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Norwegian esports

A study of how esports became a global phenomenon, and shaped Norwegian esports

Master's thesis in Master of Science in Informatics

Supervisor: Alf Inge Wang

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Abstract

FACULTY OF INFORMATION TECHNOLOGY, MATHEMATICS AND ELECTRICAL
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Master of Science

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By Christian Rudfoss Haugland

Competitive video games were included in tournaments in the 1980s, but esports itself did not become a phenomenon until the early 2000s. This occurred in South Korea and spread rapidly across the world. How the various countries adopted esports differed greatly, and Norway is one of the countries where it has developed relatively slowly. This thesis aimed at investigating how esports arrived in Norway, how the citizens had approached esports and how organizations/businesses interact with it. Analyzing existing literature helped with understanding how esports has developed in Norway. A survey was created and distributed to collect data about attitudes Norwegians have towards esports. This attracted 547 respondents. As a result of the survey, interviews were conducted which gave unique insight into esports and its contributing factors. The results of the data collection showed that esports in Norway is divided into separate self-sufficient divisions, which allows long term survival of esports. Attitudes of the respondents are varied, largely distributed between age groups of above and below 30, which corresponds with the mass production of major esports games. Unfortunately, stigmatization of gaming and esports is such an issue that it prevents esports athletes from having sufficient opportunities within the country. Therefore, they must normally relocate to countries with a further developed esports arena.

Preface

This paper is the result of a Masters thesis in Informatics at NTNU, and was inspired by my personal interest and direct involvement in Esports through communities in Oslo and Trondheim. Games and Esports have always been enticing to me which is why I chose this as my Thesis subject.

I want to thank my supervisor for invaluable feedback throughout the process of writing this thesis. Furthermore, I would like to thank my psychiatrist for helping me through difficult times that directly impacted my work. I could not have done it without these two. Furthermore, I would also like to thank my friends and family for helping me distribute the survey. The fact that it reached 547 respondents has me baffled and incredibly grateful.

A special thank you to my family for supporting me through the last year of my degree as well. It was very difficult, but equally rewarding to push through.

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List of Abbreviations

NEF Norwegian Esports Federation

NIF Norwegian Sports Federation

RTS Real Time Strategy Game. A sub-genre of strategy games that happen in real time.

NRK Norsk Rikskringkasting

KT Korea Telecom

LNU The Norwegian Children and Youth Council (Landsrådet for Norges barne- og ungdomsorganisasjoner)

KANDU Kreativ Norsk Dataungdom

Fantastic activities Fantastic activities are activities that cover interests such as computers, role playing, laiv, board games, fable fiction, miniature games and cosplaying. Anything related to all of these themes is also regarded as a fantastic activity.

Esports organizations Organizations involved in esports

League of Legends(LoL) A MOBA (Multiplayer Online Battle Arena) is a game with 10 players separated on two teams. Five-versus-five.

Counter-Strike:GO A first person shooter where six players battle six other players to complete objectives

Gamer Someone who plays video games

- LAN** Local Area Network. A LAN Party means that people have many computers hooked up at the same network, where they can play games together.
- RTS** Real-Time-Strategy - A sub-genre of the Strategy genre. Games like RTS happen in real time and are based around different aspects of strategy, such as maintaining economy, army, placements, and other aspects.
- Steam** The largest online marketplace for video games.
- DIY** Do-It-Yourself. This term is used to describe streaming later on, and DIY re-broadcasting is used. This means that private individuals can re-broadcast shows or other media online.
- AMD** AMD (Advanced Micro Devices) is an American multinational semiconductor company based in Santa Clara, California, that develops computer processors and related technologies for business and consumer markets.
- MSI** MSI (Micro-Star International) Co., Ltd is a Taiwanese multinational information technology corporation headquartered in New Taipei City, Taiwan.

Chapter 1

Introduction

This thesis investigates the Norwegian population's views and attitudes toward esports. To understand how esports has grown in Norway, the thesis will also look at the history of esports globally. Furthermore, organizations and companies also impact esports, and that is another key aspect to this thesis. This chapter introduces the theme of esports, the motivation and the research methods used.

1.1 What is esports?

Esports is the professional aspect of video games where gamers (someone who plays video games) play at a level where they are regarded professionally, similar to that of a professional traditional sports athlete [1]. The difference between an average gamer and an esports athlete is that an average gamer plays as a recreational activity, while an esports athlete plays to become the best.

1.2 Motivation

Esports did not become a globally known phenomenon until South Korea established the PC bangs (computer cafés with video games installed) near the end of the 1990s. The most popular game at that time was Starcraft 1, and South Korea quickly became known globally as the place to be for esports. Ever since, esports has spread across the planet creating bonds between citizens of countless countries, just like how traditional sports bring people together.

Nowadays, Norwegian esports has seen an increased interest in covering national esports with the help of different actors, such as Telialigaen. However, there exists little to no research into Norwegian esports and its history. Questions such as, when- and how did Norwegian esports begin, cannot be easily answered.

The lack of recorded history while esports is such a relevant entertainment arena both serve as primary motivations for writing this thesis. However, the author's personal motivation for writing this thesis is his own involvement in esports and that it seems, to him, the lack of resources about esports prevents optimal growth of it as a publicly accepted sports in Norway.

1.3 Research Methods

To understand how esports can be accepted and survive as an equally popular sports alongside traditional sports, the following research goals have been created:

RG1 Identify the main factors that made esports so popular

RG2 Identify the Norwegian population's perspectives and attitudes towards esports

RG3 Discover how an esport can thrive and generate income, not only for themselves, but also for third party companies

The following three sections cover the three research goals by decomposing them into multiple research questions that need to be answered in order to satisfy the research goals

1.4 Research Goal 1 (RG1)

The first goal is: "**To identify the main factors that made esports so popular**" This goal examines how countries come to accept esports as a sports popular enough to cultivate professional players, create a viewer base and create interest to 3rd party companies. This research goal has been decomposed into the following research questions:

RQ1.1: How has esports evolved over the years? This question examines the history of esports and how it has developed from being a recreational activity to being a professional arena.

RQ1.2: What are the key factors that allow any sports to be accepted on a professional plane? This question serves as a basis for understanding what the basic requirements are for a sport to be implemented as a professional sport in any country.

RQ1.3: What are the key differences between Asia, Europe and America that make acceptance of esports so different? This question examines social and cultural factors that make a game or sport interesting on a professional level for the communities.

RQ1.4: How can an esports survive in the long term? This question aims to explore what is required for both sports and esports to survive by comparing the two.

1.5 Research Goal 2 (RG2)

The second goal is: "**Identify the Norwegian population's perspectives and attitudes towards esports**". This goal investigates Norwegians' attitudes toward esports. The research goal has been decomposed into the following research questions:

RQ2.1: What are the differences between the age groups? This question examines whether there is a difference to the attitudes that correspond to age. To answer this, surveys will be distributed and interviews with subjects such as Hyperion, The Gathering and Telialigaen will be conducted.

RQ2.2: What are the different age groups' attitudes towards esports compared to traditional sports? This question examines if there is a correlation to age with regards to acceptance of esports as an equal to traditional sports. This question will be answered through statistical data and open questions gathered through a quantitative survey distributed to Norwegians.

RQ2.3: Is esports accepted as a sport on equal terms to any traditional sports? This question will be answered through statistical data and open questions gathered through a quantitative survey distributed to Norwegians.

1.6 Research Goal 3 (RG3)

The third goal is: "**Discover how an esports can thrive and generate income, not only for themselves, but also for third party companies**". Looking at different companies involved in esports - this question aims to identify the key factors that determine how, and why, companies are benefiting from esports and esports are benefiting from the companies. This research goal has been decomposed into the following research questions:

RQ3.1: What is the motivation for Norwegian football teams that are creating their own esports teams

RQ3.2: Why are there still so few Norwegian tournaments? The following questions aim to identify what factors contribute to tournaments being sustainable.

- Telialigaen is able to sustain itself, how?
- Is it possible for the hosts of these tournaments to have higher income than expenses, even with the large prize pools?

RQ3.3: Why are companies sponsoring esports athletes, and what do they gain from this? This question will conduct qualitative interviews with parts of the professional scene in Norway, involved companies, and private actors in esports.

1.7 Research Methods

There are three main research methods that will be used through this thesis: literature study, survey, and interviews. As esports is a relatively new phenomenon in Norway, the type of literature that will be studied as material will mainly be of studies conducted outside of Norway. The survey will be directed at average Norwegian citizens. Surveys are known to be an effective way of collecting quantitative data for statistical analysis. However, in order to answer the research questions fully, qualitative interviews were also used in order to gain further insight. Survey respondents could make themselves available for qualitative interviews by filling their email address, along with a short background description, at the end of the survey. Data collection in this thesis consist of three different collection methods; data analysis, 5-point likert scale and open questions. Data analysis will be about analyzing existing literature and its results. The 5-level-likert scale was used to estimate to what extent respondents disagree or agree to different statements (between numbers 1-5, where 1 is disagree, 5 is agree). The open questions allows a respondent to answer openly to any question using their own words. Only the likert scale is directly measurable, but the data analysis and the open questions will provide a large amount of unique information otherwise not attainable with the likert Scale. The research goals, research methods, and the corresponding metrics are illustrated in Table 1.1 below.

Research method	Research Goal	Metrics
Literature study	RQ1.1, RQ1.2, RQ1.4, RQ1.5, RQ2.1, RQ2.3, RQ3.1, RQ3.2, RQ3.3	Data analysis of existing studies
Survey	RQ2.1, RQ.2.2, RQ2.3	5-level likert scale
Interview	RQ1.2, RQ1.3, RQ2.2, RQ2.3, RQ3.1, RQ3.2, RQ3.3	open questions

Table 1.1: The table illustrates the research methods, the research goal that will be covered by said methods and their metrics.

1.8 Summary

This chapter has explained the research goals and their associated research questions, as well as how these questions will be answered through data collection methods. The resulting metrics will provide concrete information that helps answering the questions. Both the survey and the interviews will cover all three metrics.

Chapter 2

Literature Review

This chapter looks briefly at earlier articles relating to the history of esports and gaming culture across different countries. The goal is to attain a basic understanding of how video game culture evolves and how esports can sprout from the gaming culture within a country. This should provide information that helps to identify Norway's situation compared to other major esports countries.

2.1 Gaming culture background

To understand the current state of esports, we need to understand gaming culture and how it has developed over time, not only in Norway, but other countries as well.

Video games have in the last 10-15 years received recognition as great tools for teaching, where the term serious games has been derived. In 2011, Jeremiah McCall highlighted the importance of simulation games, such as Civilization, and how these games can be used to teach history with a hands-on approach that also brings a whole new life to teaching history [2]. Jeremiah states concerns with how history teaching becomes stale and passive, directly controlled by the government, and what is deemed okay to teach in the classrooms. He hopes that simulation games can help students understand how and why historical events happened, rather than just learning what happened. Allowing games to be used in teaching provides a wider acceptance for gaming as something more than just a recreational activity [3]. This further allows video games to impact people at an earlier age, inspiring esports on equal terms to traditional sports.



Figure 2.1: Image from Dreamhack Sweden - cosplay and culture

Watching others play sports is a normal everyday activity. However, there is still a stigma around watching others play video games - "Why not play it yourselves?". Julia Beate Bådsvik wrote a thesis investigating how Twitch impacts the video gaming industry and in what ways Twitch differs from its counterparts in traditional sports streaming [4]. Online communities have a stronger focus on the community as a whole rather than social cues being important for physical communities. It could then be assumed that the online culture is more accepting of new individuals [5].

2.2 Esports studies

For esports to grow in a country, the gaming culture needs to allow professional growth. It all starts at the bottom of the curve - with the young players. The following studies look at different aspects revolving esports and how the public view esports.

A study by Zakaria Karlsen Tawfiq looks at Norwegian students and their attitudes toward defining esports as athletics [6]. The researcher used a survey to map the students' attitudes towards esports being defined as an athletic sport. The results were split: 24% agreed (or partially agreed), 39% disagreed (or partially disagreed) and the remaining 37% of the respondents were indifferent. The general results of the study showed that if one considers intelligent actions part of sports, then one is more likely to define esports as a type of sports. Considering physical activity as

defining sports will prove one less likely to define esports as a type of sports. The study concluded that defining esports as a sport is entirely up to how much each individual values the physical aspects of sports.

This master thesis, by Patrick Nordheim Reppe [7], looks at how Norwegian school students between the ages 15-19 view esports and what kind of meaning esports provide for them. Furthermore, the study attempts to understand how young people find meaning and identity through esports. As the author is going to work as a teacher for students (aged 15-19), he directs his study to enlighten how esports can be used to teach students on a similar level as physical exercise, but on a wider scope. This mostly has to do with *gamification of teaching*, a term used to define how games can be used to teach. His conclusions state that esports cannot replace physical exercise in school, as it is sedentary. What it can teach, however, is invaluable cooperation skills in fun environments that do not exist in the real world. According to Patrick, disregarding esports as a sport just because of lack of direct physical activity is wrong because those defining it lacks understanding of what esports can provide.

With esports steadily growing and over 170 million people being known as active gamers, Kirstin Hallmann and Thomas Giel wanted to investigate whether esports can be defined as sports or not. They wrote an article that evaluates five characteristics of sports and assesses them for esports [8]. These five characteristics are; physical involvement, recreational practice, involvement of competition, involvement of institutional organizations, and general acceptance. The study also outlines different approaches marketers and managers can perform. Among these are how tax-exempts are distributed to sports organizations, which would be beneficial for esports organizations. It is also important to note how nearly every major esports events are sold out, such as ESL (Electronic Sports League). The Olympic Council of Asia has also decreed that esports will be a part of the Asian Games in China in 2022. The overall conclusion of the study states that esports will in time stand as equals to traditional sports, primarily once the necessary organizational structures are in place, as well as a strong umbrella organization. Furthermore, a drawback for esports' development is their commercial involvements not widely accepted by the sporting community. An example being how Magnus Carlsen's chess organization is sponsored by an international betting company. More on this in Chapter 7.

A thesis written by Julian Heinz Anton Ströh looks at how esports has grown to be accepted on equal grounds as traditional sports in South Korea [9]. It also looks at how western esports development is behind South Korea. The esports ecosystem, its key components, and how esports is able to attain sponsors from outside the computer- and gaming sphere are the two primary objectives of his thesis. The

year-to-year revenue predictions created in 2015 estimates a large increase in revenue, making it a billion-dollar industry in a mere 4 years [10].

2.3 Summary

While there are many studies done on esports, relatively few focus on Norwegian esports. The briefly mentioned papers in this chapter should help to establish a basic understanding of the potential of gaming and esports. Games have long been used to reenact historical events and other subjects that can be used to teach the player skill, such as cognitive skills, or new information.

Chapter 3

How esports grew

As mentioned in Section 2.2, Esports has grown exponentially in the last couple of years, becoming a billion-dollar industry in a matter of 4 years. We can see a similar trend in Norway with the introduction of Telenorligaen, now known as Telialigaen, and professional esports athletes are given opportunities, not only nationally, but internationally as well. The 1997 Asian financial crisis would lead to the birth of Korean esports where outdoor tournaments gathered millions of viewers, as illustrated in 3.1. The financial crisis of 2007 impacted the entire world, and the gaming communities were also largely impacted by the crisis. This was particularly evident with major international tournaments having to cancel entire events. Furthermore, multiple Norwegian LANs (a video game party held in an arena or privately) had to shut down during the crisis [11]. This chapter will focus on how gaming communities grow to establish the required foundation for producing professional esports players. Understanding the history of gaming globally will provide sufficient information to map the Norwegian situation in order to predict the future of the industry.



Figure 3.1: South Korean Starcraft 1 tournament held in the early 2000s - had millions of viewers at the time

3.1 A brief history of esports

Esports came to fruition very recently as a bi-product of the social gaming culture. Therefore, the history of the video gaming culture starts with the release of the first video gaming consoles released in the 1970s, most notably the release of Pong. This was a two-player game that paved the way for the first competitive video games on the market. However, it still took years before the first esports tournament. A paper published in 2013 establishes the development of esports as history, mapping the first esports tournament being organized by Atari through Space Invaders in the 1980 [12]. The following year, another big tournament named the National Video Game Championship was held at the Chicago Exposition center. The tournament was based on a game named Centipede, and they spent around 240,000\$ to promote and finance the tournament. Adjusting this amount for inflation (between 1981 and 2020), equals around 680,000\$ if spent in 2019. Following these releases, there were various TV game shows, such as "Starcade" and "That's incredible!" that worked together raising awareness of esports as a competitive sport. This was done by having contestants battle each other in arcade games.

3.1.1 Public acceptance of any sports

As discussed in Chapter 2, sports and esports share similar competitive traits but are yet not defined as the same thing. The main argument is that esports lacks physical interaction requiring a strong physique. However, they still share other criteria to be defined as sports. To understand how esports is accepted by the public, we can, therefore, start by identifying how sports become sports, rather than recreational activities. Once that has been established, explaining how games are regarded as esports by the public, will be made clearer.

Defining what separates sports from a recreational activity requires a set of requirements. According to Bernard Suits, sports transition from being a game once four requirements are met [13]. These are 1) that the game is a game of skill, 2) that the skill is physical, 3) that the game has a wide following, and 4) that the following achieves a certain level of stability. The first two requirements are fairly straightforward. 3 and 4 are requirements that are defined differently from culture to culture. Suits uses an example of a game he played with his co-workers regarding anger sweat drops [13]. He has gotten great at that game, but he still does not consider this a sport. It satisfies multiple of the requirements, but it lacks a defined set of rules, it does not have any experts to teach others and there are not lots of participants playing the game outside of his personal circle - thus it does not have a wide following. However, not all of these four requirements are "required". Suits classified chess and bridge as sports, because 1, 3, and 4 are met, as well as both sports having a wide, stable following that boasts international tournaments, bodies of experts, teachers, and coaches. It is not required to involve direct physical skills. As mentioned in Section 2.2 by Tawfiq, esports can be defined as sports by those that do not value physical prowess as much. Sports are sports based on viewership, competitiveness, funding, and corporate interaction. All these factors are classified by Tawfiq to be shared across both traditional sports and esports, thus they should in, theory, be treated as equals.

For any recreational game to be considered sports, it has to be self-sustaining financially. Otherwise, it cannot reach the public and establish itself as a sport. Chapter 5 of this thesis will delve deeper into Norwegian attitudes toward esports through a survey answered by 547 respondents. If one were to consider football as a sport, the four requirements defined by Suites are met. However, if one were to inspect a game such as League of Legends(a popular esports game) - what then? Considering the game consists of more than 100 playable characters, all with a different set of skills - becoming so good that you know how to play against, or with, all of these characters is definitely a skill. Whether the game is physical is a different case, since players sit at a computer screen. However, as Suites also discussed, bridge and chess are both sports, even if they lack the physical aspect of traditional sports. A player indirectly moves his character physically on the map by scrolling around with the mouse and keyboard, thereby telling their character where to go. The same reasoning applies to both bridge and chess, and thus League of Legends meets the second requirement. The last two requirements are wide following and stability. Since its release in 2009, League of Legends has seen a stable growth of active players. In 2011, they had 11.5 million players. In 2019, they had approximately 80 million monthly players [14]. The revenue Riot (creators of League of Legends) has seen these past years are also stable, fluctuating between \$1.5-2.9B since 2015 [15] [16]. Considering how stable and popular League of Legends is,

requirements 3 and 4 are met. Thus, it can be argued that League of Legends meets the requirements of a sport. However, no video game has yet to be defined as a sport by any official organ, even if, by definition, it meets the criteria for being sports.

3.1.2 How esports grew as an industry

There are few official reports about the history of esports, but a forum post written in 2012 includes a wide selection of milestones in esports history [17]. This forum post intended to explore the whole history of competitive gaming. Milestones include the first video games dating back to the 1950s, the first tournaments in the 1980s, and the first multiplayer online games in the 90s. The invention of the Internet was identified as the top milestone for professional gaming. Modern video games included ladder systems, where algorithms determine how good you are, and match you up against opponents around your level to allow a player to improve gradually. This skill level algorithm first arrived for a game called Warcraft as a mod but was later included in the organization called Blizzard's next game: Starcraft. Starcraft is a Real Time Strategy game (RTS, a sub genre of strategy games). This game would become one of the largest games within esports, the most successful RTS of all time, and has existed as a competitive esports game from 2002 until today.

3.1.3 The financial crisis of 2007-2008

The financial crisis impacted the world's economy and halted the evolution of esports in many ways, yet it paved the way for esports' success. In 2015, Anders Hval Olsen wrote a paper on the evolution of esports [18]. His aim was to identify how much esports has grown, and whether it will continue to grow. Throughout this paper, he mapped a large amount of the history of esports along with data on different factors such as viewership, invested money, involved companies, and games published. The amount invested into esports decreased dramatically during the recession, albeit recovering quickly once the recession ended. The "Esports Yearbook 2010" includes a paper by Marc-Andre Messier that mentions important lessons the esports scene should learn from the recession [19]. The recession forced many companies to stop sponsoring esports to increase their liquidity. However, Messier suggested that the reduced sponsorship in esports was not entirely due to the recession, but due to companies previously invested more than needed and esports was neither established as a self-surviving institution at the time. This paper was written before the online streaming channels, such as Justin.tv (later became Twitch.tv) was invented, thus no proper audience was defined. Section 3.2.2 will delve into detail about streaming. The second lesson he suggested was therefore to pinpoint assets and attract a true audience. The attraction was largely

based on prize pools instead of other factors such as the amount of spectators. The last lesson was that we needed to consider gaming as a whole. Messier stated that esports had no unity back in those days, especially because the largest leagues such as Cyberathlete Professional League, World Series of Video Games, and Championship Gaming Series had collapsed. Furthermore, people were seemingly happy that these leagues collapsed: "It seems the collapse of each league approximately made just as much happy people as it made sad ones. This is not unity" [19]. One could argue that the financial crisis was beneficial for esports because it forced the industries who invested in esports to re-evaluate their priorities. Had this not happened, money might still be a priority over what the viewers and professionals wanted. A positive outcome was the resulting unity around socializing the video game culture, especially through the streaming platforms that sprouted from YouTube and television.

