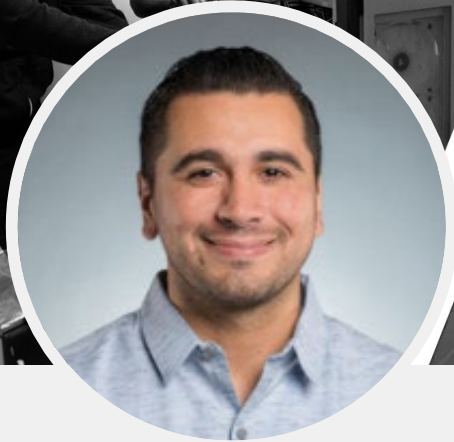


# INFORMATION TECHNOLOGY **TECH BYTES**



**Bringing CSUDH Up-to-Date on  
Information Technology**





## Ruben Caputo

Information Technology Consultant at  
California State University Dominguez Hills &  
Esports Academic Advisor and GM

INFORMATION  
TECHNOLOGY  
**TECH BYTES**



# Before we begin, let's take a poll

## What is the correct spelling?

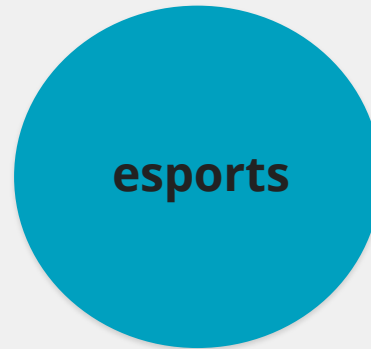
A



B



C



D



# Poll Response

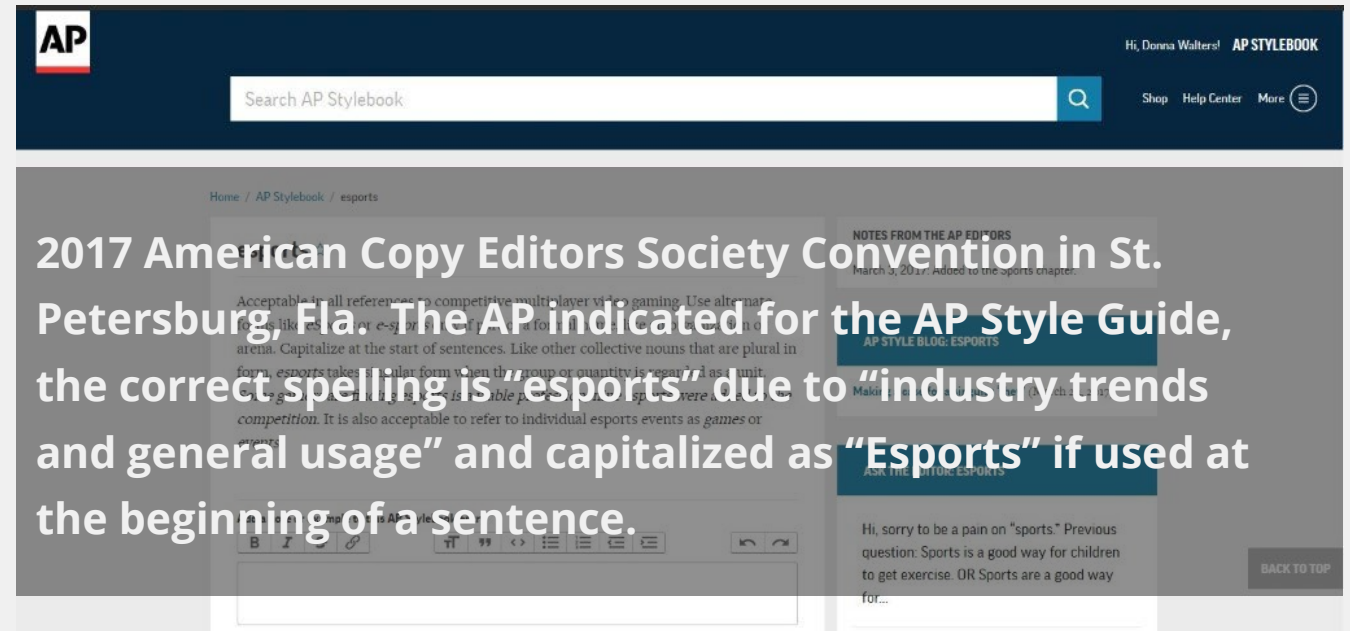


Esports, or esports, or e-sports, or eSports:  
Words Matter for More Reasons than You Think



Source: shorturlat/gtH58

We are talking about electronic sports, or eSports, or e-sports, or Esports. According to the [Online Gamers Association](#) (OGA), the first recorded instance of the term was “eSports” in a 1999 press release.





