Profit Model. 2014 International Conference on Mechatronics, Electronic, Industrial and Control Engineering (MEIC-14). Atlantis Press, (2014) 1660-1663.
- [2] Moos, C. P. J. The effect of mobile games on the profitability of the PC games industry.(2016).
- [3] Lescop, D., & Lescop, E. Exploring mobile gaming revenues: The price tag of impatience, stress and release. *Digiworld Economic Journal*. 94 (2014) 103.
- [4] Bergonse, R. Fifty years on, what exactly is a videogame? An essentialistic definitional approach. *The Computer Games Journal*. 6 (2017) 239-255.
- [5] Bergonse, R. Fifty years on, what exactly is a videogame? An essentialistic definitional approach. *The Computer Games Journal*, 6 (2017) 239-255.
- [6] Funk, D. C., Pizzo, A. D., & Baker, B. J. eSport management: Embracing eSport education and research opportunities. *Sport Management Review*, 21(2018) 7-13.
- [7] Seo, Y., & Jung, S. U. (2016). Beyond solitary play in computer games: The social practices of eSports. *Journal of Consumer Culture*, 16(3), 635-655.
- [8] Borkoles, E. eSport: Friend or Foe?. In *Serious Games: 4th Joint International Conference, JCSG 2018, Darmstadt, Germany, November 7-8, 2018, Proceedings* (Vol. 11243, p. 3). Springer (2018, October).
- [9] Summerley, R. The development of sports: A comparative analysis of the early institutionalization of traditional sports and e-sports. *Games and Culture*. 15 (2020) 51-72.
- [10] Heere, B. Embracing the sportification of society: Defining e-sports through a polymorphic view on sport. *Sport management review*. 21 (2018) 21-24.
- [11] Kozachuk, J., Foroughi, C. K., & Freeman, G. Exploring electronic sports: An interdisciplinary approach. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* (Vol. 60, No. 1, pp. 2118-2122). Sage CA: Los Angeles, CA: SAGE Publications (2016, September).
- [12] Summerley, R. The development of sports: A comparative analysis of the early institutionalization of traditional sports and e-sports. *Games and Culture*, 15 (2020) 51-72.
- [13] Pack, S. M., & Hedlund, D. P. Inclusion of electronic sports in the Olympic Games for the right (or wrong) reasons. *International Journal of Sport Policy and Politics*, 12 (2020) 485-495.
- [14] Henshon, M. Sports, Mobile Devices, and the New Player Mobility. *Scitech Lawyer*, 16 (2020) 16-19.