3.2 Corporations and enterprises in esports

Since after the financial crisis, esports has flourished, breaking record after record each year of how a video game is expected to perform. As an example, during the SARS-COVID-19 pandemic in 2020, Steam (the largest marketplace for video games) saw a large increase in active gamers, setting a new record in March with over 20 million players logged in at the same time [20]. All of this while the International Monetary Fund, an organization working to foster global monetary cooperation, declared back in March 2020 that the current recession resulting from the pandemic will be worse than back in 2008-2009 [21]. The first financial crisis resulted in most of the major tournament leagues stepping down and paved the way for a new age of video gaming and esports. This section will investigate why corporations and enterprises are entering esports and how they are influencing it.

3.2.1 The potential of esports

Within the last decade, the esports market has seen incredible growth which would unavoidably attract investors from big companies. In April 2019, Deloitte (A multinational professional services network) published a study of the esports markets, detailing the value of esports for investors and corporations [22]. In 2018, \$4.5B USD were invested in esports, with a Compound Annual Growth Rate (A value showing return of investment over time) of 103.1% from 2014 to 2018. Furthermore, a key factor in the industry is the demographics, where, in 2018, the global fan base of esports was at 380 million. After detailing the numbers generated by esports, the study proceeds to analyze steps investors need to take to gain from investing in esports. A study by Deloitte showed how beneficial esports can be for investors, where 46% of MTG's income of 2017 came from their esports invest-

ments [22].

3.2.2 Emergence of streaming

Streaming services were created in the last decade and forced a drastic change in general media markets. Around the start of the financial crisis in 2007, a web-streaming platform emerged called Justin.tv. This platform no longer exists, as it was re-branded into their other project, Twitch.tv (their logo is illustrated in Figure 3.2) - a streaming platform primarily for video games. Axel Bruns published a paper in 2009 that outlines threats to the television industry, specifically regarding DIY(Do-It-Yourself) re-broadcasting [23]. This was during Justin.tv' and YouTube's infancy, and the television industry already struggled with the impact of filesharing networks, such as Bittorrent. The industry had no entry to the streaming market yet, and the users of these media platforms wanted on-demand content instead of the regularly scheduled content on television. Bruns concludes that television will both suffer and flourish because they will ultimately be forced to an online strategy. This is illustrated on YouTube, in the case of the subscriber-war between Pewdiepie(the most subscribed YouTube creator), and T Series(India's largest music record label). The Internet has not been easily available to India's inhabitants until this last decade. Internet users have increased dramatically since 2015, going from around 260 million users to about 560 million users as of 2020 [24]. With YouTube being one of the most well known, free, platforms on the internet T Series entered to reap the benefits. They are the most subscribed channel on YouTube, with a current subscriber count of 138 million and an average monthly viewer count of 2.846 billion [25]. The Internet streaming market opens opportunities for the television industry, such as Netflix, HBO, and other platforms dedicated to helping bring television series and movies to the users directly. The strategies of T Series for using YouTube as a primary platform was smart, as more and more Indian Internet users gathered at their known channel. The same could be said for esports.



Figure 3.2: Twitch.tv logo

Where Justin.tv was making a name for themselves, and video games becoming more prevalent in the professional scene - one question remained: How could esports companies reach their users? The answer became Twitch.tv, the sub-branch of Justin.tv that eventually ended up taking over as the main part of the company [26]. Esports has grown and matured this last decade. The Super Bowl of 2020 had 102 million unique viewers and had trumped esports for many years. However, the largest tournament in League of Legends held at the end of each year had over 100 million viewers in 2019 [27]. This number has grown rapidly over the years, where the event itself attracted around 40 million viewers in 2016 and grew to 80 million people in 2017. Most of these viewers were watching on Twitch. This further proves the relevance of esports and how streaming became a key factor for its success. However, while this is a great achievement, esports still has a long way to go to catch up to the 1.1 billion people that tuned in during the 90 minutes of the FIFA World Cup Finals of football in 2019 [28].

The success of Twitch and YouTube marked a new era for the general media, as well as becoming key platforms for esports athletes to make enough money to make a living. For now, Twitch has a monopoly on the video-game streaming market, with only a few competitors far from reaching the numbers Twitch boasts. Current data shows Twitch having an average of about 1.9 million daily unique viewers and about 5 million unique broadcasters [29]. The SARS-COVID-19 pandemic has undoubtedly made an impact, where the average viewer count grew from around 1.5 million in March 2020 to 2.5 million in April. While most tournaments in esports have either been postponed, changed to online, or simply being continued as per usual, but without spectators at the arenas - streaming has flourished, allowing esports athletes a steady income while practicing. However, it is not easy breaking through the popularity barrier on Twitch if you have not yet made a name

for yourself, either through winning a tournament or being very entertaining on stream. There are very few Norwegians that have been able to enter professional international teams that compete and win major tournaments. Furthermore, the professionals within Norway do not stream regularly. In countries such as South Korea, streaming is more common among the professionals. One exception is LiquidSnute, a retired Starcraft 2 player, who often streamed during his practice sessions, regularly peaking way past 1000 active viewers. The estimated average earned per hour per viewer is between one cent to one dollar [30]. During peaks of viewership and donations, that can generate over 1000\$ an hour. More on the Norwegian scene will be discussed in Section 3.4.

3.3 How regions matter

Regions in esports highly impact how esports is cultivated largely because the regions are very different both in regards to gaming habits and in esports events. There are three primary regions of esports which will be explained briefly. The rest of the world only accounts for about 15% of the total esports revenue [31]. This section will look into precisely how the regions differ from one another as well as concluding how this affects the Norwegian esports scene.

3.3.1 Asia

Asia is by far the region most invested in esports, both in viewership and revenue [32]. 57% of all the viewers of esports are from Asia [31]. Making esports out of mobile games is also something Asia is focusing on, especially considering the mobile gaming segment set to make up 45% of the total global games market of 2019 [31]. In South Korea, Jin Air (an airline company) and Korea Telecom (KT)(the largest telephone company in the country) both own esports teams. These teams compete in games such as Starcraft 2 and League of Legends, and are among the best teams in both games. Furthermore, a paper published in 2016 studying the cultural challenges in European esports found that both China, South Korea, and Taiwan acknowledge esports as an official sport [33].



Figure 3.3: A tournament in League of Legends held inside a large arena in South Korea

3.3.2 Europe

The European esports teams are mostly sponsored by technology related companies, such as AMD or MSI [34]. These companies supply athletes with equipment to publicise their hardware. Other than hardware, the sponsors invest money in the teams based on their achievements in major tournaments [35]. This is common for all teams, but it is much harder for Europeans to compete nationally since esports has not reached the same level as South Korea. The 2016 paper where China and South Korea acknowledges esports, also mentions European countries acknowledging esports, such as Russia, Bulgaria, and Sweden [33]. This is a small fraction of Europe, however, and esports, albeit being popular to watch, is still not as easy to get into as with Asia. As Hallmann mentioned in his paper from 2018, many European countries still stigmatize gaming and esports for the lack of physical activity [8]. This is largely a result of the Council of Europe’s definition of sports, which Hallmann refers to [36]. This makes it harder to cultivate young talents as negative associations and stereotypical attitudes to gaming and esports are prevalent in many European societies. More about how this applies to Norway will be elaborated in Section 3.4.

3.3.3 North America

North American esports athletes are relatively few considering their much larger population compared to Europe. One of the reasons esports did not grow as quickly in the US as in Europe and Asia is due to the strict rules for getting Visas. In

2013 the US government announced the recognition that esports players could apply as professional athletes in order to attend American tournaments [37]. This opened for many opportunities in esports, where notable tournaments that have been held in the US are the World Championship Series in Starcraft 2, League of Legends Championship Series, and the Fortnite World Cup. Furthermore, some of the founding teams of competitive video games started in North America, such as the US National Video Team in 1983 [38]. Some of the most popular teams are also American, such as Team SoloMid (TSM), Evil Geniuses (EG), and Cloud9.

3.4 Introduction to Norwegian esports

By investigating the esports world, it will be easier to understand how the Norwegian esports scene has come to where it is today. The International esports Federation (IEF) was created in South Korea back in 2008, where their primary goal is to work as an umbrella organization for esports across the globe [39]. Even though the IEF was formed in 2008, it took 9 years for the USA to form their own organization, the United States esports Federation [40]. The official esports Federation of Norway (Norwegian Esports Federation (NEF)) was originally established in 2010 as requested by the International esports Federation. However, it quickly went silent but was re-established in Autumn 2019 [41]. However, with esports having existed in Norway for many years, as well as there being major implications with funding due to both strict rules of partnership and stigmatization of gaming as a whole, the federation struggles to get a foothold. Furthermore, the most successful teams and organizations in Norway can already manage by themselves. As per spring 2020, NEF has yet to become partners with Norwegian Sports Federation (NIF) or attain major reliable sponsorships or income that would secure a foothold for employees of NEF. It can be argued that this reduces the reach to the Norwegian population, their influence with established organizations within the esports community and the professional teams.

The reasons NEF struggles are many, but they could be related to the stigmatization in Norway. On the other side of the spectrum, we have South Korea, a country that was highly impacted by an Asian financial crisis back in 1997-1998, which had incredible growth in esports since then [42]. During the same time, high-speed internet came to South Korea, which opened for net-cafes known as "PC Bangs". These net cafes were affordable and the computers had the real-time strategy game, Starcraft, installed. The author of this report has been to South Korea and experienced a PC Bang. It was very cheap, only 50 NOK for 6 hours of play. Compared to Norway, the pricing per hour of renting a gaming computer is around 300 NOK, much too expensive for an average citizen if it is to be done regularly over time. With easy and cheap entertainment available in South Korea,

the esports culture thrived. As of 2020, the estimates are that there are around 50 million gamers actively following esports in South Korea alone.

With esports having existed in Norway for as long as it has, third parties eventually got involved. A league sponsored by Telenor and owned by Gamer.no was created in 2014 which is to this day the largest tournament of multiple games in Norway. It is now known as Telialigaen since sponsorships were changed (more on Telialigaen in Chapter 4). This league has existed for 6 years and has existed by itself without interfering with NEF. Furthermore, it is the only league in Norway that has an established footing, as well as having stabilized itself. With NEF and NIF attempting to find equal grounds, NIF quickly realized the potential of esports. This led to professional teams being formed, such as Vålerenga esports and Viking esports. There are multiple other football teams in Norway that have started their own esports team, especially for competing in the game FIFA. This eventually led to a new league that was founded in 2019, called Eserien [43]. A large motivation for football teams to enter the esports arena was personal interests in Fifa, but that alone could not allow for a creation of Eserien. Esports viewership is increasing greatly every year, and to reach that scene would help create even more visibility for Norwegian football, thus answering research question 3.1. The primary sponsor of the series is Altibox, a broadband company in Scandinavia. Even with the esports Federation having an uncertain future ahead, Norwegian esports still thrives. The future of esports is uncertain, but at the very least, stable.

3.5 Summary

In this chapter, it has been made clear that the future of esports is likely to keep growing globally at a steady pace. While stigmatization towards gaming, in general, still is an issue, it is slowly being dispelled due to the efforts of companies and countries accepting gaming and esports as more than just recreational activity. This is especially true for Asian countries such as South Korea and China, where esports is pretty much equal with traditional sports both in public popularity and funding. Another important thing to note is the inclusion of esports in the Asian Games in China that will take place in 2022 [8]. Esports is a fairly recent phenomenon that has flourished after the financial crisis, while still having existed with an unnoticed potential since the early 1980s. The immense growth is credited mostly to the streaming services that arrived during the crisis, and it paved the way for local esports sprouting from South Korea all the way to Norway and the rest of the world. While esports not yet having matured in Norway, it is still safe to presume that there is no way esports will stop growing any time soon. Chapter 4 will continue exploring the state of Norwegian esports in detail.

Chapter 4

Delving deeper into Norwegian esports

Section 3.4 introduced the Norwegian esports scene and stated that its future is hard to predict. However, the scene is growing and it is recognized by the government and the official sports organizations. This chapter will delve deeper into what exactly is happening in Norway by looking at major events, teams, the actions taken by both the government, private corporations, and the public to cultivate young professionals. Since esports is not yet rooted deeply in Norwegian culture, it is largely up to motivated individuals to get esports out in the open. This requires more than just additional resources, but also connections with major corporations or highly influential individuals.

4.1 The media

Ensuring media coverage of esports will be the primary key to ensuring the future of national esports. In South Korea, esports grew quickly largely because of the national telecom company, KT, being a benefactor for teams and esports coverage in the media. In recent years, Norway's television channels have begun covering esports, but the Norwegian scene has yet to attain a large number of viewers. As of spring 2020, this coverage is done by the television channel TV2, while Norsk Rikskringkasting (NRK) does not yet have a separate esports section on their web site or any televised coverage of esports. According to the annual statements of NRK in 2019, 89% of the population over the age of 12 have been using NRK daily [44]. Furthermore, NRK is by far the largest television channel in Norway. However, with esports largely being online, and having on-demand delivered content, television itself has become less used. According to their annual statements,

an average of 449 000 watch NRK daily.



Figure 4.1: TV2 Esport - some of the games covered in 2015

4.2 Communities and organizations supporting esports

To promote activities for young people in Norway, the government has funds that are given out to members of an organization called The Norwegian Children and Youth Council (Landsrådet for Norges barne- og ungdomsorganisasjoner) (LNU). It functions as an umbrella organization for around 100 Norwegian children and youth organizations, with approximately 450 000 individual members [45]. This initiative allows local teams in any area relating to children and youth to get funds needed to arrange activities for them. This also includes video gaming and esports. The author of this thesis is a member of two associated organizations, Casual Gaming and Starcraft Norge. Casual Gaming (CaG) organizes yearly LAN parties that are open to the public, as well as focusing on youth [46]. CaG has existed since 2008 and currently has hundreds of paying members that supports the continued operation of the events CaG hosts. Starcraft Norge is a new organization officially established in 2019, yet has existed as a community since 2010 [47]. There is a large amount of other similar organizations in Norway that only exist because of supporting funds from the government.

4.2.1 Hyperion

One of the members of LNU is Hyperion, a Norwegian federal organization for "fantastic activities", which was established back in 2002 [48]. "Fantastic activit-

ies" is a classification that covers interests such as computers, role-playing, board games, video games, fable fiction and cosplaying. A strategy presented by the Minister of Culture in Norway had a goal of establishing gaming and esports as accepted activities in society [49]. Hyperion shares this strategy, which is a major leap for gaming as a whole. Hyperion distributes funds to local organizations/initiatives that promote these "fantastic activities". These funds are received from LNU. Organizations such as CaG and Starcraft Norge that was mentioned above, receive the funds through Hyperion. Additional details about Hyperion will be presented in Section 7.1.

4.2.2 KANDU

Kreativ Norsk Dataungdom (KANDU) was established in 1996 and is a nonprofit organization that hosts, facilitates, and markets a wide range of activities nationally [50]. Most notably, KANDU hosts the largest LAN party in the world under one roof, The Gathering. The Olympic Arena(Vikingskipet) used during the Winter Olympics of 1994 in Hamar, Norway, is where the event takes place. The events host their own esports tournaments along with multiple events and competitions that can be categorized as "fantastic activities". KANDU has over 7000 members, and is the largest organization in Norway under the category "computer-centered youth". As of 2020, KANDU receives financial support from LNU as well as Oslo municipality, both through their membership with Hyperion.

4.3 Telialigaen

Telenorligaen was the predecessor of Telialigaen, and it has served as the primary league of tournaments held in Norway since 2014. In 2019, Telenorligaen was rebranded to Telialigaen. Furthermore, Norsk Tipping, the official betting federation in Norway, is also a sponsor of the league as of 2019 [51]. This has resulted in a drastic increase in budgets, especially since Telia assumed ownership. For the year 2019, they doubled the prizing from NOK 150.000 to NOK 300.000 in 2019 and NOK 430.000 in 2020 [52] [53]. These prices are distributed across a set of games represented in Telialigaen. Telialigaen is currently being managed by an organization known as Good Game AS.



Figure 4.2: Telialigaen logo

4.4 Cultivating Norwegian esports from the bottom up

Supporting local arenas for sports can be seen as a primary reason for sports culture growth are popular throughout a person's life. They know what sports are, what kind of sports they enjoy the most, and socializing around sports comes easy. To ensure a future where esports is equal to traditional sports, it is important to focus onto the average citizen, which is also mentioned by Hyperion in Chapter 7. It has to be equally acceptable to see a football field as it is to see something similar to a PC Bang in South Korea, and they need to be equally accessible. This vision will also be discussed later, and is one of the primary focuses of Hyperion. However, making such a vision come true is not easy, especially when it comes to the costs of such facilities. This section will explore what currently happens in Norway that provides culture to esports.

4.4.1 Norwegian esports Federation

In Section 3.4, the Norwegian esports Federation was introduced. NEF, having been relatively idle since 2010, then coming back in autumn 2019, strove to become the base with which Norwegian esports shall function. However, with esports already being established on a private level as well as the esports organizations being spread all around the nation, they have as of spring 2020, yet to find a solution.

4.4.2 The importance of National events

Whether it is football, skiing, basketball, or any other sports, events, and tournaments are what bring the fans together. As discussed in Section 3.2.2, streaming, and the Internet are the primary platforms where gamers gather. There is a reason why football can accumulate over 1 billion viewers of its finals in the primary tournament, and that is because it is prevalent across the world. Having events to boost interests in children nationally, can eventually provide interests for international participation, such as Norway Cup [54]. This cup has been held annually since 1972, and currently brings between 50 and 60 different countries together. There are multiple events in esports as well, but they are vastly different because they are not focused around nations, but rather around teams or individual players. Neither are most of the national esports events large enough to attract international attention. Dreamhack Sweden hosts the world's largest LAN event annually which attracts around 300.000 gaming and esports enthusiasts annually through their multiple esports tournaments and other events hosted around the world. The events presented above are international. Norway hosts a multitude of national events for sports, but yet few esports events. The national events of esports are also organized by private parties (such as KANDU) rather than by the Norwegian state organs for sports (such as NIF).

4.4.3 The Gathering

The Gathering (TG) is an annual LAN party held at Vikingskipet in Hamar since 1992. It is the second-largest LAN in the world and can hold around 5200 participants. A bird's eye view of the arena is shown in Figure 4.3. The prize pool for the 2019 esports tournaments was 138.000 NOK, the largest yet, where different organizations within the different games helped organize these [55]. The games that had a tournament during the 2019 event were: Fortnite, Player Unknown's Battlegrounds, Minecraft, Hearthstone, Overwatch, Rocket League, League of Legends, Counter-Strike: Global Offensive, FIFA and Super Smash Brothers Ultimate. The reason there were such a variety of games, was because the gaming- and esports scene is varied, and there is a lot to cover. The only larger event is Dreamhack, taking place in Sweden. TG allows participants that stay during the five days of the event as well as temporary visitors that can participate in certain esports events as well as other gaming, programming or creative related content. The management of TG shared data of the TG2019 event with the author of this thesis which normally only is shared with sponsors (A.1). During this event, there were 5535 participants in the arena, along with 3922 visitors and 377 crew members. Interesting data gathered from 2019 shows 80.2% of the participants being male, 15.6% female, and 4.2% other. Furthermore, the average age was 22.3 years, and the different age groups that were present at the event shows that young adults(aged 20-25) make up the largest age group. The gaming era exploded around the time these young adults were children, and they are also shown to return for more than one year after their first attendance.

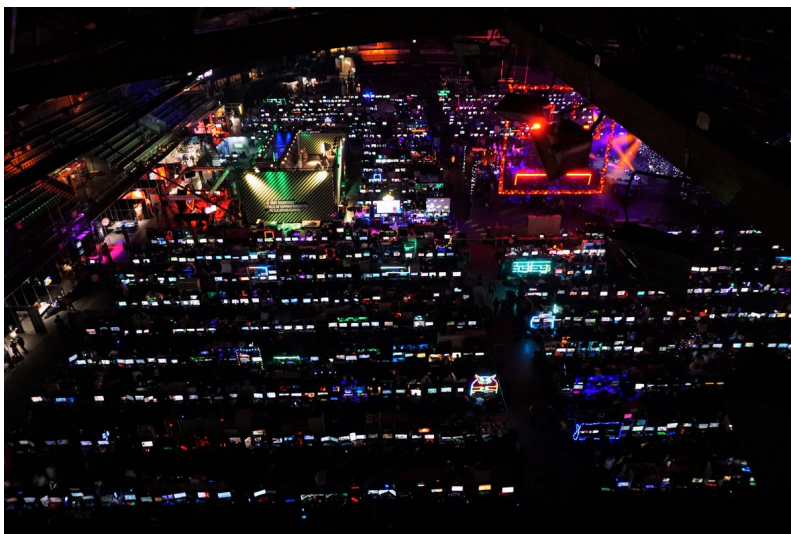


Figure 4.3: The Gathering - bird's eye view of the inside of Vikingskipet arena

4.4.4 E-Serien

E-Serien was introduced in Section 3.4, and it is the primary arena for esports football played on FIFA. Nearly all football clubs in Norway's elite partake in this series, as well as hosting their teams. The prize pool for the 2019 season was at 250.000 NOK, which currently makes it the largest prize pool for any individual Norwegian esports tournament [56]. The different players play their real team against each other as if it was the Elite Series of Norwegian Football. During the lockdown caused by Covid-19, they have managed to remain active on their live stream channels at YouTube, Dplay(a streaming platform of movies, shows and more), and Twitch.tv [57].

4.5 Starting small teams

Norwegian esports would not exist without people working voluntarily to create an arena for it. In Norway, there are many smaller teams, some of which have grown big nationally and produced professionals that are able to compete in the international level. Some of the most successful teams are Celestial Gaming, Nordavind, Riddle, Team Midgard, and Apeks (more about specifically Team Midgard will be discussed in Section 7.5). These teams are all private equities that, some more than others, have managed to sustain themselves through contacts in companies willing to sponsor them. Without these contacts, the team could not support their professionals in dedicating themselves fully to become strong enough to participate in tournaments that yield international recognition. There are multiple Norwegians that have in 2019 alone achieved major victories in international tournaments [58]. The games Norwegians have performed best in are Fortnite, CS:GO, PUBG, Dota, and Hearthstone. Most notably, Emil Bergquist Pedersen (Nyhrox), won the 2019 world championship in Fortnite. The prize pool topped the world championship of golf with a prize winning of USD 3 million shared between him and his teammate. This was approximately NOK 13 million . Thanks to the efforts of a few individuals establishing teams that can support and grow their players, Norwegian professionals can now compete on an international level.