# What is Esports?

## Esports Definition

Esports, electronics sports, competition gaming, professional gaming, or any variation of those words is a form of competition with the medium being video games. Individuals use computers, or specific video game consoles (PS5, Xbox, Nintendo, etc.) to play various video game titles against each other.

## Genres (Game Types)

- First Person Shooter (FPS)
- Fighting / Online Sports
- Real-Time Strategy (RTS)
- Multiplayer Online Battle Arena (MOBA)
- Collectible Card Game



# Future of Esports

## INSIDER INTELLIGENCE

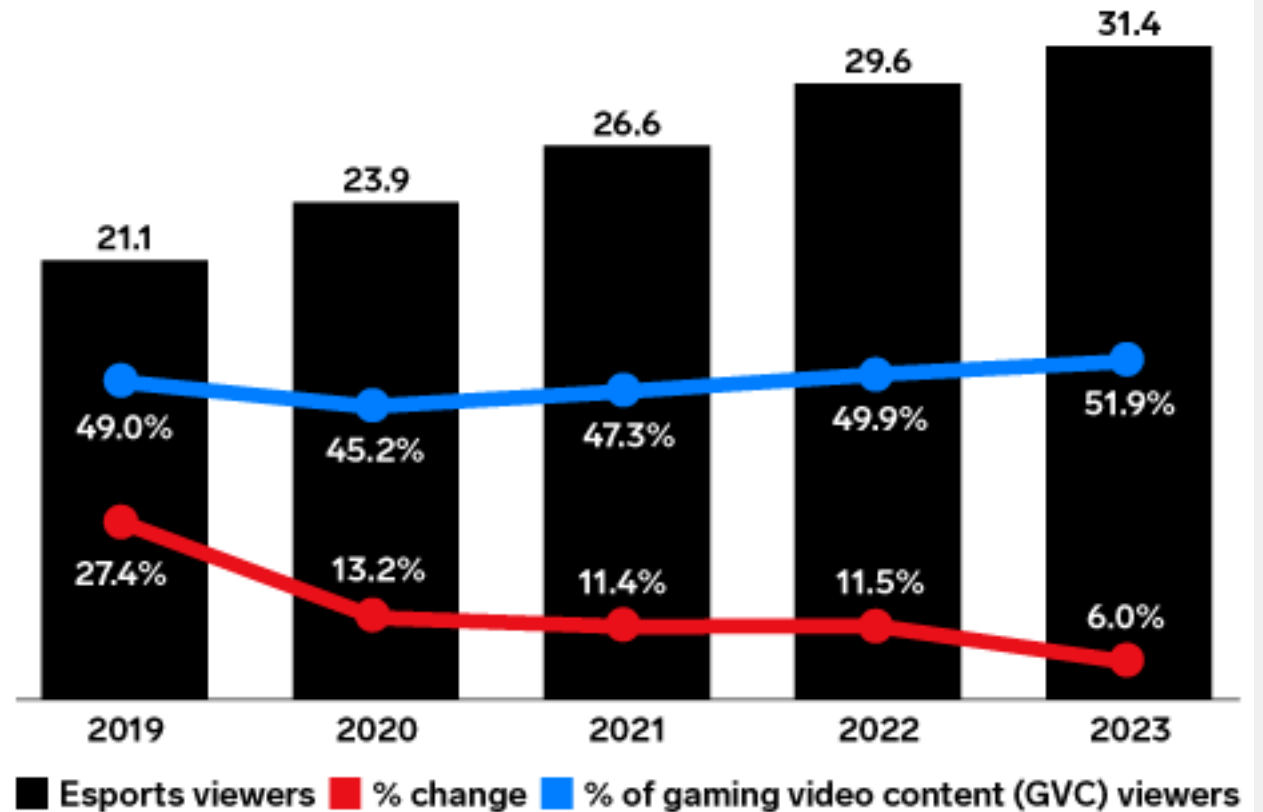
Esports Ecosystem in 2022: Key industry companies, viewership growth trends, and market revenue stats



