The meteoric rise of eSports and the resulting attention eSports is getting from the gaming industry comes as no surprise. According to a recent Goldman Sachs investor report, eSports is already outsizing some major league sports audiences, such as Major League Baseball. Goldman Sachs notes that the average monthly eSports audience size in 2018 was around 167 million and they predict that this figure will jump to 276 million by 2022. More people watch eSports events on YouTube and Twitch than HBO, Netflix, and ESPN combined. Asia is by far the eSports Goliath, notes Goldman Sachs, with approximately 442 million gamers; contributing upwards of one-third of the industry’s total revenue. And Deloitte’s TMT Group predicts that the global eSports market will generate $1 billion in revenue in 2019.

With the explosion of eSports globally, the potential for new revenue streams and the opportunity to drive more Gen Xers and Millennials to traditional land-based casinos via eSports events has also not been lost on the gaming industry. Moreover, the propensity to wager on eSports events is growing exponentially. According to a report by Chris Grove, a gaming industry analyst, and partner with Narus Advisors and a senior consultant with Eilers & Krejcik Gaming, U.S. eSports fans wagered approximately $715 million on eSports in 2016.

Grove notes in his report that there are multiple scalable entry points for gaming operators and suppliers to enter the eSports arena. Including competitive events, skill-based gaming, and online platforms that drive opportunities for land-based operators to build a base of loyal eSports players. This revenue potential, says Grove, extends to competitive onsite eSports events and tournaments, including exhibition matches, and regional and national competitions. Additionally, various ancillary events, such as eSports conventions, fantasy camps, after-parties, and fan meet-and-greets are just some of the many avenues gaming operators could pursue to enhance their eSports revenue stream. Gaming operators are also looking to cash in on the rapidly expanding eSports phenomenon by developing venues and competitive arenas specifically designed for eSports gamers. In 2016, the Downtown Grand Hotel & Casino in Las Vegas opened one of the areas first eSports lounges by converting an existing high-limit table games area on the casino floor into what it calls the “Downtown Underground.” The lounge hosts weekly eSports tournaments with cash prizes, supporting 1v1 up to 6v6 competition. The area features several viewing screens and can even be used as a team “boot camp.”

The Luxor Las Vegas on the Strip’s veteran eSports team is not only passionate about the sport but also about ensuring continued integrity within organized competitions. They couple their video game experience with GLI’s unique position in the gaming industry, resulting in an unmatched skillset that helps the industry to self-regulate with technical acumen while also instilling confidence to stakeholders within environments where regulated traditional gaming takes place.

GLI can provide eSports expert consultation in a variety of areas, including creating procedures for verifying eSports gaming equipment; controls to prevent locally installed cheats; procedures for documenting and vetting athletes; best practices for preventing match-fixing and ensuring the integrity of IT infrastructure; best practices for rules, controls, exception-handling, and anti-corruption; and certification of equipment for eSports wagering for compliance with sports betting regulations.

Contact GLI’s eSports Team today and learn how we can assist you to provide stakeholders with assurance that your eSports platform is random and secure. For more information, please visit gaminglabs.com.