4.5.1 Self-sufficiency

Starting an ambitious esports team is very similar to being a startup company in a niche market. Esports has yet to become large in Norway, and gathering sponsors is very difficult. Even those already established in Norwegian esports can still struggle with finances. Playwell is a company started by students in 2018 that wanted to create an arena for gamers. Originally, it started as a side project during the founders' studies, but they have eventually become large enough to both support their teams in multiple games as well as arranging popular events. More

about Playwell in Section 7.4. Many esports teams can only function because of volunteer work. To let their players grow, many teams start off supporting the players based on their performances only, such as if they manage to win major tournaments and get prize money. This is because sponsors will drop out unless the teams perform well. The owners of the teams therefore often work full-time somewhere else to ensure income. This can partially hurt the teams, seeing as the owners cannot dedicate themselves completely. Furthermore, this can also apply to the players; if they do not win, the team cannot support them financially and they otherwise do not have any income, players cannot reach the required level since they need to work on the side.

4.6 Summary

In this chapter, it has been established that Norway lags behind other well established esports nations. However, it has also been shown that people are aware of the problem. The initiatives taken by individuals to establish teams and tournaments that are supported by larger companies have created a foundation that lets esports flourish. With the organization known as Good Game AS taking responsibility for running the news site for esports and video games, *gamer.no*, as well as Telialigaen, Norwegian esports is looking at a positive future. Major contributors to esports and video game culture have, in cooperation with the cultural minister of Norway, made a strategy to remove stigmatization and elevate it as a cultural expression rather than merely recreational activity.

Research question 3.2, asking about why there are few Norwegian tournaments, has been answered through studying the state of esports being a niche market not yet attractive enough to larger benefactors. Especially, since NIF has yet to achieve a partnership with NEF, Norwegian esports has yet to reach the level of traditional sports. However, even though NIF has yet to partner up with NEF, the Norwegian football elite had players who loved to play a game called FIFA, which led to E-Serien being established. The combination of engaged individuals in FIFA, and the esports viewership in the millions, it was only a matter of time for Norwegian football teams to enter the esports arena. This answers research question 3.1 of the motivation for Norwegian football teams was to create esports teams. Even though large companies such as Telenor and Telia have entered the market, esports still has a long way to go to reach the maturity and attractiveness of traditional sports. Without financing, national tournaments with prize pools rivaling international tournaments are far too few.

Chapter 5

Creating the analyses

To explore research goal 2, "Identify the Norwegian population's perspectives and attitudes towards esports", a questionnaire was chosen as a method for researching what general Norwegians think of esports. Furthermore, to delve more into specific details of the state of Norwegian esports, interviews were conducted both based upon the results of the survey in addition to contacting companies and individuals. This chapter will elaborate on the structure of the survey and the interviews.

5.1 Survey construction

With the target group being an average Norwegian, the survey needed to have general questions that apply to those not viewing esports. Furthermore, the survey had to include questions that are precise enough to gain insight from those that do watch esports. This led to a branching structure which leads the respondents in different directions based on their answers. This is illustrated in Figure 5.1 below. A clear strength of a survey is that they can allow gaining broad knowledge.

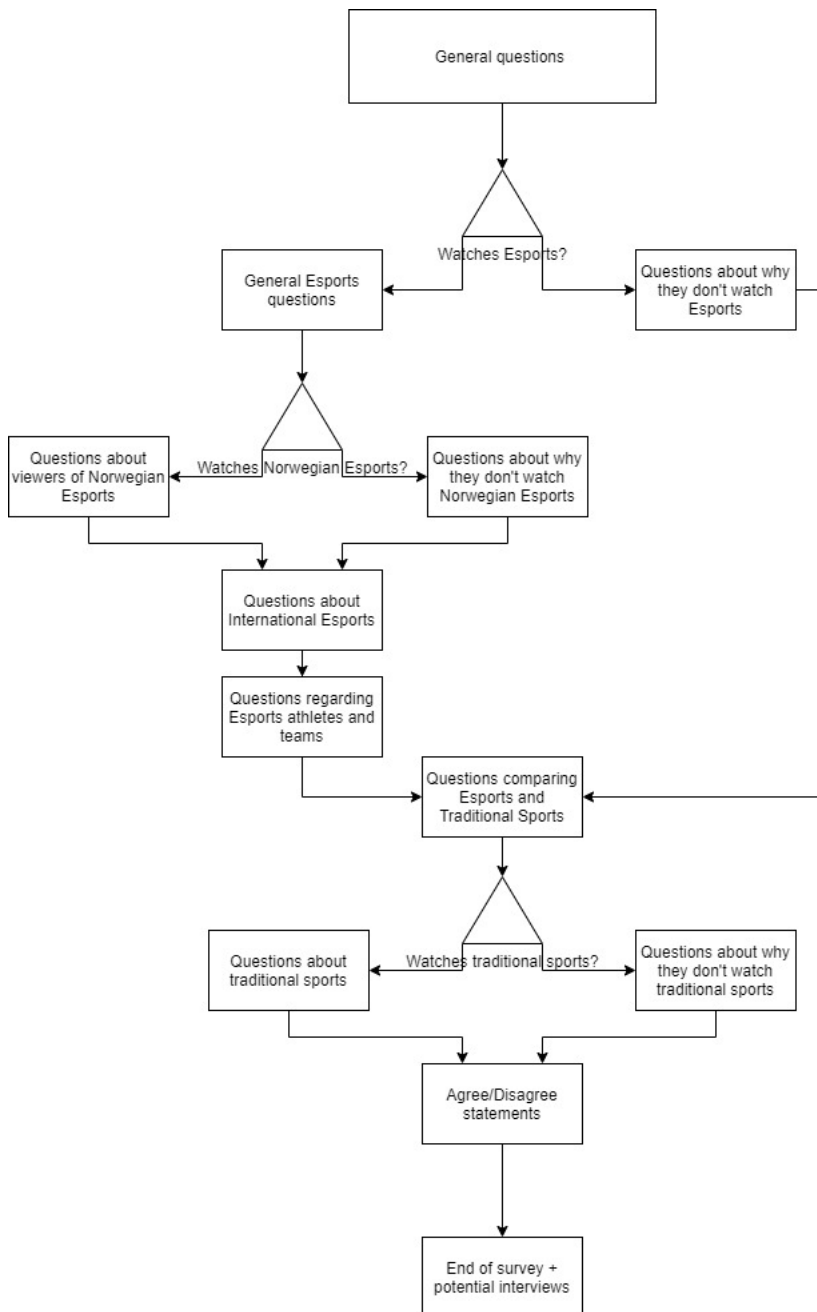


Figure 5.1: Flow diagram - Survey

Including branching in the survey allows an average Norwegian, not necessarily a gamer, to remain relevant to the survey. The branching works as a filter to get concise information from the respondents. It is important to have these filters to accurately answer the research questions about differences in age groups, different age groups attitudes towards esports compared to traditional sports, and if esports is accepted as a sport on equal terms to any athletics sport (RQs: 2.1, 2.2 and 2.3).

The general questions establish who watches esports, which is the most important filter within the survey. This directs those who do not watch esports to a section that looks at attitude differences respondents can have regarding esports vs traditional Sports. Those that watch esports will get to that section eventually, but first has to answer more detailed questions regarding viewing esports.

The next branch asks if they watch Norwegian esports or not, which allows precisely attaining information on those that do, along with answers as to why people do not watch Norwegian esports. The next section includes both parties and is about international esports. The questions that follow moves the respondents to the mentioned section of esports and traditional sports.

The last filter of the survey is whether respondents watch traditional sports or not. The same reasoning for this filter applies as it did in the earlier sections of the survey.

The second last section of the survey investigates to what degree respondents agree or disagree with certain statements regarding comparisons of esports and traditional sports.

The last section summarizes the survey as well as asking the respondents if they are willing to participate in further interviews.

5.2 Survey distribution

In order to reach as many respondents to the survey as possible, the survey was distributed on social media platforms such as Discord and Facebook. Discord is a social media platform where users can create servers where they gather friends and other members. The author distributed the survey on two servers he was a member of, Starcraft Norge and his private server. As a result of spreading it on these servers, some said they would share it with other relevant servers. To the author's knowledge, it was spread to Smash Norge (the official Norwegian server dedicated to a game called Super Smash Brothers), a server with a few hundred members, as well as a couple of others he was not informed on. Primarily, the distribution on Discord would reach casual gamers as well as esports players.

Through Facebook, it was posted on discussion forums, the author's news feed, through friends of the author amongst other contacts he had, as well as multiple groups not directly associated with gaming. Furthermore, with the help of the author's student advisor, the survey was distributed across multiple groups on Facebook: Norsk spillbransje, LoLbua Entourage, Level Up Community, TG2020 crew, and Nerdlandslaget Community. The author spread it to League of Legends Norway, League of Legends Norge (both groups had combined around 20 000 members), Starcraft Norge, and his Facebook newsfeed.

The combined efforts of Discord and Facebook resulted in 547 respondents, most of which came through Facebook and the efforts of student advisor, friends, and family that further shared the survey. To the author's knowledge, friends and family assisted in sharing the survey on their own feeds which resulted in respondents not directly involved with gaming. This was important for attracting respondents outside the gaming communities.

5.3 Interview construction

In order for the interview questions to remain as relevant as possible regarding who the interview subject was, a different set of questions was created. However, some questions remained the same no matter who the subject was. These questions were general and served the purpose of easing the subject into the interview naturally. These interviews are known as semi-structured interviews, where the questions asked not always follow a formal script but rather encourage discussion with the subject. The reason for having these semi-structured interviews was to allow the subjects to answer more openly. This would yield additional insight not necessarily considered beforehand. The general questions are shown in Tables 5.1 and 5.2. The interviews' main purpose was to answer multiple research questions about how esports has grown, the key factors that allow a sport to be accepted as a

professional sport, and why companies sponsor athletes and what they gain from this (RQs: 1.1, 1.2, 3.3).

Interview Questions
<p>Is it okay if I record the interview? What is your name? Where did your interests in gaming and esports come from? Which game/games mean the most to you? What do you think the future of esports looks like?</p>
Public questions
<p>What motivates you to participate in esports events? (If they do not participate anymore), what motivated you to do it before? (If they do not participate anymore), why did you quit? What do you, your family and your friends think about esports compared to traditional sports? What do you, your family and your friends think about esports athletes?</p>
Questions for professionals
<p>What was your motivation in becoming a professional esports athlete? How did you become a professional? How long have you been a professional? Did you start your career nationally or internationally? (if national participation) how has it been to compete nationally? (if international competition) How is it to compete internationally compared to nationally? How is the quality of life teamless compared to being part of a team? (If you have had sponsors) Which sponsors have you had, and still have?</p>

Table 5.1: Questions for the interviews (1)

Questions for companies
Which jobs did you have before entering the esports scene?
What is your position in the current company?
Is the esports strategy of your company sustainable in the long term?
What does your strategy entail?
How do you decide who to sponsor both which game and which team/athlete?

Table 5.2: Questions for the interviews (2)

To further separate the basic questions for each interview subject, different categories of questions were created. The categories were; general public, event organizers, professional esports athletes, and corporation representatives. These questions were meant to be open enough for the interview subject to more naturally delve into details that could spark conversation between subject and author. All questions are found in Appendix B.1.

5.4 Selecting interview subjects

The process of selecting who to interview was based on who the author thought could provide the most interesting and unique information. The respondents of the survey could write a short introduction to their background and what information they could provide. Furthermore, some interview subjects were contacted, not based on the survey, but through the author's perceived relevance to the thesis and generally the connection to esports. These people were interests that the author thought could provide important information that could not be gathered through researching on the Internet. Another objective of these interviews were to get unique perspectives, hopefully without too much overlap between informants.

5.5 Summary

The interview structure was created after the survey was finished because the structure was based upon perceived necessities through the survey's results. Thanks to the survey, along with reaching out to other parties for interviews, the basic structure of the interviews were designed to further build upon the findings of the survey. Furthermore, the results of the survey and the interviews would help answer questions that could not be answered by studying existing papers or articles on esports. These results will be discussed in Chapters 6 and 7.

Chapter 6

Results - survey

As a part of this thesis, a survey was created which was distributed across multiple channels on the Internet to reach the Norwegian public. With esports not yet having matured fully, there exists very little information on its history, especially on a national level. Therefore, the survey was integral to analyzing esports in Norway. This chapter will elaborate upon the results of the survey and discuss the state of Norwegian esports.

An important part of this thesis was to create a survey to distribute to Norwegians. Distribution of the survey resulted in 547 respondents which created a strong basis for understanding Norwegians views of esports. The respondents were aged between 12 to 83 with an average age of 30.24. This coincides with research goal 2: *Identify the Norwegian population's perspectives and attitudes towards esports*. Research questions 2.1, 2.2, and 2.3 (mentioned in Section 5.1.1) will be answered as well. The questions presented in the survey were coined to cover the Norwegians' attitude towards both international and national esports. Furthermore, their base interests and their attitudes between traditional sports and esports were also important aspects to consider in order to gain the required knowledge. This chapter will go through the information gathered from the survey. It will be presented in accordance with the survey's structure, from general to specific.

6.1 General attitudes

To understand attitudes towards esports, it is important to look at the respondents' overall view of gaming. In Norwegian media, the news often focus on how the increase in hours invested for young Norwegians continually shows an equalizing trend between genders. Furthermore, esports schools are slowly accumulating more female students to equalize these numbers as well. One question asks if

the respondents play video games, and the results are shown in Figure 6.1. The average hours per week between the genders is listed in Table 6.1.

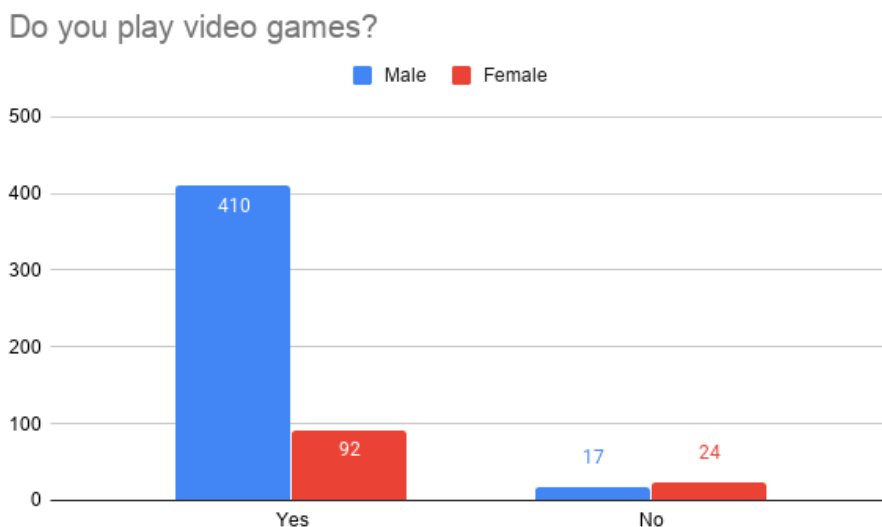


Figure 6.1: A figure showing the amount of male and female gamers

Gender differences	Hours per week	Amount of respondents
Female	10.26	116
Male	16.26	427
Other	25	2
Hidden	75	2
Average	15.23	-

Table 6.1: Average hours played per week - Table showing the estimate hours played per week

The average attitudes Norwegians seem to have towards esports suggests that there is a difference in gender. This is illustrated clearer when looking at whether the respondents watch esports or not. In Figure 6.2, 69%(294) of all males watch esports while a mere 32% (37) females watch esports. That is 78% of the respondents in the survey watching esports.

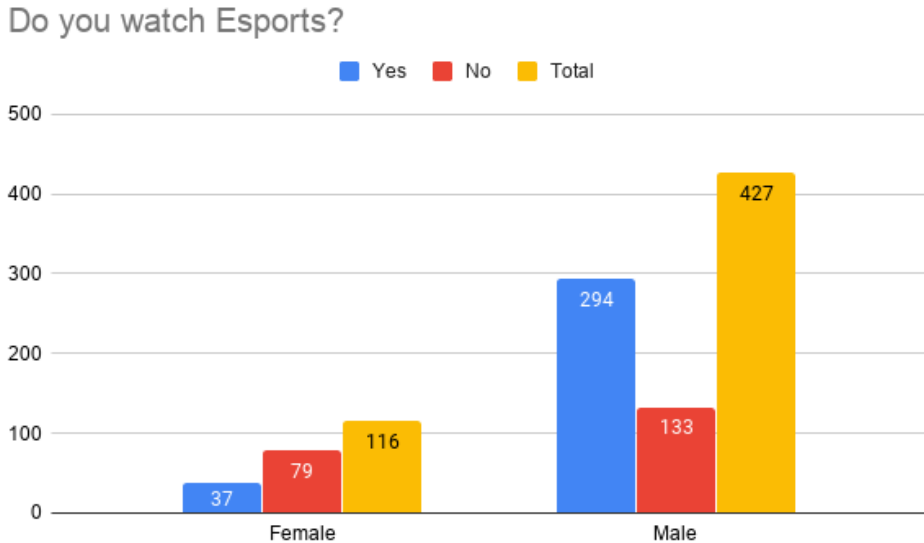


Figure 6.2: Gender differences in esports viewership. Yellow is the combined number of respondents of the gender.

6.2 Esports attitudes

There are many opinions regarding why people watch esports and why they do not. This survey gathered multiple opinions all of which can be connected to Table 6.2. A vast number only watch because they know the players (29%), while others praise the media coverage (25%) along with it being in Norwegian (31%). However, the number of viewers of Norwegian esports is minimal when compared to international esports. Interestingly, only 43% of those that watch esports watch Norwegian esports. The reasons for are varied, and the most prevalent reasons are listed in Table 6.3. The column with "Combined answers" means that the respondents did not write one specific reason, but listed many, most of which relate to the other main reasons in the table. Furthermore, this section of the survey was multiple-choice, which is why the percentages (when summarized) do not equal 100%.

Reasons for watching Norwegian esports	Total	Is Norwegian	Knows participants	High skill	Media coverage	Many teams
Number of respondents	142	36	41	8	44	2
Percentage	100%	40%	54%	20%	31%	13%

Table 6.2: Those that watch Norwegian esports - Their reasons for watching

Reasons for not watching Norwegian esports	Total	Higher skills internationally	Production quality	Higher investments internationally	Combined answers
Respondents	192	64	54	26	48
Percentage	100%	33%	28 %	28%	25%

Table 6.3: The reasons for not watching Norwegian esports

6.3 National vs international

One of the sections in the survey asks the respondents three different questions which can be answered in free text: "If you are only watching international esports, why?", "If you only watch international esports, what is better compared to Norwegian esports?" and "What do you think are the key differences between Norwegian esports and international esports?". If the respondents did not want to answer these questions, they could also skip them. This meant the respondents invested into giving good data would answer, while those that did not necessarily know, could skip. It resulted in 187 out of 334 (a 56% rate) wrote answers in either one of, or all, the three questions.

The different feedback regarding why Norwegian esports is not as attractive as international esports is all related to the overall size of esports. Specific examples include funding, promotion, the skill of the players, prize pools, production quality, the skill of the casters, and public visibility. International esports is much larger than the Norwegian scene, which in turn results in fewer viewers of Norwegian esports.

40% of the respondents that answered the questions mentioned the production quality was the primary reason for not watching Norwegian esports. Another 40%

did not watch because they think international players are better than Norwegians. The remaining 20% considered the small commitment of Norway as the most important factor for not watching Norwegian esports. These data were analyzed to correspond to these three categories. These categories are also related to the overall theme of maturity and general size of esports.

6.4 Esports vs traditional sports

The survey also sought to investigate if there is any correlation to respondents' interests in traditional sports and esports. Interestingly enough, there was no clear difference between the two, as can be seen in Table 6.4. This table shows what the respondents watch on a regular basis. "Not equal" means that they only watch one of them, not both.

Esports vs traditional sport	Yes on Both	Not Equal	Yes traditional, No esports	No traditional, Yes esports	Yes traditional sports	Yes esports
Amount	202	101	112	132	314	344
Percentage	37%	18% %	20%	24 %	57%	63%

Table 6.4: Esports vs traditional sports - Shows whom of the respondents watch, or do not watch - esports and/or traditional sports

6.5 Investigating concrete respondent attitude

The last section for the survey was about how much the respondents either disagreed or agreed (between a number 1-5) to the statements written. The Tables 6.5 and 6.6 show the questions along with the results gathered. The number 1-2 is grouped into "Disagree" while 4-5 are grouped into "Agree". Those that chose "3" are "Neutral".

Statements	Disagree	Neutral	Agree
I value esports and traditional sports equally	25%	15%	61%
Becoming an esports pro demands at least as much as a professional athlete	11%	11%	77%
I respect both esports professionals and athletes equally	21%	13%	66%

Table 6.5: Disagree/agree - Percentage of respondents agreeing or disagreeing to the statements

I view Esports and Traditional Sports equally

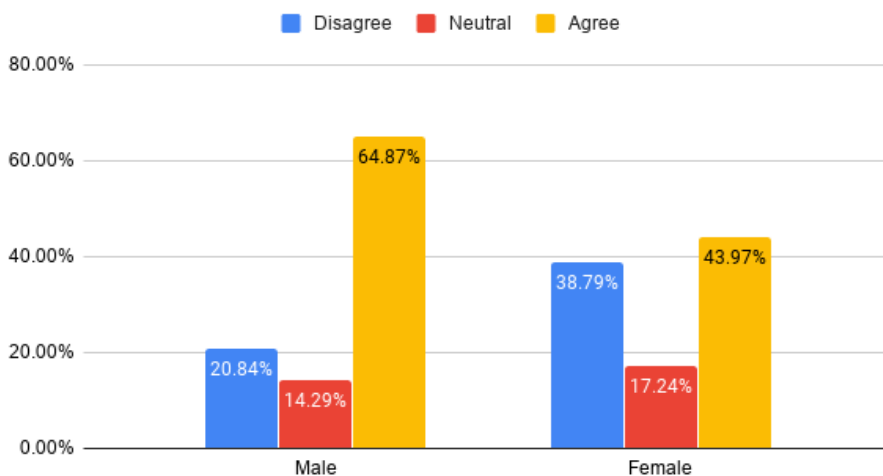


Figure 6.3: A statement in the survey asking if the respondent views esports and traditional sports equally - sorted by gender

Scale of support	Traditional sports	Neutral	Esports
Percentage	23 %	62%	15%

Table 6.6: Scale of support - What would the respondent support most if a friend wanted to go pro in either traditional sports or esports

Investigating gender differences with regard to if esports and traditional sports are viewed as equals, has shown a trend similarity between the genders. This can be seen in Figure 6.3 below. This data is also shown in percentages to more clearly see the trends between the two genders. They follow a similar curve, albeit with variations between Disagree/Agree.