Source: <https://www.insiderintelligence.com/insights/esports-ecosystem-market-report/>

## US Esports Viewers, 2019-2023

millions, % change, and % of gaming video content (GVC) viewers



Note: Internet users of any age who watch organized gaming competitions among professional players and teams (e.g., Evolution Championship Series, League of Legends Championship Series, and Overwatch League) hosted on digital video platforms at least once per month; read as "21.1 million esports viewers is 49.0% of gaming video content viewers"

Source: eMarketer, Feb 2021





# The Economics Forbes

How Esports Are Fueling The Data Economy



Source: <https://www.forbes.com/sites/ibm/2020/01/08/how-esports-are-fueling-the-data-economy/?sh=5048398e35e1>

Television networks broadcast the competitions. In the US more developing sitcoms are based on the sport. The combined online audience of esports, according to Goldman Sachs, is larger than HBO, Netflix and ESPN combined.

# 474 Million

2021

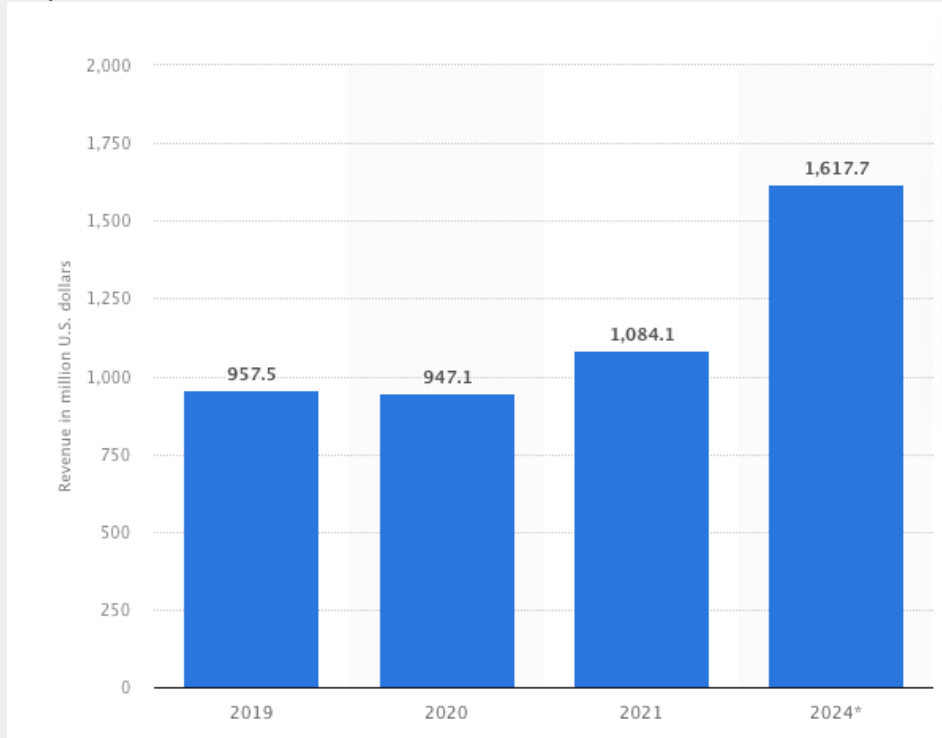
240 million occasional viewers

234 million esports enthusiast



# The Market statista

Esports market revenue worldwide from 2019 to 2024



Source: <https://www.statista.com/statistics/490522/global-esports-market-revenue/>

