The future of gambling spaces: Esports and the world of competitive video gaming

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What are esports?
First-Person Shooter
Fighting Games
Multiplayer Online Battle Arena (MOBA)
Game Play

Who’s gaming?

Median age = 28, ~70% between 18-34

Gender neutral

Most popular games – MOBAs & first-person shooters

Gamer Motivations

PwC, 2016; Quantic Foundry, 2016
These are certainly games...are they sports?
Terminology

Esportsbook

Daily fantasy esports

Peer-to-peer betting

Game-mediated (skins) betting
“esports” ≠ “esports betting”

Esports industry: ~US$4.93M

Biggest markets: US, China

Esports betting industry: ~US$5.94M

Betting Behaviour
Esports & Integrated Resorts
UNLV IGI Gaming Lab ➔ IGI Esports Lab
Discussions in
Esports
& Gambling
Liabilities
Game Integrity
General CSR
Geolocation

Verification

Location
Goal: Mitigate threats and issues.

But remember, these are games. Have fun!

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