The final question of the survey asked the respondents to reason their choices during this section with their own words. These reasons could mostly be related to each other and were thus merged into statements listed below. The reasons are listed from common to unique in order to investigate more specific attitudes or thoughts the respondents would have.

1. Common:

- I recognize that becoming professional in anything is incredibly difficult
- Esports has not matured enough yet for me to value them equally
- Because I can easily understand the difficulties of traditional sports, I have more respect for that rather than for esports
- Because of physical differences, esports and Sports cannot be seen as equals

2. Less common:

- Economically speaking (especially in Norway), traditional sports is a safer option
- The health benefits of traditional sports would make me encourage a friend towards that rather than esports
- I support them equally but have more fun with esports
- Mental strength is more important for traditional sports than for esports

3. Rare:

- I value esports less because it lacks physical activity
- The sedentary lifestyle of gamers does not deserve respect
- Respect towards esports is impacted by my lack of understanding of esports. The visibility and history of traditional sports is much clearer and easily understandable by people like me

4. Unique perspectives:

- Because of the competition in Sports and that there are so many, I think it is harder to become a pro athlete rather than an esports athlete
- The amount of players has a large impact on both traditional sports and esports. This means there are a larger amount of really good traditional athletes which raises the skill ceiling of it. Esports is young, and there are less professional, thus the skill ceiling is lower

These final questions have ensured valuable data that create a picture of Norwegian attitudes towards esports. A common answer to why they view traditional sports and esports differently was that of physical activity being their personal belief of what Sports is. This bias was discussed in Chapters 2 [7] and 3 [8] [13].

The definition of Sports is a biased subject that can be defined differently for every individual. Furthermore, there were some interesting reasons found in the "unique perspectives" in the list, some of which states that mental strength is more important for traditional sports than for esports. The results of the survey will be further discussed in Chapter 8.

6.6 Comparison related to age

Interestingly, those above the age of 30 had a higher ratio of negativity towards esports compared to traditional sports. This can be seen in Table 6.7 below. The primary reason for dividing these at age 30, was because the average age of the respondents was 30. Additionally, the median age was 27.

This, and the following, section will perform Mann-Whitney Tests for Statistical analyses. The Mann-Whitney test is a non-parametric test of the difference between the distribution of two independent samples and is well suited for testing ordinal data (such as the likert scale) where the samples are of different sizes. The Mann-Whitney test is said to be statistically significant if the p-value is 0.05 or lower. The result of this test is seen in Table 6.7.

Statement	Age	Disagree	Neutral	Agree	Z	P
Esports & traditional sports equal?	<30	16%	15%	69%	4.98	<0.0001
	>=30	37%	15%	48%		
Esports & Traditional sports equal effort?	<30	9%	10%	81%	2.92	<0.0018
	>=30	14%	14%	72%		
Respecting athletes in esports and traditional sports equally?	<30	14%	12%	74%	4.38	<0.0001
	>=30	30%	15%	55%		

Table 6.7: Which athletes the respondents respect most between esports and traditional sports - differences in age

This table reveals a clear difference in attitudes based on the age of the respondents. These data suggest that Norwegians above 30 are more likely to be negative towards esports than those below 30. Figures 6.4, 6.5 and 6.6 are figures made of the table data within Table 6.7 above, which can help illustrate the differences clearer.

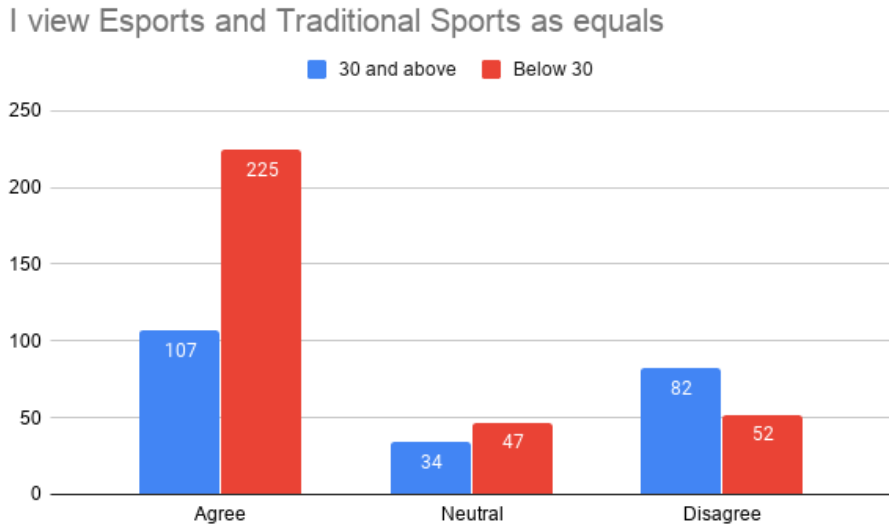


Figure 6.4: Attitude differences regarding viewing traditional sports and esports equally - between the age 30+ and below

It requires the same amount of effort to become professional in Esports and Traditional Sports

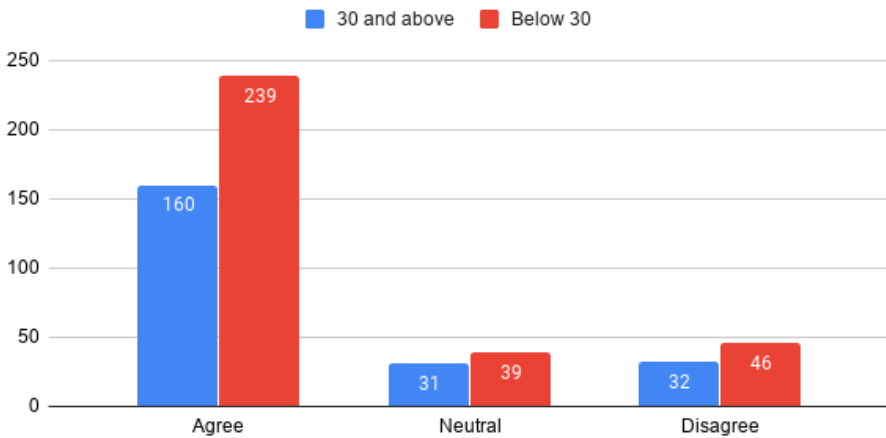


Figure 6.5: Attitude differences regarding required effort in esports and traditional sports - between the age 30+ and below

I have the same respect for an Esports athlete as I do toward a traditional sports athlete

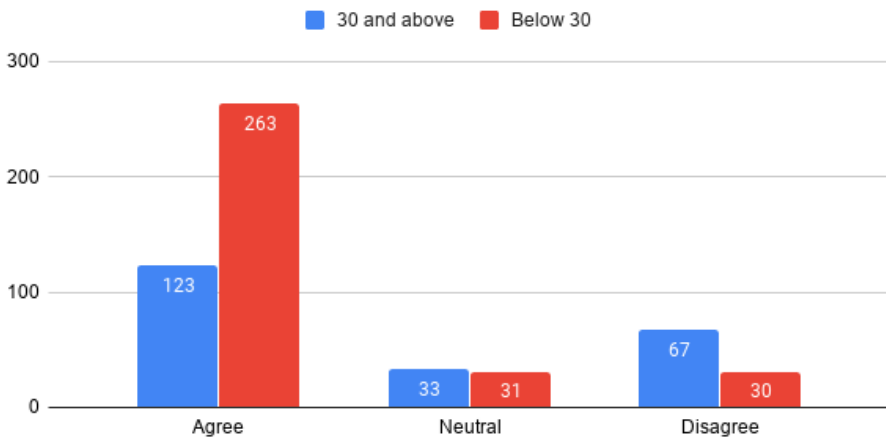


Figure 6.6: Attitude differences regarding respect for athletes either in esports or traditional sports - between the age 30+ and below

6.7 Comparison - watching esports or not

The survey gathered 547 unique respondents, where 331 watch esports. This high number of esports viewers is likely due to the average age of the respondents being around 30. Furthermore, only 81 of the respondents above the age of 30 reported watching esports. That makes up 24% of the 334 respondents that watch esports.

Similar to the section above, this section investigates if watching esports makes a difference for the attitudes the respondents have towards esports. According to the Mann-Whitney tests, there are statistically significant differences for all statements for those who watch esports and those who do not. These results are found in Table 6.8.

Statement	Watches esports?	Disagree	Neutral	Agree	Z	P
Esports & Traditional sports equal?	Yes	13%	13%	74%	8.66	<0.001
	No	43%	17%	40%		
Esports & Traditional sports equal effort?	Yes	8%	7%	86%	6.08	<0.001
	No	17%	19%	64%		
Respecting athletes in esports and traditional sports equally?	Yes	9%	11%	80%	8.26	<0.001
	No	39%	16%	45%		

Table 6.8: Which athletes the respondents respect most between esports and traditional sports - differences in watching esports or not

6.8 Summary

The data gathered from this survey has shown different attitudes respondents have towards both esports and traditional sports with regards to different factors. Gender and age can seem to be a defining factor in how these two sports fields are viewed. The survey has gathered statements for why Norwegian esports is lagging behind the larger international events. Additionally, the statistical analyses performed on data from the survey suggests that age plays a significant role in determining attitudes towards esports. Data gathered from this survey has proven to be invaluable and not yet publicly available from any other Norwegian source. This is largely because organizations, such as Medietilsynet, only perform surveys on young Norwegians aged 12-18. The hope is that this data can be used for further research into esports and video gaming culture within Norway.

Chapter 7

Results - Interviews

There were multiple interviews conducted with both company representatives and individual people involved in esports, some more than others. These interviews provided a clearer picture of the state of esports in Norway as seen from relevant actors. Furthermore, the interviews were valuable to gain knowledge that does not exist on paper about Norwegian esports, largely because no one has documented this history. Most of the Norwegian esports scene has been established by private individuals motivated to creating activities for gamers. The results of the interviews show many different perspectives that each tell an interesting story of past, present and potential future of esports.

Furthermore, multiple interviews were conducted with both company representatives and individuals involved in the esports scene. This would provide otherwise unattainable insight into how esports works on a corporate level in Norway.

7.1 Leader of Hyperion

An organization, called Hyperion - Norwegian Association for Fantastic Activities, managed to create a way to finance small parties wanting to create arenas or local clubs that organize events and more for multiple interests, such as esports team-organizations and local LAN-parties. The author managed to get an interview with the president of Hyperion. Hyperion was founded in 2002 as a student initiative, based on earlier attempts of establishing something similar that was directed at "nerd culture" (anything that can be related to interests of fiction, computers, games, etc). The earlier attempts had failed at establishing anything, but the founders of Hyperion had understood how the Norwegian "frifond" initiative worked. This initiative helps organizations support the young financially. If member organizations of Hyperion could market with events such as LAN parties cited in Norway, they could get financial support as long as the participants became members of their organization. These members would provide direct funding to the organization from LNU, passed through Hyperion, which was described earlier in Section 4.2.1. Hyperion believes that in order for esports to thrive, the focus needs to be narrow enough to reach an average man on the streets. This means that esports needs to be as easily reachable as football clubs are for primary school students.

Hyperion believes that esports has a bright future, especially considering the mentioned strategy shared by the government. A large benefactor to this strategy being created is due to younger politicians having entered the government, such as Grunde Almeland (Venstre) and Freddy Øvstegård (SV), having grown up with video games and they now have the required influence to make changes happen. Although Hyperion primarily focuses on the more casual gamers amongst other fields relating to the "fantastic activities", they can still provide funds to esports teams and smaller organizations as long as they meet the required terms. There are teams, such as Nordavind, that has reached the point where Hyperion can no longer support them through the Frifond establishment, primarily because Nordavind has attained sponsorships with big companies, such as DNB (Den Norske Bank). However, once they reach this stage, the teams have generally grown large enough to survive reliably on their own.

Interview notes: [B.3](#)

7.2 Flowenz Esport

Flowenz Esports is a relatively small team among many Norwegian teams. They have around 30 players, including the leadership, some of which are international. Their players come from Norway, Sweden, Netherlands, Germany, and Spain. The interview subject was both an owner and a tournament participant within the team at the time. Their primary focus was around a game called Hearthstone, a card game created by Blizzard. With the decreasing popularity of Hearthstone both nationally and internationally, the focus of Flowenz has been to expand their repertoire of games to allow long term survival.

Flowenz's financial situation is stable, and they are among the few Norwegian teams that have sponsorships that yield monthly payments to the team. Their primary sponsor is World of Duels, a platform organizing esports tournaments in multiple games. This further allows the players to compete in prestigious tournaments since they can be financially supported by Flowenz. A percentage of the potential winnings will be given to Flowenz, while the rest goes to the player. One of their proud accomplishments was to help a South African tournament with the broadcasting of a tournament during April 2020 in South Africa, a country with far less developed esports. This was done voluntarily, and the informant is proud of his team for helping with situations as this to enhance the rumors of esports as a kind and inclusive community.

Interview notes: [B.4](#)

7.3 Folk High Schools

A unique phenomenon for some Scandinavian countries is known as Folk High Schools (FHS). These schools' primary focus is to help young students who have just finished high school to experience unique things and prepare themselves for deciding about either studies or work. There are countless themes amongst these schools, and some have recently implemented esports as one of the primary fields. The author interviewed two individuals - a boy and a girl, who wanted to remain anonymous in the thesis. For privacy reasons, the summary of the interviews will not be published. Their experiences show two different sides of Norwegian esports.

The girl was the first female to apply for the esports field on that school (the field had existed for that school for 3 years), and she had 3 other girls along on her team. There was no specific game in focus, but one could still choose a primary game to improve upon. Further, into the school year, they visited Iceland, New York, Belfast, and Copenhagen. She had the opportunity to attend different tournaments during this year as well if she wanted to. With esports being such a young field

among these schools, there had not been designed a sufficient system for seminars, lectures, or a general curriculum. Because of this, she felt it lacking unique esports related experiences that other subjects such as traditional sport had incorporated. Furthermore, students of esports at that school were very isolated from the rest of the school because of the lack of structure entailed in the esports field. However, while it was lacking in some aspects, other parts of the year were interesting to her. There were occasionally interesting lectures from past professionals and they got to visit Dreamhack, where one of the students finished in 2nd place for Rocket League. She also felt that the school was gender-neutral and supportive of anyone and any game chosen.

The male student went to a different FHS a few years prior to the female. This was a smaller school among its competition, and that had largely impacted his experience attending the school. The teacher was also biased towards the most popular games at the time, namely League of Legends (LoL) and Counter-Strike: Global Offensive (CS:GO), and had no background in teaching. The student ended up being the only student to play Starcraft 2, and would therefore only teach himself. He thought the structure of esports itself was all right but did not have large expectations either. He felt that he spent most of his time just playing the game to improve, which he could have done from home. The professional aspect was virtually non-existent for any games besides LoL and CS:GO. A common trait with FHS's is that they travel to unique places around the world. His trip would be to Dreamhack, and they were originally promised to seat in the tournament area that would guarantee isolation from the noisy main halls along with proper seating. However, something happened that resulted in all of them having to sit in the main halls, which directly impacted how they could perform in tournaments, especially with how noisy it would be and the fact that many of them required proper communication to play optimally.

Both of these individuals have a varied view of FHS's and whether they enjoyed it or not. The male did not enjoy himself that year, and it was mostly due to the negligence of the teacher and the lack of professionalism the teacher had. Furthermore, there were many examples of bullying, mostly just because he played a different game than the majority of the other students. The female had a thankfully had a much better experience, albeit she also felt the professionalism lacking slightly. She did feel, however, that the social aspect she experienced during her year at the FHS resulted in many new friends and fond memories, which is what a year at these schools should provide for all.

Interview notes: [B.5](#), [B.6](#)

7.4 Playwell

Playwell is a Norwegian organization that works towards building the repertoire of gaming, esports, and programming nationwide by hosting social events related to these aspects. They have their own Discord community that as of June 2020 holds a couple of hundreds of members. Playwell also can provide equipment for hosting events such as friendly gatherings or birthdays. Furthermore, Playwell has its own esports teams that currently compete in games such as PUBG, Super Smash Bros, Rocket League, and Fortnite.

An interview with one of their leaders was performed where additional information about Playwell and their thoughts on Norwegian esports was gathered. The organization started as a student initiative during college and eventually became self-sufficient where they can now have a few paid employees working full time. Their primary focus is on young people to experience the fun elements of gaming and technology. Other than hosting gaming parties, they also have coding courses for beginners.

During the interview, the interview subject also revealed his thoughts on Norwegian esports and its future. Such as many other subjects have stated, the future depends on whether gaming and esports can reach a level of acceptance where it is deemed okay to partake in it. This demands a professional approach where it is especially important to hire professional casters and have sufficient production staff that makes it look good.

Interview notes: [B.11](#)

7.5 Team Midgard

Team Midgard is one of the top participating teams in Telialigaen in the game CS:GO, and was an initiative started back in 2016 as a bi-product of the esports class at Tiller (A secondary school in Trondheim). This team has had some special conveniences such as the fact that the founders have connections with several companies that have ensured sponsors. These include BN Bank, 3T, Din Naprapat, Extra Optical, Kraft trening, Nidaros Data, Ungt entreprenørskap, Møller Bil, and Stiftelsen Vi. They have previously been contacted by NRK to create video reports on esports in Norway.

The esports class at Tiller has structured the curriculum to match that of traditional sports. They believe that in order to get better at esports, physical exercise is very important, and thus they have also chosen to follow an exercise plan designed at NTNU (Norwegian University of Science and Technology).

Because of Team Midgard's association with Tiller, along with all of their con-

tacts, attaining sponsors has been relatively easy. The community of Trondheim is small, and companies normally know about all the other companies nearby. This resulted in natural partnerships between one another. Because of Team Midgard's favorable situation, they dedicated resources to assisting in an initiative amongst many esports teams and organizations to create a summer cup for esports, as many events have been canceled as a result of the 2020 pandemic.

The future of esports, according to the team, will likely see a large increase in the number of local clubs and teams which will attract better opportunities for growing esports as a sport similar to traditional sports. It all depends on the initiatives of grown-ups that have resources to use on building a foundation for future professional esports athletes. Up until 2020, Norwegian esports has lacked quality, funding, and publicity to allow growth that rivals major international countries. Trends seem to suggest that this will change, and Team Midgard views Norwegian esports' future positively.

Interview notes: [B.13](#)

7.6 Esports communities

There is a large variety of esports communities around Norway. The largest of these communities is Smash Norway, a community that plays the game Super Smash Bros. The versions vary from Nintendo Gamecube, Nintendo Wii, Nintendo Wii U, and the Nintendo Switch. The community is a member of Hyperion and has a Discord group consisting of around 1000 members. This community is self-sufficient and hosts bi-weekly tournaments in different locations around Norway, particularly Oslo and Trondheim. An interview with one of their members was performed where additional information was gathered about Smash Norway.

Before Telialigaen became Telenorligaen, Super Smash Bros was a part of the league. It was removed from the roster of games after Telialigaen took over, largely because of Smash's popularity being lower than the big titles. This has impacted the community relatively little because they are a large loyal community focusing more on the fun and social aspects of esports. Also, there are still options, such as The Gathering and other LAN parties such as Trøndelan (organized by Casual Gaming in Trondheim).

Smash Norway, being a slightly different group than the teams participating in Telialigaen, believes that the future of esports relies heavily on local communities. Grassroot movements have to be a focus to ensure stability for the esports future. The interview subject stated that the future looks bright and that esports should naturally grow in popularity by itself.

Interview notes: [B.9](#)

7.7 Example of a smaller esports community

While some games get esports coverage in Norway, there are many smaller communities that struggle either maintaining or even establishing an esports scene. An interview subject who, as of 2020, is directly involved in fighting games, such as Tekken. These games are based on one-on-one combat where you fight in an arena similar to a fighting ring in MMA(mixed-martial-arts) or boxing. This is not represented in Telialigaen, and they struggle to attain a large enough community to create tournaments with enough sponsorship to attract professionals. The interview subject believes that although esports in Norway has come far, it is still vastly underdeveloped. It is hard to reach the community because esports has not grown enough. The esports athletes are not viewed as celebrities similar to, say, football stars. If that was the case, Norway could help professionals grow without relying on moving abroad.

The subject further states that for esports to really grow, we need to produce someone that can attract media coverage, such as Thor Hushovd in biking. He uses an example from Pakistan, where an esports athlete, Arslan Ash, managed to win a major tournament in 2019, thus becoming the world's best Tekken player. This resulted in sponsorship from Red Bull [59]. This was a great achievement which increased the popularity of esports and fighting games drastically in Pakistan. If Norway should one day produce a professional of the same caliber in any esports genre, he believes that esports will grow similarly as it has done in Pakistan.

Interview notes: [B.10](#)

7.8 Leader of Telialigaen

Telialigaen, as described in Section 3.4, is the primary esports league in Norway. An interview was performed with a part of the leadership of this league, which yielded unique insights into the state of Norwegian esports. To start off, there is no company within Norwegian esports that can produce a profit. Good Game AS, acting owners of Gamer and hosts of Telialigaen, had 1.000.000 deficit in 2019. With 2020, the leadership expected the first-time profit, but because of the pandemic, it looks like they cannot reach that goal. Initially, they thought that the pandemic would yield profits for Telialigaen, but because many events generating income has been either canceled or postponed, income has reduced drastically as well. Furthermore, sponsors have temporarily postponed their deals because of the unstable future. This is understandable since many companies need to cut costs to survive, and that results in less prioritized expenses are removed from the budget,

such as esports marketing.