2024  
**1.62**

Billion U.S. dollars

2021  
**1.08**  
Billion U.S. dollars





# “Esports is a Strategy and not an outcome”

- CSUDH President Parham





# OUR HISTORY

## Brief Overview

### CSUDH Esports Timeline



# Career Pathways

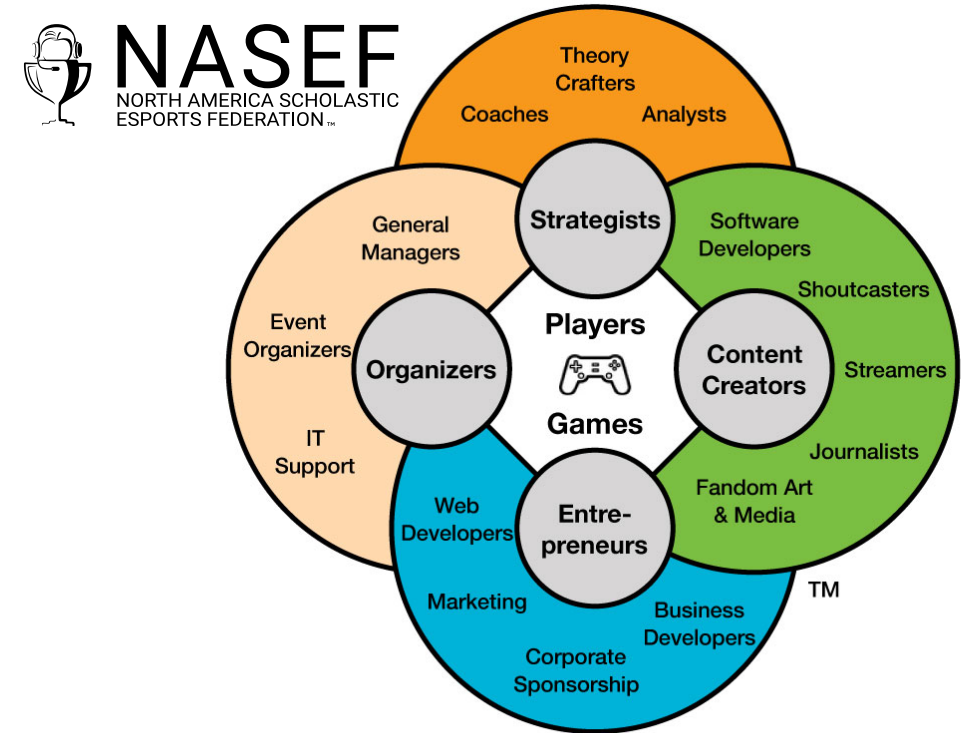


Diagram Citation: Anderson, Tsasan, Reitman, Lee, Wu, Steele, Turner & Steinkuehler (2018)



# What the Research is Telling us

## CSUDH Workforce Integration Program



**INTERESTED IN A CAREER IN ESPORTS?**

HERE IS SOME IMPORTANT INFO TO CONSIDER:

THE MEDIAN ANNUAL EARNINGS FOR A JOB IN ESPORTS IS **\$61,129/YEAR** APROX. \$29.39/HR

SOME OF THE TOP EARNING COMPANIES IN ESPORTS ARE:

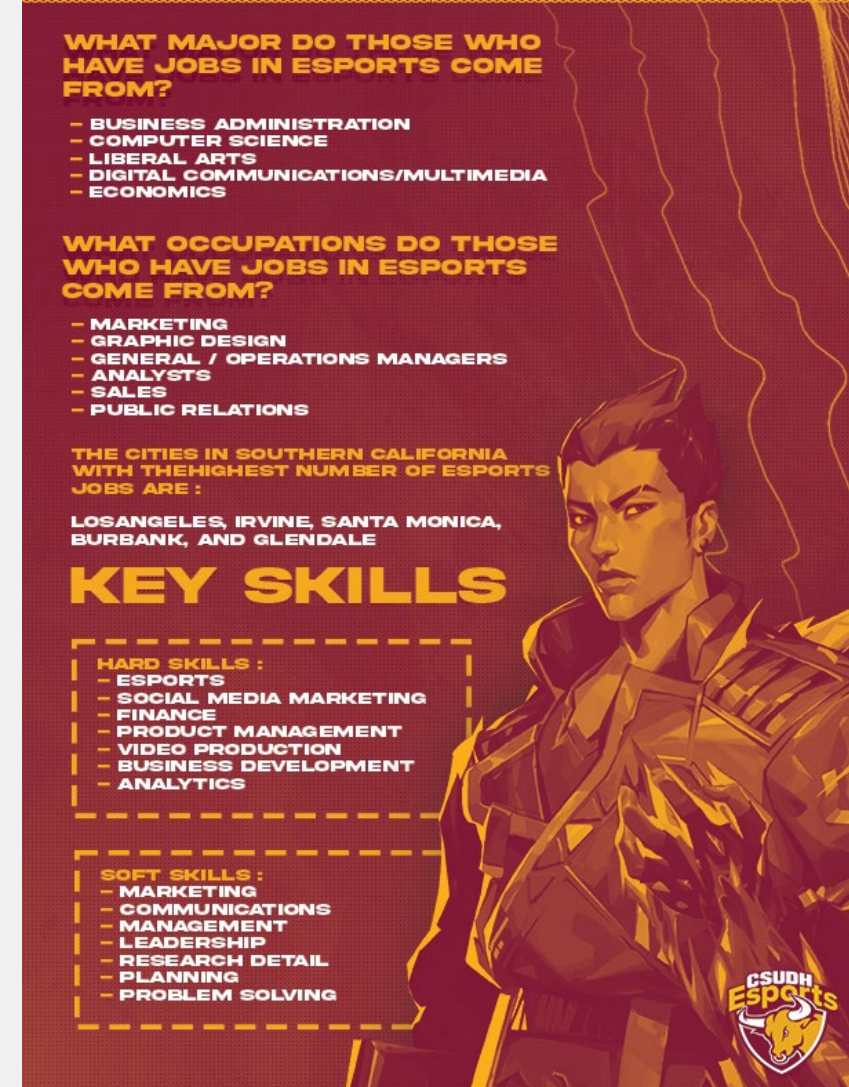
**RIOT GAMES** **ACTIVISION BLIZZARD** **ESL** **TSMFTX** **twiitch**

**HYPERX** **facebook.** **RAZER**

SOME OF THE TOP POSTED JOB TITLES IN ESPORTS ARE:

- PRODUCT MANAGERS
- ACCOUNT MANAGERS
- LEAGUE MANAGERS
- SPORTS PRODUCERS
- SOFTWARE ENGINEERS
- GRAPHIC DESIGNERS
- MARKETING PRODUCT MANAGERS
- ACCOUNT EXECUTIVES
- ARTWORK

**CSUDH Esports**



**WHAT MAJOR DO THOSE WHO HAVE JOBS IN ESPORTS COME FROM?**

- BUSINESS ADMINISTRATION
- COMPUTER SCIENCE
- LIBERAL ARTS
- DIGITAL COMMUNICATIONS/MULTIMEDIA
- ECONOMICS

**WHAT OCCUPATIONS DO THOSE WHO HAVE JOBS IN ESPORTS COME FROM?**

- MARKETING
- GRAPHIC DESIGN
- GENERAL / OPERATIONS MANAGERS
- ANALYSTS
- SALES
- PUBLIC RELATIONS

THE CITIES IN SOUTHERN CALIFORNIA WITH THE HIGHEST NUMBER OF ESPORTS JOBS ARE:

LOS ANGELES, IRVINE, SANTA MONICA, BURBANK, AND GLENDALE

**KEY SKILLS**

**HARD SKILLS:**

- ESPORTS
- SOCIAL MEDIA MARKETING
- FINANCE
- PRODUCT MANAGEMENT
- VIDEO PRODUCTION
- BUSINESS DEVELOPMENT
- ANALYTICS

**SOFT SKILLS:**

- MARKETING
- COMMUNICATIONS
- MANAGEMENT
- LEADERSHIP
- RESEARCH DETAIL
- PLANNING
- PROBLEM SOLVING

**CSUDH Esports**



# Case Study



"I couldn't be happier with the ViewSonic team, they are terrific to work with. Their vision parallels ours. In addition to their generous product and apparel support, ViewSonic is working with us to develop an internship pipeline for CSUDH students, which will allow them to begin to transfer the skills they're learning in esports to the workplace."