The interview resulted in a unique insight into the current state of the Norwegian Esports Federation (NEF), which was also mentioned in Section 3.4. Rumors of a potential fraudulent member amongst the leaders, that they have appointed themselves as the spokesperson for a community they do not know, and they have yet to establish a stable foundation for the community, are large reasons as to why NEF does not have major support from the community. NEF has also had a slightly shady background, such as decisions being made without going through the legitimate process a staff needs to do, such as a primary meeting each year where plans are discussed with all the members and decisions are made democratically. Furthermore, they postponed the establishment of by-laws, which are mandatory for organizations to do early on. They have cut corners and made important decisions outside the legal processes. Furthermore, initial talks with The Norwegian Sports Federation has resulted in failure many times, because of the lack of structure within the federation. All of this is very sad for the future of Norwegian esports, as having a legitimate esports Federation in Norway would be highly beneficial for the entire scene.

It is not like esports cannot survive without an umbrella organization such as the Esports Federation. As of now, esports is thriving but has yet to reach its full potential for growing professionals reliably capable of participating internationally. Telialigaen is taking part in assisting the growth of esports through dialogues with different organizers, such as those organizing Norway Cup. In 2016-2017, a FIFA tournament was held as a result of their efforts during Norway Cup. Because the cup of 2020 was canceled, talks of a major FIFA tournament is underway as well.

If another financial crack should occur, the interview subject believes that Norwegian esports has set itself up to survive reliably. This is because the Norwegian esports is reliant on self-sufficiency and thorough documentation of their own finances. No numbers are tweaked, and it is therefore much easier to work with. This, combined with the existing structure and stability of Norwegian esports as a whole, is why the future is bright, according to the interview subject.

B.2

7.9 Norwegian chess scene

The pioneer of the Norwegian Chess scene was Magnus Carlsen, several times world champion in chess. He established his own company to help cultivate the competitive chess scene and has thus far been successful. One of his personal friends that answered this thesis' survey, reached out for an interview. With the Norwegian Chess Federation not being a member of NIF, they do not receive pub-

lic funds to support their future. In the wake of a deal with an international betting company which was not signed by The Norwegian Chess Federation, Magnus Carlsen started what is now known as Offerspill. The company he founded has partnered with a betting company which has caused controversy and was even rumored as an attempt at a coup of the existing federation. As of yet, Carlsen's company thrives and they have held a major online chess tournament called Offerspill Relief Arena, which attracted over 15.000 participants. This tournament was held during the start of the 2020 pandemic, and a part of the money raised was donated to support virus vaccines.

The situation in the Norwegian chess scene is very similar to the Norwegian esports Federation's failed attempt at signing a partnership with the international betting company called ComeOn. There is however a major difference. Carlsen's company is privately owned, and the Norwegian esports Federation is meant to serve as a state-owned umbrella-organization for the esports scene as a whole.

Interview notes: [B.12](#)

7.10 TAW - The Art of Warfare

In order to understand esports, it is important to understand how international communities in esports perform. A respondent of the survey had contacts within an international gaming community known as The Art of Warfare. This community stretches across Europe, America, and Asia where they have groups dedicated to a large variety of games.

TAW was established in 2001 between a group of friends from the military playing Counter-Strike. Over time, they grew and became international. Currently, they have around 3000 members spread across multiple platforms where some dedicate themselves to esports while the majority are more casual. Since they have grown as much as they have, TAW has organized themselves to have different officers and other members that are responsible for teams in different games. They are allowed to freely recruit new members to grow the community.

As TAW's focus is on growing the community itself, they do not have any sponsors. Tournaments can happen, and occasionally with prizes, but this is done by private funding or contacts members might have.

Interview notes: [B.8](#) [B.14](#) [B.15](#)

7.11 Summary

The different informants helped shed light on many aspects that have not been covered in publicly accessible papers. The covered aspects include schools, startup esports initiatives, actions taken by Norway to fund and assist esports on a grassroots level, as well as attaining new information on the history of Norwegian esports. This has helped answer the research questions some which are related to research goal 2 and most of research goal 3: "Find the Norwegian population's perspectives and attitudes towards esports", and "Discover how an esports can thrive and generate income, not only for themselves but for third party companies".

Chapter 8

Discussion

This chapter wraps up the contents of the paper where issues with the study, survey, and interviews will be presented.

8.1 Acknowledgements

With the lack of available resources about the topic of esports, especially in Norway, this thesis serves as a pioneer in the field. Because of this, statements through interviews and the survey does not necessarily show the whole picture of certain situations. However, while this could create slight inaccuracies, it still helps in investigating the young field of Norwegian esports.

A potential problem arose when distributing the survey. While there were many respondents, a large quantity is likely to be gamers, because of bias interest. That means that someone is more likely to spend time answering a survey that is of personal interest. This does not exclude the relevance of the survey, however, because the distribution of the survey had this problem in mind, thus specifically targeted a small number of groups on Facebook to avoid the potential unbalance in respondents. This was to ensure that the average respondent could, as closely as possible, mirror the average Norwegian.

It was difficult to estimate what the respondents knew beforehand when creating the survey. In hindsight, it would have been useful to write a short introduction to what it means to be an esports athlete. It seemed like many respondents lacked this knowledge, which further enhanced the point of stigma still being an issue. This is further proved when some respondents wrote that esports athletes do not rely as much on mental strength to push through. Looking at how esports athletes not only need to exercise physically many times per week along with practicing as

much as 8-10 hours per day, it is definitely wrong to assume that mental strength does not play a part in their success and how much work they need to put in. If this had been mentioned in the survey, it would have been interesting to see if the respondents would answer differently. Let this be a reminder for future research into Norwegian esports.

Choosing who to interview was done by the author. This could potentially result in certain biases, but it was to be done to avoid having many repetitive interviews. The objective was to get as many unique perspectives as possible. All of the interviewed subjects have been somewhat included in Chapter 7, but some have been grouped together into sections such as "Smaller esports communities" and "TAW - The Art of Warfare".

The interview with the leadership of Telialigaen touched upon sensitive subjects, and the study did not reach the other side of the story. This does not mean the information gathered was inaccurate or wrong, but it would have definitely been interesting to get both sides of the story to provide more context.

8.2 The state of Norwegian esports

From no media coverage to showing CS:GO on TV2, esports documentaries showing up on NRK, it is clear that esports is evolving rapidly and is about to become larger over the next few years. The strategy presented by the state [49], ensures that focus on making esports and gaming more acceptable further proves that esports is bound to keep maturing nationally. This study has provided insight into the attitudes of the public, how the gender gap is closing slowly, how the teams and organizations are currently doing, and how the actual athletes are supported nationally.

8.2.1 Gender gap showing a positive trend

As shown in Figure 6.1, gender differences for gamers show a trend of evening out, where 96% of males said they play games, while 79% of females said yes as well. The numbers from 2018 showed only 63% of females playing video games [60]. However, this number represented people between the ages of 12-18, while the numbers gathered through the survey of this study revolved around the general population.

8.2.2 Population seems more supportive rather than against

While the survey gathered information showing that people above 30 are more negative towards esports than those below 30, it also showed that there are more people above 30 supporting esports rather than being against (See Table 6.7). This

trend is bound to continue over generations because gaming will be a larger and larger part of everyone's childhood. It can, therefore, be assumed that esports and gaming has a bright future.

8.2.3 Prevalent stigma still an issue

Further conclusions to be drawn from the survey is that the Norwegian stigma towards esports is still prevalent. Especially with regard to people above age 30. Most of the interviews also mentioned that stigma is such a problem that it is hard to attain sponsors. Unless the view of esports drastically changes, it is going to be tough being an esports player nationally.

8.2.4 Norwegian esports - self-reliant and stable

Larger teams can sustain themselves and Telialigaen sustain itself - it is starting to look better. Even though it is difficult for smaller teams to establish stability, it has to start somewhere. This, combined with the positive outlook of the future should make life easier for esports organizations, teams, and athletes once esports and gaming get a more respected reputation. Especially important is the focus of making the scene part of the Norwegian culture similar to traditional sports for people at an early age.

8.3 Difficulties in Norwegian esports

The future of esports looks bright, but the current problems within Norway can prevent athletes from reaching an international skill level.

8.3.1 The difficult aspects of Norwegian esports teams

There are some Norwegian esports teams that can ensure their players get the help they need to grow their skills, but the amount of such teams is very limited. The primary obstacles that prevent such growth are personal contacts and stigmatization of gaming. Team Midgard had a lucky start seeing as their owners had contacts throughout Trondheim that, according to themselves, allowed "easy" sponsorships. Nordavind having landed DNB (Den Norske Bank, one of the largest banks of Norway) as their primary sponsor is a big achievement that results in a more professional stature overall.

Esports teams look a lot like startup companies. Not only is esports a niche market with tough competition, but they often start with little to no funding whatsoever. Some members of Team Midgard can work full time on that team, but that is not possible for the majority of the Norwegian teams. This means that they cannot commit fully to growing the team or supporting their players to dedicate them-

selves 100%. That is a large reason why Norwegian esports players struggle to get to a professional level.

As mentioned in Section 4.2, the author is part of Casual Gaming and Starcraft Norge. Casual Gaming has existed for close to 10 years, and can as of 2014 host a large yearly LAN party with a large enough prize pool to remain competitive with larger events nationally. Starcraft Norge was started in the summer of 2019, and struggle to get funding to keep the community active and alive. With larger events losing interest in Starcraft largely due to the decreasing amount of players, the game is slowly losing its esports reputation in different countries. Norway had produced one of the best Starcraft players outside of South Korea, called "Snute" in-game. He is now a retired professional. After his reign, Norway has yet to produce any one of the same calibers within Starcraft, and the game is getting less and less representation in events, thus not encouraging new potential talents to partake in the scene. The situation that Starcraft Norge is facing is very similar to that of the fighting genre mentioned in Section 7.7.

8.3.2 The difficulties for Norwegian esports athletes

There are some prevalent problems that prevent esports athletes from reaching the required level of international competition. For starters, it is almost impossible for Norwegian esports athletes to fully commit to improving because they need money to survive. As of 2020, it is not enough of tournaments (with sufficient prize pools), events, or willing sponsors to assist young professionals in growing beyond the Norwegian borders. The most important factor is the sponsors. Norway lags behind major countries, such as South Korea when it comes to esports. A viable comparison is how cross-country skiing is in Norway. Compare that to esports in South Korea, and it is easier to see how far South Korea has come in developing esports. However, surviving without a team in South Korea is still very hard, and the competition is fierce. However, South Korea is the capital of esports on the planet, and there are vast amounts of opportunities for the players where scenes exist across a large number of games. They are also allowed to start at a young age, where new talents arise every year in different games. With Norway, the number of young talents in esports is little to non-existent. As mentioned in Section 3.3.1, South Korea has multiple large companies having their own esports teams. This is not happening on a large scale in Norway, but with DNB having Nordavind, this trend might change for the better in the near future.

8.4 Summary

The survey and the interviews have identified multiple issues prevalent in the Norwegian scene today, all of which can be related to the maturity of esports. It will take time to reach the desired stage where esports goes hand in hand with traditional sports, but hopefully, this stage can be reached within the next few years through the strategy presented by the state. Telialigaen and Hyperion, both of which are leading parts of different aspects of esports, have different focuses, but both relate to the growth of esports. Hyperion has the focus directed at the grass-root level while Telialigaen focuses on the outcomes that are produced by organizations such as Hyperion and the esports teams. It is not a question of whether, but a question of when, esports will have matured enough to be accepted as sports. That is largely the consensus attitudes gathered through the survey as well as the interviews.

Chapter 9

Conclusion

Esports has existed for many years, but not on a noticeable scale in Norway until these last five or so years with the introduction of Telenorligaen. This thesis has investigated the history of esports and how that directly led to the growth of Norwegian esports. Furthermore, studies done on Norwegian citizens were performed to identify attitudes towards both gaming, esports, and traditional sports. Finally, the thesis investigated how organizations within esports work, especially organizations in Norway. The primary methods used to gather all the information were literature studies, distributing a survey, and performing interviews - a combination of quantitative and qualitative research.

The survey led to interesting revelations about how knowledge of esports might be a defining trait as to why the growth of esports has not been as efficient as it could be. Stigmatization of average gamers directly impacts the public's view of what it entails to be an esports athlete - synonymous with the unpopular picture of a gamer that sits in a dark cellar by him-/herself. Gamers, nonetheless esports athletes, are more than this, and if an average Norwegian knew about everything the athletes do, it would likely change their opinion of esports in general. This stigmatization limits what organizations want to be associated with. Hopefully, this will change in the near future, with companies such as DNB sponsoring one of the best performing national teams (Nordavind). Interestingly, a popular Norwegian comedian and public figure, Stian Blipp, along with Jørn Ernst (Therese Johaug's - one of the best cross-country-skiers in the world - manager) have also recently become one of the primary owners of Nordavind, which promotes esports even further [61].

The first research goal tells to find the main factors that made esports popular. The resulting research questions answer this through chapters 2,3 and 4. Esports

was made popular largely thanks to South Korea's investments in the late 1990s that popularized esports gradually around the world. The origins of esports can largely be traced to South Korea, but its actual origins are the United States with the inventions of the first gaming tournaments on the Atari machines in the 1980s. However, esports did not evolve to be accepted as professional sports until South Korea intervened with Starcraft. Esports athletes are treated as celebrities, even getting promoted on actual airplanes through Jin Air. Differences between regions are however largely impactful as to how accepted esports is. For any traditional sports to survive, it is clear that a spectator-focus is essential. If English football stadiums did not exist as they do today, the spectators would not be able to gather in such large numbers. With esports, the same focus has to apply. However, without any need for stadiums, esports had to adapt. Streaming now serves as the equivalent of stadiums, however with an abundance of options for the viewers to choose from. This paragraph answers the research questions 1.1, 1.2, 1.3, and 1.4.

Understanding the history of how esports has come to where it is today is important for studying citizen of any country and their attitudes towards esports. It helps create an understanding of the entire situation's existence. The different perspectives and attitudes towards esports for Norwegians have been mapped with the use of the distributed survey along with performing interviews. Norway, having had a stable economic situation for years, has not had the need for any drastic change in entertainment options for its citizens. As discussed in Section 3.4, the Asian financial crisis led to a PC Bang (South Korean computer café with video games available) boom since cheap entertainment was needed by everyone. This naturally led to esports evolving and that is a defining difference. Norwegian esports did not exist on a significant scale until the mid-2000s, as well as not being impacted by a lack of entertainment. The financial crisis that hit Norway around 2007 did not destroy any existing entertainment. However, with video games on the rise, esports has gradually made its way into Norwegian culture, which shows from the results of the survey and the differences in age. Above and below age 30 is a clear gap in attitudes towards esports. However, the attitudes of Norwegians towards traditional sports is very much similar (RQ2.1 and RQ2.2). Thus, the general results from the survey show that esports has yet to become equal with traditional sports (RQ2.3).

The history and the citizen's attitudes towards Sports or esports both go hand in hand with what companies or organizations are willing to associate themselves with. A saying in Norway is that Norwegians are born with skis on their feet. This subconsciously creates an image of Norwegians being physically active rather than sedentary, which gaming is. This has impacted the attitudes of many citizens which directly reflects what companies do. A drastic attempt that has changed

some of that view was the E-series mentioned in Section 3.4 (RQ3.1). Having traditional sports front esports on such a large scale as they have done now, might have changed many citizen's attitudes without them realizing. FIFA is an esports while being a traditional sports in essence. And it is not unsurprising that the Norwegian football scene wants to enter the esports market, with the crowds watching esports having grown to match the numbers of traditional sports. Even though the E-series and Telialigaen have led to an increase in esports' commitment, there are still not enough tournaments or events to support the esports athletes enough to go all in. The problem is generally funding. Telialigaen can sustain itself, but there is a constant struggle to avoid deficit (RQ3.2). With Telialigaen being the primary actor for Norwegian esports, it is not surprising that there are relatively few recurring tournaments with sufficient funding. In the interview with the leadership of Telialigaen, they mentioned that no esports organization can avoid deficits. While this can sound dramatic for smaller esports organizations and teams, some of the organizations manage to limit the deficits so they can survive reliably, such as Nordavind and Team Midgard. Other third-party companies and organizations help ensure the survival of many teams and athletes by sponsoring or partnering with them. Some of these companies, such as MSI or Razer, supply the esports teams with equipment and accessories with their own design to let them stand out. This further provides interest for their brand among the spectators of the sports (RQ3.3). This is not yet too prevalent in Norwegian esports, but DNB with Nordavind has done this, which undoubtedly creates a professional image of the athletes along with DNB looking versatile.

Chapter 10

Future work

There are several cases raised through this thesis that can be further researched upon. This chapter covers some thoughts of examples for future work about esports.

10.1 Following Norwegian teams or athletes

Since there exists little to no research on what it entails to be an esports athlete in Norway, additional studies about this would provide valuable information for developing esports further. This thesis has proved that Norwegian esports does not provide a means for athletes to commit 100% because there are very few ways for them to make any reliable income. This is not however unique for Norway, but something prevalent across a large number of countries. This is also true even in South Korea. you have to be really good, along with playing one of the top esports games of at that time. Starcraft 1 has been a large game in esports for years, but it is decreasing in popularity and funding with the release of other major spectator-sports such as League of Legends and CS:GO. Each esports game is nowhere as stable as traditional sports because new and better games arrive year after year.

Researching how athletes adapt to the volatile esports market would be very interesting. The focus for future studies on this topic should be about individual professionals and their life around esports. Answering questions such as "How do they enter esports initially?", "How can they maintain a career over time?" and "What do they do when an esports game decreases in both popularity and funding?"

10.2 Establishing esports on a grass root level

This study mentions how one of Hyperion's primary goals is to establish gaming as a culturally accepted activity for all, with equal availability to traditional sports. Rigorous research into how Norway could do this while maintaining a sufficient budget would be invaluable for future planning. This could also go hand in hand with the strategy that was presented by the minister of culture. An important fact to remember is that esports' talents cannot grow unless they are supplied with the means to start at an early age. This is especially true for Magnus Carlsen's chess career. He was allowed to start at a young age because of online chess. Since the Chess Federation has no age restriction for earning prizes internationally, Carlsen could compete at an early age. With the already low potential winnings that can be made through Chess nationally, further limiting it by age restrictions (which NIF has done for traditional sports) would result in even fewer young talents being encouraged to play. This can be related to the esports scene, however, one can argue that esports has gotten further in Norway due to LAN parties having tournaments with decent prizes for games that are popular among young people. However, tournaments and events like LAN parties are never funded primarily by the state. Almost all funding is through sponsors or funded privately by individuals.

There are so many interesting aspects to research into how best to implement gaming and esports as part of a culture, that this subject can suffice as a separate master's thesis on its own. Important questions to answer would be: "what steps could be taken in local municipalities to create a foundation for a grassroots-like the establishment of esports?", "Can such establishments be made affordable?" and "What specific steps need to be taken to help esports become culturally accepted nationwide?".

10.3 Rigorous comparison of esports scenes

There is much to learn from international esports that can be incorporated into Norwegian esports. A potential future study would be to rigorously compare Norwegian esports with international esports. With esports evolving largely without any established umbrella organization such as NIF, it means that all parts of the industry have different goals in mind. It would be invaluable to have all of the industry in agreement for what needs to be achieved, and in what order to proceed. Other large esports nations have an umbrella organization in place, but with little research into this topic - it is not publicly known how efficient these organizations are. With the recent catastrophe of NEF (Norwegian esports Federation) being in the process of disbanding large parts of the staff, the future for this umbrella organization is hard to predict. Esports will undoubtedly continue to evolve in a positive direction, even if NEF does not manage to work in the near future. As the inter-

view with Telialigaen established, Norway has set itself up for a stable future for esports. Does this apply to other nations as well, in the case of a financial crash?

Therefore, a suggestion for further work would be to perform a rigorous analysis of Norwegian esports compared to international esports, but with regard to how the esports structure is implemented in the different nations. Interesting countries would be France, Germany, Sweden, the USA, South Korea, and China. All of these countries have very different approaches and present different situations that can provide valuable insight. Furthermore, the International esports Federation exists in South Korea. Researching what these federations do for esports both nationally and globally would help in figuring out their impact, which is not necessarily known to the public.

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Appendix A

Appendix

A.1 TG Statistics

The following statistics in table [A.1](#) show data gathered at The Gathering for 2019. The table shows age distribution average, the gender of the attendees as well as where they are from.

Publikumsstatistikk TG19

Deltakere (alle besøkende)

- **Deltakere:** 5535
- **Kjønnsfordeling:**
 - Menn: 80,2 %
 - Kvinner: 15,6 %
 - Annet: 4,2 %
- **Gjennomsnittsalder:** 22,3 år
- **Aldersfordeling:**
 - Under 16 år: 12,9 %
 - 16-19 år: 24,7 %
 - 20-25 år: 35,5 %
 - Over 25 år: 26,9 %

Besøkende (sitteplass)

- **Besøkende:** 3922
- **Kjønnsfordeling:**
 - Aenn: 87 %
 - Kvinner: 11,2 %
 - Annet: 1,8 %
- **Gjennomsnittsalder:** 20,7 år
- **Aldersfordeling:**
 - Under 16 år: 10,2 %
 - 16-19 år: 31 %
 - 20-25 år: 39,2 %
 - Over 25 år: 19,6 %

Fylke	Deltakere	Gj. Alder	< 16 år	16-19 år	20-25 år	> 25 år
Hedmark	18.2%	21.6	23.5%	25.4%	24.8%	26.3%
Akershus	16.2%	22.3	18.6%	29.9%	26.6%	24.9%
Oslo	10.9%	23.4	19.4%	18.9%	24.1%	37.7%
Oppland	8.9%	22.8	18.9%	20.4%	30.9%	29.9%
Buskerud	7.6%	22.2	22.0%	25.8%	27.4%	24.7%
Trøndelag	7.1%	22.1	15.1%	24.3%	37.3%	23.3%
Østfold	6.9%	23.3	17.4%	27.0%	23.8%	31.9%
Vestfold	5.0%	22.7	18.0%	26.2%	30.3%	25.5%
Hordaland	3.6%	22.9	18.0%	23.2%	32.2%	26.5%
Rogaland	3.5%	22.7	8.7%	23.7%	44.0%	23.7%
Møre og Romsdal	2.4%	23.7	15.1%	17.3%	31.7%	36.0%
Telemark	2.3%	22.3	23.9%	21.7%	24.6%	29.7%
Vest-Agder	2.0%	23.5	8.6%	22.4%	40.5%	28.4%
Nordland	1.7%	21.9	6.9%	34.7%	40.6%	17.8%
UTLAND	1.5%	27.4	8.0%	10.3%	26.4%	55.2%
Aust-Agder	0.9%	23.5	25.5%	20.0%	18.2%	36.4%
Sogn og Fjordane	0.6%	23.1	20.0%	25.7%	28.6%	25.7%
Troms – Romsa	0.5%	23.2	3.6%	21.4%	57.1%	17.9%
Finnmark – Finnmarku	0.2%	19.9	15.4%	30.8%	46.2%	7.7%

Table A.1: Audience statistics for The Gathering 2019

Appendix B

Survey and Interviews

B.1 Interview questions

The categories of interview questions are shown in table [B.1](#). They are written in Norwegian and were used during the interviews.

Spørsmål til oppfølgingsintervju

Intervju public

- Går det greit at jeg tar opp intervjuet?
- Intervjuet vil vare i omtrent 30 minutter. Dette kan variere dersom det går greit for intervjuobjektet
- Hva er ditt navn?
- Hvor kom interessen for dataspill og eSport fra for deg?
 - Hvilket spill har betydd mye for deg?
- Hvilke spill er du delaktig i?
- Hva motiverer deg for å drive med dette?
 - Eventuelt (hvis du ikke deltar lenger), hva motiverte deg før?
 - Hva fikk deg til å slutte?
- Hva tenker du, familien og dine venner om dataspill sammenlignet med idrett?
- Hva tenker du, familien og dine venner om eSportutøvere?
- Hvordan tror dere fremtidens eSport vil se ut, og da spesielt for Norge?

Intervju av eSportarrangører

- Går det greit at jeg tar opp intervjuet?
- Intervjuet vil vare i omtrent 30 minutter. Dette kan variere dersom det går greit for intervjuobjektet
- Hva er ditt navn?
- Hvor kom interessen for dataspill og eSport fra for deg?
 - Hvilket spill har betydd mye for deg?
- Hva er du med på å arrangere, og har det et offisielt navn?
 - Når startet dette?
 - Hvordan har det gått med arrangementet opp igjennom?
 - Hvordan går det med sponsorer?
 - Hvordan er deres offentlige omdømme?
- Hvordan tror dere fremtidens eSport vil se ut, og da spesielt for Norge?

Intervju profesjonelle

- Går det greit at jeg tar opp intervjuet?
- Intervjuet vil vare i omtrent 30 minutter. Dette kan variere dersom det går greit for intervjuobjektet
- Hva er ditt navn?
- Hvor kom interessen for dataspill og eSport fra for deg?
 - Hvilket spill har betydd mye for deg?
- Kan du fortelle litt om motivasjonen for å bli proff?
- Hvordan ble du profesjonell eSportspiller?

Table B.1: Interview questions

B.2 Interview with leader of Telialigaen

Telialigaen

- Fins ikke esportbedrifter som tjener penger
- Goodgame har gått i underskudd på rundt 1m ifjor
- Esporten finansierer nå pressebiten, fordi mediemarkedet har endret seg veldig
- Største summer innhentet kommer ifra sponsorer til Telialigaen
- Hadde ikke klart å bygge telialigaen hvis man ikke hadde en trafikkdriver som gamer.no har, da turneringsplattformen de har
- Telialigaen kan både gå i underskudd og overskudd avhengig av hvor man plasserer utgifter osv
- Driften av det vanlige seriespillet gir penger. Sluttspillet koster veldig mye, så der går de i underskudd
- De må ha bilder sluttspill for å selge ligaen til sponsorer
- Folk regner med at Telialigaen har mye mer finanser enn de egentlig har. De har fått referanser fra andre selskaper som forventer at Esporten er mye større enn det er
- Han sammenligner ligaen med en startup ifht lønning
- I 2018 hadde de en omsetning på i overkant av 4 millioner, det året da Gamer ble danna og gikk da i underskudd
- I fjor (2019) hadde de en omsetning på 19 millioner, men gikk 1m i underskudd
- Nå kan de kjøre egen lønning, betale leie, osv
- De trodde de initielt skulle tjene penger på Coronatiden. Men fremtidige prosjekter og annonser har tørka - alt pushes fremover. De
- budsjetterte med en vekst, men de har f.eks ikke klart å lande alle sponsorene de skulle ønske
- De ville reise rundt på skoler for å arrangere turneringer. De ønsket å få støtte fra en samarbeidspartner, men nå har dette stoppet opp
- Bedriftene de snakker med vil ikke bruke penger på markedsføring pga usikre tider

Esport i Norge, modnet?

-
- Vi er ferske, fordi det fort dukker opp masse mindre firmaer som bruker "for store ord". Folk prøver å kaste seg på den internasjonale bølgen. Store lan går konkurs, osv
 - De går fort litt hardt ut. Det er ikke profesjonell drift av større klubber enda, så der er det heller ikke modent
 - Det er modent på grasrotnivå. Idrettslag har esporttilbud på grasrotnivå, noe ikke danmark eller sverige har heller. De landene spør også om hvordan Telialigaen går rundt, for det er så mange lag der, hvordan?
 - Sportslig på toppnivå, er Esport veldig langt bak land som Sverige osv
 - Telialigaen ønsker et forbund, for det er ikke sunt hvis ligaen skal sitte på toppen av norsk Esport
 - Esportforbundet - det viktigste var at *name censored* dukket opp, som har solgt ikke-eksisterende leiligheter i Nord, altså litt sketchy type, som begynte med å kaste ut styret + omforme styret uten demokratisk prosess
 - Vedtekter var nødvendig og de satte det bare på vent igjen og igjen. De førte bevisst folk bak lyset og løy om ting hele veien og passet på at ingen kan påvirke dems beslutning
 - name censored, som er en kjent svindler i sin hjemmekommune, er i ferd med å bli ansatt som generalsekretær i forbundet.
 - Han er i ferd med å ansette seg selv, og kan da ikke stemmes ut av styret
 - Han er i ferd med å missbruke Esport til egen vinning
 - Primært handler alt om at Forbundet har utpekt seg selv som talsperson for ett miljø de ikke har kontakt med. De har også prøvd å gjøre det på den uryddige måten, valgt styret uten årsmøte, og diverse
 - Avgjørelsen å ha et utenlandsk bettingselskap som sponsor må tas av hele styret, og de gjorde dette uten å vedta det på et årsmøte og Esportmiljøet
 - De har fått direkte hjelp av flere forbund, inkludert Telialigaen, og så sagt at det ikke er nok
 - Esporten overlever uten forbundet, men det er langsiktige gevinster av et i toppen. Man kan jobbe med landslag, ha NM, være informasjonshub, osv. Med et forbund som har et register over klubber og medlemmer osv, så kunne man konkret lagt skille på fritid og utøvere
-

"Hvem er dere?" kan fort bli et spørsmål til et forbund som prøver å bli paraply-organisasjon for Esporten. Det kan være en styrke at et Esportforbund er utenfor Esporten, så kan de hente informasjonen de trenger fra miljøene.

I Telialigaen - skillett på proff og for gøy: De som får lønning for premier, er proffe. Nedre delen av 1. div og hele 2. div har en ambisjon om å bli proffe.

Er tendenser til at folk ikke melder seg på for nye sesonger, og det fører til litt rot. Det er dog i ferd med å stabilisere seg på langsikt med tanke på lag som kommer igjen og igjen

- Telialigaen har vært i dialog med lokale lan, som Vestlan, for å ha finaler der osv. Det ble ikke noe av
- De er i dialog med Norway Cup. De var der i 2016-2017 og hadde kamper i en gymsal i Rocket League of Overwatch
- Snakker nå om en Fifaturnering i storskala siden Norway Cup var avlyst
- Vært i dialog med f.eks Drammens ballklubb, som tilbyr Esport til sine medlemmer
- Neste steg som firma er å få et eventben, et sted de fysisk er tilstede og har events.

Vet at det er mange som vil starte et nytt Esportforbund. De kunne egna seg, og han har troen på at det kan være gjennomførbart.

- Esport i Norge har holdt på lenge. Forløperen til ligaen var med på Coca Cola Zero
- Var ikke i Esport under finanskrisen, men det er naturlig å si at den Norske Esporten ble preget av finanskrisen. De var får som drev en klubb profesjonelt, så de solgte ikke akkurat inn til sponsorer.
- Bedrifter ble mer forsiktige med pengene
- Er tegn på at det er botter i Overwatch League. Var nok også mye shady greier før i tiden også
- Hvis man får et nytt finanscrack i norsk Esport, så vil norsk esport merke det kanskje minst, siden det nå har vært bygget opp riktig.

B.3 Interview Hyperion

Hyperion Bakgrunn:

-
- Casual gamer, som en vanlig interesse. Alltid likt dataspill. 8-åring ++ Runescape som første online-spill. Deretter har interessen vokst mye over tid. Et av de største tidsfordrivene.
 - Bakgrunn: Ramla inn der - På ungdomsskolen var lærern en del av Hyperion. På VGS, Oslo Katedralskole, hadde de elevlag, og en del av de største klubbene var nerdeklubber som var medlem av Hyperion. Der ble han engasjert i miljøet og han kom mer og mer inn i Hyperion. Er nå på første året som leder i Hyperion. Vært ett år som nestleder i 2019, året før det - sentralstyremedlem, og før det igjen var han styre i øst.
 - Jobber en del frivillig i Hyperion, som veldig aktiv deltaker på Hyperions arrangementer og på stands o.l.
 - Jobbet generelt med frivillighet på skolen osv. Den frivillige sjelen har han alltid vært veldig aktiv i.
 - Etter vgs, gikk han inn som vikarlærer på en skole.
 - De siste årene har snittalderen sunket mye, og det er flere grunner
 - Større utskifting av de aktive/inaktive. De eldste og mest aktive har gjort sitt arbeid, så alderen har da sunket til student-aldere o.l
 - Er ikke mange år siden snittalder var 25 ish. Den har nå sunket.
 - I Hyperion sin situasjon, har man søkt ut nytt blod til Hyperion. Han er den yngste styrelederen i Hyperion.

Historien til Hyperion

- 18 år gammelt i år. Startet av studenter, der tidligere - lignende forsøk var prøvd ut før. Nerdekulturen var forsøkt prøvd.
- Fant ut hvordan frifond fungerte, så man kunne få støtte til aktivitet for unge. Man kunne reklamere med at dersom man drev et lan i Norge, kunne man få penger tilbake dersom man ble medlemmer av Hyperion. For 20 år siden, var stereotypen nerder i kjellern vanlig. Hyperion ville fjerne det stigmaet og få det akseptert og “mainstream”. Hyperion har utviklet seg bak kulturen rundt f.eks MCU hype.
- KANDU (Kreativ Aktiv Norsk Data Ungdom) og TG (The Gathering) er med Hyperion. Dreamhack og Sverok, søsterorg. til Hyperion. Man har vokst mye etter de fikk med TG
- Hyperion er mye mer tilstede for å påvirke politisk.

Økonomisk strategi

- Esport er en relativt ny interesse i Norge, spesielt i det større profesjonelle bildet
 - Et problem er at de store starter sine egne lag, litt som en “hoppe på ballen” perspektiv.
- Nordvind startet som en Hyperion forening. De gikk senere videre fra dette. Hyperion kan ikke gi midler til et stort esport-lag. De har lov å få sponsing utenfra, men skal man få større sponsorer, krever det et annet styresett som ikke kan støttes fra Hyperion. Det vil da slutte å være en “frivillig organisasjon”.
 - Skal man bli større, bør man satse på Grasrota og frivilligheten.
 - Skal man engasjere barn, må man samle dem i klubber. Analogi: Sett ski på barna og send dem ut tidlig.
- Foreninger/mindre-større klubber som vil spille for gøy: kan få starthjelp til å finne sin retning.

Hyperions strategi

- De får støtte basert på et par faktorer
 - Hvor mange medlemmer de har under 26 (betalt medlemskontingent)
 - * Ca 21 000 medlemmer per dagsdato, der 15-16 000 er tellende medlemmer. Medlemmer gir mest penger
 - Deltakere på kurs vil også gjelde. Er ikke mange kursdager, som hypercamp og hyperikon.
 - Budsjettet 2019 har en inntekt (drivstilskudd), ca 3 500 000, der ca 3 400 000 gis til medlemmene. Dagens vilkår fungerer bra for Hyperion
- Det er vanskelig å vokse videre her egentlig, fordi det er en poengfordeling som sier at “de første 1000 medlemmene er verdt 10 poeng. De neste 3000 er verdt 5 poeng. De neste 10000 er verdt 1 poeng. Med en eksponentiell vekst vil hvert medlem være verdt mindre penger”.
 - Snakkes om å dele opp så penger utbetales per medlem per forbund (som i separate siloer):
 - * Rollespillforbundet
 - * Brettspillforbundet

* Esportforbundet

- Må da nevnes i statsbudsjettet. Hyperions særforbund vil da kunne få mer i statsstøtte enn de gjør idag, pga dagens poenggrense.
- 26-årsgrensen. Det å være student defineres vagere å vagere per alder. Folk tar friår, o.l. Derfor kan det hende de får utvidet aldersgrensen.
 - Samarbeider med LNU (Landsrådet for Norges barn og Unge).
- Formidler midler gjennom frifond. Dersom man er barn og ungdom, eller vil lage aktivitet for barn og unge, skal man få mulighet til å gjennomføre dette (gjennom LNU sine midler)". Man kan få gratis midler hvis det gjelder barn og unge.
- Alle Hyperionforeninger får midler". De bestemmer ikke hvem de satser på. Regel i vedtekter bestemmer hvordan midlene fordeles. Skal man være hyperionforening
 - Være demokratiske i valg
 - Alle medlemmer må få stille til valg
 - Få være med på årsmøte
 - Få stemme nye vedtekter
 - Være en medlemskontingent på minst 50,-
 - Man må ha som formål å være en forening for en fantastisk fritidsinteresse".

* Hvor går grensa?

- Den bestemmes av det sittende sentralstyre. F.eks Norges Wrestlingforbund er med i Hyperion. "Er det nerdete?". De fikk nei til Idrettsforbundet fordi wrestling er en "falsk" sport. De søkte Hyperion, det er live og de spiller karakterer. Wrestlingforbundet er en fantastisk fritidsinteresse siden de later som de er karakterer.
- Sentralstyret bestemmer hvor grensa går for "fantastisk fritidsinteresse". "Må være innafor den arbitrære nerdekulturen".

Fremtidens datakultur

- "Ser lys ut!". Det at de fikk en dataspillstrategi for 2 år frem i tid gjør at det ser veldig lyst ut. For et par år tilbake har man opplevd at nasjonale

myndigheter var skeptiske til datakultur fordi de ikke skjønnte den. Nå har de politikere som er gamere. Grunde Almeland (Venstre) og Freddy Øvstegård (SV) som er unge politikere vokst opp i gamingmiljøet. De kommer flere slike inn.

- Dataspill fører til: sosial samling, bedre samarbeid, bra for å lære engelsk, lære historie - spesielt om fortiden. Assassins creed har kommet til klasserommet der man kan gå rundt å se på historiebokser (uten combat så klart). Dataspill aksepteres på en helt annen måte.
- Kommuner sier “LAN-partier er et godt tilbud til barn og unge”. Trenden er at dataspill anerkjennes i Norge.

Fremtidens esport

- Esport har vokst mye saktere enn dataspillkulturen. “Det kan utvikle seg i Norge, men det trengs en mye større satsing innen frivilligheten i esport”. Man gjør det fra en ung alder, som et standard fritidstilbud. Skal dette skje i Norge, må man satse tidlig. Ha lokale klubber, ha det gøy med venner og gjennomføre esport. “Gjør det tidlig for at drømmen er å spille, ikke profitt, men for gøy”. Det må være lokale turneringer i Norge.
- Man må finne tilbud til de som er grasrot-folk. Idretten har lokallag rundt omkring i Norge, men man finner ikke dette til dataspill.
- Man trenger anerkjennelse fra det nasjonale styret for å få gjennomført lokallag o.l. Klubber kan ikke dannes uten støtte fra staten, eller private investorer.
 - Første offisielle dokumentene: “Dataspill er kultur”. Denne strategien skal følges opp på nasjonalt nivå, og fylkesnivå. Dette er strategien til Hyperion.
- Det fins så mange dataspill, at lokallag kan bli vanskelig. Dog er utstyret man trenger det samme. Det må være opp til lokallagene hva man spiller. Først og fremst satser man nok på store spill, men man må være adaptive ovenfor populære spill. “Fotball er fotball”, men man spiller ikke samme dataspill om 10 år på samme grad som man gjør nå.
 - Grasroten for f2p er stor! Har du en konsoll av noe slag, så kan man spille spillene. Maskiner er dog veldig dyre, så det er dyrt å satse på aktivitet.
- Hvem legger premisset for utviklingen?”. Ikke alle vil satse på f.eks skytespill. Hvor går grensen på vold? Esportverdenen kan ikke defineres av investorer. Hyperion mener: “De som spiller må definere dette selv”.

-
- Man finner ikke lenger artikler som er skremmelspropaganda mot esport”. Man finner derimot motsatte. “Mats Ibelin”, mest leste NRK sak noensinne.

Grasrota (grasrot: bunden av et interessefelt. “Mannen i gata-konseptet. 11-åringen som er på sitt første LAN-party”)

- De som spiller spill for å spille spill. De som vokser opp nå i dataspillkulturen”. Man må bidra til å satse på utvikling av ferdigheter hos de unge. “Hver klubb må ikke produsere 10 mestere, men en er nok”. Det fins ingen klubber som gjør dette i dag. Det nærmeste er Folkehøgskoler, men det må finnes flere lokaltilbud rundt omkring.

Grasrotandelen er midler fra norsk tipping som går til frivilligheten.

Hyperions ansatte

- Generalsekretær og leder, disse jobber 100%, og får lønn 100
 - Var tidligere valgt av årsmøtet begge to. Nå er det bare styreleder som velges slik.
- 5 andre ansatte (40% stillinger)
 - Medlemssekretær
 - Regionssekretær
 - Aktivitetssekretær
 - Organisasjonssekretær
 - Redaktør
- Nestlederne fikk tidligere lønn (20% ifjor, året før var det 40%). Får nå betalt per egen avtale, men de er mer frikjøpt (ingen stillingsprosent)
- Sentralstyret jobber frivillig
- Tillitsvalgt for regionslag.

Eldorado esport skal åpne egne lokaler for å leie PCer, slik som House of Nerds, sommeren 2020.

“KFUK-KFUM fikk støtte fra LNU for å begynne med esport iløpet av 2020”.

B.4 Interview with Flowenz

Flowenz esport eier og deltaker (esportarrangør)

Flowenz esport (omtrent 30 spillere inkl ledelsen)

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- Daglig leder og manager for samtlige lag i HS, RL og LoL. Spiller HS og på laget
 - Hvor kom interessen fra? Deltok i Telenorligaen i LoL. Gikk mer over til HS, siden LoL tok lang tid. Ble kontaktet for å hjelpe til med Flowenz, og etterhvert ble det startet offisielt
 - Spilt litt av hvert: HS, RL, LoL, CS (ikke kompetitivt). Spiller også andre spill, for story of moro
 - Arrangerer ingenting, men hjalp til i broadcasting på sør afrikansk turnering nå i April 2020. Møtte dem i en europeisk HS turnering og da tok de senere kontakt for å hjelpe til. Målet med turneringen var å fremme esport i Sør Afrika
 - Esport i Sør Afrika er ikke veldig stort. Målet for Sør Afrikanske spillere er å bli synlige for større internasjonale lag. Det er mindre esport der enn i Norge.

Nasjonalt har Flowenz gått litt opp og ned. Startet HS i 2018, var underdogs i 1. div som klarte å komme til sluttspillet. Vanskeligere med andre lag, 2. div i LoL osv.

Har World of Duels som sponsor, en liten konkurranseplattform som vil bli noe mer enn bare betting. Har en grei økonomisk situasjon, da de får månedlige betalinger.

Har utenlandske spillere, bla. Tyskland, Nederland, Sverige, Danmark og Spania. Inntil videre deltar de kun nasjonalt organisasjonsmessig. De utenlandske får støtte til å delta i sitt land, så får de en prosentstøtte tilbake hvis spillern vinner.

I Hearthstone blir de sett på som et solid 1.div lag. Har ambisjoner om 1.div i alle spill.

Vanskelig å få coaches i alle spill siden Nordavind og Riddle esports (Omen by HD sponser dem, HP eid. Sponset av flere, se nettside) betaler bedre til både spillere og coaches. Apeks er en organisasjon i CS som også betaler.

Som spiller setter jeg mer pris på å være i et lag som dyrker talenter enn bare betalinger. Norsk esport og Flowenz kommer til å vokse. Viking esport har også begynt. Domino esports ved sidenav Riddlers har også mye ressurser. Større bedrifter kommer nå inn i esportmarkedet, og derfor blir det mye flere muligheter fremover.

Han ser på esport som en sport. Viktig å holde seg i god fysisk form for å prestere best mulig hos Flowenz. Snakker ikke mye med familien om esport o.l. De er skeptiske til full satsing pga manglende inntekt.

Esportutøvere vs idrettsutøvere: Han ser på dem likt, man vil bli best i begge grener.

- Ser på samarbeid med bedrifter som et stort steg fremover. Er villig til å ta risikoen rundt om penger blir for mye fokus. Viktig å pushe grensene.
- Ville lenge starte noe smått, så motivasjonen lå vel mest der. De ønsker å bli en større esportorganisasjon og å slå de store gigantene for å fremme seg.
- Godt samarbeid med Telialigaen. Får støtte til utenlandske turneringer i CS.
- Satsing fremover kommer til å holde seg allsidig. Vil bli vanskelig å satse på HS nasjonalt, dessverre
- Foreldre quote: “Hva jeg tenker om Fortnite-verdensmesteren? En verdensmester er en verdensmester uansett hva de deltar i!”