— Ruben Caputo, CSUDH Esports Academic Advisor



# Esports is a student success strategy



## Academics and Research

### ESPORTS DESCRIPTION

The eSports Introduction Course guides volunteers, parents, and K-12 educators to coordinate efforts in developing an environment conducive to active learning. Use the collaborative and inquiry-based modalities of learning, the eSports process to connect students and educators closer together in the areas of academic rigorously by promoting student engagement and motivation in the learning process online and onsite in a personalized design approach.

### ESPORTS FOUR MODULES

The eSports Program include four modules that can be one course or four independent courses.

- Module 1: Discuss the evolution of eSports interdisciplinary academic and team development
- Module 2: Examine the role of eSports gamers and processes and goal setting
- Module 3: Develop an interdisciplinary approach with Career Technical Education options in game, social media, marketing
- Module 4: Investigate eSports industry partnerships and fieldwork options

### ESPORTS DESCRIPTION

- Describe the evolution of professional Esports
- Discuss Career eSports Technical Education
- Discuss the essential components for eSports
- Incorporate Project-based learning for STEM/STEAM
- Provide students for Esports participation

### ESPORTS CONCEPT

Use Esports to harness the K-12 students' innate schema of learning embedding support for the Universal Design for Learning linked to English Language Learners, Special Needs Students, and Struggling Students through an integrated approach with e-Sports team and curriculum related to the existing content with the eSports Certificate through 4 to 6 week or customized programming!

- Encourages collaboration as a motivational tool in online, onsite, or hybrid formats
- Promotes technical career and college options
- Provides an in-depth examination of the Esports industry in terms of teamwork, marketing, technology needs, and interdisciplinary curriculum design.

### CSUDH ESSPORTS DOMAIN

#### ACADEMICS & RESEARCH

Empowering our Esports students by supporting them through formal educational effort which aims at teaching major discipline competencies.

#### ENTERTAINMENT

Supporting the CSUDH gaming community to bring students together in a social and positive setting.

### CONTACT INFORMATION

CLAYTON STATE UNIVERSITY  
DOMINGUEZ HILLS  
ESPORTS

## Introduction to Esports Extended Education

### TITLE :

GRAPHIC DESIGNER

### MAJOR :

GRAPHIC DESIGN

# WELCOME SEAN!

## TO THE TEAM!

# CSUDH Esports Internship Program





# Esports is a student success strategy



Community Engagement



Collaboration with Scholars Collective Learning Center



CSUDH Esports X CUEL  
Peer-to-Peer Mentorship Program

# Esports is a student success strategy



Competition





# Esports is a student success strategy



Entertainment







FOLLOW OUR SOCIALS

# JERSEY UNVEILING

3.24.22 | 9:30AM



20707 S AVALON BLVD, CARSON, CA 90746  
FUNDRAISER TO SUPPORT  
CALIFORNIA UNIVERSITY DOMINGUEZ HILLS  
ESPORTS INCUBATOR LAB

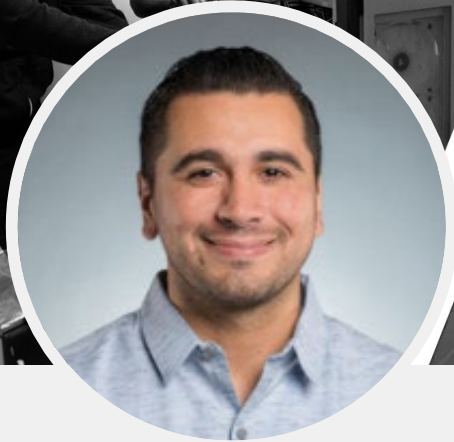


PRESENT THIS DURING THE  
TIME OF THE UNVEILING TO ENTER INTO A RAFFLE  
9:30AM - 10:30AM



OFFICIAL CSUDH ESPORTS  
APPAREL PARTNER





## Ruben Caputo

Information Technology Consultant at  
California State University Dominguez Hills &  
Esports Academic Advisor and GM

# THANK YOU

# INFORMATION TECHNOLOGY TECH BYTES