B.5 Female at Folkehøgskole

Kvinne - Folkehøgskole

- Har alltid vært interessert i spill. Begynte med Minecraft, etterhvert CS:GO, og derfra utviklet det seg. Overwatch er nå primærspill.
- Deltatt i Telenorligaen, 1.div Overwatch (Høsten 2018). Deltok også på TG, kom til Overwatch. Følger av og til på, en del på CSGO og Rainbow Six og Overwatch League.
- Er veldig kompetitiv, liker det godt med esporten. Begynte også å bli god, så det var en fin motivasjon. Spilte med venner hovedsakelig, var med Bingobanden på Telenorligaen. Det forsvant fra Telenorligaen og ikke tilbake i Telialigaen, derfor jeg ikke deltar profit mer
- Var veldig kjønnslikt
- Gikk på Bjerkely FHS, esport. 3. Året de hadde esport og hun var første jenta som søkte esport. Var 4 jenter av 27 plasser. Man kunne velge hovedspill, og de hadde ikke noe konkret fokus. Ene lærern spilte FPS, og en annen i Starcraft.
 - Lærere var flinke til å hjelpe elevene i spill de ikke helt kunne, viste tydelig interesse
 - Har turer til Island, New York, Belfast, København
 - Skolen legger godt tilrette for esport, men forelesninger kunne vært bedre. Manglet antall esportrelaterte seminarer/forelesninger. Fokuset

havner mer på andre linjer enn esport.

- Esportelever samlet seg som en gjeng, litt isolert. De andre linjene gjorde mer ting sammen.
- Familien har blanda følelser om dataspill. I starten likte de ikke helt data-spill, men har blitt mer tilbøyelige de siste årene. De prøver av og til. Vennene er mye med. Tror de fleste hun kjenner ser på det på lik linje med idrett.
 - Hun og familien har respekt for esportutøvere, og hun tror de har endret syn til å ha samme respekt for begge utøvergrenene
- Fremtidens esport vil bli større, spesielt i Norge. Samling i større saler osv blir mer vanlig.
 - Bra at de større selskapene kommer inn i markedet for å bygge opp esport.
 - Fordi Norge er så lite og samfunnet ikke aksepterer esport slik det kreves, tror hun ikke at det kan bli i nærheten av så stort som i Korea.
- På fhs var det forelesninger fra tidligere proffe. Dro på Dreamhack Winter, hvorav en RL spiller også fikk 2. Plass. Tenkte å delta hun også, men det ble ikke noe av. Var veldig gøy å få være med. Var i hovedsalen i år, vanskelig med støy, men tidligere var de i godt område.
- TG nedstenging pga Corona er ikkeno problem, syns hun. Får også tilbake 50% av billetten dersom hun vil. Kan også få overført billetten til neste år hvis man ønsker.
- Liker å dra med stor gjeng til TG, hvorav rundt 10-20 er nære venner, gruppa er 60 ish. Minker i antallet venner med åra.
 - Det sosiale trekker henne til å være med.
- Har ikke vært på events i Norge annet enn TG, mest pga reisevei. Bor litt langt borte fra ting. Var på SpillExpo. Var ikke innom boder.
- Kjenner flere som ønsker å bli proffe nasjonalt i bla. CS. De vant en turnering for TG-billetter.

B.6 Male at folkehøgskole

Mann på folkehøgskole FHS og SC2

Det sosiale i esport er motivasjonen for deltakelse

Annerkjennelsen også - er motivasjon

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- Esportskolen 2015-2016. Spilte Starcraft på fhs. Mye mindre enn de store. Var den eneste som spilte Starcraft. Lærern hadde ingen faglig bakgrunn i esport. Han var selvdreven, og fikk ingen feedback fra lærer
 - Måtte ha med eget utstyr. Fikk ikke lov å låne skoleutstyr. Selve opplegget var OK. Mangla det "profesjonelle". Ingen samtaler med esportpsykologen. Læreren hjalp ikke eleven, ble plutselig med på laget istedet
 - Var ikke dyrking av profesjonelle, men heller veldig lavterskel på alt annet enn League of Legends og CS.
 - Dreamhack - De skulle sitte med en annen fhs, men ble rota til så de endte opp i hovedsalen med masse bråk o.l. Veldig problematisk ifht turneringsdeltakelse
 - Totalt var Dreamhack veldig rotete
 - Lærern var ikke villig til å sette seg inn i alle spillene elevene ville bruke året på
 - Lærern var med på å "mobbe" han
 - Litt dårlig reklame ifht hva de faktisk tilbyr

Familien var ikke veldig støttende til esportsatsingen til han, samtidig som vennene tulla med det og tok ikke esport seriøst.

Team Nordavind, sponses av Vålerenga, spiller flere spill

Om utøvere: han tror ikke esportutøvere kan klare seg lenge profesjonelt (i Norge). Vet ikke hva familie og venner tenker om utøvere. Tror vennene syns det er bortkastet tid å prøve proft

Fremtidens esport, spesielt i Norge: Tror det sentraliseres rundt en plass, i.e Oslo, så folk har turneringer og samlinger på lik plass. Fokuset vil også litt på et par store spill. Tror Norge aldri vil nå Korea-tilstander.

B.7 Rocket League competitor at Telialigaen

Deltaker I Rocket League – Telialigaen

- Mer digital enn fysisk av natur. Spill kom fra vennegjengen (8 år). Utover ble det CS, CoD, Starcraft 2, osv. Mer fascinert med spillene som kommer.
 - Rocket League (2015, er Grand Champion) så klart, men det som har betydd mye - er Flåklypaspillet, og Gubben og Katten i hagen. Bethesda's Oblivion og andre rollespill.

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- Delaktig i Rocket League. Er en del av Illusional Gaming, og de har mye fokus på Starcraft 2.
 - Motivasjonen for kompetitiv gaming
 - Liker utfordringer. Alt i RL er basert på hvor god en er. Han føler han blir en bedre person av å pushe seg selv kompetitivt. Nye mål motiverer han, møter heller aldri veggen når han spiller Rocket League.
 - Coach for Gamersensei. Er også coach og kaptein for Illusional Gaming. Det var tilfeldigvis på en esportlinje, og her har han fått flere muligheter, flere elever, og han blir kjent igjen flere steder. Kan tjene ekstra småpenger på hans egen passion. Liker å hjelpe folk, ikke bare til å bli bedre i RL, men til å prate om ting. Bryr seg mye om å spre sin egen passion til andre, for gleden han får ønsker han å dele.
 - Går mye inn på mentalitet og helhetlig forståelse. Skill på det som er mechanics(kule show-offs) og game sense (viktigst). Fokuser også på å bli god på det du har kontroll på. De andre spillerne har du ingen kontroll på.
 - Dataspill vs Idrett: “Alle vennene er massive nerds”. Idrett og gaming går hånd i hånd. Samtale med familien viste at de har fått mer forståelse for esport som en stor/voksende greie opp igjennom. “To sider av samme mynt”, det må også gå litt hånd i hånd i forhold til at dersom man spiller mye, spesielt proft, så må man også prioritere trening og idrett. “Njordskall” går idrettslinje, og er kompetitiv i dataspill også. God fysisk form hjelper psyken og kognisjon/koordinasjon. Oppsummert: Idrett og dataspill burde ikke skilles
 - Esportutøvere vs idrettsutøvere: Burde få samme respekt - begge deler. Therese Johaug fortjener mer oppmerksomhet enn Fortnite vinneren fordi Johaug har holdt på lenger og har flere prestasjoner. Det betyr ikke at Fortnite vinneren ikke fortjener oppmerksomhet, men en seier betyr ikke at de skal få like mye heder, på en måte. De skal definitivt stilles likt.
 - Fremtidens esport: Er en evig optimist, og tror fremtiden er veldig god. Det blir bare større og større, man ser esport på tv, det kommer esportbarer/esportbuler i Oslo - det satses mer og mer på esport. Jo mer digital verden blir, jo mer digital blir også sporten. Norge har enormt gode esportutøvere, blant annet en av verdens beste i Rocket League “Greezy”.
 - Så mye lysere på fremtiden da han møtte en av elevene i RL, og han gikk esport på Videregående.
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- Som proff: lag kontra solo: Exposure og nettverk er veldig viktig. Norske esporttalenter blir mest sannsynlig dyttet til et internasjonalt lag for å dyrke dem mest mulig. Det er vanskelig å få nok synlighet i Norge. Men ikke bare det, hvis man er utenlands, og har flere land i samme lag, bryter man den lokale boblen og når sponsorer og publikum i mye større områder.
 - Vanskelig å få støtte selv om man er god. Man må fort være top 20 i verden for å få sponsorer. F.eks, dersom man ikke kommer seg til RLCS, vil sponsorer trekke seg umiddelbart. Av og til dyrkes talenter tidlig med tanke på å støtte dem økonomisk så de får brukt dyktigheten til å bli best mulig fortrest mulig.
 - Fremtiden vil gjøre det enklere å drive esport på fulltid, men det vil alltid være vanskelig å være på toppen. Men dersom man bryter barrieren og folk vet hvem man er, kan man starte å streame. Der tjener man fint med penger, fordi folk vet hvem man er.
 - Har aldri hatt sponsorer. I laget har de bestemt seg for å vente med leting etter sponsorer, før de har klart å bryte igjennom - altså de vil ha skapt et navn for seg selv først.

B.8 Interview with Norwegian member of TAW

Medlem i TAW

Del av TAW, en av de eldste esport-communityene/organiserte lagene for casual spillere

Begynte med Ipad og deretter PC. Begynte hovedsakelig med Minecraft. I starten av 2015 oppdaget han Starcraft på Youtube i 2015, og da han til slutt fikk en god nok pc, og Starcraft ble Free to Play i 2017, har det gått i dette. Han ble introdusert til det norske miljøet av en tilfeldig spiller på nettet. Møtte en av lederne i Starcraft Norge da han spilte mot tilfeldige.

Minecraft har betydd mye, da det introduserte han til dataspill initielt. Ellers har også Garrys Mod vært moro.

Training Instructor i TAW:

- Hjelper nye spillere, også de middels-gode, til å bli bedre i spillet. Han coaches av en høyere rang også, så da dekker de et større spekter med tanke på coaching.

I TAW (The Art of Warfare) har de in-house turneringer med premier, og han deltar der. Spiller også under TAW i Klankamper.

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- Har lyst å bli så god som mulig, men har problemer med armer, så kan ikke spille så mye som han ønsket. Derfor kan han ikke jobbe for å bli veldig god, og han har også studier i tankene.

Esport vs Idrett

- Sjakk er idrett, da kan esport være en idrett. Vennene hans er også enige her. Familien viser ikke mye interesse her, og de ser ikke esport på lik linje som idrett.
- Esportutøvere vs idrettsutøvere: Han synes de står likt, men familien synes esport står lavere enn idrett. De synes nok helst at esportutøvere “kaster bort tiden” og er usunne.

Fremtidens esport

- TV2 sport vil streame ESL CS:GO, det visste han ikke at de gjorde, og det var som en kul overraskelse.
- Tror at norsk esport kan vokse til å bli en akseptert nasjonalt.
 - Når nok ikke Korea-tilstander, hvor det vises i dagligvarebutikker. Tror derimot ikke at det er over-ambisiøst å tro at vi kan nå slike tilstander over tid.

Tidligere TAW medlem deltar i store turneringer, GamerRichy, fra England.

Miljøet i TAW er åpent, de støtter hverandre i ulike spill. Han kan hovedsakelig snakke for Starcraft-divisjonen. De er over 1000 medlemmer i TAW totalt sett, hvorav det er 70 i Starcraft.

B.9 Member of Smash Norway

Smash Norge deltaker

- Esportinteressen kom fra Gamecube - første konsollen han og vennegjengen kom i kontakt med. De spilte da Pokemon Stadium, og etterhvert Super Smash Bros Melee
- Spill som betyr mye: Originale Super Mario Bros, det første han eide selv. Dette var til Game Boy. Var også 2. Gen pokemon Silver
- Deltar på turneringer i Smash nasjonalt. Er top 12-16 i lokalene, og er rundt topp 20 i Oslo. Er halvukentlige turneringer i Oslo som han deltar på ofte. En uke er det Smash Ultimate, en uke Smash Melee

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- Deltatt i masse smålan og turneringer. Kommet langt i Vivaldi, som er Smash Norge sine kvartaltturneringer (4 iløpet av et år). Spilles på House of Nerds. Disse samlingene er sosiale samlinger med turneringsopplegg, der de også har tilbud til mat og drikke

Motivasjonen

- Spillet er morsomt, og spesielt gøy å kunne spille på et høyt nivå. Liker også godt det sosiale rundt dette, da det er mange gode personligheter i Smash Norge.
- Har vært aktiv i Smash Norge i rundt 4-5 år. Blitt primært for det sosiale i starten, og de siste par årene har han blitt god nok til å få skapt et navn for seg selv. I det siste har han også hjulpet til på events o.l
- Lært seg mye av det grafiske på egenhånd.

Familie og venner - esport vs Idrett

- Venner mener de står på lik linje
- Familien er mer gammeldagse, vokste ikke opp med spill, så derfor ser de ikke på det som noen ordentlig idrett.
- Familie og venner - esportutøvere
- Personlig, tenker han at de står likestilt ifht innsats, tid og arbeid generelt. Det tar lang tid, man må trene riktig, man må ha en god plan for gjennomføring
- Det trengs en community
- Familien er nok ikke helt klar over esportcommunityen, og det at man kan leve av esport. De vet at streamer eksisterer, og de kan forstå hvordan de kan klare seg. De er derimot ikke inneforstått med at man kan tjene penger på videospill. De var veldig overrasket over at man kan hente så mye penger som det kunne gjøres i Fortnite

Esportens fremtid - spesielt i Norge

Tror esporten bare vil bli større og større. I Norge tror han de følger samme trenden som resten av verden med tanke på at esport vokser gradvis og kan plutselig eksplodere.

- Esport nasjonalt - tror det er lav levestandard på nasjonale proffe. "Det er lite penger å hente i Norge". I smashturneringer kan de hente rundt 1000,- på en seier. Dette kan gå til de som reiser fra nord til sør, derfor dyrere reisevei enn inntjening.

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- Er ikke så høyt nasjonalt nivå. Er derfor vanskelig å prestere godt internasjonalt. Whoophee, beste nordmann, har klart å prestere godt utenlands. Var rangert nr 41 i Europa.
 - Vanskelig å få muligheten til og prestere det som kreves internasjonalt, siden det ikke er mulighet i Norge. Ingen av de store spillerne i Norge har klart å hente et selskap som sponsor.

Telialigaen har ingenting for Smash. Det eksisterte i Telenorligaen, men ble dropet.

B.10 Interview with member of the fighting-game community

Fighting-miljøet i Norge Bakgrunn i Playstation i 1998, Tekken o.l. Dataspill kom senere, World of Warcraft i rundt 2006. Esports scenen kom han inn i når det ble PvP. Alltid vært interessert i konkurranse og det kompetitive. Ble mer inn i esport pga Twitch, og han spilte spill som hadde en esports scene, bare ikke et spill som var så veldig internasjonalt.

- Blade and Soul, en MMORPG, var primært (Star Wars the old Republic) - spills om introduserte han til esport.
- Ville hjelpe til med den grafiske delen av esport, og ble senere introdusert i videre arrangering av events.
 - Sluttet etterhvert å spille spillene fra første-perioden i esport. Deretter kom han inn i Tekkenmiljøet i Norge. Meldte seg frivillig for å bidra med esporten der også.

Veldig delaktig i Tekken, var litt PUBG og CoD, men nå er det altså primært Tekken. Hovedsakelig deltatt online, utenom Tekken. Motivasjonen er i å hjelpe til. Syns esport er nygivende og interessant for underholdning. Liker godt å se kompetitiv esport, setter dette like høyt som vanlige idretter.

- Familie er ikke interessert i esport. Broren er interessert, bare innafor spill han spilte. Vennene hans har litt delte meninger både på esport og de proffe. Hans interesse er bare fordi det er innenfor hans interesse. Hvis han bytter spill, blir han nok interessert i scenen der også.
 - Familien setter idrettsstjerner høyere enn esportstjerner. De syns det er litt gøy, men ikke verdsatt like høyt.

Esport har ikke godt nok fotfeste i Norge til å nå de som ikke er knyttet til miljøet. Informasjonskanalene i Norge når ikke alle spillere.

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- Det kunne vært lurt å samle mye under et banner, men det er veldig vanskelig når det er så mange små
 - Det er også vanskelig økonomisk, for mediene har valgt å ikke bruke sin kraft til å dyrke esportstjernene som kjendiser
 - Stigmatiseringen er litt uheldig. “esport burde man ikke investere tid på”. Det er mindre sjanse for en esportutøver å etablere seg i Norge.
 - Tenker at spill som LoL, CoD (de generelle spillene) - skal man få annerkjennelse og høy levestandard, må man til utlandet, siden Norge ikke har det som kreves.

Fremtidens esport

- Mener at utviklingen går på rett vei, men det går mye på teknologien og mediene. Føler dette går veldig tregt. Sykling har litt samme vekstkurve som Norge. Får Norge en Thor Hushovd-aktig stjerne i esport, vil nok esportinteressen i Norge øke.
- Sponsorere vil tjene tilbake på å sponse esportlag/utøvere. Det går også på kunnskap for de som går til sponsorene.
 - Utøverne må bidra som gode forbilder, også for sponsorene.
 - Må være heldig på timing, planlegging og også spillet - mye må klaffe for at det skal gå
- I Pakistan har interessen for Tekken vokst plutselig. Arslan Ash vant en stor turnering (EVO 2019) og sikra seg sponsoravtale med Red Bull i 2019. “Eventyrhistorie”.
- Har troen på at Tekken og Street Fighter kan bli stort i Norge og, men Pakistan var også heldig på å være veldig til underdogs. Derfor har de også vokst voldsomt, og plutselig, etter Arslan’s seier.
- Formel 1 utøvere o.l deltar i online-turneringer, som fører til stor vekst av motor-esport
 - TV2 streama virtuell sykkelkonkurranse der profesjonelle syklister deltok

Sjekk FGC og RBNorway

B.11 Interview with member of Playwell

Playwell member Interessen for dataspill og esport har alltid vært der. På ungdomsskolen var det CS:Source, og den kompetitive arenaen generelt. CS:GO var ikke like likt som Source. Har gradvis bytta til LoL.

Playwell, startet av to venner. Det begynte som et prosjekt de startet på høyskolen. Forskningsrådet har gitt støtte til dette som “sosial gaming”. Han har teknisk ansvar for infrastruktur o.l, alt som er teknisk.

- Opprettet i april 2018, hvor han ble hentet inn i prosjektet i juni
- Oktober 2018, Haukelan LAN på psykiatrisk sykehus. Lokalet de nå eier, åpnet desember 2018
- Nå er det heltidsjobb for de som startet dette. Leder av Fortniteavdelingen hos Playwell har vært en påvirkende faktor for Nitrox, vinneren av Fortnite sommer 2019. Han jobber også fulltid. Informanten har nå en 40% stilling ved siden av studiene.
- Ingen deltakere i Telialigaen fordi de ikke er enige med oppsettet. Han vet ikke så mye om grunnene her.
 - Digresjon: Overwatch datt ut av Telialigaen grunnet minkende deltagelse og seertall. Folk trakk seg mye. Det var gøy å delta for gøy, altså ha en turnering å spille i. De hadde heller ikke tid til å være med mer.
 - Grunnen til at folk er med, er fordi det er den eneste norske ligaen”

GG-Bergen, frivillig super smash organisasjon. Han hjalp til der til oppsett, har fagbrev i IKT service (IT support). Videoproduksjon for TV2, NRK o.l.

- Er på siste del av bacheloren, ønsker å fullføre i Wales.

Satsing på esport vet han ikke når startet, men plutselig var det en ansatt som tok seg esporten.

E-serien, sponses av Altibox har et ganske kjedelig oppsett, slik som Telialigaen. Folk sitter forskjellige steder, men de tilbyr i det minste et utstyr. Du får recording, konsoll og webkamera. De har dog en veldig god caster.

Fifaturnering på Brann-stadion pleier å være veldig populært, og det kommer tilskuere. Må være i Eliteserien eller 1.div i fotball IRL for å kunne være med. Laget heter da “Brann”.

- Begynte første halvdel av 2019

Playwell sitt hovedfokus er Fortnite, men Norges beste Smash Melee (Pricent) var på turnering i Februar i Los Angeles. Noen invites, noen nominert (vår), TSM Leffen hjalp han inn. WiiAse (spilte for Nordvind) i smash ultimate er også nå del av Playwell.

Bestemmelser av spill osv, de har sett på CS:GO, men økonomien tillater ikke bredere satsing inntil videre. Mye pga det fokuserer de fast på Fortnite, siden de også har en av de beste trenerne for Fortnite.

Fremtidens esport

- Kommer an på hvordan folk ser esport. Problemet er å komme i gjennom barrieren som skiller esport fra sport og spill - at man kan delta profft.
 - Jobber med esport” - “Hva feiler det deg?”. Noen synes det er kult, så avhenger litt av hvem en snakker med. En av de største problemene er at man tror folk som spiller sitter alene, men man er jo sosial over nett.
 - Norsk esportproduksjon gjøres middelmådig”. Ikke korrekte casters og ikke riktig produksjon.

Playwell's fremtid

- Avhenger litt av Coronaen. De har et akademi der folk kommer for å trene o.l. Krizzi, up and coming Fortnite spiller som har interessen og evnene til å kunne nå toppen. Vet ikke mye om satsingen o.l, men han styrer det ikke, så vanskelig å si noe sikkert.
- Prøver å bruke lokalet mest mulig til bursdager, proggekurs osv

B.12 Norwegian chess scene

Norske sjakkmiljøet Bakgrunn og interesse

- Spilt sjakk i mange år, begynte for noen år siden som moderator på en av de største sjakknettstedene. Senere har det blitt mer og mer turneringer han har vært delaktig i
- Offerspill, en sjakkklubb Magnus Carlsen startet for en stund siden. Der er han med
 - Forrige uke - en global turnering (verdens største online turnering) som var i 24 timer, med rundt 18 000 deltakere.
- Mye konkurranse mellom sjakknettstedene. Chess.com hadde de beste tidligere, så de startet en månedlig turnering kun for gode sjakkspillere (med en tittel for å få entry)

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- Kjenner Magnus Carlsen fra før

Motivasjon

- Syns det er gøy, og det er en open-source nettside som han ble med på før. Syns det er givende å bidra og å arrangere noe online som folk er med på.

Er ikke så mye penger i sjakk foreløpig, men de siste månedene (corona) har det doblet seg med spillere. Fra rundt 45k til 90k spillere, som også har ført til nettsidekrasj.

- Masse konkurranser
- Sjakk er med i OL, på en måte, men ikke på samme sted eller samme tid.
- Sjakk er ikke en del av idrettsforbundet, selv om det defineres som en idrett i de fleste land. Tror forvirring kommer fra "Sport" på engelsk som kan bety både Idrett og Sport.
- Mener at esport burde klassifiseres som Sport.

Sjakkdeltaker på proffe nivået (admin/mod) i tre-fire år. Mye juks i pengeturneringer. Ble med som moderator for å stoppe juksing, selv også i casual-kamper. De fleste tas av et automatisk deteksjonssystem.

Sjakk i Norge er ikke en del av idrettsforbundet, derfor får de ingenting av den norske pakken. Det kontroversielle med sjakkklubben var at de fikk sponsing fra andre. Det er veldig vanskelig å satse på sjakk uten å få støtte, så derfor pusha de klubben frem.

- Kindred (eid av et stort selskap som eier betting-selskap. F.eks Unibet) gav rundt 2m for å fremme sjakkspilling <https://offerspill.com/offerspill-sjakkklubb-annonserer-samarbeid-med-kindred-group-2/>
- Sjakkforbundet var imot slik måte å få penger fra, selv om de ikke får noe av staten.
- Sjakkforbundet backa ut av idrettsforbundet-sammenslåing grunnet barneidrettsreglene. Barn under 12 kan ikke konkurrere internasjonalt (selv uten pengepremier). Barneidrettsbestemmelsene.

Kindred og Sjakkklubben signerte avtale i Januar. Sjakkforbundet sa nei i sommer 2019. Dumt å ha en avtale med betting, mente de. Mye drama med anklager for kupp, o.l.

Chess24 gikk i samarbeid med selskapet til Magnus Carlsen, og de gjør det nå veldig bra.

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- 10 beste spillerne i verden skal spille om 250 000 Euro i premiepotten hvor alle får noe. Det er en invitational turnering. Pga Corona gjøres det online. De starter 18. April. For å hindre juks, har de kameraer i rommet for å se alle trekk, o.l.

Satsing på sjakk o.l, støtter familie og venner dette?

- Veldig få satser. Kjenner noen som prøver, men de ikke kan leve av det. Ett friår etter VGS for å prøve, men de klarer det ikke. Man må jobbe veldig for å klare det. Det er veldig lite penger i sjakk, selv også i topturneringene.

Esport vs idrett

- De fleste ser esport på lik linje med idrett o.l.
- Kult at det går an å lage nye spill som tar sånn av”

Fremtiden til sjakk:

- Tror på en sterk utvikling fremover, særlig etter hva han har sett nå de siste Corona-månedene. Har vært mye på nett det siste som har vært stor suksess.
- Online-muligheter vil åpne for mye mer spilling og turneringer fremover.
- Satser en del på streaming i det siste (Sjakkklubben) på Twitch. 24-timersturneringen var live hele turneringen. Feedbacken er lovende, men det er ikke så stort publikum som andre spill. Krever ofte populære spillere for å trekke mye publikum.
 - Chess.com inngikk et samarbeid med Twitch for å fremme sjakken. Tror ikke det hjalp for mye mer enn generelle sjakken. Chess prøvde å kapre Twitch-publikummet.
- De startet Twitch-streaming i 2019, men det har ikke vært så mye før nå i Coronatiden. De har en gruppe folk som kan streame til kanalen dems.
 - Gjennomsnittlige seere er på rundt 100 når det er norsk, mens kanskje rundt 1000 med Magnus Carlsen. En kvinnelig streamer trakk rundt 3-400 seere på første streamen.
 - Tar ikke imot donations siden de er så veldig i startfasen

B.13 Interview with Team Midgard

Del av ledelsen - Team Midgard

Bakgrunn

Spilt mye selv, alltid vært interessert

Overhørte at avdelingen snakket om esport, og innså at de ikke kunne noe. Han fortalte da om det, og de hadde visstnok startet planlegging av esport i VGS. Dette startet i 2016

- Man ser kompetansen i esport
- Videregående skoler må gjøre seg attraktive til ungdommen
- Fra august 2020, vil esport bli på lik linje som toppidrett
- 32 elever per nå. Opprinnelig kun 30, men en guttegjeng klarte å argumentere seg inn
- Har lag som deltar i Telialigaen (Tiller esport).
 - De beste spiller på private Bitfix Gaming, Team Midgard
- Kun Tiller i Trondheim som inntil videre har esportlinje. De var nummer to i Norge til å starte dette.

Team Midgard

- Startet av en gjeng voksne folk der de har med seg eiendomsinvestorer, marketing, tech-folk osv. Noe manglet i esporten, mye bruk og kast, dårlige avtaler o.l.
- Hovedsakelig et rekruttlag som startet laget.
- Er nå 11 spillere i Team Midgard, to lag i CS
 - Ingen spillere har forlatt Midgard noen gang.
- De har ingen trenere per nå. CS styrer seg selv.
 - Han har etterutdanning for å være psychological coach. Søvnregistrering o.l over 8 uker gjøres med Olympiatoppen ved NTNU.
- Samarbeider med BN Bank, 3T, Din Naprapat (skreddersyr kosthold og treningsplaner), Extra Optical (gaming briller), Kraft trening (teamuniform og drakter), Nidaros Data, Ungt entreprenørskap, Møller Bil, Stiftelsen Vi (Kjell Inge Røkke sponser med mye, toppidrettsutøvere er også med der. Skal tilrettelegge for funksjonshemma barn - gaming går inn her), næringsforeninger i Trondheim, Work Work
- Kontakta av NRK som ville lage reportasje om esport
- Har primært lag i CS, er også enklest å danne lag der. Er flere som vil spille League Of Legends, men de klarer ikke sette et ordentlig lag. Vanskelig å ivareta laget fordi livet kan komme i veien for trening o.l

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- Han har etterutdanning for å være psychological coach. Søvnregistrering o.l over 8 uker gjøres med Olympiatoppen ved NTNU.

Jobber med å få til en stor sommer-cup fordi alle idrettsarrangementer er avlyst. Trenger da en erstatning til dette

- Samarbeider med Norges esportforbund og ulike bedrifter her.

Vært altfor enkelt å hente sponsorer. De som er med i Team Midgard er ganske kjent. Bedriftsnettverket er lite, men samtidig ganske stort. Det er enklere å da hente sponsorer fordi mange vet om mange

Læreplanen på esport er nøyaktig lik de andre toppidrettsplanene

- Det er viktig at toppidrettsplanene er åpne for tilrettelegging
- Faste 2 timer gym som alle sammen har. Fra nyåret starter det med to nye timer.
- Viktig fra dag 1: “Vi skal trene, ellers blir vi ikke bedre. Man må bli sliten så man vil legge seg, ikke LANE”. Har også brukt kondisjonsprogrammet til NTNU. Hovedsakelig kondisjon og kjernemuskulatur

Potensialet i den norske esporten

- Det er der, men vi henger veldig etter. Når noen har blitt gode, må de lære opp neste generasjonen. Det har ikke Norge, men Sverige, gjort.
- “Vi i Norge er mest opptatte av det VI gjør. Vi har enkeltspillere, men det slutter litt der.”
- Nordvind og Apeks har lønning, Nordvind mer enn Apeks, men Apeks har bedre trenere.
- Vi må få på plass et godt esportforbund som kan snakke rettigheter for spillerne, og fjerne bruk-og-kast mentaliteten
- Man må få gjort det mulig å satse
- “Veldig viktig å ha dyktige nok folk til å drive med det. Ikke bare voksne, for da mister de unge også litt interessen. Tror det er viktig å få med ungdommene til å drifte det fra dag 1”
- “Samlingspunkter er viktige! Vi vil ha en gamingsplass som skal fungere som samlingspunkt og man kan leie pc for noe rundt 40,- timen”

Offentlig omdømme: “Det er veldig godt”. De får styrt godt, og til og med besteforeldre snakker godt om Tiller.

Fremtidens esport i Norge

- Kommer til å se en økning av lag og klubber innen esport
- “Tror bedrifter kommer til å skjønne at de må inn i esport. De må appellere til de nye kundegruppene. esporten kan gro ganske godt, men vi som driver med esporten må legge tilrette. Kidsa kommer til å tjene pengene, men vi voksne har bana veien for disse. Ting må gjøres riktig. Man må få på plass strukturer og gjøre det stegvis, for det er mye penger å bruke for å sette det opp.”
- Nivået på norsk eSporet er dessverre såpass dårlig kontra det internasjonale, så vi har ikke mye å stille opp med hverken der eller på produksjonen o.l.

Finanskrisen tok ned de få satsingene Norge hadde på esport, særlig på CS 1.6.

- Det var utallige LAN hver eneste helg overalt. De fikk dekket internett, premier osv. Det tok slutt ned på grasrotnivå.
- Catchgamer slutta brått, og det gikk bra med dem før. En han kjenner var med som turneringsdirektør i ESL i ett år.

B.14 Interview with TAW officer

Offiser i TAW Del av TAW

Fra England.

Bakgrunn

- Tror han startet å spille Flash spill som 6-7 åring. Begynte med RTS som 10-11 åring (kanskje yngre), Red Alert 2. Begynte med Starcraft 2 rundt da det kom ut i 2010. Spilte mye World of Warcraft. Spilte mye forskjellig opp i gjennom.
- Er i øvre 10% sjiktet i Starcraft. Ikke proff, men god nok til å delta på lokale TAW-turneringer
- De har ingen esportlag, men de har mye tilbud for casual-spillere

Bakgrunn i TAW

- Ble med for omtrent 2 år siden, starten av 2018. Ikke lenge etter han ble med i Starcraft igjen etter pausen han hadde. Er mye morsommere å være i en community når man skal spille.
- Ble Officer i TAW ved slutten av 2018. Ble valgt som en instruktør for nye medlemmer, mye ifht oppsett for å delta der man vil.

Historien i TAW

- Eksistert siden rundt 2001, startet av en gruppe venner som spilte FPS, sikret CS 1.6. De var i militæret, så derfor er det også militærtema på klanen.
 - Vokst ganske stabilt over tid.
 - Starcraft har eksistert ganske lenge i klanen, rundt 65 medlemmer i Starcraft 2-miljøet.
 - Mange gikk fra Starcraft 1 til Starcraft 2. Spillene er veldig forskjellige. Er dog mye overlapp mellom 1 og 2 i miljøene.

Starcraftscenen i England

- Vokst mye de siste årene. Vært omtrent 3 store lan med Starcraft-premier det siste året.
- Scenen er mindre enn de største spillene, men de ser flere som følger aktivt med - økt fra rundt 50 seere til 2-3000 seere på kort tid.

Videre spørsmål

- Hovedsakelig involvert i Starcraft innad TAW.
- Titallige spill de deltar i
- Bruker Teamspeak og Discord, da det virker som Teamspeak fungerer bedre med mange mennesker
- Har deltatt i online-turneringer, men ikke klart å slå noen proffe
- Mye av dagens spill er gjort fra bunn, der spillerne lager scenen. Med Overwatch ble det mer påtvunget, og det kan ha ført til fallet av esports scenen der.

Spill vs Idrett

- Sunt med variasjon. Man må ut å trene, o.l.
- Det er ikke slik at familien ikke liker spill, de har spilt litt med han opp igjennom. De ser ikke på noe proffspill, og de spiller ikke veldig aktivt.
 - Han, vennene eller familien ser ikke på idrett og dataspill som likeverdige.
 - Man må legge inn like mye arbeid i begge grener for å bli god, kanskje også vanskeligere i dataspill

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- Dataspill o.l er som å dra til parken for å spille fotball, men det proffe av det er også likt. Tenker at det er vanskelig å identifisere hvordan man skal trene riktig og samtidig leve sunt mentalt og psykisk.

Esportutøver vs idrettsutøver

- Ser på dem som likeverdige, da han ikke legger en høyere enn den andre. Ser ikke på vanlig idrett egentlig, men ser på esport. Litt vanskelig å da si noe konkret om de står likt, men han respekterer dem likevel likt.

Fremtidens esport

- Esport vokser konstant og det er allerede veldig stort. Er ikke overrasket hvis det fortsetter å vokse jevnt.
- Med Coronaen, er det veldig bra for esporten. Hørte om at proffe idrettsutøvere deltok på nett.
- Tror det tar lang tid før esport blir så stort som fotball i England. Det er jo millioner spytta inn i premiepottet, det er definitivt stort.
- EpicLan i England støtter mindre LAN/turneringsopplegg for CS:GO o.l. Dette støtter opp til flere esportrelaterte arrangementer for scenen.
 - Community-sourced turneringer hovedsakelig. Noen har sponsorer, men de fleste er alene.

B.15 Questions answered by leaders of TAW

Spørsmål som er sendt til TAW (**These questions were answered by mail**)

Questions to TAW

- **Where does your passion for video games and esport come from (general background)?**
 - *Which game means the most to you?*

I have so many games I really love and have connections to, but the one game that probably means the most to me is Street Fighter 2. I poured countless hours into that arcade game. I have purchased every home version of that game since it came out on multiple consoles. *Who created TAW and when?*
 - *What was the intention for establishing the team/group originally?*

The original intention was to find other like-minded gamers to enjoy the hobby and passion of gaming together.

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- *Can you tell me about the history of TAW from being a small local team, growing nationally, expanding internationally, etc?*

TAW started with Delta Force and Ghost Recon back in 2001. The next few years we added games like Battlefield 1942, Rainbow Six: Ravenshield, Call of Duty Joint Operations, Far Cry just to name a few. As we were adding these games to our roster, we kept adding members from all over the world. We started setting up events to cover time zones globally, and put a structure in place to have people in roles to help maintain the growth of our community. Started hosting tournaments, weekly events where you could count on people to be there to play with, and kept activity a main focus of our community.

- *How did you grow in numbers?*

Back then there was no Twitch, Youtube, Facebook or Twitter. We had to recruit in game, forums, and word of mouth. All of which is still good recruiting today. We wanted active people. People that would show up a couple times a week to play with their online friends. Having activity was crucial to our growth. No one wants to join up, and then play by themselves. I always felt that was crucial to people staying, playing, and having fun.

The following 2 questions are a bit similar, but I will clarify a little. With “Vision”, I mean: What did you think, or hope, you would achieve with TAW. With “Goal”, I mean: What were the specific goals you set for TAW.

- *What was the first vision for the team and has it changed over time?*
I believe the initial the vision was small. To have people playing a couple games with. Over time, TAW has grown up to 3000 members at our peak. With more members means more games to accommodate everyone. We now have a system in place for bringing in new games, making sure they are ran by good staff, and can stay within our community for quite some time, not go away when the fad fizzles out. We have had every genre of gaming from FPS, RTS, MMORPG, to Table top Dungeons and Dragons type of gaming.
- *What is your current goal for the team, and has it changed since the beginning of TAW?*
Initially we were a gaming community of just FPS games. A personal goal for me would be to have a fighting game within TAW. Something for me that I have always been close to. But this tends to be harder than expected as we usually do not get people interested in playing something like that weekly.
- *I heard you have no professional participants in your team at the moment, did any parts of the team attempt to go pro (either nationally or internation-*

ally)?

- *Have you previously attempted to recruit previous professionals to train your own members professionally?*

We have not, nor to my knowledge ever recruited a professional to train our members. With the internet, you can about Google everything you need to know about any given game, and a pro wants money for their time. We have many people that play at a very high competitive level within our community. We also have people in place to offer training with other members for a variety of reasons. From learning how to raise their game, getting better at specific weapons, best loadout for your playstyle and so on.

- *Is there any reason you have decided to not be active in the professional scene?*

When I first got into gaming, I would get very competitive. I would play in local tournaments, with The Art of Warfare tournaments, other clans open tournaments, and of course the arcade. Having that line form on player 2 was always nice. The professional level really blew up in when Youtube and Twitter got big. I have not been in the competitive scene for several years, so my reflexes have gotten a bit slow now. Happens with old age unfortunately.

- *You have ten folds of different games your team plays actively. Is there a process for choosing a new game for your team?*

- *Do you organize in-house tournaments across all the games, or a selected few?*

We have a community gaming event yearly we call TAW@WAR. This is usually a game that is free to play so everyone can participate in. Our games also offer tournaments within their game. Sometimes they are tournaments open for everyone, other times it is internal for their game only. That is always left up to those running that game.

- *What kind of prizes do you provide for those tournaments?*

That will vary from game to game. Sometimes it is Steam gift cards, PC parts, to accommodations on a member's dossier. There are no forced fees within TAW, so all prizes are donations from our members. What we hand out is really up to them.

- *What attracts participants to your tournaments?*

I think what attracts people to our tournaments is that we can do things that you do not get outside of our community. When a tournament

is put together, it is structured, organized, and fun. Sometimes it is something that you don't get in a competitive tournament with special settings.

– *Do you organize public tournaments?*

We do not organize public tournaments, but what we have done is when we have a tournament, we will allow non TAW members to join in. These people are usually ones that are friends or family of TAW members. Or has heard of it by word of mouth.

• The following questions are regarding your strategies

– *What is your strategy for recruiting new members to TAW?*

Recruiting has changed over the years due to social media at its current peak. Utilizing all forms of social media has been a big part our current strategies. But the old tried and true ways still work, and work well.

– *Do you have any sponsors? If so, how do you go about gathering sponsors?*

We have do not have any sponsors, nor have we ever used them. We do this to keep our website clean, no pop ups as our members visit our site. It also keeps us free of any sponsorship restrictions.

– *At the beginning of TAW, did the creators spend their own money on tournament funding or team growth?*

I would imagine they had to spend money on servers, and the creation of the website. But to my knowledge there was no money spent on hosting tournaments.

– *Is your website created by your own members?*

Yes, our current website was created by members of TAW.

– *Have you experienced difficulties running the team at all? With that, I mean things such as competition, sponsor mishaps, conflicts within the team (such as conflicting interests), etc.*

There are always small issues when you have so many members. Drama pops up here and there. You can't make everyone happy, so there are always those with different opinions. Over time our members work on tournaments to try and make as many people happy as possible.

The following questions are regarding the culture of your team

• *How many active members do you have?*

At our peak we were around 3000 members. Currently we are around 2000.

Those are all active members that get involved with the community on a weekly basis.

- *How many nationalities are represented in the team?*

We are a global gaming community. We represent people from every continent.

- *Are there weekly events?*

Weekly events is one of those things that sets us apart from a lot of other gaming clans/communities. They are a staple in our organization and have been from the beginning.

- *Do players across different games play with each other?*

Yes. We encourage our members to play whatever game we offer. You will see players mingling in our Teamspeak gaming together all the time.

- *Do you have a specific strategy for connecting your team across games as a whole?*

We have a Corps within our gaming community whose sole purpose is to bring new games in, train leadership, and keep things as consistent as possible between all of our gaming divisions. Outside of that Corps we also have a few meetings every month to discuss the community as a whole, bring up issues, and make decisions on changes that need to be made moving forward.

- *Has your team impacted the computer culture of the UK, or any other country? By that, I mean with regard to LAN, dedicated events, anything video-game related that could be connected to your team.*

I am not sure if we have impacted the culture of UK PC gamers. But half of our membership is European. So I would say there has been some impact there.

These questions are regarding video game culture as a whole

- *Over the time you have been with TAW, what are some of the biggest changes you have seen to the public's view of video games?*

Initially games were for kids, now not so much. Violence has been in the spotlight for games for all the wrong reasons, and as games continue to mature, I can only imagine that spotlight will get brighter. On the bright side, people now see them gaming as a sport. I never thought I would see that happen. People are making millions by streaming, and uploading videos with millions of views and followers.

- *How have the people of the US changed their attitude towards video games?*

I feel in the US people who enjoy games, have gotten more competitive, and I have seen FPS games being played much differently than in the past. Feels like less strategy, and more run and gun. Of course our politicians only see the violence in the games when something bad happens, and I think there are more older people playing games as they are growing up with them.

- *Are there any events, such as LANs or other tournaments, that are financially supported by the UK? If so, which?*

Non that I am aware of. All of our tournaments are for all the members playing that game, or in our community.

- *Norway has a public fund, run by Hyperion, dedicated specifically to supporting small event-organizers in video games, among other interests. Is there an equivalent part of the UK that does this? (As of last year, that public fund had about 350 000 pounds of funding, where around 97% goes to the organizers)*

There may be some, but I am not aware of any.

- *Is there a federal esports bureau in the UK? (Norway has “esportsforbundet”, the official federal bureau of esports in Norway) not sure if bureau is the correct word here.*

Final questions: What do you think about the future of esports and video game culture, not only in the UK, but in the west? For example, will the west ever reach the same level as South Korea?

Esports is blowing up at the moment. I have watched videos and seen the excitement in the crowd when there is a last minute surge, or their favorite player winning it all. Here in the US now you can watch esports on ESPN. I think here in the west we will continue to see a rise in esports gaming. Being as big South Korea I could not tell you. A little about myself. I joined The Art of Warfare in 2005. I have held about every position within our community over the last 15 years. Currently I am in an Army Command position which oversees every gaming division we have. I have been playing games since the original Pong came out. Some of my favorite games over the years has been Street Fighter, Mortal Kombat, Halo, Mario, Rainbow Six, God of War, Age of Empires just to name a few. I have enjoyed playing games from a few bars on the screen, to the movie quality realism we have in games today. I used to compete in Rainbow and Call of Duty tournaments on a regular basis at a fairly high level. Today I am more into a less competitive story driven games, but I still dabble in some multiplayer FPS action. The Battle Royal scene has got my juices flowing again. Thank you

